

Press Release

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CENTRAL NEBRASKA HUMANE SOCIETY RELEASES 3 YEAR STRATEGIC PLAN FOR IMMEDIATE RELEASE

Grand Island, NE June 11, 2018: The Central Nebraska Humane Society (CNHS) is pleased to announce the launch of its Strategic Plan (2018 - 2020). This Strategic Plan is the culmination of efforts that began at a strategic planning session in June 2016.

The Strategic Plan was developed following a vigorous and inclusive process that included both board and staff input.

President of the Board, Penny Muirhead said, "Strategic planning and goal setting is important for any organization; such efforts help articulate priorities and focus key efforts. We would like to thank and acknowledge both staff and board members who worked tirelessly in years past to further the mission of CNHS, including those who were a part of this vision for the future. The years ahead present many potential changes and challenges for CNHS. I am confident this Strategic Plan provides CNHS with a clear and comprehensive course to meet our mission and to ensure the transparency and accountability of CNHS while fostering a vital and efficient system to care for the animals in our care while they wait for their forever home."

In line with the vision and mission of the CNHS, the overarching strategic directive of the Strategic Plan is to "provide the best experience for all animals in our care and in the communities we serve."

The Strategic Plan sets forth six interrelated Strategic Objectives:

- 1) Identify and implement best policies and practices to improve shelter animal welfare and increase adoption;
- 2) Modify shelter to minimize animal stress and disease transmission, enhance socialization, and promote adoption
- 3) Recruit, develop, and sustain strong board membership.
- 4) Educate and engage community, donors, and partners.
- 5) Improve our financial position for continued growth.
- 6) Retain key staff and volunteers.

All adopters, staff, board, and the community are fundamental to the successful implementation of the Strategic Plan and the continued success of the Central Nebraska Humane Society.

About CNHS: Established in 1967 and celebrating over 50 years of service, the Central Nebraska Humane Society is still located at the original site donated by Herbert and

Barbara Glover. CNHS is the largest nonprofit 501(c) (3) animal welfare organization in a lead role in central Nebraska. On a daily basis, the Central Nebraska Humane Society shelters nearly 70 dogs and 125 cats (or more!). In 2017, the Central Nebraska Humane Society took in 3,068 animals, which averages more than 8 intakes per day. CNHS is governed by a Board of Directors whose members establish the policies, operation guidelines, strategic planning and fundraising for the organization. All donations and financial support goes directly to impacting the lives of animals in a positive way. Much of the funding CNHS needs to care for animals comes from the generous support of local donations. Funding from the relationship with local city government only covers the work of Animal Control. Currently, the CNHS staff is developing new programs including comprehensive animal foster care and dog training programs as well as revamping its volunteer program. Development of these new programs would not occur without the generous financial support of area donors. In 2017, this support helped CNHS find 1,349 animals their forever home and reunited 442 animals with their owners. To date, CNHS has adopted to over 70 counties in Nebraska and over 30 states.