

## Peaceful Valley Donkey Rescue, Inc.



Tuesday, August 26, 2025

To all of Peaceful Valley Donkey Rescue

Peaceful Valley has undergone many evolutions over the years. All have been a benefit for the donkeys and all have helped us grow into the organization that we have become today. With all growth comes change, and to not change with the times is to stagnate. Stagnation, in any business, is to wither and die.

People often think that the donkeys are the most important part of our mission, and please do not take this the wrong way, but they are not nor can they ever be. Without the adequate amount of funding our organization turns into a house of cards and the donkeys starve. Over the past 25 years we have witnessed this time and time again. Rescues take on more than they can afford and it is the donkeys that suffer in the end. But without the organization of the Peaceful Valley Donkey Rescue, her expertise, her policies, her established practices; donkeys would not have this vast nationwide network for their protection. The wild burros that fall into the government's hands would have nowhere else to go and would end up in vast dirt lots waiting on a government advisory board to make the final determination as to their destiny.

This is why we are once again changing our business model. The current model has been in place since 2018 and with it PVDR has rescued and rehabilitated thousands upon thousands of donkeys all across the lower 48 states. But as with so many other things it comes down to trusting in people. We found that given the opportunity people will find a way to circumvent the systems that we have in place and bend them to their own personal goals and ambitions. This has been the case in both regions outside of Central. Therefore I am pleased to announce on behalf of the Peaceful Valley Board of Trustees and my fellow Executive Officers our **Business Plan 2025**.

We have opened "Pop Up" facilities in Asheville, NC and Tucson, AZ. These facilities will be used to rest adoptable donkeys before being delivered to the various Satellite Adoption Centers within their regions. We will also be using them for staging various rescue cases and as for the Tucson Facility, it will be the first stop for the BLM Sale Burros as well as Death Valley, Fort Irwin and other wild burros caught by our Wild Burro Project teams. These facilities are extremely secure and when we are gone, we simply lock them up and return to Texas. Whenever donkeys are there, people will always be there.

All personnel will operate from San Angelo, Texas. This will keep everyone on the same page, operating from the same set of rules and in the same direction. As the right

An IRS Recognized 501(c)(3)  
Non-Profit Charitable Organization  
PO Box 216. Miles, TX 76861  
Ph 866-366-5731 Em info@pvdr.org Wb www.donkeyrescue.org

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people are found, they will be added to our team but we have no intention of rushing to any quick hires to facilitate this new business plan.

We will be returning to the original Adoption Program where the Adoption Coordinator does the initial review of the adoption application, then forwards it to the Regional Manager for review who then sends it to the Satellite Adoption Center. Donkeys will arrive in groups of 10-15 (depending on SAC capacity) and they will **not be pre-adopted**. The SAC Managers will get to know their donkeys and their adopters and they can all figure out who is the best fit for who. When the system was operated in this manner, we had **far fewer adoption returns**.

I realize that this is not the Satellite Adoption Center program that some of you joined on to and it is completely understandable if you want to disassociate yourselves from Peaceful Valley. You can reach out to [info@pvdr.org](mailto:info@pvdr.org) or call 866-366-5731 to be removed. For everyone else, these are exciting times. Trustee Sandi White and Adoption Coordinator Heather Suiter will be reaching out to all of the SACs in the near future.

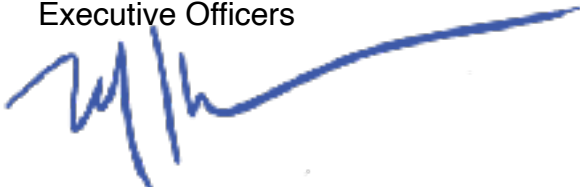
**"Change is the law of life. And those who look only to the past or present are certain to miss the future." — John F. Kennedy**

The rest of my leadership team remains intact and is chomping at the bit to get started on this next step. Our Leadership is strong, Our Organization is strong and Our Finances are strong. **Together we are singlehandedly improving the plight of the American Donkey.**

Very Truly Yours:

### **PEACEFUL VALLEY DONKEY RESCUE**

On behalf of the  
Board of Trustees &  
Executive Officers



Mark S. Meyers  
Executive Director