



Our Impact

AUTUMN 2020 AT A GLANCE

At the Dumb Friends League, we work collaboratively with partners who support our mission, programs and events, creating a community of compassion to help the more than 21,000 homeless pets and horses who come through our shelter doors each year. In this bi-annual Impact at a Glance report, we're sharing some of the stories and programs that are made possible with the support of our partners.

Innovation through strategic planning

It was energizing. It was inspiring. It was exciting. It was a two-day facilitated planning session that led to a roadmap of innovation to increase the Dumb Friends League's impact on vulnerable pets and their families as we fulfill our mission to end pet homelessness and animal suffering.

Four years have passed since the creation of our last strategic plan, and some goals were accomplished, while others were rendered obsolete due to changes within the community. The time had come to engage our staff leadership and board of directors in a "dream big" exercise. It was uplifting to hear what priorities and opportunities the League's managers, directors and executive leadership envisioned during the planning sessions. Input from these discussions was presented to the board, and not only were they in absolute alignment with the directions, but they also brought even bigger dreams to the conversation.

"This is an opportunity to stretch and grow, to be prepared for future needs and be proactive, not reactive," said League President and CEO Dr. Apryl Steele. "We have the joy of pausing, looking around, and seeing how best to prepare for the future of animals and people in our community."

The information became the four pillars that make up our new strategic plan. (See related graphic on the right.) Unlike previous plans, this one is a rolling strategic plan. Every year, the board of directors and staff leadership will review our accomplishments, retire accomplished goals and evaluate adding new goals. This rolling strategic plan will be a living, guiding document for our work well into the future.

After the board approved the strategic plan, staff developed implementation plans that include measurable goals for the next year. Each pillar has a team of employees who work together to accomplish the goals, with representation from all organization levels. Quarterly updates will be provided to the board of directors to ensure resources align with the intended direction.

Expand Socially Conscious
Animal Communities
throughout Colorado

Deliver exceptional
service through the use of
impactful technologies

Become the employer of choice
for people who want to shape the
future of animal welfare

Innovate service delivery
strategies that honor the role
pets fill in people's lives

Strategic direction:

Expand Socially Conscious Animal Communities throughout Colorado



Socially Conscious Animal Community™

Before we talk about expanding Socially Conscious Animal Communities throughout Colorado, let's review this construct. The Socially Conscious Sheltering model is a framework that allows each of us to understand our role in creating the best results for pets. This concept is based on the respectful treatment of animals. It's about placing every healthy and safe animal that ends up in a shelter or rescue. It's about transparency and leadership. It's about thoughtful public policy. It's about safe communities. Socially Conscious Animal Communities are those that embrace Socially Conscious Sheltering throughout their communities, including in law enforcement, veterinary services and local government.

The following three goals were identified to help achieve this pillar:

- Increase awareness of Socially Conscious Animal Communities through education and outreach.
- Increase access to Socially Conscious Sheltering resources.
- Increase accessibility of veterinary services to community pets and people.

The Socially Conscious Animal Community framework allows flexibility to tackle unique challenges – and recognizes each community has a different reality. The beauty of this philosophy is that it's not a one size fits all approach. It invites people to be collaborative, share information and cultivate a spirit of unity for all animals.

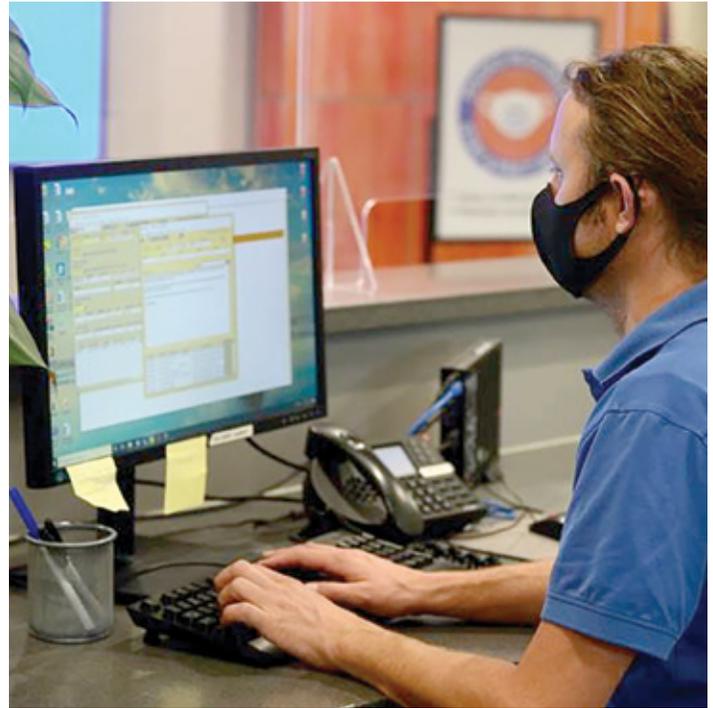
We believe in and wholeheartedly support this philosophy because every community has a responsibility to its animals to ensure that they receive the care and respect they deserve.

Strategic direction:

Deliver exceptional service through the use of impactful technologies

Now, more than ever, we're living in a virtual world driven by technology. We know technology should be here to provide efficient support to our business processes. This strategic

initiative will help the League create better and more valuable experiences for our staff members and animals, patrons, donors, adopters and community members.



Due to the lack of integration of our current key applications, many of our business processes tend to focus on supporting those key applications' requirements, rather than the other way around.

Four key components will help meet this initiative, and they are:

- Implement technologies to enhance humane education, showcase the work of the League and increase awareness of Socially Conscious Animal Communities.
- Review existing systems and technologies to quickly increase the efficiency of League business processes.
- Create enhanced experiences for patrons using technology.
- Conduct a key systems analysis and implementation roadmap to integrate and unify data and data management processes.

The team is most excited about using technology better to serve our community and the animals in our care. Unifying all our systems will make running the business a much smoother task. With new and integrated technologies, we can better understand our community's needs and use these technologies to meet those needs. For the League, new and improved technologies will reduce the amount of time staff spend inputting and managing data and allow more time to spend with the animals and supporting our patrons.

Strategic direction:

Become the employer of choice for people who want to shape the future of animal welfare

There is truth in the belief that great organizations are built on great people. In order for the League's programs and services to succeed and thrive, we must not only attract the best candidates for positions, but we must then retain those employees. We believe it's the people who work at the League who help make it possible to reach our mission of ending pet homelessness and animal suffering.

To achieve this pillar, the team met and created three focus areas, which include:

- Establish diversity goals and supporting processes and programs to attract and retain a staff that reflects the communities we serve.
- Reimagine employee engagement and recognition at the League to create programs that reflect what is meaningful to our unique team.
- Evaluate environmental sustainability opportunities at the League and recommend changes based on impact and relative cost.

Enhancing the League's team diversity, building a culture where employees feel genuinely valued and engaged and incorporating green practices into our business model are timely and relevant issues that are keys to the League's future success. We believe that employees who feel accepted are happier, and it drives everything they do with a sense of purpose, energy and enthusiasm. Finally, by incorporating green business practices, we're reducing our environmental footprint and helping our local and global community, as we are all dependent on a healthy planet.



Strategic direction:

Innovate service delivery strategies that honor the role pets fill in people's lives

Much of the League's mission is rooted in the relationships between pets and their caretakers. After 110 years, we continue to learn about the value of those reciprocal relationships. Throughout the last century, the role pets play in people's lives has continued to expand. Now, we have scientific evidence to reinforce what our supporters always knew: pets make people happier and healthier.

The pursuit of this strategic direction will allow the League to address the issues causing pet homelessness and animal suffering and respond in various ways to help. Our commitment to innovation is key to helping pets in need. As such, this direction includes the following three components to support its success:

- Research the issue of pet shortages in the United States and Colorado, present findings and make recommendations to the League's Executive team.
- Research opportunities for the League to support companion animals who positively impact human health, present findings and make recommendations to the League's Executive team.
- Facilitate discussions for committee members and invited guests that generate additional focus areas around service delivery strategies that honor the role pets fill in people's lives.

It's exciting to be a part of an organization that takes the initiative to anticipate the future challenges of animal welfare and then derive strategic responses. Our mission, to end pet homelessness and animal suffering, will always depend on that compassionate community.

FY20 HIGHLIGHTS



\$535

AVERAGE COST OF CARE PER PET



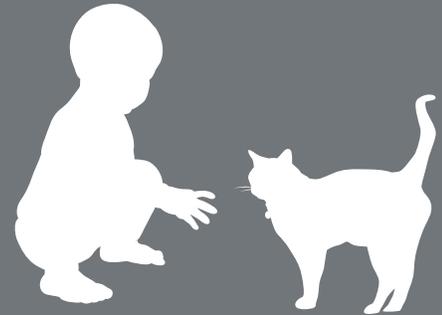
3,371

PETS NURTURED THROUGH FOSTER CARE



16,651

CHILDREN & ADULTS REACHED BY OUR HUMANE EDUCATORS



10,050

SURGERIES PERFORMED ON SHELTER ANIMALS



17,035

PETS ADOPTED, TRANSFERRED OR REUNITED WITH THEIR OWNERS



Corporate partnerships & sponsorship opportunities

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Our mission

Working with our compassionate community, we will end pet homelessness and animal suffering.

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