



# AINMHITHE ANIMAL RESCUE

## STRATEGIC PLAN

**2019-2021**



# 1. INTRODUCTION

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Ainmhithe Animal Rescue (Registered Charity CHY 19682) is a small independent animal rescue and sanctuary which has been operating in north County Mayo since 1998. Despite a reduction in funding in 2018, Ainmhithe Animal Rescue continues to grow and over the past two years we have, for the first time, helped to find over 200 animals their forever homes, and it is our aim that we can push this number even higher in the next two years to come. This strategy document outlines our goals and aims, and how we intend to achieve them for the coming two years. At the heart of everything we do is the welfare of the animals in our care, and providing them with the compassion and protection that they require when they come to us in a vulnerable position, from the time they enter our care right through to us finding their forever homes.

We have found great success in the past year with our Trap, Neuter and Release program for stray cats which has been running in Killala, Co. Mayo. Over the past year we have trapped over forty stray males and females and have neutered them and released them back into their locality with the help of local volunteers. We have found a big reduction in the number of unwanted kittens in the area, and we are committed to providing more resources towards the program over the next two years.

**We would like to take this opportunity to thank all those who have been part of our mission over the past few years. It is with the support of our many financial donors, volunteers, home checkers, and forever homes that we can do what we do, and your support is invaluable. The outlook for Ainmhithe Animal Rescue heading into the next two years is bright, thanks to your support.**

***Dr Sean McGivern***

*Chairperson*

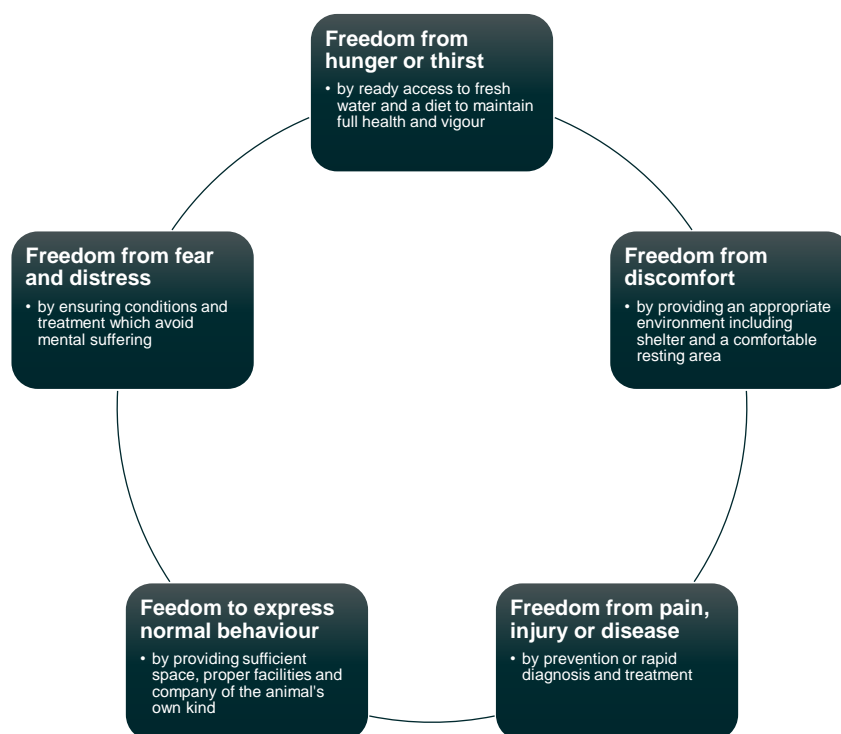
***Joseph McGivern***

*Secretary*

## 2. OUR MISSION

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- The overall mission of Ainmhithe Animal Rescue is that all our rescued dogs, cats and equines find permanent, loving homes. We wish to educate members of the general public to have a responsible and positive attitude towards animals and their welfare
- Ainmhithe actively searches for permanent, quality homes for our dogs, cats and equines, and seeks to match the right pet with the right home following thorough pre-adoption screening and checks.
- We actively support, encourage, and promote neutering and spaying of dogs and cats. We pride ourselves on our no-kill policy, which means that the animals in our care stay with us for as long as it takes to find them their forever homes.
- Underpinning our work is the concept of the Five Animal Freedoms. These internationally adopted standards on the care of companion animals are at the heart of all our activities and help us to promote the physical and mental health of all the animals that we care for.



### 3. OUR AIMS

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- We will continue to provide a sanctuary for stray and surrendered animals and provide a safe space for these animals so that they may be rehabilitated and rehomed. For animals who we are unable to find a home (e.g. older pets) we will continue to provide a home for them in the sanctuary. All animals passing through Ainmhithe will continue to receive relevant vaccinations and worming treatments to provide protection against common diseases.
- We are committed to improving the general public's attitudes regarding animal welfare in north County Mayo through education programs and through education sessions in our local schools.
- We will help to provide free animal microchipping to those who require it in our community, in order to help promote responsible tracing of animals, and to enable more stray pets to be reunited with their owners.
- We will continue our free feline trap, neuter and release scheme which has been successful in reducing the overpopulation of stray cats in our locality. In keeping with the spirit of trying to reduce overbreeding of pets; we will stay committed to neutering all animals that come into our care. We will also continue to offer free spaying for the mothers of litters of pups surrendered to Ainmhithe, thereby reducing the reproduction of unwanted litters.
- We will continue to provide an up to date social media presence using our Facebook page and our website [www.ainmhite.ie](http://www.ainmhite.ie) which both provide up to date information regarding animals that are available for rehoming. We also use our online platforms as a place where information can be posted regarding lost and missing pets.

# 4. FINANCIAL RESPONSIBILITY

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- While we do receive funding from the Department of Agriculture and Mayo County Council, this is not solely adequate for us to carry out all the activities mentioned in our aims. It is because of this that Ainmhithe Animal Rescue relies on the kindness and generosity of the general public for donations, without which we would not be able to continue our work. We will continue to ensure our planning, financial control, management and budgeting are of the upmost standard to ensure a tight management of our expenditure, maximizing value for money and putting it to the most effective use for the animals in our stead and ensuring the long term sustainability of the organisation
- We will continue to provide several different avenues through which donors can support Ainmhithe Animal Rescue such as:
  - One off and monthly donations
  - Christmas Card and Calendar sales
  - Local Bucket Collections
  - Sales through our affiliated Charity Shop in Ballina, Co. Mayo
  - Raffles, sponsored events and agility show stalls.
  - Corporate donations
  - Voluntary post adoption donations