



## PROTECT | ENHANCING ANIMAL PROTECTION

### GOAL BY 2023

- ✓ A reduction in animal abuse and neglect in British Columbia through prevention, collaboration and enforcement

### STRATEGIES



#### ENFORCEMENT

Increase the delivery of timely, effective, and consistent response to complaints of animal distress, in cooperation with partner agencies, particularly in underserved communities



#### PREVENTION

Collaborate with law enforcement, prosecution and social service agencies to grow their interest in considering vulnerable animals, and partner to reduce animal distress in the community



## CARE | ENSURING CARE FOR VULNERABLE ANIMALS

### GOAL BY 2023

- ✓ People facing barriers to providing good physical and behavioural care for their animals are supported, thereby improving animal welfare, and reducing the need for them to give up their animal
- ✓ The care of domestic, farm and wild animals is elevated through stronger standard practices in our operations and the broader community

### STRATEGIES



#### COMPASSIONATE CARE FOR ANIMALS

Provide professional humane care and/or placement for vulnerable domestic, farm and wild animals at risk of suffering, making best use of innovations in facility design and technology



#### COMMUNITY OUTREACH

Develop and advance an approach for supporting vulnerable people to provide care for their animals through access to spay/neuter, identification, disaster response, animal care advice, and related services



#### VETERINARY CARE

Engage the veterinary sector to identify and develop an approach to removing barriers to access of veterinary services



#### ANIMAL WELFARE ASSURANCE

Certify animal businesses that provide higher welfare to domestic, farm and wild animals, and leverage public concern into consumer demand



## INSPIRE | CREATING A NEW FUTURE FOR ANIMALS

**GOAL**  
BY 2023

- ✓ British Columbians are motivated to take action to improve the lives of domestic, farm and wild animals

**STRATEGIES**



### EDUCATION

Empower British Columbians of all ages with knowledge and resources to raise awareness of priority animal welfare issues and inspire behaviour change



### ADVOCACY

Motivate political, social, and economic change through leadership in our relationships with local, provincial, national and Indigenous stakeholders, and by inspiring public action on priority animal welfare issues



### RESEARCH

Invest in research that supports animal welfare advancements and evaluates the success of humane initiatives



## GROW | STRENGTHENING OUR WORK FOR ANIMALS

**GOAL**  
BY 2023

- ✓ Our programs, facilities and governance system embody best practices, serving as a measurable model of excellence in animal welfare
- ✓ Our people are thriving – effective in their work and respected for their knowledge and capabilities
- ✓ Our mission is supported through identifying and pursuing new opportunities for annual revenue growth and building future capacity

**STRATEGIES**



### GOVERNANCE

Evaluate and enhance the effectiveness of our governance system so that it best empowers the fulfillment of our mission and the achievement of our strategic priorities



### ORGANIZATIONAL EFFECTIVENESS

Increase our effectiveness to achieve measurable results for animals through a culture of leadership, innovation, accountability, and effective communication that proactively manages change



### STRENGTHENING OUR PEOPLE

Attract and retain skilled and diverse staff and volunteers, and invest in training and developing our people for effectiveness and resilience



### FINANCIAL STRENGTH

Strategically invest to grow our supporter base, strengthen and diversify our funding sources, and enhance our financial management structures to support priority programming, community needs, and further capacity building through innovation and social enterprise opportunities