

# 2015 STRATEGIC PLAN

Regional Association for the Protection and Treatment of Raptors is dedicated to rehabilitation and return of raptors to their natural environment, education of the public on the importance of raptors, and preservation of their natural habitat.



Contact Us:  
(513) 825-3325

On the web:  
[www.raptorinc.org](http://www.raptorinc.org)

# RAPTOR INC.





### Board of Trustees

Erica Locke, President  
Marc Alverson, Vice President  
Robert Smith, Treasurer  
Melinda Simon, Secretary  
Dan Bailey Trustee  
Jackie Bray, Trustee  
Dan Begin, Trustee  
Jeff Hays, Trustee  
Donna Morsbach, Trustee

### Paid Staff

Cindy Alverson, Exec. Director

### Volunteers

We have over 90 active volunteers serving the organization year-round. Volunteer duties include maintenance, raptor rehabilitation & care, educational outreach and administrative tasks.

### Members

We have over 300 dues-paying members. Members receive a quarterly newsletter, the HackBack, and an invitation to our annual fall picnic with visits from the educational ambassadors!

### Admissions

RAPTOR, Inc. receives and treats over 200 raptors from Southern Ohio and Northern Kentucky each year, returning over 50% to the wild.

### Education Outreach

RAPTOR, Inc. presents over 250 educational presentations at schools, libraries, scout meetings and similar venues yearly.

### Affiliations

RAPTOR, Inc. is associated with multiple rehabilitation professional organizations including the Ohio Wildlife Rehabilitators Association (OWRA), National Wildlife Rehabilitators Association (NWRA) and the International Wildlife Rehabilitation Council (IWRC).

### Operating Budget

RAPTOR, Inc.'s operating budget is approximately \$75,000 - \$100,000 per year which includes bird care, staff salaries, maintenance, and administrative expenses.

## OUR VISION



RAPTOR Inc.'s vision is to be the premier raptor rehabilitation, education and conservation organization in Southern Ohio and Northern Kentucky.

## OUR HISTORY

RAPTOR Inc. was established in Cincinnati, Ohio in 1978 by a small group of dedicated conservation-minded individuals with a goal of raptor rehabilitation and community education. After many years operating as an all-volunteer 501c3 organization and with the funds raised through community programs and generous donations, in 2012, RAPTOR Inc. was able to establish a purpose-built facility on 8 acres of land in Milford, Ohio.

Our dedicated, educated and highly trained volunteers enable us give immediate medical attention to injured raptors and provide a rehabilitation environment that is conducive to a quick return to the wild. Volunteers also provide year round educational outreach programs to local community groups and schools. In 2012, as our community involvement and the demand for services increased, it became necessary to hire our first full-time paid Executive Director to guide and coordinate RAPTOR's activities. Growth has also propelled us to focus on increased fund raising to meet our larger goals.

### Core Areas of Focus

- Rehabilitation
- Education
- Community Service
- Conservation



# STRATEGIC PLAN

**Rehabilitation:** Our goal is to increase the service capacity of our rehabilitation facility with the aim of returning more raptors to the wild.

Objective 1:

- Provide superior care to rehabilitation and resident birds by expanding and enhancing the rehab area, including additional space to house patients.

Objective 2:

- Increase the number of qualified raptor rehabilitators to serve more patients.

Objective 3:

- Acquire technology and equipment to improve our ability to diagnose and treat patients.
- Hire a part-time vet technician.

*"Thank you so much for your excellent presentation to the Terrace Park Cub Scouts last night. The information about raptors as well as the actual birds, held the full attention of the boys. I was happily surprised by the many questions generated by the owls and falcon. RAPTOR Inc. is doing a fine service with rescue."*

*Karen, Program Participant 11/2014*

**Education:** Our goal is to increase the number of educational programs by 5-10% each year and overall attendance by 5-10% each year. We will accomplish this by expanding RAPTOR's facilities to enable us to host groups on-site in a natural area as well as pursue funds to offset transportation and program costs.

Objective 1:

- Expand program offerings and send marketing information to prospective groups.
- Partner with diverse and economically challenged communities to offer education programs.
- Pursue grants to increase engagement with these groups.

Objective 2:

- Work on developing lower property, including planning on-site visitor's center to house programs.
- Create outdoor education facility with parking area on lower property.
- Add additional presenters as needed to support increase programming.

Objective 3:

- Develop plans to expand the presentation facilities for all-weather use.
- Acquire additional educational avian ambassadors to expand our capabilities.
- Acquire vehicle dedicated to RAPTOR's official business.

Objective 4:

- Complete on-site visitor's center for programs.

# STRATEGIC PLAN

**Community Service:** RAPTOR Inc is primarily a volunteer organization comprised of people who share our vision of raptor rehabilitation, education and conservation. Our goal is to offer opportunities for volunteers to have a rewarding experience while making a meaningful difference toward organization goals.

Object 1:

- Targeted recruitment of skilled volunteer staff.

Objective 2:

Ensure strong base skills in:

- Safely executing duties in bird care and presentations.
- Public relations skills to best represent RAPTOR Inc.'s values.

Objective 3:

Expand professional development to:

- Increase staff knowledge of raptors, including identification, natural history, and ecology.
- Understand how to protect raptors and other birds from human caused dangers.

*I am in awe when I see a raptor in the wild. Volunteering for RAPTOR is my way of contributing to the continued presence of these magnificent creatures.*

*Dayle, RAPTOR Inc. Volunteer*

**Conservation:** Collaborate with other like-minded organizations on research and conservation projects to promote the continued welfare of birds in our local environment.

Objective 1:

- Engage with local research community to increase knowledge and awareness of raptors, for example monitoring local nesting populations, bird banding and developing best practices in bird care.
- Certify RAPTOR Inc.'s property as a Wildlife Habitat.

Objective 2:

Expand partnership with other wildlife groups through joint initiatives and events, such as:

- Collaborate with our community to promote conservation action.
- Foster environmental stewardship and habitat improvement.
- Facilitate increased public awareness and community action for wildlife conservation with programs like the live Peregrine Webcam and other outward facing services.
- Advocate for green practices in homes, businesses, and the greater community.

# DEVELOPMENT PLANS

**Development Plans:** Ensure RAPTOR Inc continues to have funds available to sustain our programs, fulfill our mission and execute the strategic plan.

Objective 1:

- Increase staffing to include a part-time position responsible for coordinating education programs, pursuing grants, as well as assisting in bird rehabilitation and training.

Objective 2:

- Create a permanent committee focused on increasing our visibility to potential sponsors, obtaining grants, and planning fund raising campaigns.
- Provide targeted professional development for staff to increase our success.
- Strengthen and diversify relationships with foundations and philanthropic groups.
- Open opportunities for sustaining trusts and planned giving for major donors.

Objective 3:

- Increase involvement with the local business community.
- Reach out to local chambers of commerce and pursue competitive grants and sponsorships.

Objective 4:

- Increase our membership base.
- Incentivize giving by including more perks and benefits.



RAPTOR INC. is a 501 (c) 3 non-profit organization dedicated to the preservation of birds of prey through rehabilitation, education and conservation

# 2015

RAPTOR Inc.

961 Barg Salt Run Road  
Milford, Oh 45150  
(513) 825-3325

[www.raptorinc.org](http://www.raptorinc.org)