

## **Policy plan of the Association Happy Friends for year 2023-2026**

This document describes the policy of Happy Friends. In order to do so, we will first outline the domain in which Happy Friends wants to operate. Next, we shall describe the mission and the goal of Happy Friends. Following that, we will discuss the activities and organisation of the association. Finally, we will give an overview of the financial framework for Happy Friends activities.

### **1. General information**

Happy Friends aims to offer dog boarding facilities and rehoming shelters to help provide dogs and other animals with a caring environment while waiting to find responsible and loving homes. The operations will also include the establishment and management of dog boarding facilities or dog shelters, as well as services such as dog grooming, rehabilitation, dog training, veterinary services, dog playground, and other revenue-generating activities such as the sale of dog food and other dog-related items such as toys and harnesses, to finance the overall objective of the association, which is to help dogs and other animals to find new homes, and to provide elderly dogs with a comfortable and loving home.

The purpose clause of the association cannot be amended.

The association is a nonprofit, non-political, and non-religious organization without any profit motive.

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## **2. Background**

Happy Friends aims to offer dog boarding facilities and rehoming shelters to help provide dogs with necessary rehabilitation and training within a caring environment while waiting to find responsible and loving homes.

## **3. Mission and purpose**

The mission of Happy Friends as can be described as follows:

1. To provide assistance and support to animals in need, by providing caring environments while dogs wait for adoption.
2. Support rehoming centers by providing financial and other assistance such as necessary dog training and rehabilitation care to dogs at the centers to address behavioral problems and trauma issues to improve their chances of being adopted.
3. Raising Awareness about Adoption, with educational programs, workshops and various forms of media as an alternative to purchasing dogs from breeders or pet stores.

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From this mission, we derive the following objective which is encoded in article x of the AoA:

The realisation of this mission and the pursuit of this objectives, shall be done on a non-profit basis and with a primary focus to the public benefit.

#### **4. Activities**

A: Provide caring and safe environments:

1. Establish and manage rehoming shelters that offer a caring environment for animals while they await adoption.
2. Ensure the proper upkeep and management of dog boarding facilities, creating a safe and comfortable environment for animals.
3. Generate revenue through activities such as the sale of dog food, toys, harnesses, professional grooming services and other pet-related items to support our mission financially.

B: Support Rehoming Centers:

1. Offer professional dog training services to improve the behavior and socialization of sheltered dogs and other dogs, increasing their chances of finding loving homes and increasing their chances to stay in their homes instead of risk needing a new home because of behavioral problems.
2. Develop specialized rehabilitation programs for animals with physical or behavioral challenges, working with trainers, dog rehabilitation experts and veterinarians to help dogs recover from injuries.
3. Organize dog training classes for dogs to improve their behavior, obedience, and socialization skills, making them more adoptable.

C: Raise Awareness

1. Develop and execute education workshops and campaigns through various forms of media, community engagement and collaborations to educate and raise awareness around the benefits of adoption as an alternative to puppy mills, pet stores and dog breeders which will help reduce overpopulation in shelters and the number of homeless dogs on the streets.

#### **5. Board and governance**

Board members:

- Carina Olsson, Chairperson
- Yvette Berg Colhoun, Board member
- Malin Andersson, Treasurer

## 6. Financial framework

The organisation shall have no intentions to make a profit. Occasional profits, if any, shall be used to realize the associations objectives.

Expected income from donations in 2023 is expected to be 90 000 Euro.

As a newly established organisation we don't expect to have much income from business activities 2023-2024.

Expected costs to support dog shelters in Sweden in 2023, including building costs, rent, dog trainers and staff at rehoming centers: 80 000 Euro.

Administrative cost 5 000 Euro.

Fundraising cost 0 Euro.

The association will hold no more equity than necessary to safeguard its future activities. In that respect, the associations capital at the end of the year shall amount to a maximum of 0.5 times the yearly operational costs. Moreover, it could hold earmarked reserves for special purposes.

<b>Budget for 2023</b>			
Currency: Euro			
<b>Income</b>		<b>Expenses</b>	
Donations	90 000	Purpose activities	80 000
		Administrative costs	5 000
<b>Total</b>	<b>90 000</b>		<b>85 000</b>

<b>Budget for 2024</b>			
Currency: Euro			
<b>Income</b>		<b>Expenses</b>	
Donations	300 000	Management and dog trainers	210 000
		Building costs including fences	80 000
		Administrative costs	5 000
		Fundraising costs	0
<b>Total</b>	<b>300 000</b>		<b>295 000</b>