

## **Current Mission Statement**

The mission of Second Chance 4 Pets Network is "helping people help animals". We provide foster care and an adoption program, T-N-R (trap, neuter & return of feral cats), a rehoming assistance program, community education, and networking with local shelters and rescues. We also help with spay/neutering and low-cost vaccinations to those pet owners in need.

Since our inception in 2012, we have spay/neutered over 1,000 cats and dogs and adopted 545 cats and 231 dogs into loving, permanent homes. Our goal is to increase those numbers every year.

### **Analysis:**

The mission statement is great. I believe it will be better if we change it because it is telling the visitors what the organization does, but not the identity and the goal. The words in top of mission statement could be inserted somehow because it is part of the identity and goal of the organization. The numbers at the end of the mission statement are not need because the organization then will need to update it every once in a while. I have ran around the organization's website and caught some information that may help having a strong mission statement.

## **Suggested Mission Statement**

Second Chance 4 Pets Network is a non-profit animal rescue organization committed to help humans helping their best friends. Our end goal is to reach a better world where are no more homeless pets and to decrease the risk of have them eliminated. To do so, we provide foster and adoption programs, spaying and neutering pets to reduce pet overpopulation and we network with other animal rescue and no-kill shelters to help as many animals as we possibly can.