

STRATEGIC PRIORITIES

2022 - 2024



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.



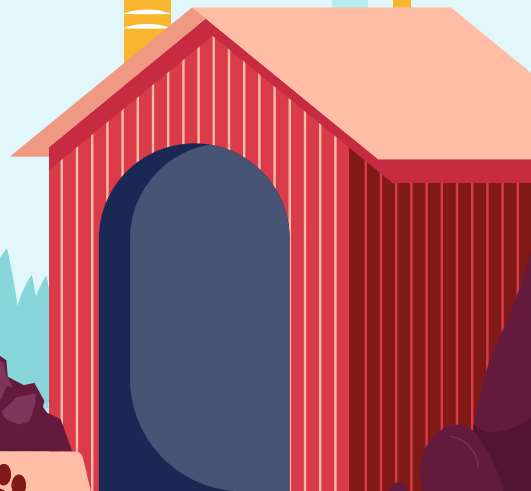
Engage and Innovate

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