



Strategic Plan 2023-2025

Mission

Safeguarding human-animal families by providing veterinary care and social services to economically disadvantaged populations.

Teaching Mission

Training students to practice with confidence, respect, and compassion towards people experiencing resource constraints.

Vision

A Dane County where all pets and all families have equal and consistent access to veterinary medical care, social support, and human health services.

Values

Collaboration: We collaborate with our clients, students from multiple professional schools, and our corporate and community-based sponsors to provide services to those in need.

Innovation: We seek superior solutions that come from data driven and creative methods

Service: We strive to uplift our entire community by helping people to help their pets

Inclusion: All people have inherent value and needs, and deserve a supported human animal family unit

Social Justice: Through our services and relationships, we are helping to implement positive social change in Dane County

Compassion: Our work is built on the foundation that all people and animals deserve respectful and equitable health care and support, offered in a heartfelt manner



In addition to continuing our work of...

- 1) Providing veterinary care to animals owned by financially constrained families.
- 2) Providing pet supplies and pet food to our clientele.
- 3) Providing direct and referral social services to our clients.
- 4) Educating veterinary, social work and other health profession students in our community clinic.
- 5) Advancing knowledge about education, veterinary medicine, interprofessional practice and education, and One Health

... we developed the following strategic initiatives to proactively increase services, build capacity, and fulfill the mission of WisCARES

- 1) Enhance our messaging & financial strength
 - a) Develop & support successful communications and messaging
 - b) Create and implement a fund-development plan that links messaging with vision
 - c) Cultivate the relationship between UW-Madison and WisCARES
 - d) Expand training for students in multiple disciplines (veterinary, social work, pharmacy, public health/nursing)
- 2) Build Friends of WisCARES board & clinic staff capacity
 - a) Expand the board and implement practices to increase board capacity
 - b) Invest in staff and continue to develop the staff team
 - c) Strengthen internal operations and board/staff connection
- 3) Set the stage for growth
 - a) Strengthen and expand client services
 - b) Evaluate facilities and feasibility for expansion
- 4) Build our positive reputation
 - a) Build local community awareness
 - b) Expand WisCARES reputation locally & nationally

