



**GUELPH**  
HUMANE SOCIETY

# CHARTING OUR FUTURE DIRECTION

**STRATEGIC  
PRIORITIES**

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**2024-2027**



# VISION

A compassionate world where all animals are valued and respected.

# CHARTING OUR FUTURE DIRECTION

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# MESSAGE FROM OUR BOARD CHAIR & EXECUTIVE DIRECTOR



## MISSION

Advancing the welfare of animals through care, education, community engagement and relationships

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.

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**



# VALUES

COMPASSION  
LEADERSHIP  
INTEGRITY AND TRANSPARENCY  
COLLABORATION



## STRATEGIC PRIORITY

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

GOALS	STRATEGY
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**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



PEANUT, ADOPTED JANUARY 2024



# STRATEGIC PRIORITY

**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

### 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

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.



# STRATEGIC PRIORITY

**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

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**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



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