



The Good Shepherd Animal Sanctuary
5 Year Growth Plan

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Purpose

The continuing mission of The Good Shepherd Animal Sanctuary remains to focus on providing a compassionate home to animals and a vegan farmed animal sanctuary. Given the evolving and ever-changing circumstances surrounding sanctuary and rescue work, we find our current efforts greatly limited by available resources. While our strategic plan is updated yearly to keep investors, sponsors, and donors informed, we seek to create a 5 Year Growth Plan to allow for Sanctuary expansion and provide a greater opportunity for aid and rescue of farmed animals in need.

Background

Current Accomplishments

The Good Shepherd Animal Sanctuary is a 501(c)3 charitable organization founded in 2018. Our vision remains to provide a compassionate home to animals and a vegan farmed animal sanctuary. We strive to provide a lasting, nurturing home to some of the most exploited animals on the planet.

The Good Shepherd Animal Sanctuary is a 501(c)(3) Organization dedicated to improving the lives of all sentient creatures. We live and operate on the belief that no animal should live in traumatic situations, fighting for survival. We hope to open, dissect and end the concept of speciesism and bring about conversations of compassion, both for human, and non human animals. We are a faith based organization, allowing our efforts to be guided by God above for a healthier planet. All creatures together. All the same.

The Good Shepherd Animal Sanctuary currently is a 5.75 acre plot of land that is a sanctuary and home to 6 cats, 5 horses, 12 ducks, 2 turkeys, 5 dogs, 4 bunnies, 2 cows, 17 pigs, 11 goats, 1 sheep and 16 chickens residing on site. Of the listed animals, all are permanent residents who will remain with the Sanctuary in a peaceful happy environment for the remainder of their lives. This includes: **78 Individual Animals**

In addition to the wonderful animals present at the sanctuary, the organization has succeeded in keeping a positive and strong relationship with local veterinarians and the community. This has helped keep the sanctuary's reputation intact allowing for focus to remain on providing the best care possible for all animals - regardless of permanent resident or temporary care status. The sanctuary also benefits from the monetary and timely contributions of many volunteers who interact with the animals in a consistent and routine manner leading to happier and more comfortable lives for all animals.

Economic Development

While the current finances of The Good Shepherd Animal Sanctuary remain in good standing, they are not always as flexible or as available as the board would wish. There is constant strain to continue fundraising and pressure to remain flush with funding. One of the main financial struggles has been and continues to be the community's needs for animal rescue and animal care that go above and beyond our scope of capability.

Challenges to Fundraising and Approaches

There remain many challenges with fundraising for Non-Profit organizations. The Good Shepherd Animal Sanctuary is no exception to this standard. One of the most difficult tasks the sanctuary faces is the constant approach from the community for urgent, emergency care and rescue for animals that are born with deformities or are living in uninhabitable conditions.

In order to combat this challenge, The Good Shepherd Animal Sanctuary and board are regularly and continuously brainstorming ways to fundraise, and continuously selling merchandise to continue with efforts towards raising awareness of animal needs and expenses tied with animal care. However, these goals of raising funds do not solve problems with turning away animals in need of rescue due to the limited amount of space available for animals to be housed. Our current situation has resulted in an Intake Freeze due to HPAI and limited space available on our current 5.75 acre plot of land.

With the creation of our 5 Year Growth Plan, The Good Shepherd Animal Sanctuary hopes to be able to save up funds over 5 years time to be able to expand our land, allowing the sanctuary a chance to rescue more animals, provide disabled or injured animals a home they deserve, and ensure that overcrowding is not a concern.

Funding Needed

It is difficult to predict exactly what funding would be needed to purchase property, however our hope and original goal is to save up \$60,000 over the next 5 years. This saved funding would either be a substantial downpayment to the purchase of property, or hopefully, purchase a 10 acre or more piece of land. While it is difficult to predict exactly what funding is needed, our goal of \$60,000 allows for us to have a reasonable goal of \$1,000 per month. This amount is attainable and realistic which is how we came to the amount chosen.

Funding Goal

The overall goal is to save up enough monies to be able to purchase property outright - at least 10 acres if not more - to expand and allow for further sanctuary of animals. Our goal amount is set right now at \$60,000 which is a rather attainable goal, and one we feel we can reach. However, this is not the entirety of the goal. Depending on whether the property needs to be financed or purchased outright, this goal will be just the beginning for our future funding needs. Future funding would need to account for any interest if the land must be financed, as well as increased insurance costs and taxes that will be due annually on the property.

Our funding goal to begin is \$60,000 to be saved up over the next 5 years. This money will have a separate bank account, separate PayPal account, and separate accounting from the normal day-to-day operations of The Good Shepherd Animal Sanctuary to ensure sponsors and donors receive clarity on contributions and the purpose the contributions go to. This will ease our record keeping and ensure that monies set aside for expansion are not misappropriated on accident.

Given the current market, we anticipate a 15 acre plot of land will be able to be purchased for approximately \$150,000. This price does not include the additional costs of adding utilities to the land if they are not currently on the plot purchased, which can range from \$5,000 to \$20,000. In addition, the property taxes for the local area are between 1.5% and 2.0%. Estimating at the higher end for property taxes, we can expect to pay approximately \$3,000 per year to property taxes once the land has been purchased. (I don't find this accurate as we currently pay \$300/half for our current property. We will be seeking strategically zoned land to accommodate this.)

Total estimated initial investment is expected to be \$175,000.00 with the first \$60,000 to be saved up in advance to allow for flexibility with financing and flexibility with installing utilities for the property as needed.

**Note this amount does not include costs for a pole barn if a barn is not already present on the property at the time of purchase, nor does this account for any living quarters that must be built.

Annual Goals/Progression Goals

Our annual goal over the next 5 years is to save up \$1,000 per month for a total of \$12,000 per year. We know this is relatively attainable but may not be achieved each and every month. We tend to have more donations in the spring and summer than we do in the fall and winter. Due to this, there may be some fluctuation in the amounts received each month. However, our annual goal will remain the same at \$12,000 per year.

In addition to saving up for property to purchase, we have other progress goals as well. We would like to have a \$10,000 "cushion" fund to provide for emergencies as they come about. In particular, being located in North West Ohio we have rather unpredictable weather which can range from tornados to snow storms to rain storms with high winds. As such, having a cushion fund on hand will ensure that repairs resulting from weather or other unforeseeable incidents can be addressed as needed without concern.

Long-Term Goals

The long term goal for The Good Shepherd Animal Sanctuary is to have a brick and mortar facility in legal possession of the sanctuary. This will protect assets and ensure that oversight of the facility is properly maintained. The goal is for this facility to be 15+ acres that contains not only housing for all sanctuary residents, but can also have live-in quarters for caretakers and be a potential meeting destination for other local non-profits and animal sanctuaries to learn about the proper techniques for care and compassion towards animals.

Ideally, this land will be in a low traffic area to allow for a less stressful environment for all animals that will call this area their home. We strive for the land purchased to be in an area that limits public interaction and decreases the potential for harm to the animals from unknowing visitors in the area. We hope for this land to limit the chances for animal escape which will increase safety for the animals and prevent risk of harm if a scenario involving inclement, dangerous weather were to occur. (Limit public interaction and decrease chances of accidental contact and injury, and limit potential escape damages to animals and surrounding property and vehicles in inclement weather, fire or tornado scenario.) With this land the Sanctuary will have a goal of continuing our outreach and education of the benefits of a Vegan lifestyle. In addition we will continue to care for animals and provide them an eternal sanctuary as they need, including involvement on a case-by-case determination for requests of our assistance in extreme abuse cases.

Challenges to Expansion and Approaches

There are multiple challenges the sanctuary will face with regards to expansion. The first struggle will be finding a plot of land for sale with 15+ acres that already has utilities and necessary buildings on the property. Regardless of what land is found, we anticipate needs for either building living quarters, a barn, or both.

In addition, we anticipate the land purchased will not be set up for sanctuary life and housing animals in the way we need to. In order to accommodate this, the sanctuary will need to have funds on hand to purchase fences, posts, shelters, and gates in between each pasture for animals. There will need to be a minimum of water plumbed to each structure (barns/residential buildings) to assist with ease of maintaining sanitary and safety practices and ensure all needs for animals are met. (Water can be hauled and it is not necessary. Main plumbing to barns and main areas is needed but not pastures.) We may also need to plant trees and other vegetation to provide the animals and residents the best chance for comfort and paradise.

In order to approach this issue, we anticipate that there may be a time between purchase of land and ability to reside on the land purchased. There will be time between when the land is purchased in the Good Shepherd Animal Sanctuary's name and when the land is fit for animal and human residency. During this time, The Sanctuary will be working constantly on preparing land for life, and will be setting up pastures for animal housing. This will be the same time frame when fundraising will need to be in full swing to have a solid and consistent influx of funds to provide for purchase of materials for building the residences and pastures.

An additional approach to solve and help with the challenges ahead will be to have a solid and established, consistent board of directors at the time of land purchase. The Board will need to be substantially and regularly involved in the process of purchasing the land, the fundraising for materials, building of structures, install of pastures, and final transfer of animals from current residence to the new Sanctuary land. With a strong Board of Directors, the Sanctuary will be able to work through any other challenges and come up with solutions to every problem they face.

Land Needed

The ideal amount of land needed is 15 or more acres. This can be difficult to locate and may not be feasible for purchase as a single connected plot of land. If this is the case, the Sanctuary will look for plots of land 10 acres or more. However, the sanctuary is currently already on 5 acres of land, we will not purchase a plot of land smaller than 10 acres as it would put us in relatively the same situation we currently find ourselves in. (Can we add a section about accepting potential land donations that may meet our needs?)

With the goal of a minimum of 10 acres in mind, if the sanctuary is presented with the opportunity to accept a donation of land that fits our needs, several steps would need to take place. Once a member is approached by a community person with the desire to donate land, the President, Executive Director, or Vice President of the Board of Directors will open a line of communication with the potential donor to begin the necessary information collection. Once information is gathered, a formal, written offer to donate land to the Sanctuary will be provided to the President, Executive Director, or Vice President of the Board of Directors, at which time the offer will be presented to the entire Board of Directors. Following a special emergency meeting to discuss legalities, costs, and requirements for accepting the land, the Board of Directors will vote on whether the potential donated land can be accepted by the Sanctuary. This vote and decision will need to be unanimous and will require a specific press release to inform all current sponsors and donors of the potential new land being acquired for the animals' care.

Land and Long-Term Goals

The Good Shepherd Animal Sanctuary strives to have a larger, sustainable sanctuary to house animals as permanent residents to live out the remainder of their lives in a peaceful, happy, paradise. In just 4 years time the Sanctuary has outgrown its current land and is in need of expansion. Given our current rate of growth, the goal is to purchase a plot of land at least three times the size of our current sanctuary. Having a 15 acre plot of land would allow for the sanctuary to sustain many more residents, care for more animals, and have spare pastures (known as “rest” pastures) available to transition animals between.

The goal is to have at least 2 living quarters on this land. One living quarter to house our current Executive Director and founder with her family, and a second living quarter that can be used for retreats, hosting events, housing volunteers, and housing additional animal caretakers as needs arise. In addition to the living quarters, the Sanctuary would like to have at least 1 barn on the property at a minimum measure of 40 feet by 60 feet, and 1 shelter per pasture for the animals in times of inclement weather. The current land has 3-4 mobile shelters that could be relocated to the new property if the property is not acquired with shelters for each pasture already in place. If the Sanctuary finds itself in a situation where we are given the opportunity to obtain additional barns, or additional acreage, we will present the opportunity to the Board and make decisions as the Board sees fit.

Strategic Plan

Our Mission

The Good Shepherd Animal Sanctuary is a 501(c)3 Organization dedicated to improving the lives of all sentient creatures. We live and operate on the belief that no animal should live in traumatic situations, fighting for survival. We hope to open, dissect and end the concept of speciesism and bring about conversations of compassion, both for human, and non human animals. We are a faith based organization, allowing our efforts to be guided by God above for a healthier planet. All creatures together. All the same.

Our Vision

Our vision is to continue the growth of The Good Shepherd Animal Sanctuary to a larger plot of land allowing for care of more animals in need. Specifically, the Sanctuary would like to continue our current ability to be involved in extreme abuse cases to provide sanctuary and be a paradise for animals who have previously experienced an inadequate way of life. In addition to greater care, we strive to expand our ability to educate the local community about the benefits of a Vegan lifestyle. The Good Shepherd Animal Sanctuary strives to maintain our current positive, influential reputation and expand our reach to more of the community.

Core Values

The Good Shepherd Animal Sanctuary is a Christian based organization. Jeremiah 3:15 - “Then I will give you shepherds after my own heart who will lead you in knowledge and understanding.”

The founder, Christine Cox, believes that the original design of planet Earth by God was to be vegan, where human animals were created for the purpose to tend and care for all creatures of the Earth. This design was ruined during the fall of man. Due to the wicked ways of humans, animal abuse, neglect, exploitation, and commoditization have become rampant. Through generational and cultural teachings we have lost our heart of compassion and feel that some animals deserve to live more than others. This is wrong thinking. The Good Shepherd Animal Sanctuary aims to break that barrier, and show that all life is precious to God whether it be dog or pig, rat or cat.

Scriptures of reference and belief include: Genesis 1:24-31; Genesis 6:13; Isaiah 11:6-10; Matthew 5:48; Matthew 6:10; Jeremiah 33:14-16; and Revelation 21:4.

Genesis 6:13 “Then God said to Noah, ‘The end of all flesh has come before Me; for the Earth is filled with violence because of them; and behold, I am about to destroy them with the earth.’”

God wanted a peaceful world in which there was no violence or killing so He had Noah build an ark for his family and the animals, and since there were only two of every animal they could not have been eating each other, nor could the humans have been eating them; they must have only eaten plant foods.

Our Action Plan

Our current plan is to reach a wider audience on the topics of compassion, veganism, and speciesism through a Mini Documentary filmed by Nick Amrhein. We currently have our deposit secured with the remaining balance due following filming. We postponed our documentary to Fall of 2022 due to difficulties and issues faced during the COVID-19 pandemic. In addition to filming, we hope to have at least one event where we premier our Mini Documentary for the public, with a goal being to have this premier viewing at the local Drive-In Theater.

In addition, we plan on continuing to provide emergency outreach to animals in immediate medical need or situations of abuse. We continue to utilize our partnerships with local sanctuaries, rescues, and organizations. While continuing to help other animals in need, we plan on keeping our current residents in their comfortable paradise.

We plan on having a minimum “cushion” fund of \$10,000 in our Sanctuary savings account that can be utilized for emergencies as they arise either due to weather or medical necessity of the current sanctuary residents. During this time, we also plan to save \$1,000 per month for the next 5 years. These funds will have a separate account and will be utilized specifically as a deposit for purchase of property to expand the sanctuary as we are currently at capacity.

The Good Shepherd Animal Sanctuary has currently improved our Board of Directors situation to a more stable, larger group. Our goal is to keep this board of directors consistent and stable so focus can move to improving our volunteers. We currently have a small group of Team Leaders, we would like to grow our number of Team Leaders and grow our number of reliable volunteers who can assist in spreading the burden of care for the animals.

We plan to continue working through the stress created by the COVID-19 pandemic. We have survived the pandemic and continue to work through all the difficulties created by COVID-19. In the coming years we plan to focus on fostering strong internal and external relationships, furthering the mission through outreach. We plan to continue our involvement in emergency response, volunteer programs, and interconnectedness with other nearby sanctuaries. We aim to support new organizations with similar visions and share our skill sets in any manner possible to further the mission of a compassionate vegan world.

Strategic Priorities

Our strategic priorities are: 1) fundraising for our expansion plan, 2) have transparency with the public, our sponsors, and donors regarding our financial situations, 3) establish a consistent and reliable board of directors that can be relied upon once the land is purchased for expansion and 4) establish a consistent group of volunteers and Team Leaders that can be available for assisting with animals in times of need and during emergencies.

Through our priorities, we will continue to grow, network, and maintain our positive reputation with the surrounding community. The Good Shepherd Animal Sanctuary has had much growth since establishment in 2018, as we continue to grow our needs may change or modify, but our goal to share our vision and mission with the community will remain steadfast.

Summary

The Good Shepherd Animal Sanctuary has been given some wonderful opportunities through God over the past 4 years to help many animals in need. Our 5 Year Growth Plan focuses on a plan to save up over the next 5 years to be able to expand our land and ability to provide a sanctuary of paradise for animals who have had a difficult past. We continue to welcome animals on a case-by-case basis due to our limited resources with our current facility being at capacity. Through saving and fundraising over the next 5 years we strive to be able to expand to at least 3x the amount of land we currently have.