



# CAT HAVEN STRATEGIC SUMMARY 2022 - 2024

## PURPOSE:

Rescuing cats from the perils of the street through advocacy, education, and prevention as the leading cat welfare association in Western Australia.

## OUR VISION

Every WA cat should be a well-cared for cat and we work towards achieving this by:

- ✓ Providing a facility to care for lost, stray or unwanted cats and rehoming as many as possible.
- ✓ Advocating on behalf of the cats and cat owners of WA to promote and educate responsible cat ownership as well as informing on the importance and benefits of cat companionship.
- ✓ Ensuring Cat Haven is financially resilient and that the organisation is sustainable in providing essential cat welfare services to the WA community in the long-term.

## ORGANISATIONAL SUSTAINABILITY

- ✓ Having a sustainable organisational structure to ensure Cat Haven can continue to provide essential cat welfare services to the WA Community with adequate staffing support and a structure that promotes collaboration and communication within the organisation.
- ✓ Developing a long-term financial plan including a donor and capital fundraising strategy to allow for Cat Haven to undertake services to focus on prevention work as well as day to day cat welfare work.
- ✓ Having a succession plan to capture essential corporate knowledge both at the Board and administrative level to assist Cat Haven in delivering long term strategies.
- ✓ Diversifying Cat Haven's income generating activities to lessen the reliance on bequests and donations. This will also allow for major bequests to be earmarked for strategic capital works for the long-term benefits of Cat Haven.
- ✓ Providing a well-structured foster program to socialise cats and relieve shelter induced stress to ensure more successful adoption outcomes.

## TECHNOLOGY INFRASTRUCTURE

- ✓ Improving our IT infrastructure to drive opportunities for greater efficiencies and modernise the way we do business. Continuing to create strong foundations to stabilise and streamline systems.
- ✓ Implementing a well utilised Customer Relationship Management system to allow for enhanced engagement and interactions with members, adopters, donors, and other stakeholders. A harmonised platform will drive efficiencies across all departments to ensure that we always have access to the latest client information.

## COMMUNITY AND STAKEHOLDER ENGAGEMENT

- ✓ Advocating and lobbying key government agencies and politicians to ensure cat welfare related legislation is drafted and implemented practically and with an evidence-based approach. Cat Haven is well placed to be the voice for cat owners and all cats in WA.
- ✓ Working closely with other cat welfare and rescue groups in WA to ensure a united voice in cat welfare matters.
- ✓ Working towards a prevention strategy including programs to proactively educate and enhance the awareness of responsible cat ownership in WA.



Celebrating 60 years of service  
to the WA community