



ADCH

Association of Dogs and Cats Homes

STRATEGY OVERVIEW

2026 – 2031



TOGETHER FOR DOGS & CATS

OUR WORK

THE THREE PILLARS OF OUR WORK

1

Membership Services
& Engagement

2

Our Standards & Support

3

Advocacy on behalf
of our members

OUR CHARITY

THE FOUNDATIONS OF OUR WORK HOW WE ARE RUN

4

Trustees, Committees &
Membership Model

5

Finance & Funding

6

People & independence



OUR VALUES

Leadership

Collaboration

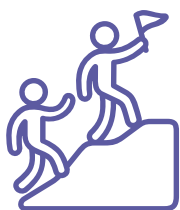
Integrity

Professionalism

Support



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. We are committed to our values:



LEADERSHIP

ADCH and its Members leading the sector and proactively tackling future issues and facilitating solutions while listening to all involved



COLLABORATION

We all share knowledge, expertise and actions for excellence



INTEGRITY

High standards including transparency, respect and inclusion



PROFESSIONALISM

Innovative experts with ambition for the sector



SUPPORT

Helping members to grow and develop together for dogs, cats and people too



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.

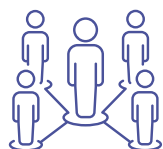
The main ways by which we seek to achieve this are:



To help raise the welfare of more animals by giving support to raise standards across the dog and cat welfare 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 care within rescue organisations, supporting our members and promoting collaboration between organisations, is the best way to deliver this. ADCH, often through its Members, has been helping rescues, including non-members, 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.



THE THREE PILLARS OF OUR WORK



1 MEMBERSHIP SERVICES & ENGAGEMENT

We will seek two-way engagement with our members from all jurisdictions and take into consideration how relevant topics and information are to each type of Member (based on geography, size or setup). We will aim to identify any barriers to engagement (e.g. finance, technology, time) and target our offers of support. We will aim for increased access for our Member organisations to enable them to attend ADCH events, both in person and online.

We will actively facilitate the continued development of our regional group network and our scheme of mentors (for broad support) and advisors (topic expert support).

We aim to hear about problems before they become a crisis, and ensure welfare standards do not slip, so that the animals in our Members' care have a good life.

2 OUR STANDARDS AND SUPPORT

ADCH will work to improve animal welfare across the sector. Our Minimum Welfare and Operational Standards exist as a way to drive this improvement in animal welfare.

We will review our Minimum Welfare and Operational Standards to ensure they retain their rigour and authority, while improving how they are presented, structured, and communicated so they are clear, navigable, and accessible to our members within organisations of all sizes.

3 ADVOCACY ON BEHALF OF MEMBERS

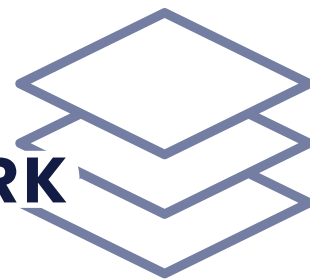
We will take positions on animal welfare topics that align with our Minimum Welfare and Operational Standards, since our Standards are agreed by our members as a foundation of the ADCH.

We will use these positions to form the basis of government consultation responses where appropriate.

We will encourage governments to adopt ADCH Minimum Welfare and Operational Standards for their own licencing of animal welfare establishments and rehoming activities. We will actively engage with legislators to improve legislation in Scotland and Jersey which already have licencing, and to secure this licencing elsewhere. Our aim is that governments within our jurisdictions refer to ADCH standards in their licencing.



THE FOUNDATIONS OF OUR WORK



4 TRUSTEES, COMMITTEES & MEMBERSHIP MODEL

We will aim to meet the Charities Governance Code, reviewing our governance structures including committees and task-and-finish groups, to ensure they are purposeful, proportionate and aligned with the needs of the organisation. As our Executive Team continues to strengthen, we will ensure that governance arrangements compliment rather than duplicate operational work with clear roles, effective communication and an appropriate balance between oversight and efficiency. compliment and support the work of our Executive Team. We will also place greater emphasis on succession planning, ensuring continuity of leadership and the effective use of the diverse skills and experience across our Board.

5 FINANCE AND FUNDING

We will develop a financial strategy to plan for sustainability

ADCH's income generation streams will be diversified by working with commercial partners and sponsors, as well as our membership where appropriate. We will also look to raise funds from a wider pool of grant-funders and will enable people to leave us gifts in their wills.

We will examine charging, and grant support, to fund services to those not in membership.

We will define our operating model and cost this in the case for support. Part of the added value of our strategy is that it can be expected to attract income into the sector.

6 PEOPLE AND INDEPENDENCE

Our people, staff, volunteers and trustees, are central to ADCH's success. We have established ourselves as an independent employer, a key step in strengthening our organisational identity and resilience. This independence brings opportunity and responsibility; we will continue to refine the systems and support that enable our team to work efficiently and sustainably.

We will foster a culture of professionalism, collaboration, autonomy and wellbeing, ensuring our people have the skills, support and confidence to deliver our ambitions and uphold ADCH's values in a way that is proportionate to our resources.



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.



Association of Dogs and Cats Homes

Registered charity no. 1180574



ADCH STRATEGY OVERVIEW 2026 – 2031

You can view our
Full Strategy at
adch.org.uk