

Strategic Plan

2025 -2030



Monadnock
Humane Society



Executive Summary

Monadnock Humane Society is committed to enhancing the health and welfare of pets in the 42 towns in and around the Monadnock region of New Hampshire. This strategic plan outlines our roadmap for the next five years, focusing on providing accessible veterinary services, improving adoptable pet health and accessibility, investing in our staff and volunteers, offering cruelty intervention services, and delivering high-quality dog training programs. By addressing the socio-economic challenges in our region and aligning with national trends in animal welfare, we aim to strengthen our impact on the community and ensure the well-being of pets and their families. This strategic plan also strives to focus the resources of MHS to have the greatest impact possible.

Strategic Priority 1

Provide for the health and welfare of pets for underserved community members by working toward providing accessible veterinary services.

- Continue and expand medical services including feline spay & neuter clinics, wellness, preventative & urgent care, vaccine clinics, canine spay & neuter clinics, dental, euthanasia
- Expand the medical team by hiring vets and vet techs to provide these services.
 - Opportunities for expansion may include hiring vets for shelter and public medical needs, adding more vet hours, partnering with local vet teams as volunteers occasionally, offering a medical intern program, and identifying a program manager for all vet services
- Explore the building/facility needs to provide these services
- Explore government funding for our programs
- Explore relationships with local veterinarians
- Explore capital campaign if necessary to support buildout for these services and programs
- Explore Mobile Vet unit

Strategic Priority 2

Enhance the well-being of animals in our care

- Species-Specific Housing:
 - Develop separate housing areas for different species to reduce stress and disease transmission.
- Provide resources for behavioral concerns, particularly for challenging dogs
- Facility Improvements
 - Upgrade the lobby with acoustic solutions and visual barriers.
 - Add visiting rooms for various appointments.
 - Create dedicated isolation spaces for medical and cruelty cases.

Strategic Priority 3

Improve the supply and access of adoptable pets in the region

- Expand animal transports to increase adoptable pet availability.

Strategic Priority 4

Enhance Cruelty Intervention Services

- Create Dedicated Isolation Spaces:
 - Create secure areas for animals involved in medical emergencies, transports, and cruelty interventions.
- Enhance Collaboration with Authorities:
 - Continue to work closely with law enforcement and animal control agencies.
- Promote Education and Awareness:
 - Conduct community outreach to prevent animal cruelty

Strategic Priority 5

Expand high-quality positive dog training services & programs

- Facility Improvements:
 - Create a plan to expand the existing training space including space for private lessons
 - Improve the entryway and waiting area
- Add classes to meet strong community dog training needs.
- Expand the training team to provide these services.
- Explore opportunities for web-based training modules, particularly for new pet adopters, to supplement training classes

Strategic Priority 6

Invest in our Staff and Volunteers

- Enhance the physical and mental well-being of staff and volunteers
- Offer training and growth opportunities for staff and volunteers for Professional Development
- Offer competitive compensation packages to support staff and maximize retention
- Improve readiness for staff succession by creating and implementing a succession plan for all key staff leadership and management positions.
- Lessen the stress on our staff through strategic partnerships and utilization of social service agencies to communicate with clients needing care and housing for their animals

Strategic Priority 7

Optimize Space to Fulfill the MHS Strategic Vision

The 2023 MHS Space Study highlighted limitations in the current footprint making space investment essential.