



ARIZONA'S OLDEST & LARGEST NO-KILL SHELTER  
ARIZONA ANIMAL  
WELFARE LEAGUE  
& SPCA

# OUR VISION FOR THE FUTURE

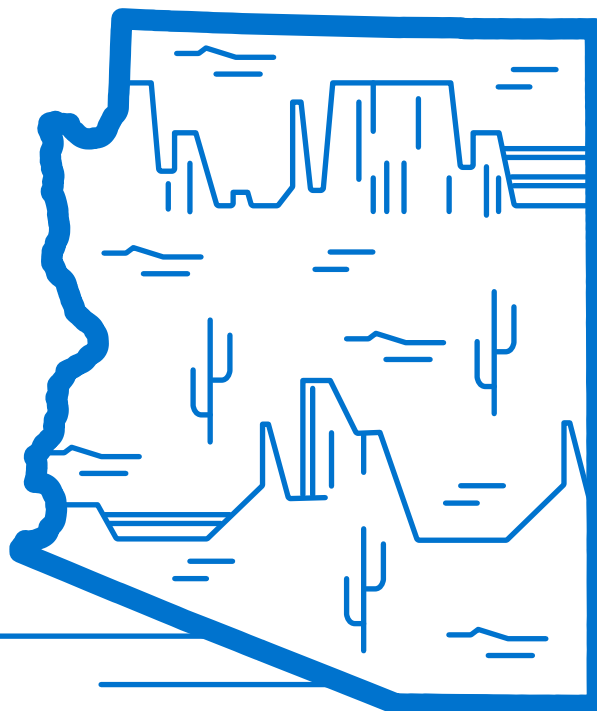
# A NO-KILL ARIZONA

## 2023 – 2028

Since 1971, the Arizona Animal Welfare League has led the no-kill movement in this state by rescuing and rehabilitating over 100,000 animals and giving them a second chance at life. We envision a no-kill Arizona, and we believe that we can get there by not only continuing to create families, but by keeping families together. Our 2023-2028 strategic plan is built on pillars that will improve the lives of animals and those who care for them.

### MISSION

The mission of AAWL is to provide excellent care, protection, and loving compassion for the life of the animals entrusted to us and to take a leadership role in promoting humane values for the benefit of all animals and people.



### VISION

A no-kill Arizona that provides compassionate care for animals and the people who love them.

# OUR CASE FOR SUPPORT

AAWL has been saving the lives of vulnerable dogs and cats for over 50 years. This year, though, things are different. The changing landscape of animal welfare has created uncertainty and instability for people and their pets.



In Maricopa County, animal welfare organizations across the Valley are struggling with higher intakes. A total of 36,526 cats and dogs came into Phoenix shelters in 2021. AAWL also has seen an increase in the number of pet owners who surrender their animals because they have no access to veterinary or behavioral care. Tragically, it has led to an increase in the animals who are suffering.

As the largest and oldest no-kill shelter in the state, AAWL has played a leadership role in offering those animals a safe, loving, and temporary respite while they find their furever homes. But if we're truly going to reduce the number of healthy and treatable animals that are euthanized each year in shelters across Arizona, we must do more. Lives are on the line.



*for AAWL to provide financial assistance for pet owners from underserved communities to help cover the costs of veterinary care, including spay/neuter surgeries and vaccines, and to help address behavioral issues.*

**That's significantly less than the \$1,061 average cost to care for an animal in the shelter.**

This is why our Board of Directors, with input from key stakeholders including donors, employees, community partners, recently developed a new strategic plan that focuses on four key priority areas over the next five years: **Finding Adoptable Animals Homes, Delivering Affordable, Accessible Vet Services, Keeping Pet Families Together, and Recruiting & Retaining Excellent Talent.**



# OUR PRIORITIES



## FINDING ADOPTABLE ANIMALS HOMES

### Goal:

Match animals from both rural and metro areas with safe, comfortable, and permanent homes.

### Impact:

20,690 animals find new forever homes.

**INVESTMENT: \$500,000**



## DELIVERING ACCESSIBLE VET SERVICES

### Goal:

Eliminate barriers to medical care by offering affordable, accessible vet services for pet families who would otherwise be unable to afford vet care.

### Impact:

Improved health outcomes for 17,310 animals who receive preventative care, allowing 8,655 animals to remain in their homes and leaving space for another 8,655 shelter animals.

**INVESTMENT: \$3,156,785**



## KEEPING PET FAMILIES TOGETHER

### Goal:

Provide effective prevention and intervention services so local pet families have what they need to keep their animals with them.

### Impact:

1,000 dogs and cats are kept with their pet families, allowing our staff to provide care and find homes for 1,000 harder-to-adopt homeless animals.

**INVESTMENT: \$173,330**



## RECRUITING & RETAINING EXCELLENT TALENT

### Goal:

Build an inclusive workplace with competitive salaries and benefits, making AAWL the employer of choice for animal welfare professionals.

### Impact:

Reduction in staff turnover, increased capacity for care.

**INVESTMENT: \$2,201,357**

**Total 5-Year Investment: \$35 Million**

(including \$5.7 million base budget and fixed cost increases)

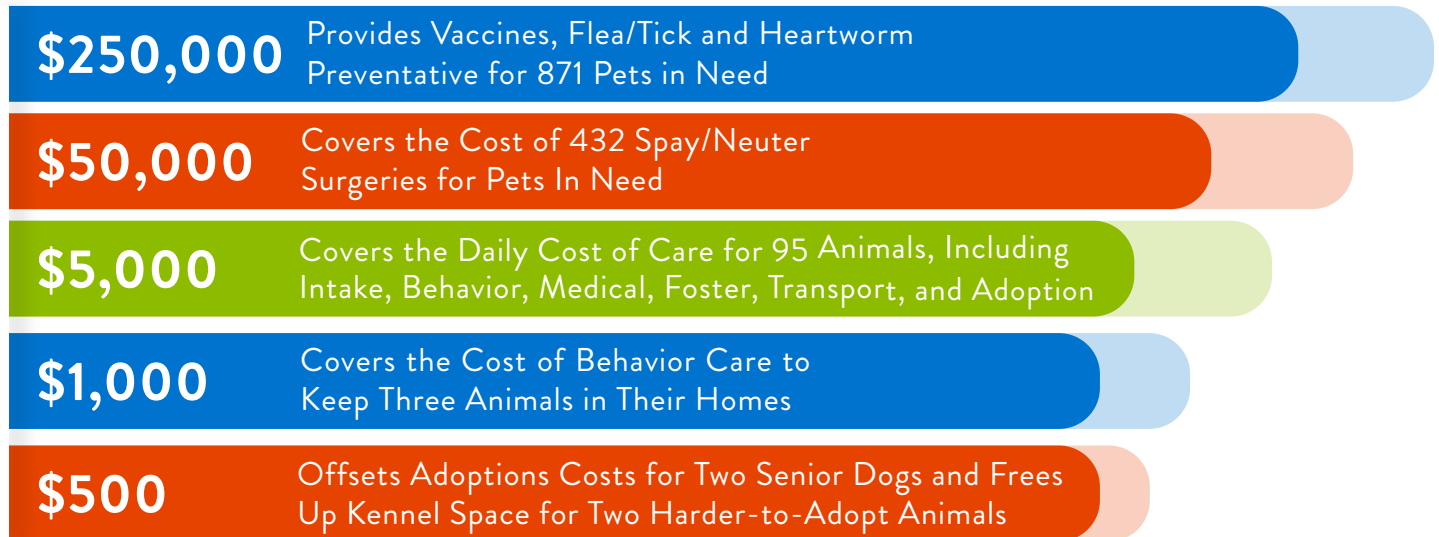
**Total Lives Saved: 40,000**

# HOW YOU CAN SAVE LIVES

To achieve our vision for a no-kill state, we need a select group of supporters – including YOU – to assume a leadership role and help us fund the CeCe Claudio Community Fund. This fund is named after current donor and animal lover CeCe Claudio, who made a 7-figure bequest commitment to AAWL. She created this fund with a seed donation this year to inspire other donors to make a financial commitment to reimagine animal sheltering as we know it by leveraging our expertise in areas of behavior and veterinary care to keep animals out of the shelter system altogether.

By investing \$35 million in these four pillars, we believe we can improve the lives of 40,000 animals over a five-year period. That means our budget will need to grow by \$1.2 million annually to save more lives. We can't do this work alone. The generosity of our donors is what makes this possible. We look forward to partnering with you to make a long-term investment in the future of our animals and the people who love them.

## Here is how your gift could help us raise an additional \$1.2 million each year to save more lives:



To support the CeCe Claudio Community Fund, please make your check payable to AAWL and mail it to:

**AAWL**

Attn: Aracely de La Cruz

25 North 40th Street | Phoenix, AZ 85034

To make a tax-deductible gift online, please visit: [aawl.org/communityfund](https://aawl.org/communityfund)

If you have questions about this opportunity or how you can support our work, please contact Teresa Valencia, Donor Relations Manager, at 602-273-6852 ext. 119.