

# STRATEGIC PRIORITIES

## 2022-2024

### VISION

Communities that value and respect animals.

### MISSION

We are leaders in animal welfare in our communities committed to promoting the human-animal bond with a focus on the responsible treatment of animals through education, collaboration, compliance, advocacy and care.

### VALUES

We believe in.....

- Serving communities
- Humane treatment of animals
- Innovation and learning
- Compassion and dedication
- Leadership and collaboration
- Accountability



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### **Promote the human-animal bond**

We will partner with our communities to encourage and support keeping people and their pets together.



### **Tell stories to raise awareness**

We will raise awareness of the importance of a strong human-animal bond and how we proactively supports this.



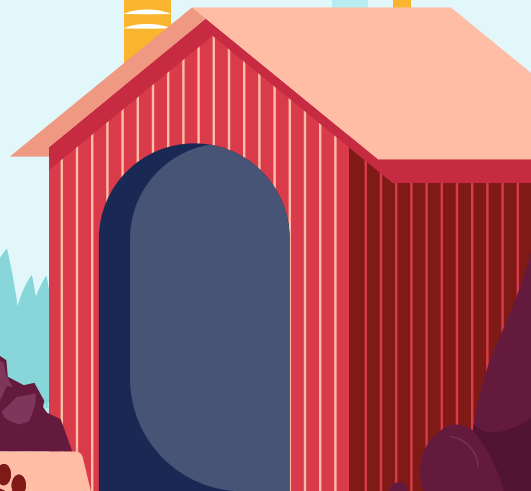
### **Engage and Innovate**

We will lead the creation of diverse, inclusive, accessible and innovative programs and services for animals in our communities.



### **Enhance organizational Sustainability**

We will secure resources to support our activities now and into the future.



**To achieve our Strategic Priorities, we will focus on:**

Partnerships • Communication and Engagement • High Quality Innovative Programming