



2023 - 2025 STRATEGIC PRIORITIES



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A MESSAGE FROM SONYA REICHEL, EXECUTIVE DIRECTOR

December 2022 saw the completion of our 2020-2022 Strategic Plan – a plan that was about preparing for our future while maximizing our efforts in spay/neuter and animal welfare. We are pleased to report that despite a global pandemic, we were successful in reaching our goals.

At the beginning of 2022, we restarted our Strategic Planning process, engaging our community, volunteers, staff, donors and Board members for input. The results are the Strategic Priorities for 2023-2025, priorities you will notice have not changed significantly in their direction or theme but have become laser focused on their intended impact.

Over the next three years, the GTHS will strengthen our foundation, readying our organization to meet the needs of our community. We will be a thriving charity that has a clear identity, an engaged team, a solid financial footing and unwavering public support.

We will measure our work by how many pets we help, recognizing that compassion for pets is rooted in compassion for each other. People will be the key to our success. Community members, staff, donors, volunteers – united will we reach our vision of a kind and compassionate community – working together, one pet at a time.



THE GTHS CHARITABLE IDENTITY

**MISSION, VISION,
VALUES & CHARACTERISTICS**



2023-2025 STRATEGIC PRIORITIES

THE GTHS CHARITABLE IDENTITY

OUR VISION

We envision a community that is compassionate and caring towards pets and each other.

WE BELIEVE

- Humans share a bond with animals
- Animals experience love, joy, pain, grief, and fear (like humans)
- Animals help us connect to our humanity.
- Animals improve our physical health, our mental health, and our emotional health
- Animals love unconditionally
- Pets deserve to have love, support, safety, connections and physical well-being
- People help pets and ultimately, pets help people.

OUR MISSION

We offer innovative programs and compassionate services that support the well-being of pets and people.

OUR CHARACTERISTICS

- Adaptable
- Authentic
- Collaborative
- Courageous
- Kind
- Playful



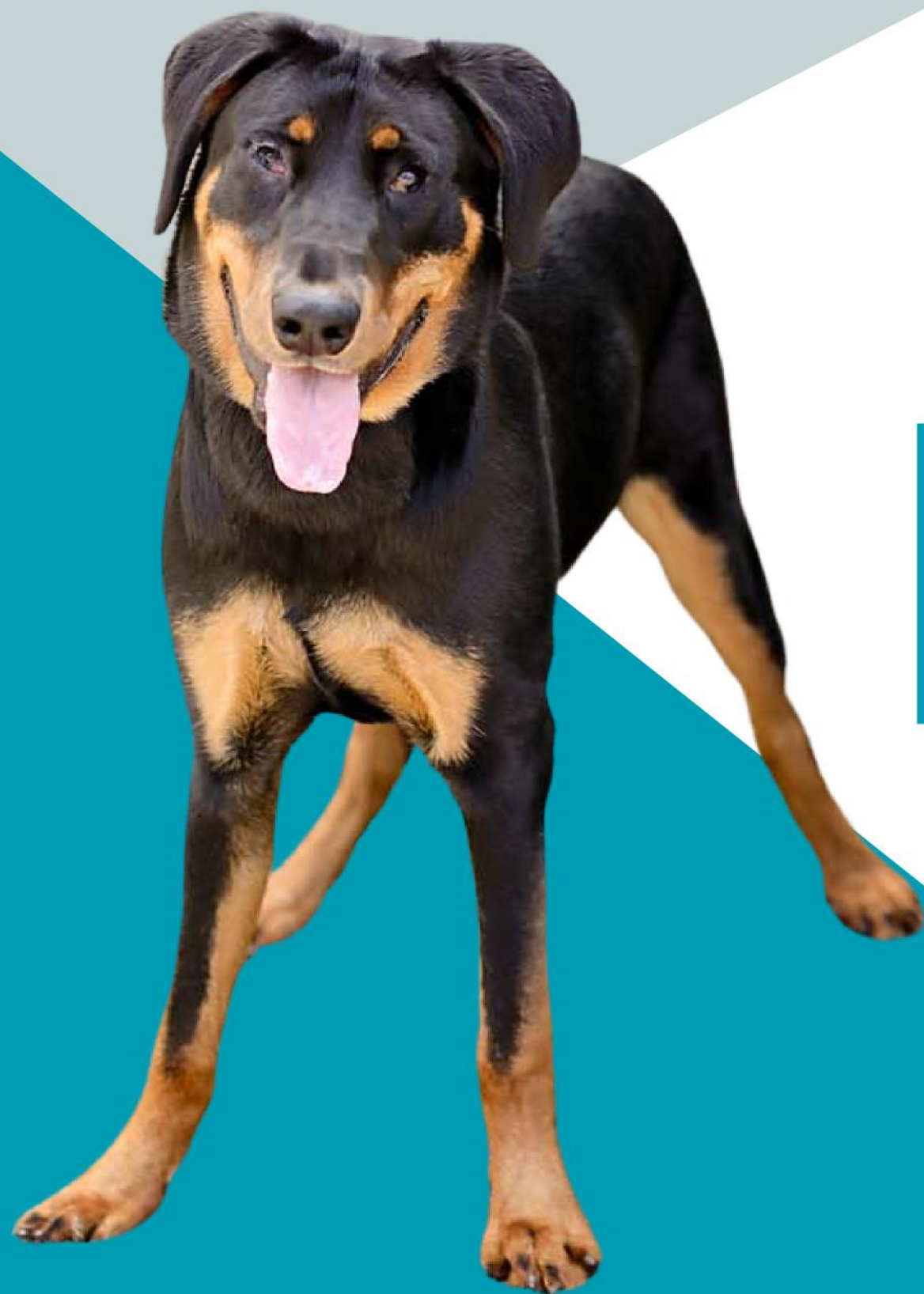
THE GTHS CHARITABLE IDENTITY

OUR VALUES

Our values direct our organization in all that we do, from the programs and services that we create, to our policies and procedures, our team, to how we ultimately care for our pets and community.

- **COMPASSION FOR PETS AND PEOPLE**
- **WELL-BEING**
- **PERSEVERANCE**
- **INCLUSIVE**
- **LIFE-LONG LEARNING**





2023 - 2025 STRATEGIC PLAN OVERVIEW

OUTLINING OUR PRIORITIES

OUR 3-YEAR GOAL

Help 10,000 pets by 2025

Admitted into programs/used a service to find a home and or keep a home.

OUR AMBITION

Become a thriving charity that can adapt effectively to change.



2023 - 2025 STRATEGIC PRIORITIES



PRIORITY 1

Ready our programs and services to meet the future needs of the community



PRIORITY 2

Stay true to the purpose & spirit of GTHS



PRIORITY 3

Foster a happy, healthy & thriving team



PRIORITY 4

Enhance our financial health to achieve our mission & vision



PRIORITY 5

Fund, build, plan & implement our move to our new home

2023 - 2025 STRATEGIC PRIORITIES

PRIORITY 1

READY OUR PROGRAMS & SERVICES TO MEET THE FUTURE NEEDS OF THE COMMUNITY

GOAL:

Strengthen current programs to meet the needs of our growing community

GOAL:

Become Humane Canada certified

GOAL:

Ensure GTHS clients and customers are satisfied



2023 - 2025 STRATEGIC PRIORITIES

PRIORITY 2

STAY TRUE TO THE PURPOSE AND SPIRIT OF THE GTHS

GOAL:

Ensure all GTHS marketing materials are brand aligned



2023 - 2025 STRATEGIC PRIORITIES

PRIORITY 3

FOSTER A MOTIVATED, HEALTHY, & THRIVING TEAM

GOAL:

Increase employee satisfaction

GOAL:

Increase volunteer satisfaction

GOAL:

Breathe life into organizational values



2023 - 2025 STRATEGIC PRIORITIES

PRIORITY 4

ENHANCE OUR FINANCIAL HEALTH TO ACHIEVE OUR MISSION & VISION

GOAL:

Create business plans

GOAL:

Grow revenue streams

GOAL:

Retain and grow donors

GOAL:

Build financial stability



2023 - 2025 STRATEGIC PRIORITIES

PRIORITY 5

FUND, BUILD, PLAN & IMPLEMENT OUR MOVE TO OUR NEW HOME

GOAL:

Raise \$11 million to build the Regional Centre for Pets and People

GOAL:

Prepare our HR to grow in the future

GOAL:

Finalize plans & identify materials needed for all Future Programs

GOAL:

Research and plan all soft costs and equipment



THANK YOU

