



2021-2024 STRATEGIC PLAN

The 2021 – 2024 Strategic Plan will focus Lollypop Farm expertise to help those facing difficult challenges whether they be medical, behavioral, or otherwise. We will provide support and resources to keep pets in the community and out of the shelter environment.

OBJECTIVE 1: ENSURE SUPERIOR CARE FOR PETS IN OUR COMMUNITY AND SHELTER

Becoming an animal resource center where, together with our community, animals are primarily housed in our community and kept with the people who love them. We will ensure a humane experience for the animals in our facility while giving them the exact amount of time they need to be successfully placed. Accessibility to services and programs for all members of our community is necessary to supporting these goals.

WE WILL:

- Shift focus to a resource center model & create a judgement-free, non-stressful experience for resource counseling
- Work with local organizations to create a united front while providing services for those who find outdoor cats
- Create a shelter journey path for all shelter animals within 72-hours of intake
- Become a Fear Free Shelter



OBJECTIVE 2: ATTRACT AND RETAIN THE BEST EMPLOYEES AND VOLUNTEERS

Lollypop Farm relies on staff and volunteers to provide individual care to thousands of animals each year. Providing employees and volunteers an environment they can thrive in is crucial to providing quality care for the animals and excellent customer service to our community.

WE WILL:

- Improve staff and volunteer experience through training, development, competitive compensation, and career path planning
- Establish a Diversity Equity and Inclusion Committee and strategy
- Establish metrics and benchmarks of the current animal welfare environment
- Assess barriers for employees and volunteers to Lollypop Farm
- Evaluate programs and determine barriers for entry and usage

OBJECTIVE 3:

FIGHT ANIMAL CRIMES AND ENSURE THE HUMANE TREATMENT OF ANIMALS

As an SPCA, Lollypop Farm is charged with enforcing the animal cruelty laws of New York. We need to work with many diverse groups in the community including citizens, prosecutors, judges, and local and state law enforcement.

WE WILL:

- Develop Memorandums of Understanding with government entities that are within our geographic area of authority
- Develop standards for all NYS SPCA designations to ensure consistent enforcement of animal crimes
- Work with Humane Education to create a program for school age children aimed at identifying animal cruelty and encouraging empathy for all living beings



OBJECTIVE 4:

BE THE PREMIER RESOURCE TO KEEP PETS HEALTHY AND IN HOMES

In order to keep pets healthy and in their homes and prevent intake to the shelter, Lollypop Farm will build a robust pet resource hub. This resource hub will be the foundation for outreach efforts to help pets and their caretakers live better lives together.

WE WILL:

- Launch an updated pet resource hub that is accessible in multiple ways
- Implement an outreach strategy for sharing with targeted pet caretakers and communities
- Grow a network of connections with partner organizations, agencies, businesses and places of worship throughout our community



OBJECTIVE 5:

ENSURE FINANCIAL SUSTAINABILITY AND GROWTH

Lollypop Farm has been serving the Greater Rochester community since 1873. We need to meet community needs for animal welfare both now and for future generations. We aim to ensure that we have the resources to continue our mission, plan for future needs, and remain a best-in-class shelter and community destination.

WE WILL:

- Ensure a financially sound Lollypop Farm through managing our endowment, reserves, and well-planned capital investments through a comprehensive facilities plan
- Enhance and support fundraising and communication by developing impact statements and logic models for programs to demonstrate measurable results to stakeholders
- Hold a year-long celebration that engages stakeholders and animal advocates in the history of the organization to mark the 150th anniversary

