



ANDREW'S PAWS FOR HOPE

# Strategic Plan

FY2026 - FY2030

*Prepared for prospective grant funders, corporate partners, and major donors*

Winter Garden, Florida · All-volunteer 501(c)(3) · September 2026

## Overview

A registered 501(c)(3) forever-home cat sanctuary in Winter Garden, Florida, run entirely by volunteers on a roughly \$45,000 annual budget. This plan lays out what the next five years require in funding, partnerships, and infrastructure, and where a prospective partner can invest in it directly.

33

resident cats in permanent care

\$45K

annual budget, entirely donor-funded

5

board members: legal, financial, and small-business expertise

~3,980

combined social following (Instagram + Bluesky)

## The Funding Reality

### An all-volunteer budget with no cushion

Andrew's Paws for Hope runs on roughly \$45,000 a year, entirely from individual donors, employer matches, and small grants. There is no paid staff and no endowment behind it. That leaves daily operations exposed to ordinary shocks: a delayed shipment, an unplanned veterinary bill, a slow month of giving.

Building the six-month operating reserve described in this plan is the first and most urgent priority in it. A grant, a corporate match, or a recurring monthly gift converts directly into that reserve. See Partnership Opportunities at the close of this plan.

## Five Strategic Pillars

Financial sustainability means growing revenue and reserves, not cutting cost: spending grows, carefully, into more preventative care and two new pieces of infrastructure.

### Animal Care

Lifelong, individualized care for all 33 residents, including new dental and vaccine partnerships to bring currently prohibitive costs within reach.

### Financial Resilience

Six or more active grants, three to five corporate partners, and a six-month operating reserve, investing in care rather than cutting our way to stability.

### Advocacy & Awareness

Build on Instagram, bring Facebook, TikTok, and Bluesky up to the same level, and continue supporting Pet Alliance's TNR work in the community.

### Facilities & Enrichment

An outdoor playground, an indoor climbing station, and new flooring to meet sanctuary needs, funded by campaign and in-kind gifts rather than operating cash.

### Governance & Operations

A five-member board with legal, financial, and small-business expertise; hurricane-ready infrastructure; and volunteer systems built to last.

## FY2026: Year One (In Progress)

Built with volunteer time and very little cash, which is exactly why the next four years lean on in-kind gifts, grants, and partnerships rather than the operating account.

- **ADVOCACY:** Website relaunched with online donation and cat-sponsorship pages, and six-monthly giving tiers live via Stripe, PayPal, Venmo, and check.
- **ADVOCACY:** Instagram grown to 3,916 followers; Bluesky established at 62. Facebook exists but sits unused.
- **SUSTAIN:** First grant awarded and first corporate donations secured.
- **CARE:** Preventative care program launched: Zoetis donated a six-month flea and tick supply covering all 33 residents, running through January 2027.
- **FACILITIES:** Candid/GuideStar Platinum transparency seal achieved.
- **OPERATIONS:** FDACS charitable solicitation registration completed.
- **OPERATIONS:** Board reached full strength at five members, including a retired attorney, a small-business owner of more than 30 years, and a senior bank manager.
- **ADVOCACY:** Ongoing public education talks on cat welfare and responsible pet ownership for local community groups.

*Carried into FY2027, unfinished: the sanctuary flooring renovation. TikTok was never created. FY2027 revisits whether it's worth the effort.*

## FY2027: Year Two

The reserve fund opens this year, existing sponsorship and social channels get organized, and two new care partnerships start.

- **CARE:** Secure a renewal or successor sponsor for flea and tick prevention before the Zoetis six-month supply is exhausted in January 2027.
- **CARE:** Begin an annual wellness-exam rotation with Graceful Paws so every resident is seen at least once this year.
- **CARE:** Open conversations with a local pet-dental provider and a vaccine provider about an in-kind or discounted-care partnership, since both are currently cost-prohibitive out of pocket.
- **SUSTAIN:** **Open the operating reserve: the most important financial goal in this plan.** Target six months of food, medical, and supply costs, roughly \$22,500 on the current budget. Year one target: one month, ~\$3,750.
- **SUSTAIN:** Grow the existing \$25/month cat-sponsorship program toward 20 active sponsors by year end.
- **SUSTAIN:** Apply to eight or more grant programs, including Petco Love, PetSmart Charities, RedRover, ASPCA, and the local community foundation, to land at least two awards, building toward six or more active grants by FY2029.
- **ADVOCACY:** Adopt one scheduling tool to post across Instagram, Facebook, TikTok and Bluesky from a single place. Buffer's free tier covers exactly these three channels at no cost, with a 50% nonprofit discount available if TikTok gets added as a fourth.
- **ADVOCACY:** Make Facebook an active channel instead of a dormant one and grow combined following from today's ~3,980 to 5,500.
- **ADVOCACY:** Launch the live cat-cam stream from the sanctuary garden, now in conversation with Effy about an in-kind donation of six cameras.
- **ADVOCACY:** Continue public cat-welfare and responsible-ownership talks for local community groups.
- **FACILITIES:** Complete the flooring renovation. Funding approach still being decided: likely cash or a GoFundMe-style campaign rather than in-kind materials.
- **FACILITIES:** Commission a design and cost estimate for the outdoor Catio and open a named capital campaign for it.
- **OPERATIONS:** Complete a hurricane preparedness and evacuation plan, building on the emergency generator already installed at the sanctuary.
- **OPERATIONS:** Document daily care routines, feeding schedules, medical histories, and every vendor and partner contact in a shared operations manual, so care never depends on any one volunteer being available.

## FY2028: Year Three

The playground moves from design to construction here, once the capital campaign opened in FY2027 has raised the funds to support it.

- **CARE:** Formalize individualized written care plans for all 33 residents with Graceful Paws.
- **CARE:** Formalize the dental-care and vaccination partnership opened in FY2027.
- **SUSTAIN:** Grow the operating reserve to three months of costs, ~\$11,250.
- **SUSTAIN:** Grow the monthly donor base and the cat-sponsorship program to 35 sponsors.
- **SUSTAIN:** Hold the first annual signature fundraising event.
- **SUSTAIN:** Reach four or more active recurring grants.
- **SUSTAIN:** Secure the first one to two major companies as employee-matching or direct corporate donors, building toward three to five by FY2029.
- **ADVOCACY:** Grow combined following to 8,000; launch a quarterly email newsletter.
- **ADVOCACY:** Support or co-sponsor one municipal animal welfare policy initiative in Orange or Lake County.
- **FACILITIES:** Break ground on the outdoor playground, funded by the capital campaign and in-kind materials, not operating cash. Timing is contingent on the FY2027 campaign reaching its goal; if it has not, this shifts to FY2029 rather than draw down the reserve.
- **FACILITIES:** Source indoor climbing-station materials through a named corporate sponsor.
- **OPERATIONS:** Seat the advisory council alongside the now-complete board.
- **OPERATIONS:** Formalize the volunteer program: recruitment, training, and scheduling.

## FY2029: Year Four

Open the playground, widen the care.

- **CARE:** Add dental and vaccine care into the standard preventative-care rotation, completing the partnership opened in FY2027.
- **SUSTAIN:** **Reach the full six-month operating reserve, ~\$22,500.** The single most important financial milestone in this plan.
- **SUSTAIN:** Grow the monthly donor base to 50; the sponsorship program to 40+ sponsors, generating \$1,000 or more per month.
- **SUSTAIN:** Reach three to five major companies giving through employee matching or direct corporate donation.
- **SUSTAIN:** Reach six or more active recurring grants.
- **SUSTAIN:** Launch a planned-giving and legacy-gift program.
- **ADVOCACY:** Grow combined following to 10,000.
- **ADVOCACY:** Expand the community talks already underway into a formal school outreach program.
- **FACILITIES:** Complete and open the outdoor playground.
- **FACILITIES:** Install the indoor climbing station.
- **FACILITIES:** Adopt a written enrichment standard covering rotating toys, window perches, and vertical space for every resident.
- **OPERATIONS:** Develop a leadership succession plan to ensure uninterrupted care in the event the founder is no longer able to provide day-to-day operational support.

## FY2030: Year Five

Resilience, not just recovery.

- **CARE:** Standardize and document the full continuum of preventative, dental, and senior/hospice care.
- **SUSTAIN:** Hold the six-month reserve as standing policy. Any surplus above six months funds the next capital or care priority rather than sitting idle.
- **SUSTAIN:** Formalize the corporate program into named giving tiers, anchored by the employee-matching partners secured in FY2029.
- **ADVOCACY:** Shift social measurement from raw follower count to conversion, tracking what share of new sponsors and donors originate on social media.
- **FACILITIES:** Complete a post-occupancy review of the playground and climbing station; set the next capital priority.
- **OPERATIONS:** Publish the FY2031-2033 strategic plan; conduct a board self-assessment and succession review.

## Key Metrics to Track

| METRIC                                   | FY2026   |   | FY2030 TARGET     |
|------------------------------------------|----------|---|-------------------|
| Residents in care                        | 33       | → | 33                |
| Monthly recurring donors                 | building | → | 50                |
| Active grants                            | 1        | → | 6+                |
| Major corporate partners                 | 0        | → | 3-5               |
| Operating reserve (food, meds, supplies) | minimal  | → | 6 mo. / ~\$22,500 |
| Combined social following                | ~3,980   | → | 10,000 by FY29    |
| Capital projects complete                | 0 of 2   | → | 2 of 2            |

## Five-Year Timeline

|             |                                                                                                                                                   |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2026</b> | <b>Foundations:</b> website · Instagram to ~3,900 · first grant & corporate gift · Zoetis program · FDACS & Candid Platinum · full 5-member board |
| <b>2027</b> | <b>Stabilize:</b> reserve opened · dental & vaccine talks begin · one scheduling tool live · flooring funding decided · capital campaign opens    |
| <b>2028</b> | <b>Build:</b> playground groundbreaking · 3-month reserve · first corporate partner · 8,000 followers · advisory council seated                   |
| <b>2029</b> | <b>Open:</b> playground & climbing station complete · 6-month reserve reached · 6 grants · 3-5 corporate partners · 10,000 followers              |
| <b>2030</b> | <b>Sustain:</b> reserve held as policy · giving tiers formalized · social measured by conversion · FY2031 plan published                          |

## Partnership Opportunities

Every goal above has a corresponding way for a partner to help fund it.

### Grants & Foundations

Fund preventative care, the operating reserve, or a capital project through a recurring or one-time grant. Target: six or more active grants by FY2029.

### Corporate Partners

Employee matching programs and direct corporate giving. Target: three to five partner companies by FY2029.

### In-Kind Partners

Veterinary, dental, and vaccine providers; equipment donors, already in conversation with Effy on camera equipment; and feed and supply retailers.

### Capital Gifts

Fund the outdoor playground, the indoor climbing station, or the flooring renovation directly.

### Monthly & Planned Giving

The \$25/month cat-sponsorship program today, and a planned-giving program launching in FY2029.

**Andrew's Paws for Hope · Winter Garden, Florida · [andrewspawsforhope.com](http://andrewspawsforhope.com)**