



The Feral Cat Foundation

Resources Development Plan

Presented by:

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Presentation Agenda

- 1 Assessment of Situation, Needs, & Goals
- 2 Human Resource Development
- 3 Financial Resource Development
- 4 Physical Resource Development

Overview of Current Situation

❖ **Mission:**

- Alleviate the overpopulation and suffering of homeless cats in the East Bay communities

❖ **Current Situation:**

- Foster rate dropped from over 50% to 30%

❖ **Current Goal:**

- To stabilize the foster home program and increase the foster rate back to at least 50% (about 400 cats a year)
- Short-term, 2-year timeframe

Objectives for Fulfilling Goal

❖ **Develop Human Resource:**

- Recruit necessary volunteers
 - 10 additional foster homes
 - 30+ additional committed regular volunteers
 - 80+ additional one-time volunteers

❖ **Develop Financial Resource:**

- To raise additional \$62,000 revenue in year 1 & aim for \$80,000 in year 2

❖ **Develop Physical Resource:**

- Acquire kennels (30+) & exhibition cages (10+)
- Establish physical office location

❖ **Increase visibility and volunteer involvement through resource development**

Human Resource Development

❖ Objectives:

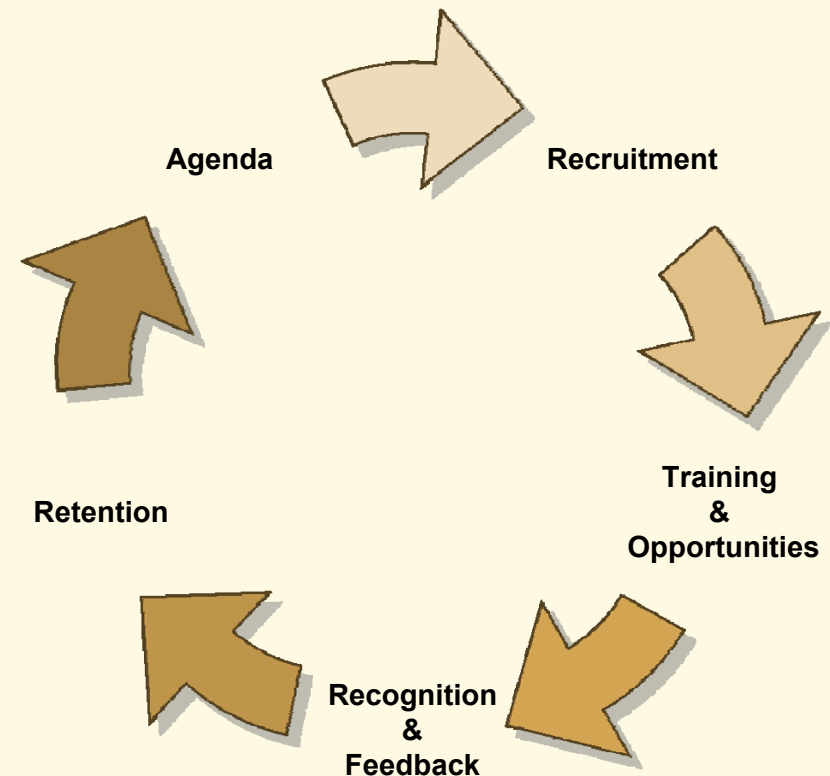
- Recruit necessary volunteers
 - Foster homes
 - 10 additional foster homes
 - Animal transportation, events, administrative support
 - 30+ additional committed regular volunteers
 - 80+ additional one-time volunteers

❖ Suggestions:

- Follow a development cycle to develop & manage volunteers
- Cycle should be completed twice within a year in order to improve volunteer development

Volunteer Development Cycle

1. **Agenda:**
Defines types, job descriptions & requirements
2. **Recruitment:**
Determines where and how to contact prospective volunteers; includes recruitment, screening & matching
3. **Training & Opportunities:**
Provides necessary skills and information to perform duties; provides opportunities to participate in actual events/programs
4. **Recognition & Feedback:**
Recognizes and rewards volunteers; establishes control mechanism for feedback and evaluation
5. **Retention:**
Keeps volunteers engaged & reconnects them for future assignments



❖ The Cycle is an ongoing process & does not conclude at a specific step

Figure 1: Volunteer Development Matrix

Types:	Priority	Stage 1: → Develop Detailed Agenda 1 st Month of cycle	Stage 2: → Recruitment 1 st -2 nd Month of Cycle	Stage 3: → Training & Opportunities 3 rd – 5 th Month of Cycle	Stage 4: → Recognition & Feedback 6 th Month of Cycle	Stage 5: ↺ Retention 6 th Month of Cycle
Volunteers – Foster Homes ~10+ Foster Homes	High: 1 st cycle	- meet with existing foster home volunteers to develop detailed description; should include specifics in categories such as feeding, cleaning up, & playing with cats; requirements for residence & household	1) <i>Recruit</i> : - post announcement on website and newsletter - send invitation to volunteer alumni and ask them to provide referrals - post flyers in other animal-related organizations such as local animal shelters, veterinaria offices, pet stores, pet food markets, etc. - partner with local schools or community centers to post information on their website/newsletter; or have them use their contacts/email list to send out request for volunteers	- host welcome orientation to provide overview of organization and prospective duties; answer any questions volunteers may have; serve as ice-breaker for volunteers to know each other; orientations may be separate for different types of volunteers - create manual or pamphlet containing equipment & A of volunteers provide data information and what to do in case of an emergency - host seminars or workshops for volunteers to learn and practice necessary skills and have experienced volunteer share their stores	1) <i>Recognition</i> : - recognize volunteers by sending personalized thank you cards or memos - reward volunteers by providing small but sincere gifts, such as t-shirts, coffee mugs, key chains, etc. - thank and recognize the help of volunteers at the end of a public event - nominate or create awards for those with outstanding and committed service 2) <i>Feedback</i> : - host seminars allowing volunteers to express opinions or concerns - create survey or other means for volunteers to provide comments anonymously - board members and/or senior volunteer should actively seek feedback from volunteers to brainstorm strategies that can improve the volunteer experience	- host get-together dinners (such as BBQ or potluck) for volunteers to remain connected - host activities to allow volunteers to come to the organization and have fun (not just work), such as a hiking trip, or visiting a cat/animal sanctuary - update volunteers on movements of the organization or upcoming events by email lists or newsletter - periodically follow up with volunteers by phone or email and see how they are doing - periodically send personalized hand-written thank you notes to remind them how important they are to the success of the organization - ensure ongoing reward and feedback to improve the organization and to create strong bond for volunteer commitment
Volunteers – Animal Transport ~ 5+ Regular ~ 20+ One-time	High: 1 st Cycle	- create itinerary by determining location of frequently visited veterinarian offices, adoption sites & frequency of cat transports - determine eligibility requirement: license, vehicle, insurance, driving record, etc.	2) <i>Screen</i> : - review applicants and their corresponding schedules, skills, interests and other criteria (such as residence for foster care and access to vehicle for transport) to determine eligibility and assignment 3) <i>Match</i> : - notify volunteers of possible assignment and ask for commitment by phone, email, or written letter	<i>For foster & transport types</i> : - host workshops on cat handling with both animal rescuers & foster volunteers to learn pet CPR, proper animal handling, etc. <i>For adoption & fundraising types</i> : - host seminars for volunteers to practice “role play” for various events to enhance communication skills needed and to get a sense of how an event is carried out <i>For Administrative support</i> : - host meetings to receive training from board of directors and/or senior volunteers to go through administrative needs		
Volunteers - Adoption Events ~ 10+ Regular ~ 20+ One-time	Moderate: 1 st or 2 nd Cycle	- look at records for previous events and meet with board members/existing volunteers to determine responsibility of volunteers such as staffing responsible handling of paperwork - determine eligibility such as age, language/communication skill, knowledge and experience if any - note possible time/location of event and determine how best to correspond with schedule of general public/prospective volunteers (eg. weeknights/weekends)				
Volunteers - Fundraising Events ~ 10+ Regular ~ 20+ One-time	Normal: 2 nd cycle					
Volunteers - Administrative Support ~ 5+ Regular ~ 20+ One-time	Normal: 2 nd cycle	- meet with board members regarding administrative support required for functions of the foundation; such as picking up mail, answering phone calls, paper work, etc. - determine skills, time, or other preferences to consider				

Financial Resource Development

❖ Objectives:

- To raise additional \$62,000 revenue in year 1 & aim for \$80,000 in year 2
- Create diversified funding portfolio
- Increase visibility & enhance volunteer opportunities through fundraising programs

❖ Suggestions:

- Re-evaluate existing funding avenues as well as initiate new funding programs
- Follow a Funding development guideline both for general purpose and for each specific funding program

General Funding Development Guideline

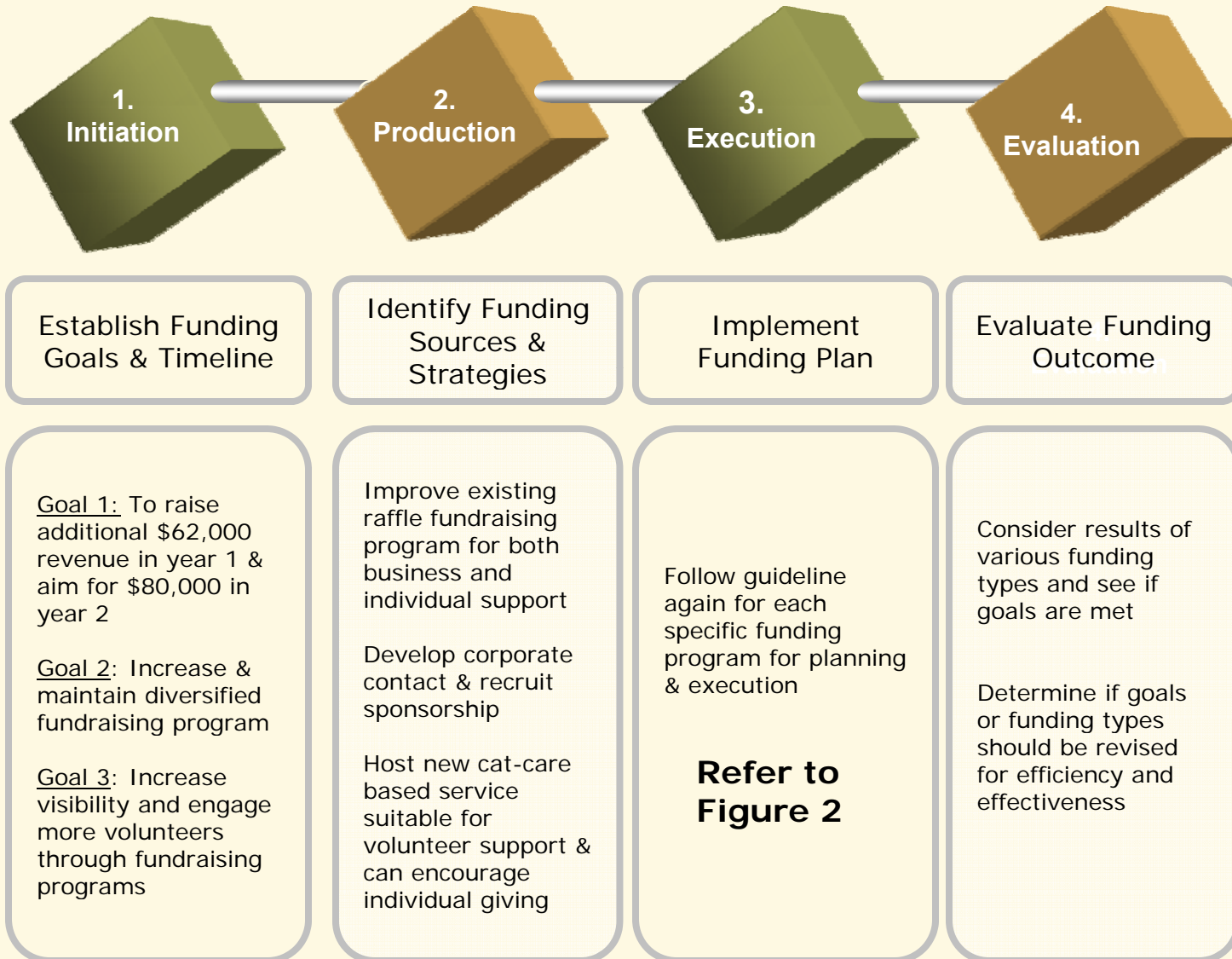


Figure 2: Funding Development Table

Type:	Priority	Stage 1: Initiation →	Stage 2: Production →	Stage 3: Execution →	Stage 4: Evaluation
Develop Corporate Contact & Sponsorship (ongoing)	High Year 1	<ul style="list-style-type: none"> - Board members/senior volunteers meet to determine prospective contacts - Network with individuals or agencies who may be able to provide new contacts - Research prospective businesses & organizations 	<ul style="list-style-type: none"> - Board members or senior staff with experience should research and establish relationship with prospective sponsors prior to solicit for funding - Pay special attention to those that are highly likely to sponsor (eg. Petco, Petsmart, PetFood Express, smaller vets, etc.) 	<ul style="list-style-type: none"> - Request for funding/sponsorship Formally (eg. written proposal, dinner, etc.) - Express benefits of sponsorship (eg. tax deduction and advertising: logo appears on banner of or items given to participants, adopters, etc.) 	<p><i>Within a month following special event or periodically (quarterly) for ongoing programs:</i></p> <ul style="list-style-type: none"> - Evaluate program to see if goals are met and if desired funding level has been reached - Create mechanism (such as surveys) both internally for volunteers as well as externally for sponsors, program participants, and clients regarding their thoughts on improvement - Adhere to comments and answer questions or resolve conflicts arose as a result of program execution - Review program goals as necessary for future planning and implementation of funding programs
Improve Existing Raffle Program	High Year 1	<p><i>6 months prior to event:</i></p> <ul style="list-style-type: none"> - Aim to raise \$40k+ instead of \$30k as in previous years; money raised for foster expenses - Revisit files and evaluate comments from previous sponsors/raffle participant; determine need for new sponsors and ways to recruit more participants - Determine effort date (not to coincide with holidays or events of other similar organizations) 	<p><i>5 - 1 month prior to event</i></p> <p>Marketing:</p> <ul style="list-style-type: none"> - Announce programs on website, email lists, through volunteer contacts, and local business organization to reach non-participants <p>Logistics:</p> <ul style="list-style-type: none"> - Set up program agenda (including pricing), acquire supplies needed to location needs such as supplies, table, permits, etc. needed <p>Staffing:</p> <ul style="list-style-type: none"> - Ensure volunteers are available; decides which volunteers are responsible for what part of the production and execution - Provide training if necessary (eg. communication role-play for raffle program volunteers and cat-handling training for cat-care based service volunteers) <p>Management:</p> <ul style="list-style-type: none"> - Designate board member or senior volunteer to oversee development of program and ensure all needs are delegated 	<p><i>Cat-care event</i></p> <ul style="list-style-type: none"> - Implement drawing procedure - Ensure raffle drawing is transparent and winners are notified in a timely manner - Make public announcements regarding results of raffle (such as include results on website and newsletter) - Follow through with sponsors and winners for claiming prizes 	<p><i>Ongoing once established</i></p> <ul style="list-style-type: none"> - Provide service at specified time/location - Keep records of services provided to customers/cats; keep records of volunteers that provided service - Have auditing control to ensure fees are accessed correctly and payments/donations received - Ensure skills and schedules of volunteers are up to date with service needs
Host New Cat-Care Fee-Based Service (Once established, service will be ongoing)	Moderate Year 2	<ul style="list-style-type: none"> - Aim to raise additional \$20k+ per year; money raised will be used for establishing physical office - Determine types of service and location: eg. cat nail trimming, cat care workshop, house-visits during vacation, etc. - Determine expected customer rate during various times of the year (eg. more house-visits requested during Thanksgiving and Christmas) and how to work with schedules of volunteers 	<p>(Continued from Stage 2 above)</p>	<p>(Continued from Stage 3 above)</p>	<p>(Continued from Stage 4 above)</p>

Refer to Figure 2 on Presentation Supplement

Physical Resource Development

❖ Objectives:

- Acquire about 10 additional exhibit cages for adoption events
- Acquire about 30 additional kennels for animal transport
- Establish a physical office location once there is success with developing financial Resources

❖ Suggestions:

- Year 1: High Priority:
 - Obtain cages & kennels
 - Used or new
- Year 2: Moderate Priority:
 - Establish Physical Office
 - Using revenue from cat-care services;
 - Annual budget of \$20,000 max (Budget allows for rent @ about \$1100/mo + utilities & other fees; in Easy Bay, this is typically a small 600 – 800 sq ft office)

Figure 3: Physical Resource Matrix

Type	Priority	What to Do	How to Proceed	Maintenance/Cautions
Cages and Kennels 10+ Cages 30+ Kennels	High Year 1	<ul style="list-style-type: none"> - Cage/Kennel Drive (asking for people to donate them) - Purchase used from pet owners, animal organizations or from Craigslist - Purchase remaining from wholesaler or businesses 	<ul style="list-style-type: none"> - Create cage/kennel donation requests on website, newsletter, email-announcements; post flyers at local animal-related businesses/organizations - Periodically browse on Craigslist for other classified ads for cages - Contact wholesaler or affiliated business and see if discounts can be given 	<ul style="list-style-type: none"> - Ensure to-be-purchased used cages/kennels are functional and in good shape (eg. locks work, bars don't bend or stick out, little rust, etc.) - Perform monthly inspections and cleanings to keep cages/kennels in workable shape - Monitor inventory and replace/purchase as necessary
Physical Office Establishment	Moderate Year 2 Annual budget of \$20k max	<ul style="list-style-type: none"> - Determine location and rent physical office in Alameda or Contra Costa County - Determine and purchase needed furniture (can be new or used) - Determine staff needs and arrange for regular opening hours 	<ul style="list-style-type: none"> - Board members check out possible office rentals and complete leasing requirements - Board members meet & designate office manager: responsible for establishing and managing office, aim for someone with experience in realty or property management - Office manager ensures supplies/furniture are in place; meets with volunteers to determine staffing needs - Volunteers staff office on specific hours (such as once or twice a week for 2-3 hours each time) 	<ul style="list-style-type: none"> - Ensure building has cat policy to allow cats from off-site -Us for short cat visits or activities - Evaluate location: desirable near Veterinarian offices, easy commute, etc. - Ensure utilities, Liability & insurance needs are met - Office manager oversees maintenance on an ongoing basis and report/respond to arising issues

Refer to Figure 3 on

Presentation Supplement

Conclusion

- ❖ In order to foster more homeless cats, the foundation must increase its human, physical, and financial resources simultaneously.
- ❖ Once resources are successfully developed, the foundation must continue to monitor, maintain, and re-new the resources as needed.
- ❖ During resource development, collaboration between board members, volunteers, and public participants are necessary to ensure a thorough perspective on various stages of the plan.
- ❖ This plan is a work in progress and must be adjusted to changes in both the foundation's internal and external environment.



The Feral Cats Thank You!

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