

From Passion to Permanence: A Strategic Roadmap

Operational Strategy & Financial Planning 2026–2030

Prepared for Internal Stakeholders & Strategic Partners

The High-Level View: Viability and Vision

The sanctuary achieves operational sustainability by strictly balancing rigorous financial floors with high-welfare standards.

Feb 2026

Breakeven Speed

Projected by Month 2 of operations.

\$610k

Launch Capital

Required for critical infrastructure and operational readiness.

\$440k

Sustainability Floor

Annual donation floor required to cover 50% of fixed costs.

\$1.28M

Long-Term Yield

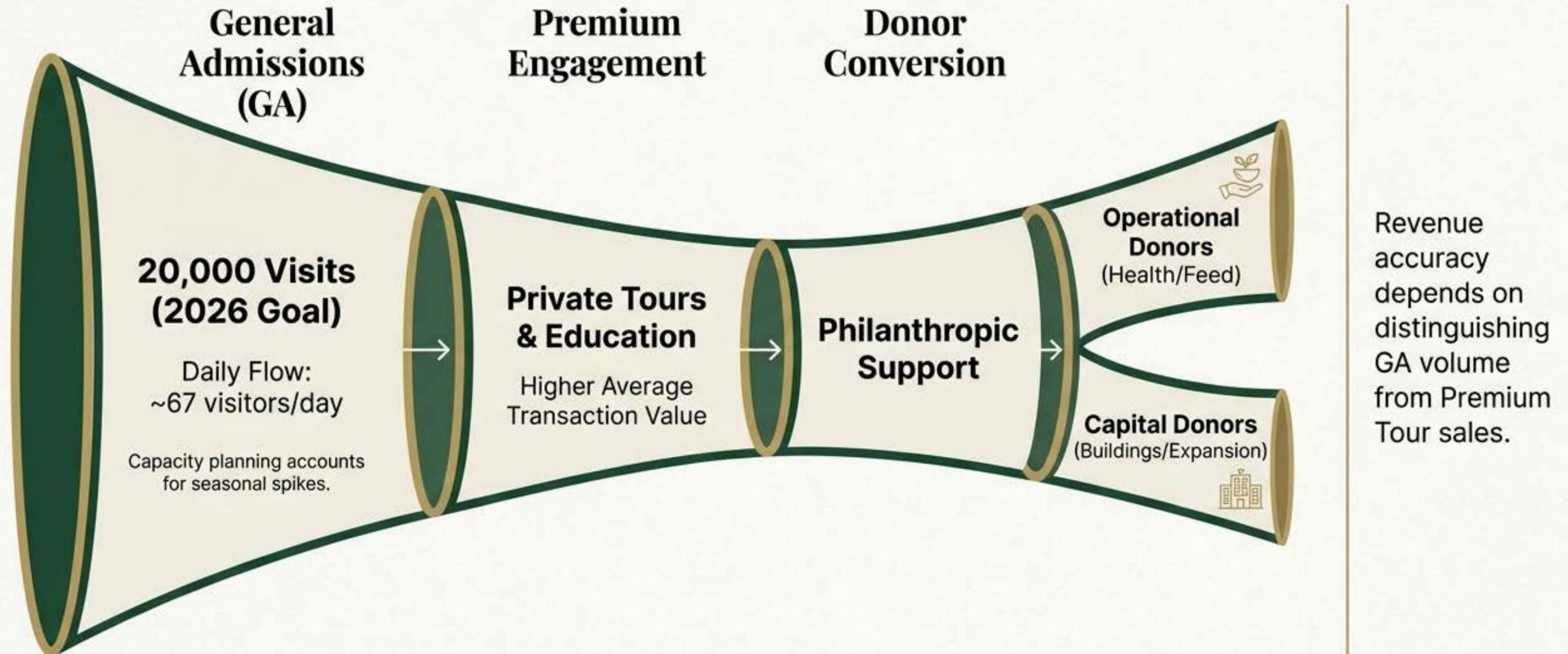
Targeting EBITDA by 2030.

Legal Structure & The Definition of Stewardship

Securing 501(c)(3) status is non-negotiable. It unlocks non-negotiable. It unlocks tax-deductible major gifts and differentiates our mission from commercial rehoming operations. This structure prioritizes long-term thriving over turnover.

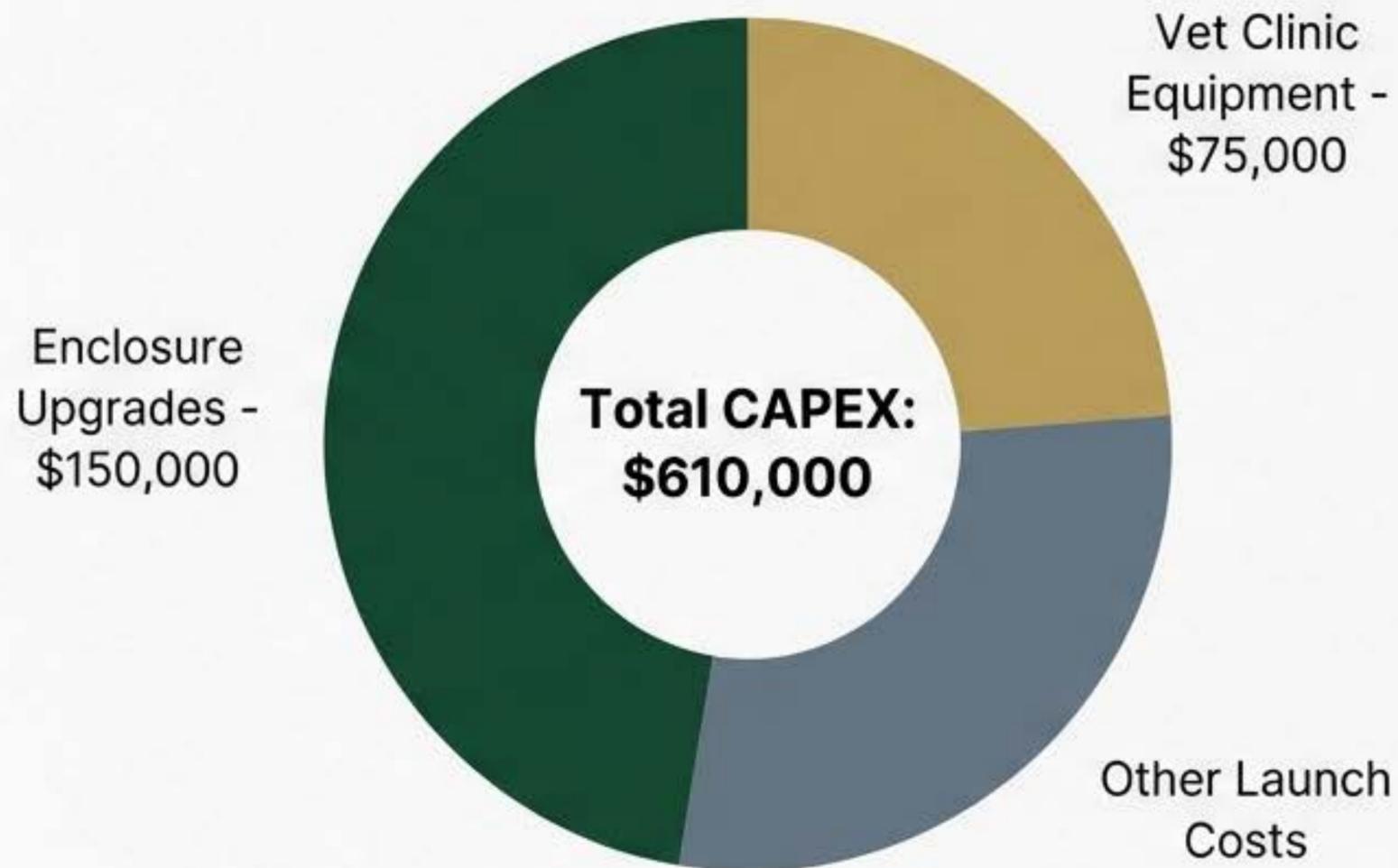
Standard Shelter Model	Our Sanctuary Model
Focus on high-volume intake	Focus on lifelong residency
Rapid placement & adoption	Permanent stewardship
Temporary housing	Expert veterinary care for special needs
Transactional	Relational & Educational

Market Analysis: Converting Visitors to Supporters



Initial Infrastructure & CAPEX: The \$610,000 Setup

This upfront investment is the bedrock of operational readiness.



- **Enclosure Upgrades (\$150k):** Ensuring humane, enriching habitats.
- **Veterinary Clinic (\$75k):** Essential medical tools for specialized care.
- **Contingency Buffer:** 15% added to fixed assets to manage volatility.

Financial Rule: Do not hire ahead of secured capital.

Operational Capacity & The Staffing Model

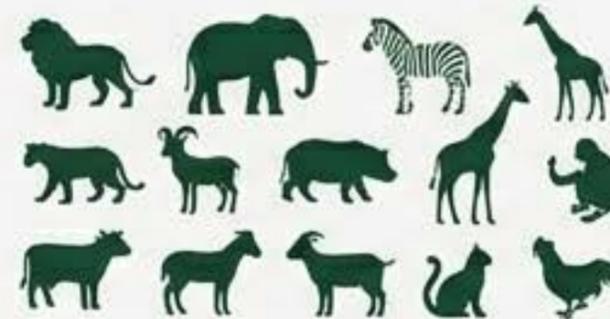
The Staffing Structure

Scaling to 80 FTEs total to support \$1.08M Year 1 revenue.



Anchor Role: Head Veterinarian (\$120k Salary) -
Immediate fixed payroll commitment.

The Efficiency Ratio



1:15 Ratio

Animal Care Specialists to Residents.

The Growth Rule



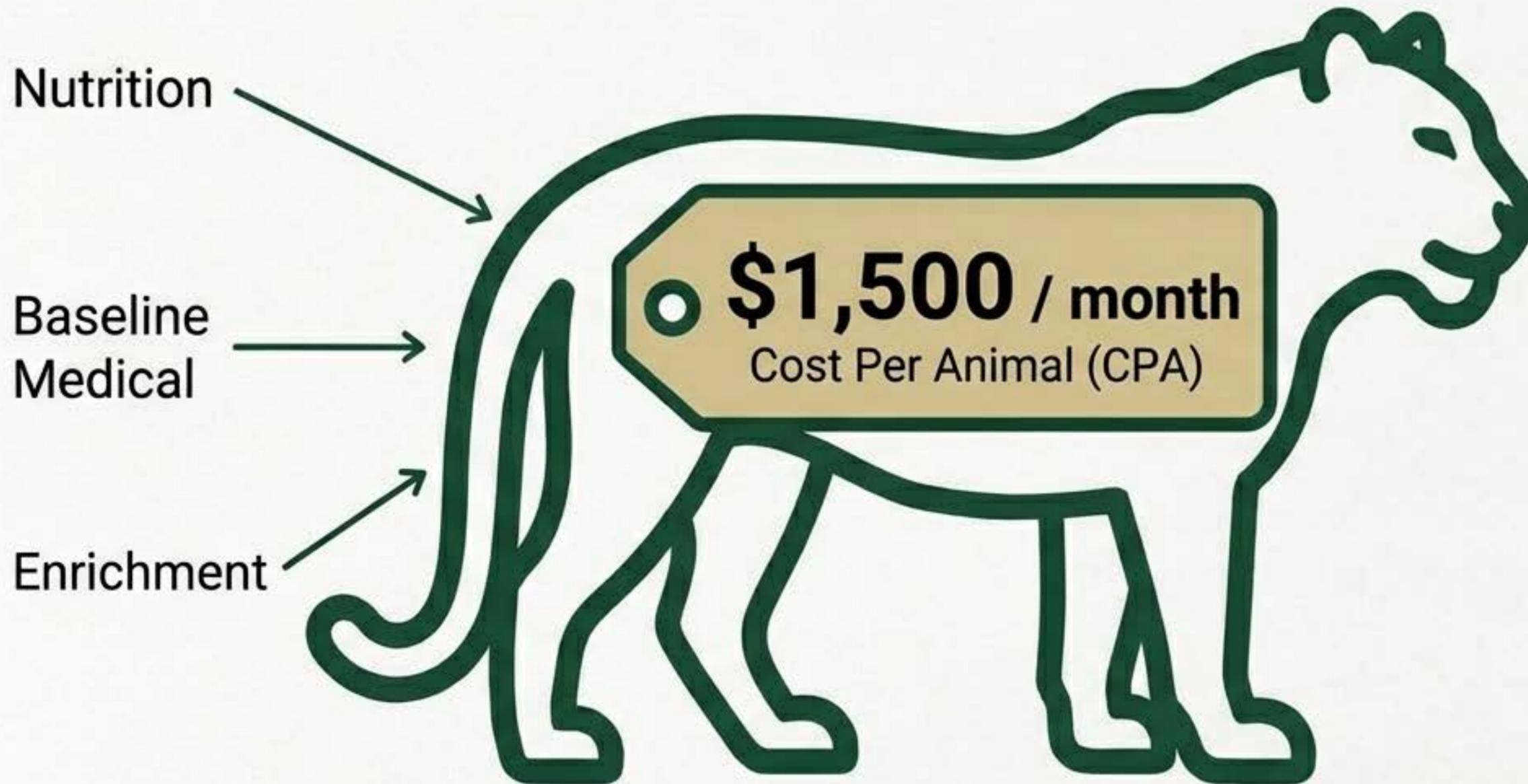
Secure \$500,000 in
Enclosure Upgrades



Hire 20 New Specialists
(+\$90k/mo payroll)

Animal Welfare Economics

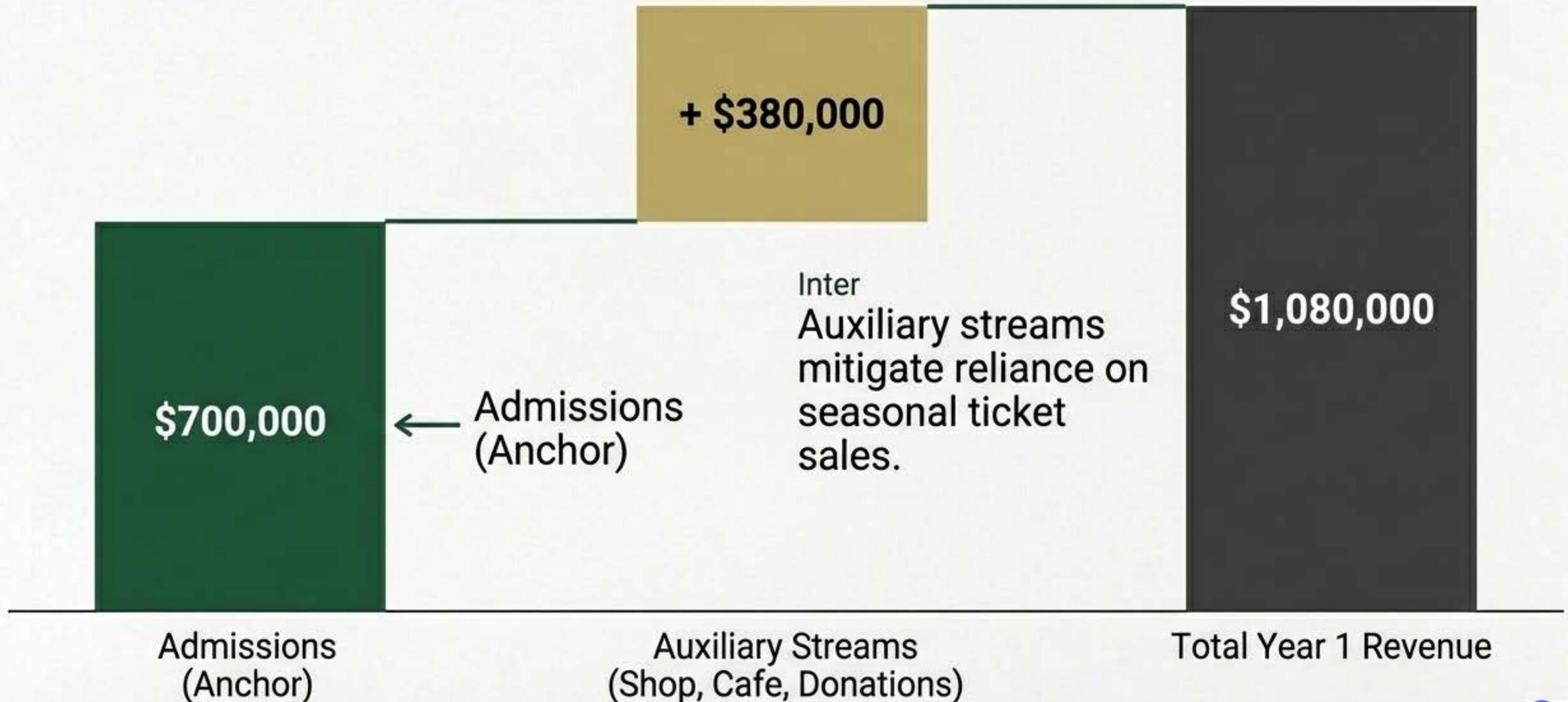
Grounding the mission in maths.



Scaling Goals

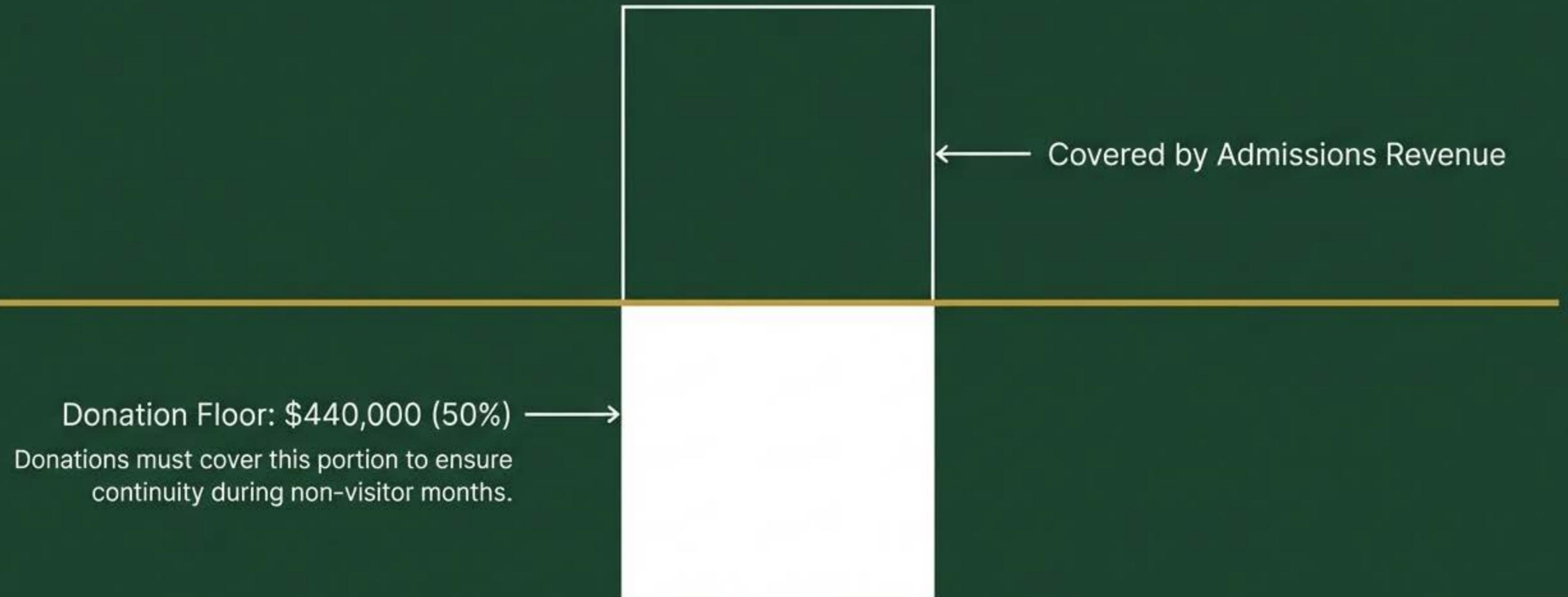
- **Target Capacity:**
750 Residents
- **Required Staff:**
50 Specialists
(up from 30)
- **Strategy:** Every admission ticket is linked to specific care outcomes.

Year 1 Revenue Strategy: Diversification is Key



The Donation Floor Strategy

Total Annual Fixed Costs: **\$880,000**



Expense Management: Fixed Floors & Variable Flex

Fixed Costs (The Unmovable)

Inter

- Monthly OpEx: ~\$25,000
- Primary Driver: Facility Lease (\$15k)
- Strategy: Hold 6 months of OpEx in reserve.

Variable Costs (The Flex)

Inter

- Merchandise COGS: 28% of sales
- Strategy: Bulk negotiate inventory to lower COGS.

Financial Resilience & Risk Management



Risk Factors

- Seasonality (School breaks)
- Unexpected Veterinary Crises (Primary threat)
- Permitting delays (>45 days)

Policy Mandate: Maintain 6 Months of Operating Expenses in liquid cash.

Measuring Impact: The Dual Scorecard

Mission Metrics (The Heart)

Inter

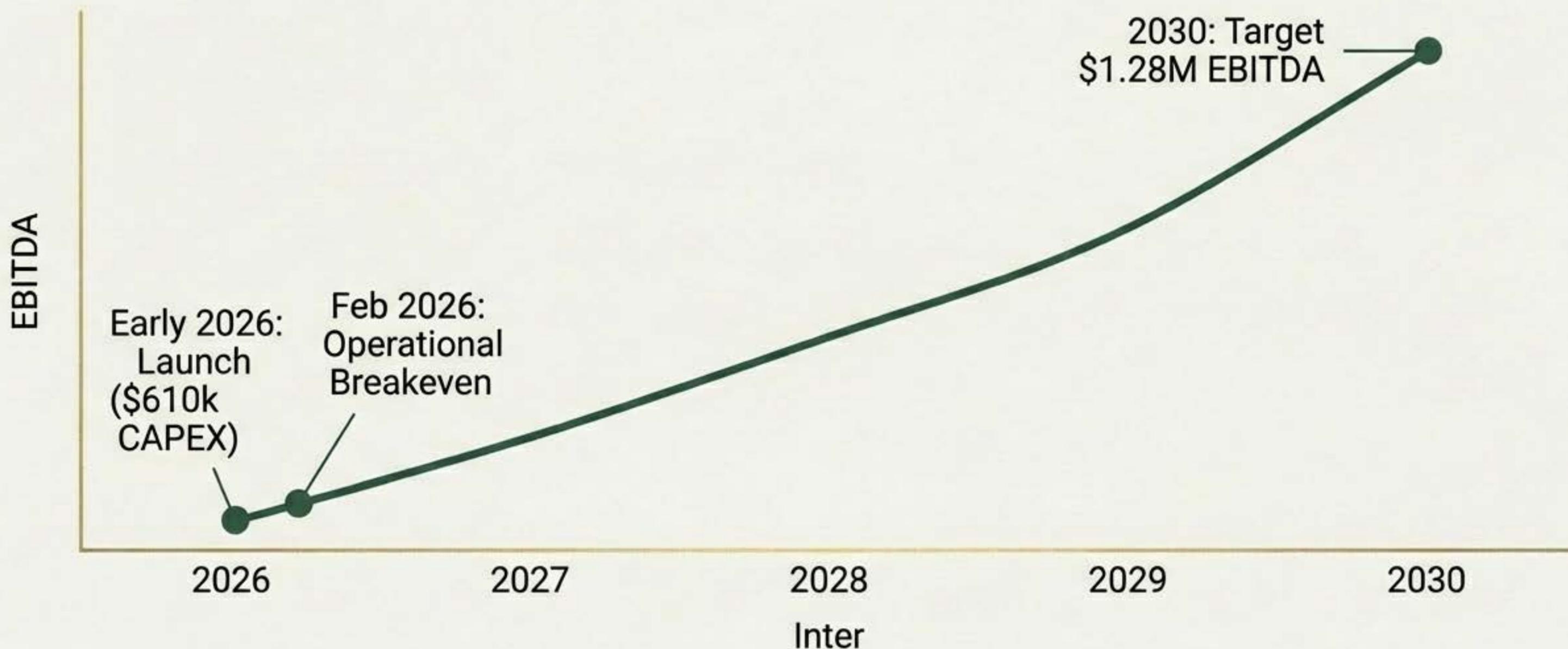
- Annual vet cost per resident
- Enrichment utilization rates
- Visitor conservation quiz completion
- Resident stress indicators

Financial Metrics (The Head)

Inter

- EBITDA Growth
- Donation Floor Coverage %
- Cost Per Animal (CPA) stability

The 5-Year Outlook (2026–2030)



Growth driven by scaling visitor volume to 750 resident capacity.

Implementation Timeline



A close-up photograph of a person's hand gently resting on the head of a lion. The lion is resting its head against the trunk of an elephant. The background is a soft-focus savanna landscape with green trees and a bright sun creating a lens flare effect. The overall mood is peaceful and caring.

Profitability for a Purpose

Inter: Permanent Stewardship. Sustainable Future.

Inter: Goal: Secure the \$440,000 donation floor to activate the vision.