



FY 2022-2024 Strategic Plan

Facilitated by:

Creation In Common

www.creationincommon.com

Five-Pillars of Partnership Elevating Impact

At the center of Can Do Canines' impact is our specially-trained dog's relationship with a person with a disability. Together, they bridge barriers to inclusion and advance a person's freedom and independence.

Surrounding this unique relationship are staff, volunteers, and supporters whose partnership enables and sustains this impact. Together, we unlock potential, innovate to better serve people with disabilities, and invest in new ways a dog can change a person's life.

This strategic plan endeavors to strengthen and broaden our five pillars of partnership to elevate our impact.

Over the next three years, we envision achieving three growth goals:

1. Enhance and deepen engagement among clients, volunteers, supporters, and staff
2. Extend our reach by building a broad, diverse, and inclusive constituency
3. Elevate impact to serve more people in need



Our Mission & Vision

Can Do Canines is dedicated to enhancing the quality of life for people with disabilities by creating mutually beneficial partnerships with specially trained dogs.

We envision a world where people with disabilities live a free and independent life.

Our Values

Client Commitment

Can Do Canines has a passion for developing long-term relationships that make a positive difference in our clients' lives. We provide high-quality training and services. We consider all training opportunities that would benefit our graduate and client teams.

Respect for Animals

Can Do Canines believes dogs can be good citizens and helpful partners to people with disabilities when properly trained. Dogs must not be sacrificed to benefit people. Giving them good homes and training them for important jobs is a humane and worthy endeavor.

Teamwork

Can Do Canines works to meet the needs of our clients through a joint effort comprised of staff, volunteers, and supporters from the community. By training dogs and clients to work together as teams, we help forge bonds and skills that cannot be matched.

Respect for People

Can Do Canines treats everyone with dignity, care, and respect. We value differences in our employees, volunteers, clients, and the community. We develop our employees and provide a rewarding environment.

Integrity

Can Do Canines upholds the highest standards of integrity in all of our actions. We are personally accountable for our conduct, decisions, and delivering on our commitments. We value and reward open, honest, two-way communication. We are prudent and fiscally responsible in the management of all resources.

FY 2022 – 2024 STRATEGIC PLAN

I. Enhance and Deepen Engagement Among Clients, Volunteers, Supporters, & Staff

OUR STRATEGIES:

1.1 Enhance the client experience by investing in service improvements across the entire partnership lifecycle. For example, access to veterinarian services

1.2 Improve the volunteer experience by creating new opportunities for recognition and systems for ongoing feedback

1.3 Strengthen staff and leadership satisfaction with the right tools, systems, and supports

1.4 Deepen supporter engagement with opportunities to support mission impact

II. Extend Our Reach by Building a Broad, Diverse, and Inclusive Constituency

OUR STRATEGIES:

2.1 Implement a marketing plan to raise public awareness of engagement opportunities

2.2 Invest in organizational capacity to attract and engage more people of color and traditionally under-represented communities

2.3 Create a targeted and proactive approach to new donor development

III. Elevate Impact to Serve More People in Need

OUR STRATEGIES:

3.1 Mitigate existing barriers to becoming and remaining a client

3.2 Pilot new services to meet the underserved needs of people with disabilities. For example, Skilled Home Companions or Seizure Alert Dogs

3.3 Develop innovative ways to address the demand for Autism-Assist Dogs. For example, implementation of British workshop model

3.4 Launch board and staff workgroup to formulate a growth and campus masterplan.

2022 – 2024 OUTCOMES & SUCCESS INDICATORS

I. Enhance and Deepen Engagement Among Clients, Volunteers, Supporters, and Staff

OUTCOME:

All Can Do Canines' stakeholders are champions for our mission and vision.

SUCCESS INDICATORS:

- Increased offering of support services for clients
- Increase in volunteer and supporter retention
- Evidence of high staff engagement
- Visible and utilized feedback opportunities for all stakeholders.

II. Extend Our Reach by Building a Broad, Diverse, and Inclusive Constituency

OUTCOME:

A larger and more diverse base of committed clients, volunteers and supporters.

SUCCESS INDICATORS:

- Increase in relationship-building activities with traditionally under-served and under-represented communities
- Greater diversification in supporter demographics trending younger
- Increase in media impressions leading to enhanced regional recognition

III. Elevate Impact to Serve More People in Need

OUTCOME:

More people with disabilities benefit from a service dog.

SUCCESS INDICATORS:

- Resourced and effective launch of pilots and service innovations
- Increase in the number of people served based on utilization of pilot programs and service innovations
- Completion of growth and campus masterplan