

News Release

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For Immediate Release

A Plan to Build a No Kill Community

LOUISVILLE, Ky (March 1, 2012) – No Kill Louisville’s Board of Directors with the help of volunteers from Louisville, Southern Indiana and surrounding counties have completed a plan for building and maintaining a No Kill community. The plan runs from March 1, 2012 through June 30, 2015. The full plan is attached to this email. For your convenience, we have also listed a summary of what, we believe, are the major highlights of the plan on the last two pages of this release.

No Kill Louisville (NKL) was founded on April 22, 2010, by volunteers of Louisville Metro Animal Services who wanted to see a more proactive and lifesaving approach to animal care in our community. In its first year, NKL’s supporters grew by more than 20,000 and the non-profit became a vocal supporter for the community’s pets and pet owners. This included meeting with Metro Council members to get a No Kill resolution passed unanimously in September 2010, stating council members would like to see LMAS become a No Kill facility, and becoming involved in supporting mayoral candidates who promised LMAS would become a No Kill facility. Greg Fischer was one of those candidates.

We also became a resource for other animal welfare groups, providing potential fosters and volunteers, raising funds for programs or treating animals within their care, and increasing their public outreach. This includes Alley Cat Advocates; Kentucky Humane Society; The Shamrock Foundation; Shamrock Foundation’s Arrow Fund; Saving Sunny; Louisville Metro Animal Services (LMAS); the New Albany-Floyd County Shelter and many more. We also supported and spread the word about new rescues,

such as Derby City Dog Rescue, and organized efforts for LMAS promotional items, such as Furry Features, and paid for the training of volunteers for the LMAS' Rescue Waggin' program which is run through PetSmart Charities.

But as we continued to help others in hopes of becoming a No Kill community, it became clear that not everyone was willing to take the steps to do so. In addition, there had been little time to assess NKL's own processes, programs, and direction. Our organizational structure and communication suffered as a result. In late August 2011, the Board of Directors came to a realization. NKL had become reactionary and we could not make LMAS' leaders or our city leaders take action and implement the No Kill model. We decided to step back and come up with a Strategic Plan for creating a No Kill community.

In September 2011, we invited No Kill Louisville's volunteers to a series of meetings that took place over a three month period. In those meetings, we, the Board of Directors of No Kill Louisville, asked them to help us identify our Strengths, Weaknesses, Opportunities and Threats (SWOT). We also asked for them to share their biggest dreams to their most attainable ideas for No Kill Louisville and our community's pets. They *directly* helped us write the vision and mission statements of No Kill Louisville as well as identify our core values and gaps in our programs and processes, including the need to improve our internal volunteer programs and communications.

In January of this year, the Board of Directors began meeting with several volunteers who helped guide the Strategic Planning process and finish writing the plan, including our operational plan which is now our working document for implementing our goals. We completed the plan on February 16 and presented it to volunteers on February 19. After making some of their suggested adjustments, we finalized the two-and-a-half year plan which runs from March 1, 2012 to June 30, 2015. The final date was chosen to correspond with our fiscal year end in 2015.

On the next page, you'll find what we consider to be some of the major highlights of this Strategic Plan:

Pages 3 - 5 - Our Core Operating Values

Our core beliefs and values as No Kill Louisville, some important ones:

- **Compassion** – NKL will interact with all adoptable pets, feral/unowned cats, and pet owners/caretakers with compassion, dignity, and respect.
- **Watchdog** – NKL will measure our progress in becoming a No Kill community within our publicly funded animal shelter system by monitoring intake and outtake numbers; highlighting obstacles and achievements; and bringing public awareness to what is happening within our community's shelter system.
- **Partnerships** – NKL seeks to establish strong partnerships throughout the community and considers these partnerships vital to creating and maintaining a No Kill community.

Pages 5 & 6 - Underlying Service Assumptions

Our assumptions regarding animal welfare & pets in our community

- If the community's tax dollars are spent on the "catch and kill" model, it is a mismanagement of public funds.
- The community expects NKL to monitor publicly funded animal services and share that knowledge with the public at large.
 - This includes both fiscal responsibility and treatment of the pets and feral/unowned cats by animal services.
- Pets and feral/unowned cats add value to the lives of people by providing companionship, purpose, and health benefits

Pages 14 - 25 - Operational Plan

Our flexible, working plan for implementing our vision

First several months

- strengthening our volunteer programs, including communication
- focused on our pet retention/redemption programs (like the pet food bank, helpline, & lostpetskentuckiana.org)
- diversifying the board of directors and providing for financial sustainability
- vaccination program for parvo and feline leukemia
- diversify NKL representation across all Louisville communities
- PR and awareness plans; including watchdog aspects of NKL's role in the community

First two years

- research and develop timeline for low income families vet clinic - mid-2012
- research and develop timeline for targeted spay/neuter clinics (mobile vs static) - mid-2012
- transition from all-volunteer to staffed and volunteer organization by July 2013
 - this recognizes that we need dedicated staff to run NKL

- currently run by volunteers – most have full time jobs; this has led to some gaps in response time and communication
- research and develop timeline for No Kill shelter inc. capital campaign– Feb 2014
- research and develop plans for No Kill Kentucky
 - license plate program March 2012
 - long term No Kill Kentucky organization April 2013

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Vision Statement:

We envision our community as a place where no adoptable pet or feral/unowned cat is killed, regardless of resources, economics, and politics.

Mission Statement:

Through the support and creation of programs and services, collaboration, and advocacy, No Kill Louisville will build a community where no adoptable pet or feral/unowned cat is killed.