

STRATEGIC PLAN

2020 - 2024



OUR **VISION**

Be a model of excellence in the advancement of animal welfare.

OUR **MISSION**

Enrich the lives of people and companion animals through animal sheltering, programs and services, and community engagement.





ANIMALS | Ensure optimal quality of life for the shelter animals we serve

GOALS

- Enhance programs that increase shelter capacity and support successful adoptions
- Implement medical, behavioural, and care practices that reflect excellence in animal sheltering and welfare



COMMUNITY | Lead and inspire humane action

GOALS

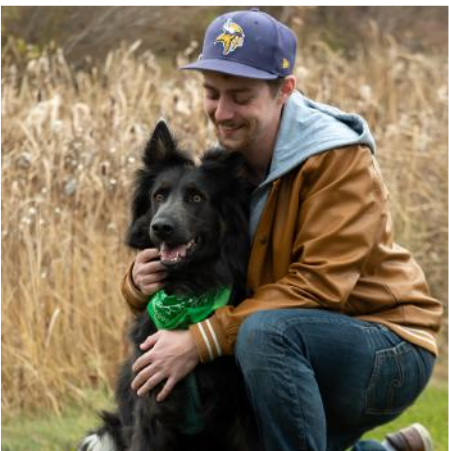
- Develop initiatives that support the humane management of companion animals in the community
- Foster collaborative relationships within the animal welfare community
- Develop and implement a strategy to engage with decision-makers in the protection and management of companion animals
- Increase outreach that supports responsible pet care and compassion for animals
- Develop and participate in programs that support alternatives to intake and the human-animal bond



PEOPLE | Be an employer of choice and the best place to volunteer in Edmonton

GOALS

- Develop and offer programs to support a healthy, respectful workplace for staff and volunteers
- Develop and deliver programs to cultivate an engaged, skilled team of staff and volunteers
- Develop and deliver programs to support a positive experience for staff and volunteers throughout their time with EHS



SUPPORTERS | Cultivate the resources to achieve our vision and mission

GOALS

- Increase philanthropic revenue through new donor acquisition, stewardship and new initiatives
- Promote community awareness about the work we do
- Increase social enterprise revenue in retail, training and cremation programs



FOUNDATION | Achieve operational excellence that supports future growth

GOALS

- Develop, implement and monitor key organizational strategies and frameworks
- Develop and implement operating policies and procedures
- Develop and implement plans to maintain best-in-class facilities
- Improve processes and systems to ensure fiscal responsibility and accountability
- Develop and improve processes to achieve governance excellence

HOW WE DEFINE **ANIMAL WELFARE**

An animal's quality of life as determined by its physical and mental state in its environment.

WE **VALUE**

The compassionate care of companion animals

The humane treatment of all animals

The meaningful bond between humans and animals

Our role as a recognized community leader in animal welfare

Our relationships with our partners and supporters

Our staff and volunteers

Fiscal responsibility and careful stewardship of our resources

GUIDING **PRINCIPLES**

The Edmonton Humane Society believes that all animals should enjoy five essential freedoms:

Freedom from hunger and thirst

Freedom from pain, injury and disease

Freedom from fear and distress

Freedom from discomfort

Freedom to express behaviours that promote well-being



EdmontonHumaneSociety.com