



# Strategic Plan

**2020-2025**

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## **Mission**

**The Blue Bell Foundation for Cats  
offers loving and compassionate lifetime care  
for senior cats whose owners can no longer care for them.**

## **Vision**

**We *are* the leading cat retirement sanctuary  
promising total peace of mind for cat owners and  
homelike, personalized care for the cats entrusted to us.**

## **Values**

**Caring, Compassion, Empathy, Leadership**



## **Introduction**

The Blue Bell Foundation for Cats has a proud history as Orange County's first cat retirement sanctuary.

Although it's gratifying to have achieved more than thirty years of service to the community, our fundamental goal is to ensure we have the necessary resources and commitment to our Mission and Vision to serve you and your cats for generations to come.

To achieve that aim, we have developed a Strategic Plan whose sole purpose is to guarantee your peace of mind and Blue Bell's long term future.

As with all organizations, unknown challenges and unforeseen opportunities require our Strategic Plan to be a "living" document that keeps pace with future needs and changing circumstances.



## Key Accomplishments

Our first Strategic Plan was published in 2015. Due in large part to the goals defined in that plan, Blue Bell has achieved many significant accomplishments since then greatly accelerating our progress toward a sustainable future. Here is a partial list.

1. Converted IRS non-profit designation from Private Operating Foundation to Public Charity, which allows additional tax advantages for our most generous benefactors.
2. Modernized the Bertha Yergat Cottage including remodeled clinic, office and entry, new cooling system, new brick patio with picket fencing, entry arbor and patio furniture, new shingle siding and exterior paint and internet-based security system.
3. Developed new Mission and Vision Statements, created a new logo, slogan, graphic style and color scheme and created a new, more comprehensive website offering enhanced information and resources for benefactors, future clients, staff, volunteers and visitors.
4. Created the **Lifetime Care Program** and **Community Cat Fund** as the primary vehicles for carrying out our Mission.
5. Created **Blue Bell Gardens** that transformed a barren landscape into a beautiful Laguna Canyon oasis.
6. Significantly strengthened ties with the Laguna Beach Philanthropic and Business communities and revitalized our Volunteer Program.



# Strategic Imperatives

***“A Strategic Imperative is an initiative that significantly moves an organization toward its desired vision.”***

Building upon the substantial achievements of the past five years, the best way to further advance Blue Bell’s progress is to focus our efforts on these three strategic imperatives:

## **Board Succession**

### Objectives

- ★ Increase the size of the Board to Six Directors by 2021.
- ★ Develop a Succession Plan for each Director by 2023.

## **Financial Optimization**

### Objectives

- ★ Create Operating Fund by 2021.
- ★ Create Emergency Fund by 2021.
- ★ Create Veterinary Care Endowment Fund by 2021.
- ★ Finalize Blue Bell Investment Guidelines by 2021.

## **Fund Raising**

### Objectives

- ★ Create Planned Giving Program by 2021.
- ★ Implement Planned Giving Program by 2022.
- ★ Create Volunteer Fund Raising Program by 2021.
- ★ Implement Volunteer Fund Raising Program by 2022.