The Dublin Society for Prevention of Cruelty to Animals

Our Strategy and Plans for the Future

Passionate about Animals since 1840
Introduction

The DSPCA - Our strategy for the future

The Dublin Society for Prevention of Cruelty to Animals (DSPCA) and have been here since 1840 taking care of sick, injured and cruelly treated animals. We are the oldest and, in our 175-year history, we have grown to be the largest and leading animal welfare charity in Ireland. This strategy, launched in 2016, sets out our vision for the further development of animal welfare in Ireland, and the continuing leadership role the DSPCA holds.

Our strategy acknowledges that animal welfare education and information for both adults and children will be essential to achieving our vision where every animal is treated with compassion, making it socially unacceptable to treat any animal with cruelty. For this reason we have continued to enhance our work around education. Children and young people will be the animal guardians of the future and only by fostering a genuine respect and understanding of the needs of animals in the young can we ensure that we make Ireland a better place for all animals. School visits, summer camps and animal welfare courses are all ways we are actively engaging with the young people in our community to develop the caring animal guardians of the future. In 2015 alone we delivered education programmes to over 12,000 children and young people, demonstrating our commitment to this objective.

Microchipping, neutering and finding forever homes for the animals who find themselves in our care as a result of abandonment, cruelty or illness will continue to be a big part of what we do for the foreseeable future, and is a necessary aspect of our work of which we are proud.

We are committed to working in partnership with other animal welfare charities, and continuing to form affiliations with smaller organisations around the country. We provide their inspectors with training, thus ensuring a consistency in approach, as well as providing a stronger animal welfare advocacy together. We also have a strong working partnership with the Department of Agriculture and the emergency services and with our patron, President Michael D Higgins.

Our strategy emphasises the need for us to continue raising awareness of our very important work. Maintaining our profile as Ireland’s leading animal welfare charity helps us in several ways:

→ it helps us to continue raising the vital funds we need to carry out our work,

→ it ensures that we remain in the forefront of people’s minds when they need help or advice on care for their animals, or to come to us when choosing to adopt a pet to join their family.

We look forward to the next 175 years for the DSPCA, where we continue to help animals in Ireland in many different ways. Read on to find out more about our vision, values and our strategy and how we plan to put it into action.

Mairead Fleming, Chairperson
Brian Gillen, Chief Executive
Our mission, vision & values

Our Mission

To promote and protect the welfare of all animals.

Our Vision

An Ireland where all animals, domesticated or wild, are treated with compassion and respect.

Our Values

Animals and their welfare are at the heart of everything we do.

We put no limit on the time an animal stays with us and we never put an animal to sleep unless serious medical, safety or legal reasons leave us with no alternative.

We value and respect our volunteers, supporters and staff.

We are committed to making it socially unacceptable to mistreat animals.

We advocate to strengthen the law on animal welfare.

We are working towards sustainable animal population levels.

We are committed to delivering a high quality service in all areas.

We act ethically, with integrity and with transparency by adhering to the highest standards of corporate governance.
Our strategic aims

Our aim is to maintain and enhance the DSPCA’s position as the leading animal welfare organisation in Ireland through the implementation of our strategic plan over the next five years by focusing on the following:

1. We will work to improve the public’s attitude towards animal welfare and the needs of animals in our community by:
   - Education
   - Communication via the press and social media
   - Dog Training
   - Promoting responsible pet ownership
   - Promoting microchipping

2. We will represent and speak up for animals who have been cruelly treated by:
   - Continuing to lobby for improvements in animal welfare legislation
   - Investigating cases of cruelty and bringing prosecutions where appropriate
   - Communicating and commenting on animal issues in both traditional and social media

3. We will work to reduce overpopulation and overbreeding of pets and horses by:
   - Neutering all animals we rehome or that come into our care
   - Offering subsidised neutering to less well-off owners
   - Promoting neutering in the media

4. We will continue to provide a safe haven for sick, injured, cruelly treated and abandoned animals by:
   - Rescuing, rehabilitating and rehoming domestic animals or, in the case of wildlife, releasing them back into the wild
   - Providing long term foster care for older animals

5. We will support owners of animals with services by:
   - State of the art animal hospital services
   - Dog and Cat boarding
   - Dog Training
   - Doggy Daycare
   - Retail services for all pet requirements

6. We will raise awareness of DSPCA as the leading animal welfare organisation in Ireland by:
   - Affiliating with other local area SPCAs and welfare groups
   - Creating international links with welfare groups
Helping us to get there: We will grow income and continue to tightly manage our expenditure to enable us to help more animals, now and in the future.

How we will achieve this?

- We will encourage animal lovers in Ireland to support the DSPCA as their charity of choice.
- We will continue to offer a range of different ways for donors to support the DSPCA by:
  - Fundraising and Monthly Subscriptions
  - Bequests and our free on-line Make a Will service
  - Attending our events such as the Great Irish Dog Walk or Pet Fest
  - Supporting our businesses such as Pet Boarding, Doggy Day Care and our Animal Hospital where all profits are invested back into our animal welfare work
  - Adoption and fostering of pets
- We will show our appreciation to our supporters and donors and demonstrate the positive impact of their donations on animal welfare.
- We will further develop the relationships with our corporate partners, particularly with businesses whose customers and staff are potential supporters.
- We will grow our income from our businesses that generate funds and build awareness of the DSPCA.
- We will ensure the long term sustainability of the DSPCA by maintaining appropriate levels of reserves and by investing funds appropriately to meet current and future needs.
- We will ensure our planning, financial control, management and budgeting are robust and effective.
- We will continually strive to maximize value for money in everything we do.

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Helping us to get there: We will advocate for animals and represent their interests, and increase the extent and effectiveness of our collaboration with animal charities and other organisations.

How we will achieve this?

- We will work with politicians, government agencies, animal welfare organisations and other organisations towards advocating for the better welfare of all animals.
- We will work in partnership with smaller SPCAs with similar vision and values, businesses and other organisations to increase our impact and influence and act as one consolidated voice on animal welfare issues.
- We will mobilise animal lovers and supporters through social media and other mediums to lobby for change on animal welfare issues.
- We will reach out to the customers and staff of our corporate partners and enlist their support for our work.

www.dspca.ie

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