



CATS PROTECTION LEAGUE CANTERBURY INCORPORATED STRATEGIC PLAN 2022-2032

PART ONE | WHO WE ARE

Cats Protection League Canterbury was founded in 1971 by Ruby Austin, who was inspired by the work of CPL in the UK and wanted to provide a similar (but separate) service for the cats of Canterbury. The League is run by a volunteer committee and is a registered charity with Inland Revenue and the Charities Commission. We are based in Christchurch, with a rehoming cattery and office at 14 Charlesworth Street and an opportunity shop at 475 Worcester Street.

OUR MISSION

To save and improve the lives of domestic cats in the Canterbury area through compassionate care, rehoming, advocacy and education.

OUR AIMS

- To find suitable homes for stray and abandoned cats and kittens, and for those that can no longer be cared for by their owners
- To promote desexing, microchipping and adoption to help reduce the number of stray and unwanted cats
- To assist people who cannot afford the cost of desexing, microchipping and other veterinary care for their cats
- To educate and advocate on behalf of domestic cats in Canterbury
- To do our best for all the cats that are surrendered into our care

OUR VISION

A community where all domestic cats are cared for and valued.

OUR VALUES

- Empathy and compassion : we are "all about the cats", but also care about the people who care about the cats
- Fairness and inclusivity : we do not let personal bias affect how we treat staff, volunteers or those who come to us for assistance
- Professionalism : our policies and practices are science-based, legal, ethical and carefully considered
- Collaboration : we are happy to work with other stakeholders to achieve our goals
- Responsibility : we stand by the decisions we make and are happy to explain them

PART TWO | OUR ASSETS

OUR STRENGTHS

- Staff and volunteers with a wealth of knowledge and experience in cat care
- The recognition and goodwill of the Canterbury community
- A good track record in coping well with adverse events
- A recently-completed bespoke rehoming cattery complex
- Sound financial management

OUR WEAKNESSES

- Small number of key staff
- Current lack of expertise in event management and fundraising
- Dependence on volunteers for key functions
- Dwindling membership (aging current membership / lack of new recruits)

OUR STAKEHOLDERS

- Cats (owned cats and socialised strays, including barn/community cats where appropriate but largely excluding ferals)
- Owners (seeking advice or financial support, wanting to surrender cats)
- Adopters (actual and potential)
- Members and other supporters
- Volunteers (cattery, office, shop, fosterers, committee),
- Paid employees
- Other rescue groups
- The veterinary community

OUR CAPITAL

- Cattery and office complex at 14 Charlesworth Street,
- Residential property and ancillary buildings at 18 Charlesworth Street,
- Opportunity shop at 475 Worcester Street,
- Investment portfolio with JBWere.

PART THREE | THE ROAD TO 2032

As our plan commences we are in the middle of two global crises - COVID pandemic and climate emergency - which are creating all sorts of challenges, including some that have yet to emerge and many that are well beyond our ability to control. These include:

POTENTIAL COVID CHALLENGES

- Health rules and protocols mandated by government impacting our ability to function normally
- Limited access to veterinary care / vet shortfall due to border restrictions
- Staff shortages due to self-isolation requirements, COVID illness and burnout
- Food and other shortages due to supply chain issues

POTENTIAL CLIMATE CHANGE CHALLENGES

- Rising sea level (cattery is on coastal land)
- Increased incidence / ferocity of adverse weather events
- Transport / power issues caused by the move away from fossil fuels
- Immigration pressure due to NZ's perceived "ark" status

In addition, we have a range of other challenges to consider:

NATURAL

- Other natural disasters, e.g. earthquake or tsunami
- Novel feline infectious disease outbreaks (cat pandemic)

POLITICAL

- Current attitudes to introduced species (Predator-Free 2050 and similar)
- Inadequate animal welfare laws coupled with limited political will for change
- Political unrest and wars resulting in an influx of refugees

ECONOMIC

- Lack of Government support for animal welfare
- Changes in age demographic – lack of funding for superannuation may impact on legacies as potential donors need to fund their own retirement
- Inflationary pressures on running costs (food and maintenance bills, vet bills)

SOCIAL

- Current long working hours limiting the pool of available volunteers
- Loss of social cohesion decreasing generosity / empathy

TECHNOLOGICAL

- Rapid changes in software resulting in endless retraining to keep up with social media / office systems
- Cost of regularly updating hardware.

PART FOUR | OUR GOALS

Our organisation is currently in a position of relative strength – well funded, operating from a new and well-designed cattery, with strong links in the local and veterinary communities – so our primary goal is to maintain our level of service in difficult times, making incremental improvements as conditions allow.

In particular, we will:

- 1 Seek opportunities to expand our Feline Fix and Feline Fix Plus programs for desexing cats, in order to further reduce the number of kittens being born and reduce the spread of FIV (feline AIDS) and FeLV (feline infectious leukaemia).
- 2 Continue to find suitable homes for all healthy cats and kittens surrendered to us, decrease the average time to adoption and increase our ability to rehome cats with manageable health conditions and/or poor socialisation by providing a wider range of support options.
- 3 Increase our provision of financial assistance via the Saving Lives program, thus preventing unnecessary suffering in owned cats where cost is a barrier to seeking veterinary care.
- 4 Maintain the quality of on-site care we provide for cats and kittens, continuing to seek ways to better meet their physical, behavioural and emotional needs in line with current and future legislative requirements, recommendations from feline welfare organisations and scientific advice.
- 5 Further develop our cattery complex, extend its functionality as opportunities arise. In particular, we will be considering; (a) increasing use of sustainable technology to reduce our carbon footprint and power costs, (b) repurposing our under-utilised vet suite, (c) redeveloping the Sanctuary once its remaining residents have passed on and (d) finding suitable space for a small (3-4 pens) quarantine unit. Continue to explore potential options for providing in-house veterinary care.
- 6 Expand our fund-raising options in order to decrease our dependence on legacies; update our opportunity shop, make more use of events-based and online fund-raising, develop merchandise and explore the potential for corporate sponsorships. Possibly create a dedicated fund-raising group to take this on.
- 7 Increase our community engagement by recruiting a new generation of members and/or changing our organisational structure to allow for less formal channels of support. Strengthen our community profile by developing educational resources and engaging more with local businesses, schools and colleges.
- 8 Invest in our employees and volunteers, providing greater opportunities for social networking and skill development. Develop some “fun and easy” options to get new volunteers started and keep experienced volunteers motivated.
- 9 Together with other stakeholders, work to improve the legislation and policies that serve to protect animals in New Zealand.

