

STRATEGIC PLAN 2024

R(educate overpopulation of community cats), R(escue the socialized strays) and R(educate the community)

Goals

1. Reduce Overpopulation:

- ☐ Implement comprehensive spay/neuter programs to control the community cat overpopulation.
- ☐ Collaborate with local veterinarians to offer affordable or free spay/neuter services.

2. Rescue Stray Cats:

- ☐ Provide immediate shelter, medical care, and rehabilitation for stray cats in need.
- ☐ Increase the number of successful adoptions into loving, permanent homes

3. Educate the Community:

- ☐ Raise awareness about the benefits of spaying/neutering and responsible pet ownership and guardianship.
- ☐ Promote the humane management of community cat colonies through public outreach and education.

Definitions: A community cat term used to refer to a *Felis Catus* that is unowned and lives outdoors. It includes socialized strays or unsocialized ferals.

Activities:**1. Rescue Operations:**

- ☐ Conduct regular rescue missions to find and assist stray cats in distress.
- ☐ Partner with local rescuers and foster homes to provide temporary care for rescued cats.

2. Spay/Neuter Programs:

- ☐ Organize TNVR (spay/neuter/vaccinate and return) clinics to reach underserved areas.
- ☐ Procure vet care/meds at accessible costs for these communities, work deals with vets to secure low-cost vet clinics.

3. Volunteer and Foster Programs:

- ☐ Recruit and train volunteers to assist with rescue operations, care, and community outreach.
- ☐ Develop a network of foster homes to provide temporary care for rescued cats awaiting adoption.

4. Adoption Initiatives:

- ☐ Organize adoption events and campaigns to find homes for rescued cats.
- ☐ Screen and match potential adopters with cats to ensure successful, long-term placements.

5. Fundraising and Partnerships:

- ☐ Plan and execute fundraising events to support rescue, spay/neuter, and education programs.
- ☐ Establish partnerships with local businesses, veterinarians, independent rescuers, other nonprofits aligned with animal welfare to enhance resources, collaboration and outreach.

6. Community Education:

- ☐ Host workshops, seminars, and community events to educate the public about cat care and cat behavior in person and virtually.
- ☐ Develop and distribute educational materials, such as brochures, flyers, and online content, to inform the community about the importance of spaying/neutering and community cat colony management.

7. Create Stable Cat Colony Sites:

- ☐ Identify a primary caretaker that supervises the wellbeing of the community cat colony
- ☐ Identify a Satellite location for an Outdoor Catio to pilot. The site shall have access to an outdoor Catio that provides a safe location away from dangerous infrastructure with the community cat colony territory to attract the cats to shelter in the Catio houses with access to food, water, clean litter area and enrichment like climbing structures and scratchers. The same design can be used for other cat colonies if the pilot succeeds.

Strategic Plan Revision

Measure its success using the following metrics:

1. **Number of Sterilized Animals:** Gatos Borincoon will track the number of animals it has spay, neutered and vaccinated through TNVR in each Colony and monitor the cat population.
2. **Number of Rescued Animals:** Gatos Borincoon will track how many animals it rescues each year. This will help the organization understand the impact of its efforts and identify areas for improvement.
3. **Number of Animals Receiving Essential Vet Care:** Gatos Borincoon will track the number of animals that receive essential vet care, including vaccines, and medical treatment. This will help the organization ensure that all rescued animals receive the necessary medical attention they need.
4. **Number of Partnerships and Community Education Programs:** Gatos Borincoon will track the number of partnerships it builds and community education programs it implements. This will help the organization understand the effectiveness of its TNVR program and identify areas for improvement.
5. **Amount of Funds Raised:** Gatos Borincoon will track the amount of funds it raises each year. This will help the organization understand the impact of its fundraising efforts and identify areas for improvement.
6. **Community feedback:** Gatos Borincoon will survey each cat colony yearly to gauge effectiveness. This will help the organization understand the impact of the all the above efforts and identify areas for improvement.

By tracking these metrics and leveraging its strategic plan, Gatos Borincoon will continue to make a positive impact on the quality of life of community cats from Puerto Rico.