



EDMONTON
**HUMANE
SOCIETY**

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

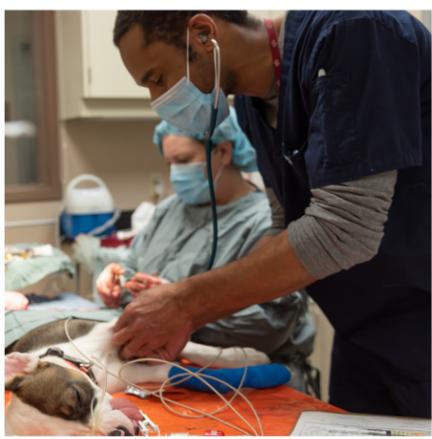
- Enhance programs that increase shelter capacity and support successful adoptions
- Implement medical, behavioural, and care practices that reflect excellence in animal sheltering and welfare



COMMUNITY | Lead and inspire humane action

GOALS

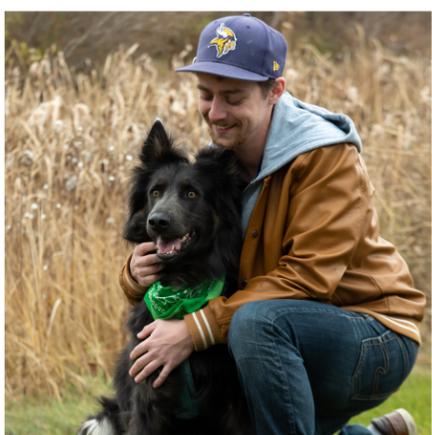
- Develop initiatives that support the humane management of companion animals in the community
- Foster collaborative relationships within the animal welfare community
- Develop and implement a strategy to engage with decision-makers in the protection and management of companion animals
- Increase outreach 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

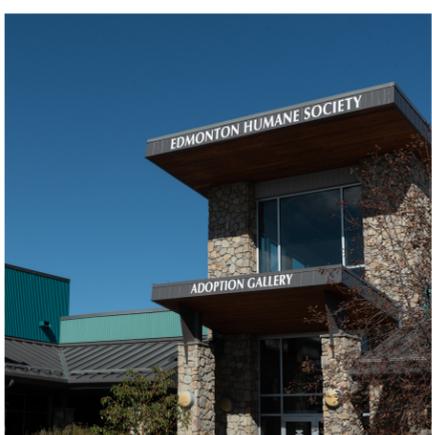
- Develop and offer programs to support a healthy, respectful workplace for staff and volunteers
- Develop and deliver programs to cultivate an engaged, skilled team of staff and volunteers
- Develop and deliver programs to support a positive experience for staff and volunteers throughout their time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



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