

Message from Board Chair + Executive Director

Mission + Vision + Values

Elements of our Strategic Plan

Strategic Priorities 2024-2027

MESSAGE FROM OUR BOARD CHAIR & EXECUTIVE DIRECTOR

The Guelph Humane Society has been a leader in our community for 130 years. In 2023, we saw the successful completion of our 2020-2023 strategic plan – a plan focused on bringing a state-of-the-art facility to our community and aimed to deliver innovations in animal welfare and strengthen human-animal connections.

DAX, ADOPTED SUMMER 2023

Advancing the welfare of animals through care, education, community

engagement and relationships

With unprecedented support from our community, we are proud to have delivered on this promise.

Over the past year, we reflected on our successes. We consulted with stakeholders including volunteers, donors, residents from across Guelph and Wellington County, community partners, board and staff to understand community needs, build on our strengths and inform our future.

As a result, we are proud to present the **Guelph Humane Society's 2024-2027**

Strategic Plan: Charting our Future Direction. A plan designed to guide us forward in creating our vision of a compassionate world where all animals are valued and respected and one that is that is deeply rooted in our values of compassion, leadership, integrity, transparency and collaboration.

We have reached a pivotal moment as the needs of our community expand through increased animal ownership, housing shortages and the rising cost of living. The opportunity to advance the welfare of animals through care, education, community engagement and relationships has never been greater.

We know there will be challenges ahead of us, but we are ready to chart the path forward. With your support, we are confident we can achieve the goals set out in this document.



Meaghan Middleton, Board Chair

Lisa Veit, Executive Director

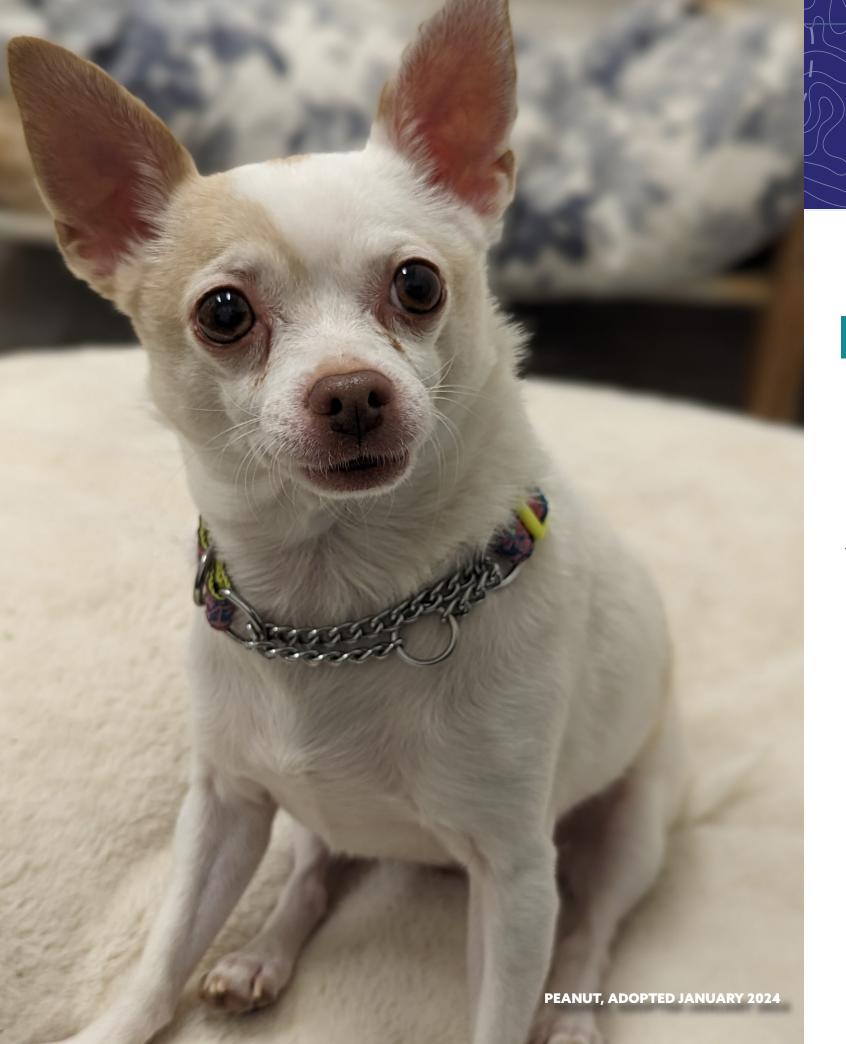




STRATEGICPRIORIT

Advance Animal Welfare through direct care and being responsive to community needs

GOALS	STRATEGY
Drive program and service excellence	Develop and implement solutions to address identified programming/service delivery opportunities Explore partnerships to create accessible options for those seeking support and assistance with their animals Identify and implement opportunities to maintain and improve quality of services Strengthen internal practices in animal sheltering and welfare
Advance the benefits of strong human-animal connections	Build an advocacy plan which includes diverse groups Advance wildlife welfare Provide opportunities to share stories, resources, and ideas to further the understanding of strong human-animal connections

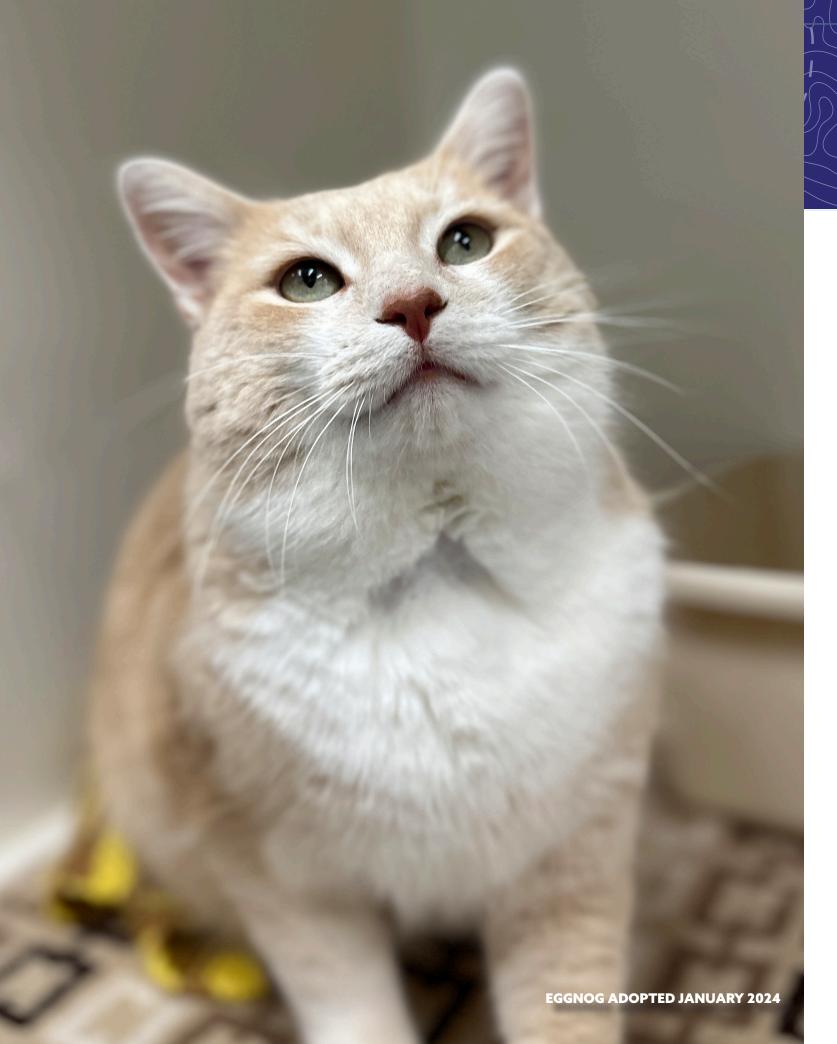


STRATEGICPRIORITY

Drive organizational growth and strength by creating a healthy organization that is financially viable, a place where people want to work and volunteer, and the community is inspired by what we do

GOALS	STRATEGY
GOALS	JIKAILGI
Ensure financial sustainability	Strengthen relationships by creating and implementing a stewardship strategy with a focus on new communities, major donors, and blended giving
	Build a comprehensive revenue plan that will strengthen and diversify revenue streams
	Create models for capital planning, reserve planning and cost management to ensure long term financial stability
Invest in our people by advancing personal/team growth and development	Implement a strategy for staff and volunteer engagement
	implement a strategy for stan and volunteer engagement
	Create learning opportunities to further personal and professional development
	Promote a culture that fosters organizational well-being
	Strengthen talent retention, recruitment and total compensation practices
Enhance organizational efficiency and effectiveness	Bolster operations by advancing our digital capacity
Build the diversity of our Board, staff, and volunteers that reflect our communities	Focus on equity, diversity, inclusion, truth and reconciliation throughout GHS
	Implement new methods of attracting, engaging and

retaining staff, Board and other volunteers from diverse communities.



STRATEGICPRIO

Build Community by bringing the community together around shared values and goals to ignite change

GOALS

Expand, initiate, and activate communities of partners and communities of people

STRATEGY

Build on current relationships to further advance innovative solutions for the delivery of animal welfare programs and services

Create broader alignment around shared values and interest by identifying potential new partners and discovering new opportunities to serve

Establish a Community Animal Welfare Resource Centre

Develop and implement a comprehensive community engagement plan focusing on raising awareness, learning from our communities, and increasing knowledge in the community about the GHS and its services

Engage our partners and the community to more fully utilize the facilities, creating an animal welfare resource centre



Guelph Humane Society 190 Hanlon Creek Blvd. Guelph, ON N1C 0A1

519-824-3091

www.guelphhumane.ca give@guelphhumane.ca

Charitable Registration Number 119236305RR0001

