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MEDIA RELEASE

HUMANE SOCIETY OF KITCHENER WATERLOO & STRATFORD PERTH UNVEILS NEW STRATEGIC PLAN FOR 2022-2024

KITCHENER, ONTARIO: The Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP) is bringing a whole new meaning to “a new year, a new me” as they unveil their 2022 to 2024 strategic plan. The Humane Society has been working closely with stakeholders and Capacity Canada to complete a strategic plan that brings the importance of the human-animal bond to the forefront.

“We have been operating for almost 100 years in Kitchener Waterloo and 50 years in Stratford Perth. We began as a society to support pets in times of crisis and have evolved to supporting both pets and their family members,” stated Kathrin Delutis, chief executive officer, HSKWSP. “Our new strategic plan unveils a very exciting path for us – one that emphasizes the human-animal bond. Pets are our family members and companions, and keeping pets safe, healthy and wanted is our goal.”

The plan focuses on four priorities:

- **To promote the human-animal bond** by partnering with their communities to encourage and support keeping people and pets together.
- **To engage and innovate** by leading the creation of diverse, inclusive, accessible programs and services for animals in their communities.
- **To tell stories that raise awareness** of the importance of a strong human-animal bond.
- **To enhance organizational stability** by securing resources to support crucial activities now and into the future.

The Humane Society’s new direction is shared by many animal welfare groups across North America, as philosophies such as *Human Animal Support Services (HASS)* and *Pets For Life* emerge. The new strategic plan includes goals of establishing a strong foundation to keep furry and human family members together, expanding programs and services that support pet owners, and advancing animal welfare strategies, including the potential establishment of an Animal Welfare Academy.

“Animal shelters are no longer just a place to adopt a pet, but *community* animal centres that support people and pets from a much wider and deeper perspective,” stated Jacqueline Watty, board president, HSKWSP. “We are incredibly excited to launch this new strategic plan and look forward to all of the ways we can advance animal welfare in our communities.”

To learn more about the strategic plan or the initiatives of the Humane Society, please visit kwsphumane.ca.

- 30 -

The Humane Society of Kitchener Waterloo & Stratford Perth is a leader in animal welfare in their communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care. Charitable BIN 11898 3550 RR0001

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