



BCSPCA

2025-2030 STRATEGIC PLAN



TUCKER, BC SPCA ALUMNI

BCSPCA

OUR VISION

Animals and people thriving together.

OUR MISSION

Protecting vulnerable animals and mobilizing communities so animals and people thrive together.

OUR VALUES



The BC SPCA respectfully acknowledges that we live, work and play on the unceded territories of the numerous and diverse Indigenous peoples within British Columbia. We express our gratitude to all Indigenous communities, First Nations, Métis and Inuit, for stewarding and sharing this land.

OUTLOOK 2050

OUR PATH TO THRIVING TOGETHER



Root Cause

Systems Change & Prevention



Early Intervention

Outreach & Empowering Community



Safety Net

Protect & Enforce

We will address the **root causes** of animal suffering by **advocating for systemic change** where the interests of companion (domestic), farmed and wild animals and their wellbeing is enshrined in law, policy and practice.

Through intervention and prevention strategies, such as targeted **outreach and empowering community**, we'll see a **reduction in the need for direct animal care**.

We will be a **safety net** for the **most vulnerable animals**, concentrating our **direct care** efforts on supporting these animals and continuing to **enforce animal protection laws** for companion animals.



2025 - 2030

OUR FOCUS

Our strategy through 2030 identifies three strategic imperatives to advance our long-term outlook.



Addressing **Root Causes** to create the conditions for animals and people to thrive together.



Strengthening the **Safety Net** to prevent suffering and reduce vulnerability of animals.



Nurturing our **Long-term Organizational Health** to ensure we can be here for the animals for as long as they need us.

Key themes run throughout the plan. We will:

- Amplify our impact through mobilizing the public, partnerships, volunteers, and technology.
- Embed considerations for equity, diversity, reconciliation, and inclusion throughout our work.
- Enhance our capabilities to make data-informed decisions to drive greater impact.

This focus will let us take the first steps to advance how animals and people thrive together by 2050.





STRATEGIC IMPERATIVES





IMPERATIVE 1: ROOT CAUSES

IDENTIFY

Enact a root cause framework to reduce animal suffering in B.C.

Build an impact analysis and framework to identify the root causes of animal suffering and assess the probability of success to be effective.

INTEGRATE

Amplify the needs of animals so that they are included by decision makers.

Promote integration of animals' needs in services provided by strategic partners to help more animals in community.

Increase understanding of our interconnectedness with animals to provide the rationale for change.

INFLUENCE

Influence systems change so animals and people are thriving together.

Mobilize allies to enable the shifts envisioned in our long-term outlook.

Advocate for improvements to relevant legislative and policy frameworks, including those where systemic barriers disproportionately impact animals.

Strengthen legislation and systems specifically intended to protect animals and prevent animal suffering.



IMPERATIVE 2: SAFETY NET

CARE

Concentrate our direct protection and sheltering on caring for the most vulnerable animals.

Develop a vulnerability spectrum to identify which animals are best served through our direct care.

Develop a phased plan that outlines the data, technology, structure, procedures, timelines and alternatives required to shift our direct care along the vulnerability spectrum.

Advocate for changes to the seizure framework under the Prevention of Cruelty to Animals (PCA) Act currently creating undue pressures, including reducing required days in care.

Implement phase one of the plan to shift our direct care along the spectrum.

COMMUNITY

Magnify capacity to reduce animal vulnerability through community care and protection.

Increase proactive community-based animal protection delivered through a social justice lens to better serve the needs of vulnerable animals.

Define and implement our models of community service, being clear on where and what we will provide directly, through partnerships or by promoting integration into the existing social safety net.



IMPERATIVE 3:

LONG-TERM ORGANIZATIONAL HEALTH

PEOPLE

Strengthen our people so that we are strategic and effective.

Prioritize and structure work to best deliver on our strategic imperatives, including elevating the role of volunteers and technology.

Create shared accountability and develop a resilient workforce of staff and volunteers.

Cultivate understanding and alignment among our people to successfully deliver on our long-term outlook.

PUBLIC

Mobilize the public to become lifelong allies so animals and people thrive together.

Equip and inspire all staff and volunteers to create allies by effectively telling the story of the BC SPCA.

Enhance organizational-wide systems to scale up the mobilization of public allies, enabling the shifts envisioned in our long-term outlook.

PARTNERS

Collaborate with our strategic partners to expand the impact of the vision.

Define and refine our strategic partnership approach to amplify our impact and optimize our resources.

PLACE

Align our physical & technological infrastructure to redefine our presence & place in community.

Define our models of community presence in order to deliver on our long-term outlook across BC.

Focus on our priority capital build projects to meet our most urgent needs and opportunities.

POSSIBILITY

Enhance the financial sustainability of the BC SPCA.

Evolve our long-term financial plan to align with our long-term outlook.

Embed a culture of philanthropy across the organization in order to grow our active donor base to ensure the stability of our primary funding source.

Provide thoughtful and responsible use of the funds entrusted to us, ensuring their effectiveness in advancing our mission.



KOKO, BC SPCA ALUMNI



Our strategic direction for 2025 to 2030 is caringly and thoughtfully rooted in connection:

- Within our organization, including with thousands of dedicated volunteers, that **deepen our capacity** to help more animals.
- With partners and allies, working to make our communities stronger, to **broaden our capacity** to build a humane future.
- To kind people across B.C. who love animals and take action to help them, and **strengthen our capacity** to change lives.

Connected, together, we will advance how **animals and people thrive together** by 2050.



To learn more about our 2025-2030 Strategic Plan, please visit spca.bc.ca/strategicplan.

Animals and People Thriving Together

All animals pictured are BC SPCA alumni.

THE BRITISH COLUMBIA SOCIETY
FOR THE PREVENTION OF CRUELTY TO ANIMALS
CHARITABLE REGISTRATION BN 11881 9036 RR0001

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