

IMPETUS

A COALITION FOR PET PROGRESS

How We Got Here...

WHERE WE HAVE BEEN

THE THEN SAINT LOUIS PETLOVER COALITION COMPLETED A STRATEGIC PLANNING PROCESS IN 2020 WHICH SHIFTED TO A FOCUS ON LAUNCHING AN INDEPENDENT COALITION AT PURINA'S REQUEST. THAT COALITION IS NOW NAMED IMPETUS.

2020-21

1. Framing

- Developing project plan and committee
- Coalition History review

2. Discovery

- Environmental Scan
- 15 interviews
- Member Listening sessions
- Board and member surveys
- Data Analysis
- Interim report

Strategy

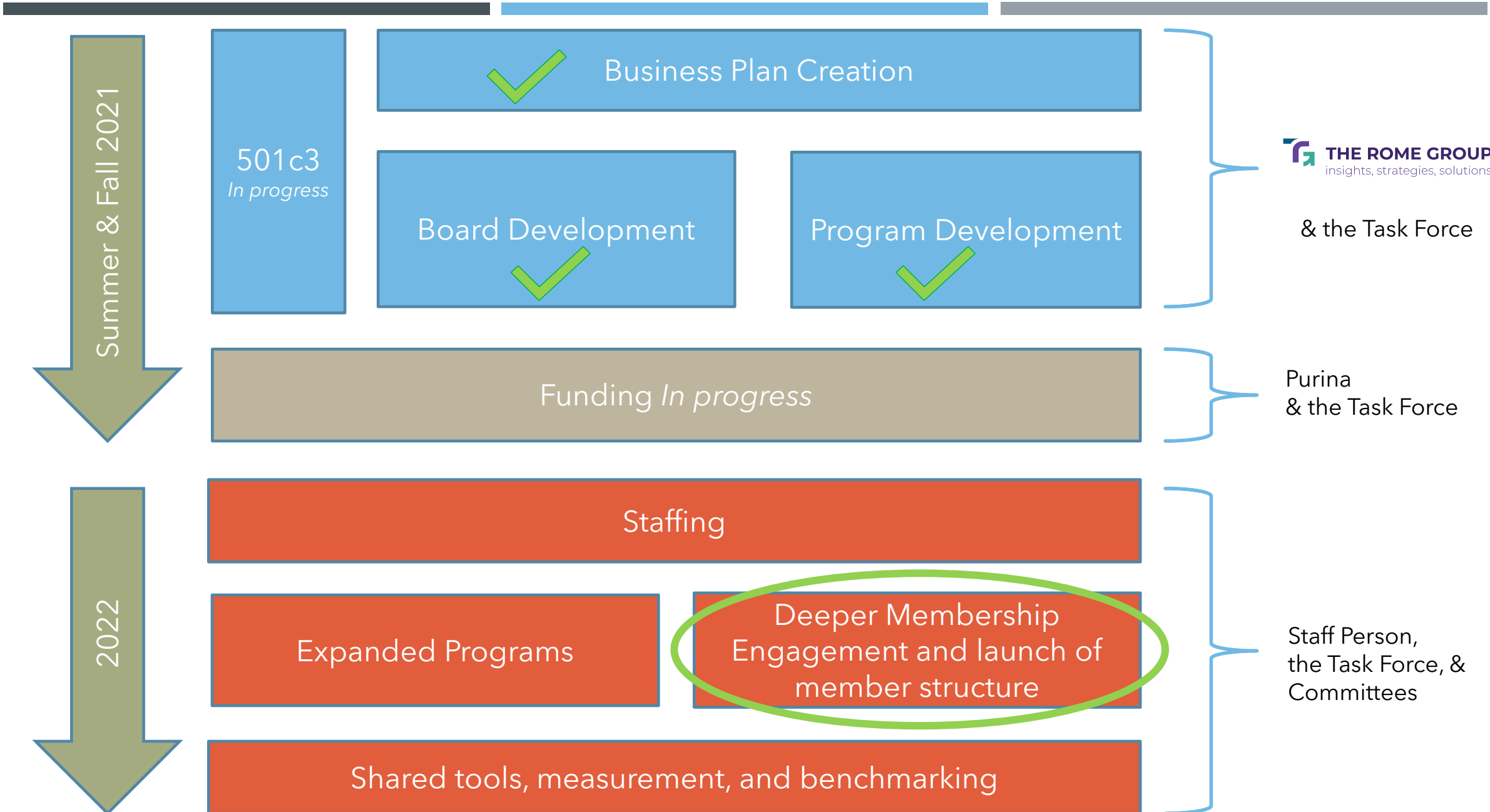
- 3 virtual strategy sessions to review and assess the data, develop vision, goals, and strategies that leverage the Coalition's assets

Action

- Plan writing and refinement
- Sharing the plan with stakeholders
- Beginning tactical planning and metrics



2022 WHERE WE ARE: BUSINESS PLANNING AND LAUNCH



THE ROME GROUP
insights, strategies, solutions

& the Task Force

Purina
& the Task Force

Staff Person,
the Task Force, &
Committees

**WE BASED OUR PLANS ON MEMBER AND STAKEHOLDER PRIORITIES.
MEMBERS TOLD US:**

The most important motivation for being part of the coalition is the opportunity to network with colleagues, followed by education from experts and peers.

Your priorities for the Coalition were that we:

- Elevate public opinion and interest in animal welfare
- Provide regular networking opportunities for members
- Create opportunities for collaborative programming and funding
- Set and advance a policy agenda for animal welfare in our region

STAKEHOLDERS LIKE FUNDERS AND PARTNERS TOLD US THAT AN EFFECTIVE COALITION WILL:

Be	Be large and diverse
Establish	Establish shared goals
Set and lead	Set and lead regional priorities
Aggregate	Aggregate data and ensure consistent tracking
Improve	Improve awareness and reputation of animal welfare
Develop	Develop collaborative program & funding opportunities
Create	Create a cohesive policy agenda and tools to advance it

BASED ON THAT FEEDBACK, THIS IS WHAT WE'LL DO WITH & FOR OUR MEMBERS:

Build

Build Connections Across Animal-Serving Organizations in the Region

- Bi-Monthly membership gatherings for Organizational Members.
- Engage the membership in formal and informal opportunities for resource sharing
- Identify shared funding opportunities for the Coalition and its members

Support

Support for Members and raising the professional profile of animal welfare

- Continue the delivery of high-quality professional development and learning opportunities
- Compile and share industry best practices and educational material and a resource area for common organizational needs
- Create a jobs board

Unify

Unify data to support learning and advancing our goals

- Administer a community survey to identify unmet needs/priorities
- Create an annual Ecomap of the Pet Landscape to understand where the region is in terms of pet welfare, what we are achieving, and where we need to go

Serve

Serve our community

- Develop a regional one-stop-shop for pet reunification
- Develop a list of resources and referral partners for people/agencies in need of pet-related support

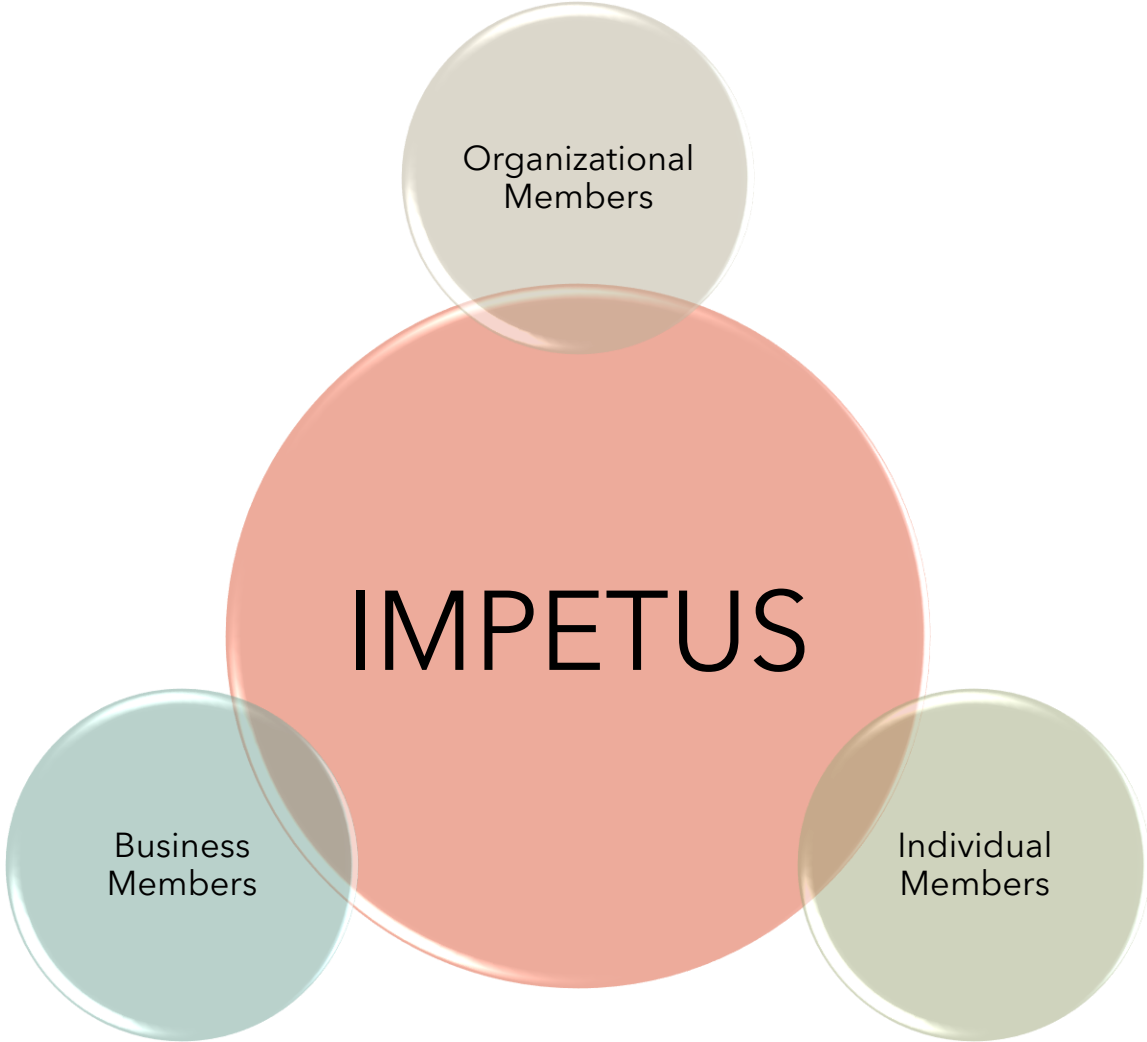
Engage

Engage in advocacy and policy

- Establish a seat at the policy making table for animal serving organizations
- Develop and disseminate policy positions



The newly launched independent coalition will eventually consist of three member types: Nonprofit animal-serving **Organizations** who form the core of the coalition; **Businesses** who are aligned with animal welfare, such as veterinary practices, groomers, behaviorists, or trainers; and **Individuals** who care deeply about pet well-being and welfare.



WE ARE STARTING WITH YOU, OUR ORGANIZATIONAL MEMBERS

What it will cost:

Dues will be based on your annual budget:

- Annual budget under \$25,000 \$50/year
- Annual budget \$25,001-\$100,000 \$100/year
- Annual budget \$100,001-\$250,000 \$200/year
- Annual budget \$250,001-\$500,000 \$350/year
- Annual budget \$500,001-\$1m \$500/year
- Annual budget over \$1m \$750/year
- Abiding by the membership agreement.

In 2022, dues will be 50% off

What you will get:

- Use of Petlover logo on the member organization's website
- All staff of member organizations may sign up for member email communication about animal welfare news
- Access to at least 6 member meetings per year
- Opportunity to apply for scholarships to attend local and national training (available with application)
- Access to anonymized, aggregated, regional trend data (after year 2)
- (\$25 ea) job posting
- Access to members-only resource area on the Coalition's website
- Supporting the coalition in its work on Advocacy, Animal Control, Professional Development, Data Aggregation and Collaboration

THE MEMBERSHIP AGREEMENT

We **communicate** respectfully and directly

We **comply** with applicable laws, rules and ordinances

We **participate** in our communities and in the coalition, including submitting our animal welfare data to the coalition in order to inform analysis of the overall landscape of animal welfare in the region.

We **refuse** to use the term “kill” to describe agencies and their process of thoughtful euthanasia

And We **live**, every day, the Coalition shared values:

The Five Freedoms- We believe animals have the right to freedom from hunger or thirst; freedom from discomfort; freedom from pain, injury or disease; freedom to express normal behaviors; and freedom from fear and distress.

Collaboration – we work together, find common ground, and aggregate our resources to net a greater good.

Professionalism – we elevate the perception of our cause through competency, consistency, and leadership.

Results – we commit to using data and best/emerging practice to inform strategy and create positive outcomes.

Integrity – we are honest, transparent, and do what we say we will.

Learning – we believe that testing assumptions and seeking new information are the hallmarks of positive change.

We recognize that effective collaboration and collective impact are built on a foundation of respect, kindness, and trust. We aim to make every member feel valued and, by default, we assume that all members are operating to the best of their abilities. Members are expected to honor this commitment through supportive actions and words to and towards all other members, whether in person or through other means (e.g., social media).

The Coalition board will use respectful and direct communication, and if needed, a collaborative board vote, to enforce this membership agreement.

SO, WHAT IS *ACTUALLY* CHANGING?

Staying the Same

- Networking opportunities
- Educational opportunities
- Scholarship availability

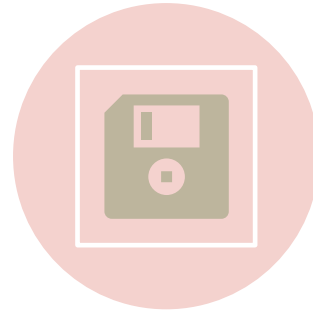
What we are gaining:

- Our own, independent coalition that we lead together
- Opportunities to pursue diverse, shared funding opportunities
- Access to anonymized data that we gather from our members to help inform your organizational decision making
- A shared understanding of what it means to be a member of the Coalition
- Contributing to sector-wide goals
- A unified advocacy voice
- Shared resources about doing the work that we do
- Streamlined resources for pet reunification, job posting, and educational materials

WHAT WE NEED FROM YOU



1. Join.



2. Share your data.



3. Participate in trainings, events, committees.



4. Recruit - who isn't part of the coalition that should be?