



**GREYHOUND  
FRIENDS INC.**

# **STRATEGIC PLAN 2025-2028**



# WHO WE ARE

**Greyhound Friends gets homeless dogs home.** We rehome unwanted sighthounds and other purpose-bred dogs who are discarded when no longer “useful.” We bring in homeless dogs from places where the need for adoptive homes far exceeds their availability, and where humane protections for dogs are lacking. We adopt dogs to responsible, loving homes in Massachusetts and throughout New England. We also work to educate the public about the need for adoption and humane treatment of dogs everywhere.

Greyhound Friends is a 501(c)(3) nonprofit organization based in Hopkinton, Massachusetts. Thanks to the ongoing support of our donors and sustainers, Greyhound Friends maintains an adoption kennel that is licensed for 15 dogs and includes a state-mandated isolation unit for dogs arriving from outside Massachusetts.

## IMPACT

Founded in 1983, Greyhound Friends has grown to include a community of adopters, volunteers, friends, supporters, and dog welfare advocates working locally, nationally, and internationally. Through their dedicated efforts, **the shelter has now rehomed over 10,000 dogs.**



From its inception, the organization has served as a leader in advocating for greyhounds and other sighthound breeds. Local, national, and international advocacy and rescue/adoption efforts have been inspired or influenced by aspects of Greyhounds Friends’ model.

Over the decades a broad and deep community has grown around the core of Greyhound Friends, with generations of adopters, volunteers and friends. Every dog passing through our doors touches many lives, from our staff & volunteers to its adopters and their family and friends. Each contact sparks curiosity and compassion for sighthounds and their plight.

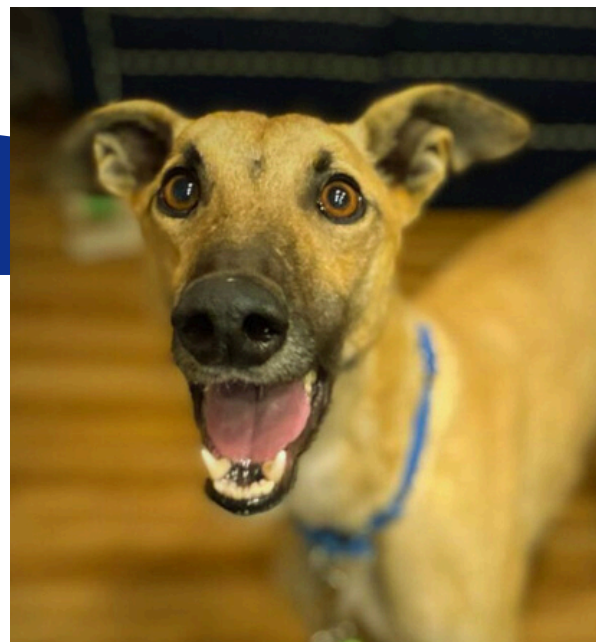
# MISSION

Greyhound Friends is dedicated to **placing greyhounds, sighthounds and other dogs in responsible, loving adoptive homes**. Our mission also includes **educating the public** about the greyhound breed and generally promoting animal welfare through educational and outreach programs.

# VISION

Our vision for the coming three years and beyond is to remain a leading adoption organization and advocate for greyhounds and other sighthounds, in the US and worldwide.

**We intend to be here for dogs who need us, for as long as we are needed.**



# VALUES

Greyhound Friends is guided by the following values or principles:

- **The Golden Rule:** To treat all living things as we ourselves would wish to be treated.
- **Kindness:** To demonstrate compassion and respect for all living creatures.
- **Positive Influence:** To judge our effectiveness by the extent to which animal lives are saved and improved, and by the positive experience of the people we touch.
- **Leadership:** To lead by example — developing, promoting and sharing great new ideas and programs to help animals.
- **Authenticity:** To do what we say we do.
- **Transparency:** To be open and honest in our relationships.

# STRENGTHS

The organization's primary strengths, as identified by key constituents, are:

- **People** dedicated to and passionate about our mission, including staff, volunteers, donors and friends.
- **A breed specialized focus** and expertise that set us apart from other shelters and adoption groups.
- **The worldwide impact** of our work for sighthounds and animal welfare.
- **Resiliency** gained through experience that allows us to withstand challenges.

# OPPORTUNITIES

We see the following key opportunities for growth in the three years ahead, so we can continue to fulfill our sighthound adoption and advocacy mission:

- **Necessary capital upgrades** to the kennel building and facilities.
- Improvement of **systems and technology** to support operations and fundraising.
- Expanded **outreach and community engagement** to strengthen our network of support.



# ASPIRATIONS

The Board of Directors envisions the following aspirational changes to build on our strengths, seize opportunities and fulfill our mission:

- **Continue incremental growth** in intakes and adoptions.
- Develop a **more solid financial footing** to support our work into the future.
- Upgrade and **expand the Isolation Unit** to facilitate transport and intake needs.
- **Strengthen our community**, partnerships and connections.

# STRATEGIC GOALS

The Board of Directors has set a number of goals as part of this three-year Strategic Plan. Among them are the following, organized by major area of emphasis:

## **Our Dogs**

- Gradually increase annual intake and adoption numbers
- Grow & strengthen partnerships, systems, technology & staffing to support controlled growth in adoption
- Increase kennel intake capacity to enable steady and efficient flow of adoptable dogs

## **Our Financial Base**

- Identify and apply for more foundation grants
- Invest in more effective systems for donor management and communication, needed to grow annual donations and strengthen support
- Embark on a Capital Campaign to make necessary kennel/facility upgrades

## **Our Educational Mission**

- Grow our presence in the community through meet & greet events and presentations at schools and other local venues

## **Our Community of Friends**

- Grow support by hosting more events & activities for our adopters and friends

## **Our Capital Assets**

- Preserve the kennel & grounds through responsible stewardship & necessary upgrades
- Reconfigure & expand the state mandated Isolation Unit to allow intake of new dogs consistent with the transport requirements of sending organizations/rescue partners





# CONCLUSION

In undertaking this Strategic Planning effort, the Greyhound Friends Board of Directors engaged in a structured, thoughtful and comprehensive process and sought input from key stakeholders. We are confident that this plan will provide solid guidance for our major operational priorities and decisions in the near term.

We will benchmark and track progress toward the stated strategic goals. Because we realize that the future may bring unanticipated opportunities and challenges, we are also prepared to adjust course, as necessary and prudent, to ensure overall success in fulfilling Greyhound Friends' important mission.

# ACKNOWLEDGMENTS

Greyhound Friends gratefully acknowledges the assistance of the following individuals whose participation made the successful completion of this Strategic Plan possible:

- The Board of Directors
- The Strategic Planning Committee
- SCORE, Worcester chapter volunteer mentor Karen Keefe
- Staff, volunteers, donors and other key stakeholders who provided input and support throughout the process

