

CITY THE KITTY

the nonprofit



citythekitty@gmail.com

Strategic Plan 2018-2022



City the Kitty – the nonprofit Strategic Plan 2018-2022

Our Mission	To build global awareness about the unnecessary and inhumane procedure of declawing so that we can outlaw this practice.
Our Vision	To educate and advocate so that all cats can lead lives that are healthy, happy and free from unnecessary and barbaric mutilation of their feet for the sake of convenience.
Who We Serve	Cats and their humans worldwide.
Our Programs and Services	<p>City the Kitty accomplishes this mission in these ways:</p> <ul style="list-style-type: none">• Volunteer Groups: City the Kitty groups, led by City the Kitty Ambassadors in each state, promote awareness by providing educational materials to shelters, rescues, the cat loving community, and through social media channels.• Volunteer lobbyists in each state educate legislators about the harmful effects of declawing, the benefits from cats being able to scratch, and the easy, humane options to this inhumane procedure.• City the Kitty identifies areas with the highest declaw rates and disseminates educational videos, social media ads, along with billboards and Public Service Announcements.• City the Kitty provides an interactive map with updates, state by state, on the anti-declawing movement• City the Kitty helps fund the medical care of declawed cats in need under certain circumstances.
Our Goals 2018-2022	<p>Goal 1: End declawing in the United States within 5-10 years.</p> <p>Goal 2: Provide a comprehensive list of no-declaw vets, shelters and cat rescue groups in each state that owners can support.</p> <p>Goal 3: Dispatch City the Kitty Veterinarian Advocates to vet school throughout the country to educate vet students about declawing and humane alternatives.</p> <p>Goal 4: Provide an interactive map with updates, state by state, on the anti-declawing movement</p>



Background and context

Declawing is a painful and inhumane option that comes with many associated health risks and disabling consequences. Sadly, despite the harm to cats, it continues to be one of the most routinely performed procedures in all of veterinary medicine in the U.S.

There is a problem of limited awareness of the true nature of declawing. Many people think that declawing is the removal of claws. It is not. Declawing involves amputating the last bone of a cat's paw and cutting through bone, tendons, skin and nerves. It is the surgical removal of toe bone, nail bed, and claw. In a person, it is the same as amputating each finger at the last joint. Laser removal is not less painful or more humane.

Declawing is inhumane—cats walk directly on their toes. Amputation can lead to chronic pain. It frequently results in behavioral changes including increased biting and sometimes more aggressive behavior.

Declawed cats may have difficulty walking and running and are more frequently diagnosed with spinal pain from gait disturbances. Declawed cats often have difficulty using their litter box, are more likely to urinate in inappropriate places. They—possibly because they have to—modify their gait due to their missing toe bones.

Declawing is illegal in many countries. We are part of a movement in the U.S. to ban this practice. Many humane veterinarians oppose declawing and educate patients to prevent amputation of cats' toes. Tragically, it remains a common practice for many veterinarians and corporate veterinary hospitals.

As many as 5,000 cats are declawed a day in America!

Veterinary associations lobby to keep declawing legal. It is a profitable surgery and veterinary associations have downplayed the number of surgeries and the complications. Too many veterinarians do not honestly disclose the true consequences to cat owners.

We want to educate the public that cats are smart and can learn to not claw furniture.

There are safe, simple, and humane alternatives to declawing. These common-sense alternatives include sturdy scratchers, nail trims, deterrents, and caps that go over the claws.

Together, we can spread awareness that declawing cats should never be an option.



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City the Kitty the Nonprofit's organizational competencies are:

- **Build awareness** Through interactive maps, billboards, social media postings and collateral material, we educate the public and veterinarians about the negative effects of declawing.
 - **Build a movement** City the Kitty has hundreds of thousands of followers and fans across the digital globe. CITY THE KITTY can educate through impactful storytelling to create a movement that influences the way veterinarians do business and spark volunteer engagement worldwide
 - **Build a future** We envision a future where all cats are whole – their claws are intact and their lives healthy and happy. The goal is to ban declawing in the United States by 2028.
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Our Goals 2018-2022

Goal 1: End declawing in the United States within 5-10 years.

The practice of declawing is banned in Canada and many countries in Europe. Educating the public and veterinarians is critical to changing the perception that this is a benign procedure. City the Kitty currently has a wide network of educated supporters. However, much more work needs to be done in this realm.

Strategies:

- a) Educate the public with social media campaigns targeting the population where declaw procedures are high.
 - b) Build a social media campaign and influence the public perception.
 - c) Educate veterinarians from the school level to veteran practitioners.
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Goal 2: Provide a comprehensive list of no-declaw vets, shelters, and cat rescue groups in each state that owners can support.

A great number of shelters and rescues throughout the country have declaw policies and provide educational material about declawing while offering humane alternatives. However, a national database of these organizations does not exist. Cat owners can find information by doing their own research. We want to make this information readily available, easily accessible, and easy to read.

Strategies:



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- a) Develop a database of veterinarians, cat rescue organizations, and shelters that do not declaw.
 - b) Create a “badge” designating vets and cat rescue groups and shelters as anti-clawing that they can proudly display on their websites.
 - c) Publish the database of veterinarians and feline rescue groups and shelters as anti-declawing advocates.
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Goal 3: Dispatch City the Kitty Veterinarian Advocates to vet school throughout the country to educate vet students about declawing and humane alternatives.

City the Kitty is proud to have passionate supporters throughout the United States. We are often asked “how can I help?” They want to do more. There is plenty to do, and with a comprehensive volunteer ambassador strategy, we can educate veterinarian students all over the country.

Strategies:

- a) Assign veterinarians to meet with Veterinary schools to educate the students.
 - b) Launch a social media campaign aimed specifically at veterinarian students.
 - c) Create a Vet Students against Declawing chapter in every vet college.
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Goal 4: Provide an interactive map with updates, state by state, on the anti-declawing movement

By creating an interactive map, our supporters will be able to see how close we are and what additional work needs to be done, state-by-state. This map will help create a sharper focus and move the needle in the work that we do.

Strategies:

- a) Keep our fingers on the pulse of the movement.
- b) Maintain a timeline and records of all accomplishments attached to the mission.
- c) Upload all updates to the interactive map, which will include ways supporters can help.



About City the Kitty – the nonprofit’s Strategic Planning Process

City the Kitty’s 2018-2022 strategic planning process began in June 2018 and included information from a variety of sources and people who provided important insight into City the Kitty’s direction.

Strategic Planning Committee Members

Lori Shepler

Executive Director, City the Kitty nonprofit

Dr. Robin Downing, DVM

Hospital Director, Windsor Veterinary Clinic, PC

Hospital Director, The Downing Center for Animal Pain Management, LLC

Dr. Jean Hofve, DVM

www.littlebigcat.com

Dr. Lynn Bahr, DVM

Michele Hoffman

President and Founder, Milo’s Sanctuary & Special Needs Cat Rescue, Inc.

John C. Thornton, J.D.

Senior Partner, Andrews + Thornton