



ADCH

Association of Dogs and Cats Homes

Our Strategy

2024 - 2030

An Overview



Together for Dogs & Cats

The Association of Dog and Cat Homes (ADCH) is the umbrella organisation which works on behalf of its Members to create a professional and sustainable sector which improves the lives of dogs and cats.

Our overarching aim by the end of the decade is to have a strong and sustainable Association and sector that is consistently making a real difference enhancing the lives of the dogs and cats in the UK and Ireland.

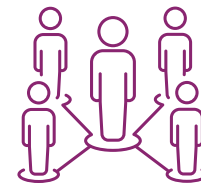
The main ways by which we seek to achieve this are:



To help raise the welfare of more animals by giving support to raise standards across the wider sector,



While also supporting Members with more aspects of what they do.



Positioning both the ADCH and its Members as leaders of the wider animal welfare sector to raise standards for more animals.

We aim to have the biggest impact, and believe that improving the standards of non-members and those who don't currently meet our standards, is the best way to deliver this.

ADCH, often through its Members, has been helping rescues in this way for many years so this is a proven model for success. We support rescues through training and other services, government advocacy, assessments against our standards, and support through mentoring and advice.

Our ambitious target is to establish meaningful support for 600 organisations, or 50% of the welfare sector, by the end of the decade. With our 165 Members and the Association working together we believe that stretching target will be achieved, and the lives of many dogs and cats will be enhanced when we do achieve this. Once we have scaled up we can improve the lives of over a million cats and dogs in the following seven years.

Our Work

1 Membership Services & Engagement

2 Our Standards & Support

3 Advocacy on behalf of our members

The Three Pillars of our work

Our Strategy

AT A GLANCE

Our Charity

4 Trustees, Committees & Membership Model

5 Finance & Funding

6 People & independence

Foundations of our work how we are run

Our Values

Leadership

Collaboration

Integrity

Professionalism

Support

1

Membership Services & Engagement

Our goal is to have 50% of the sector as members or on a membership pathway by the end of the strategy. The initial two years will focus on setup and income generation to drive and support recruitment.

Prioritising two-way engagement, we will tailor our approach based on acknowledging membership diversity. Targeting support offers, encouraging increased attendance at ADCH events and facilitating regional groups.

We seek to understand the broader sector, shaping relationships and future-proofing our membership model. We shall enhance our visibility, articulate ADCH membership's value, and assess the financial impact, aiming for effective support and sector improvement

2

Our Standards & Support

Our services to members will be enhanced with a range of dedicated support to help meet Minimum Welfare and Operational Standards, as well as training beyond our traditional areas of welfare.

A key element of our support will be our new mentor and advisor scheme – mentors to give ongoing wider support and advisors who are subject experts. Our Standards and assessments will be supportive tools to drive improvements in welfare. We will enhance our training for assessors and provide training to members on self-assessment. We will aim to achieve a 3-year cycle for external assessments.

3

Advocacy on behalf of our members

Our advocacy will be based around our Minimum Welfare and Operational Standards and the need for licencing of the sector and these will be the basis of our responses to consultations by Governments.

4 Trustees, Committees & Membership Model

We will aim to meet the Charity Governance Code, and especially to appoint a treasurer or cover that work in other ways. We will develop a financial strategy to plan for sustainability. We will raise the necessary funds before committing to resourcing new activities.

5 Finance & Funding

The first two years of the strategy will focus on diversifying ADCH's income generation by working with commercial partners and sponsors, as well as our membership where appropriate.

6 People & independence

As our independence task-and-finish group advances, we plan to reinstate a People and Culture Committee for targeted trustee oversight on key matters, including diversity and inclusion. Additionally, we aim to diversify activity support from both Member organizations and commercial avenues to establish ADCH's unique identity and reduce dependence on a single funding source.

Our Priorities

Year 1

Catch up on the backlog of assessments and undertake necessary fundraising

Years 2 and 3

Enhance services to members, develop services for the pathway to membership

Years 3 to 5

Grow membership up to 50% of the sector organisations in membership or on the pathway to membership.

We will raise the necessary funds before committing to resourcing new activities



Our Vision

A positive life for all dogs and cats.

Our Mission

ADCH is an umbrella organisation which works on behalf of its members to create a professional and sustainable sector which improves the lives of dogs and cats.



You can view a full copy of our Strategy at www.adch.org.uk



ADCH
Association of Dogs and Cats Homes

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