



Strategic Plan 2025–2029

The vision of the Alberta SPCA is that **every animal in Alberta be treated humanely.**

Our mission is to **protect, promote and enhance the well-being of animals in Alberta.**

Why We Exist

To improve the **well-being of animals** through a **One Health** approach.

Success Looks Like

- 1 Demonstrated thought leadership, innovation and excellence in animal welfare.
- 2 Strengthened relationships with partners, including government, animal welfare agencies and other community organizations to support greater impact.
- 3 Staff empowered with training, tools and resources needed to excel in their roles.
- 4 Advances in animal welfare legislation to provide stronger protection for animals.

Strategic Priorities and Goals



Build Internal Expertise and Rigour to Grow Capacity for Impact

1. Enhance organizational credibility through building internal expertise.
2. Foster a culture of collaboration and knowledge-sharing across departments.
3. Standardize internal documents and operating procedures across all programs and services.



Strengthen and Expand Partner Relationships to Support Collaboration and Service Delivery

1. Develop a comprehensive strategy for engaging partners.
2. Improve information sharing, collaboration, and formalized partnerships with shelters, enforcement agencies, community organizations and other groups.
3. Develop a new model for the Pet Safekeeping program to support other organizations in establishing their own initiatives.
4. Lead initiatives to address root causes of animal welfare issues through research and community engagement.



Influence Decision Makers to Support the Advancement of Animal Welfare Legislation

1. Drive legislative change by enabling, informing and partnering with influential groups and decision makers.
2. Provide municipalities with resources and support to update animal bylaws.
3. Strengthen connections with government stakeholders and partners.



Increase Visibility and Awareness to Demonstrate Leadership

1. Position the organization as a thought leader in animal welfare.
2. Improve public transparency through storytelling and case reporting.
3. Enhance communications strategies to amplify organizational impact.