**Tigers for Tomorrow Strategic 2024 - 2030**

**Mission:** Our mission is to create a bridge between humans and animals through animal wellness and environmental education, fostering a conservation mindset.

**Vision:** We envision a greener, kinder world where the bond between humans and nature is unbreakable, fostered through comprehensive environmental education and a commitment to the wellness of all creatures.

**Core Values:**

1. **Preserve Wildlife**: Our foremost commitment is to the preservation of wildlife. We dedicate ourselves to the protection and care of animals, ensuring their well-being and Preservation. By prioritizing the health of ecosystems and the species within them, we contribute to the balance and richness of our planet’s biodiversity.
2. **Create a Center of Excellence**: We aim to establish our preserve as a beacon of excellence in conservation, sustainability, animal wellness, and environmental education. Our goal is to be a leader in these fields, constantly seeking innovative methods and approaches to enhance our work and set high standards for others in the industry.
3. **Educate with Passion**: We believe in igniting a passion for nature and wildlife through education. By engaging and informing our visitors, we hope to instil a deep appreciation and understanding of the natural world, encouraging them to become advocates for environmental stewardship.
4. **Foster a Relationship with Animal Ambassadors**: Our animal ambassadors are key in fostering a connection between humans and nature. Through their behaviors and the stories, they tell, they send instinctual messages that resonate with our visitors, creating a powerful and empathetic link with the wild.
5. **Create Wow**: We strive to reimagine the guest experience, creating moments of awe and wonder. Our aim is to provide an unforgettable encounter with wildlife that not only educates but also deeply moves our visitors, leaving a lasting impression and a heightened awareness of the natural world.
6. **Our Community, Our Journey**: We envision our preserve as the heart of our community - a place where people come together to learn, explore, and connect with nature. We see this journey as a shared one, where every visitor, volunteer, and staff member plays a part in our collective story of conservation.
7. **Collaborate Throughout**: Collaboration is key to our success. We believe in networking and sharing knowledge with diverse audiences across our industry and beyond. By working together with other organizations, experts, and communities, we can amplify our impact and foster a wider understanding and commitment to environmental conservation.

**Priorities:**

**Advance Conservation to Save Wildlife**: This priority involves actively participating in and leading conservation initiatives that make a tangible impact on wildlife preservation. Efforts include habitat restoration, species-specific conservation programs, and research collaborations that contribute to the global understanding of wildlife needs and threats. We will engage in both local and global partnerships, aiming to safeguard endangered species and restore ecological balances.

How this gets done:

* **Participate in Managed Breeding Programs**: Actively engage in breeding programs, ensuring aged-out animals have a secure, lifelong home.
* **Collaborate with Conservation Partners**: Strengthen ties with organizations like the Feline Conservation Foundation, contributing to broader conservation efforts.
* **Educational Program Integration**: Integrate conservation opportunities into our educational programs, empowering guests to participate in wildlife preservation.
* **Annual "Spotlight on Conservation" Event**: Host and showcase the work of notable conservationists, raising awareness and support for their efforts.
* **Increase Conservation Budget**: Aim to allocate at least 5% of the annual budget to conservation projects by 2029.

**Provide Outstanding Care to Animals**: Central to our mission is the exceptional care of the animals in our preserve. This involves not only meeting but exceeding the highest standards of animal welfare. We commit to providing enriching environments, high-quality nutrition, and expert veterinary care. Our focus extends to continually improving our habitats and care practices, ensuring that each animal lives a life worth living and is treated with respect and dignity.

How this gets done:

* **Upgrade Animal Wellness Facilities**: Invest in state-of-the-art diagnostic equipment for the Animal Wellness Center.
* **Expand Habitat Enclosures**: Enhance the grizzly bear enclosure with natural subterranean features to promote behavioral enrichment.
* **Implement Comprehensive Animal Wellness Plans**: Develop and execute wellness plans that exceed zoological and governmental standards.
* **Extend and Enrich Habitats**: Add to the wolf annex and provide educational workshops to zoological enthusiast..

**Deliver Meaningful Experiences**: We strive to offer our visitors enriching and educational experiences that deepen their understanding and appreciation of wildlife. This includes interactive educational programs, engaging tours, and special events that connect visitors with nature in a meaningful way. Our aim is to create experiences that inspire and inform, leaving a lasting impression on our guests and motivating them to be active participants in wildlife conservation.

* **Update Preserve Signage**: Enhance educational content with updated, informative signage throughout the preserve.
* **Hire Environmental Education Specialists**: Recruit specialists to lead educational tours, particularly for school groups.
* **Launch "Peace Fest" Event**: Introduce a new event combining elements of holistic living, art, and nature.
* **Open Café and Coffee Spot**: Offer guests a variety of indulgent treats and healthy options.
* **Develop Glamping and VIP Experiences**: Partner with 'Untamed Acres' to offer immersive nature experiences.
* **Establish Northeast Alabama Cancer Wellness Group**: Use meeting spaces to support community wellness initiatives.
* **Emotional Support Therapy with Animal Ambassadors**: Utilize animal ambassadors in therapeutic programs.

How this gets done:

**Enhance Organizational Excellence**: To achieve our mission and vision, we recognize the need for continual improvement and excellence in every aspect of our organization. This involves investing in our staff through training and development, optimizing operational efficiency, and ensuring financial sustainability. We will also focus on innovation, adopting new technologies and practices that advance our mission. Enhancing organizational excellence also means maintaining transparency and accountability to our supporters and stakeholders, fostering trust and credibility in our community.

How this gets done:

* **Staff Development and Training**: Provide staff with opportunities for growth, including volunteer experiences and industry exchanges.
* **Nutrition and Diet Development**: Deepen our understanding of animal nutrition, ensuring the highest dietary standards.
* **Introduce Efficient Technology in Operations**: Implement new technology in the gift store to improve operations.
* **Launch Conservation-focused Children’s Clothing Line**: Create a clothing line that raises awareness and supports conservation.
* **Build an Endowment Fund**: Establish a fund to secure long-term financial sustainability for our initiatives.