



**HUMANE  
SOCIETY.**  
OAKVILLE MILTON HALTON

# Building the Best for Animals & Their People

**Strategic Priorities 2025-2030**



## Message from the Board Chair & Executive Director

In 2026, the Humane Society of Oakville, Milton & Halton will mark 90 years of serving animals and the people who care for them. For nearly a century, we have been a trusted voice and a caring hand for animals in need, guided by compassion, responsibility, and a deep commitment to our community. Together with our dedicated staff, volunteers, donors, partners, and supporters, we have built an organization rooted in kindness and strengthened by shared purpose.

As we move forward, we recognize that change is both inevitable and full of opportunity. Community needs continue to evolve, and new approaches to animal welfare are shaping how we can have the greatest impact. We are committed to meeting this moment with optimism, clarity, and intention.

Our new five-year strategic plan sets a focused and inspiring course for the future. Grounded in our mission and values, it outlines clear strategic priorities that will guide our work in the years ahead. These priorities centre on enhancing animal care and welfare, deepening community engagement and education, fostering meaningful partnerships, investing in our people and infrastructure, and ensuring long-term organizational and financial sustainability.

This plan builds on the strong foundation of our past while preparing us to do more for animals, families, and communities across Oakville, Milton, and beyond. It reflects both who we are today and who we aspire to be in the years ahead.

We are deeply grateful to everyone who contributes to this shared vision. Together, we will continue to lead with compassion, act with integrity, and make a lasting difference.

The next five years will be a time of thoughtful growth, innovation, and renewed purpose. With this plan as our guide, the Humane Society of Oakville, Milton & Halton is well positioned to carry its legacy of care forward and create an even stronger future for animals and the people who love them.

**Eileen McCormack**  
Board Chair



**Jeff Vallentin**  
Executive Director



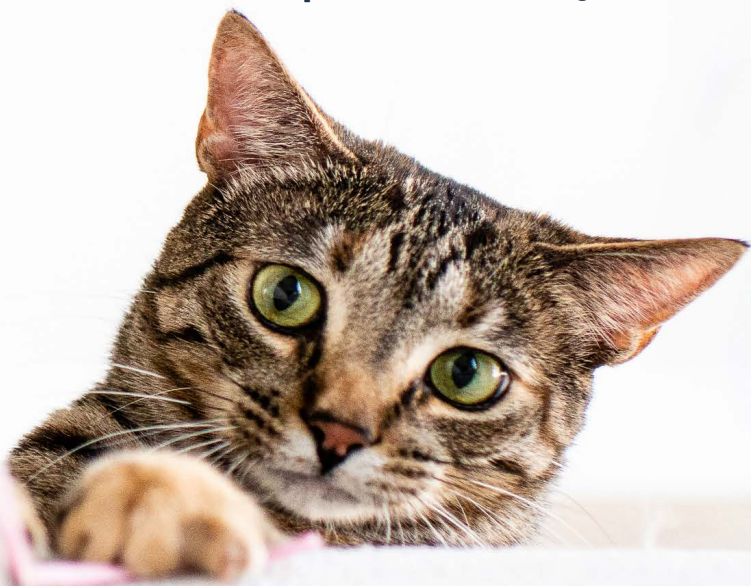
# Building the Best for Animals & Their People

## Mission

Dedicated to supporting people and their pets, helping animals, and promoting animal welfare within our communities.

## Values

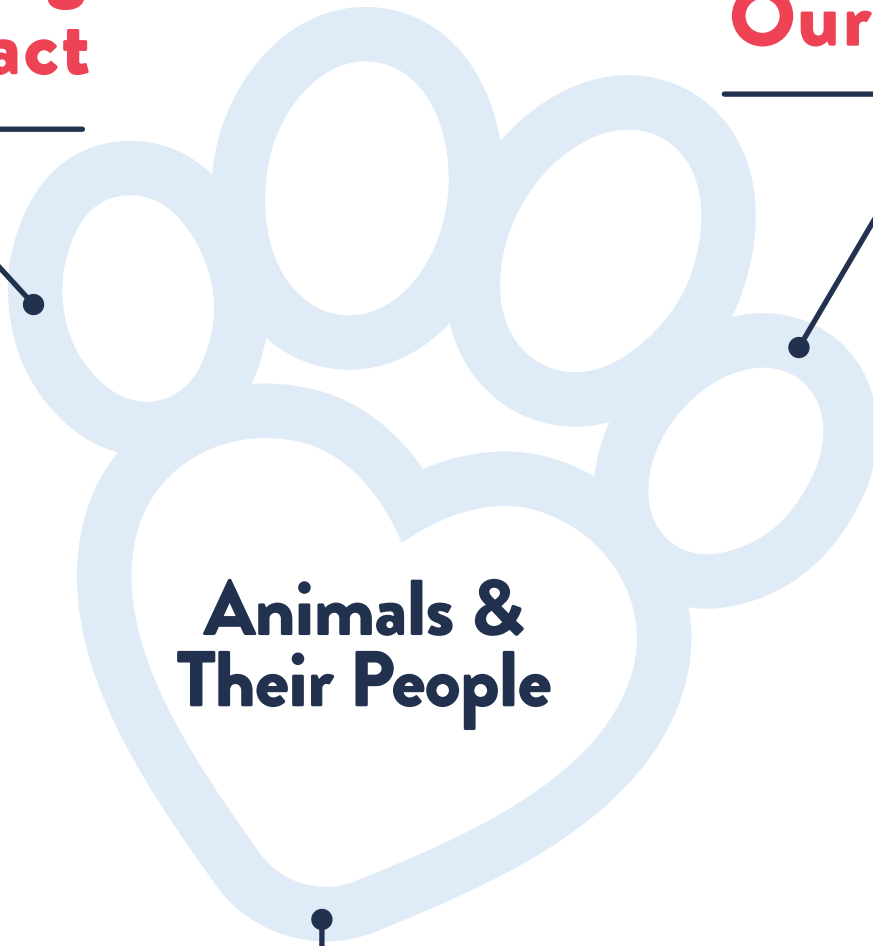
1. **We lead with empathy.** We want to make a positive impact – not just with what we do, but with who we are. We show up with compassion and care, fostering an environment of connection.
2. **We are always learning.** We're committed to growing, learning, and sharing what we know with those around us. Informed decisions are the best decisions.
3. **We are here to make a difference.** We put animals and people first. We are serious about making a meaningful and measurable impact on pets and people. We have goals and work hard to achieve them.
4. **We are accountable.** We do what we say we're going to do. We're transparent and trustworthy. We behave in ways that inspire confidence from our community.
5. **We are better together.** We believe in building strong, collaborative relationships and communities. Our partnerships help us grow, learn, and adapt.
6. **We are respectful:** We work together with kindness and integrity.



# Strategic Priorities 2025-2030

**Amplifying  
Our Impact**

**Building For  
Our Future**



**Animals &  
Their People**

**Inspiring  
Our People**



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# Inspiring Our People

by fostering an environment where people provide value and feel valued

## PRIORITY GOALS

## STRATEGY

**Ignite the passion for being part of HSOMH**

- Fuel the growth and development of existing and emerging leaders.
- Support a culture that promotes personal and professional growth, and the health and well-being of our team members.

**Pursue excellence in talent recruitment and retention**

- Be bold and innovative in attracting and retaining great team members.
- Ensure the strength and depth of governance and operational leadership remains strong for the future.

**Gain the benefit of diverse skills and perspectives within our team members (Board, staff, and volunteers)**

- Enable learning opportunities to advance belonging throughout HSOMH.
- Continue to attract team members from diverse communities.

**Strategic Priority #1**



# Building For Our Future

by ensuring financial resiliency and igniting change

## PRIORITY GOALS

## STRATEGY

### Ensure financial strength

- Secure revenue that advances HSOMH's community impact.
- Evolve business models that support both organic growth and footprint expansion.

### Realize our new home

- Advance donor stewardship plan.
- Build a successful capital campaign.
- Complete our new home.



# Amplifying Our Impact

by creating welcoming and innovative services and programming for animals and people

## PRIORITY GOALS

## STRATEGY

### Establish vibrant community networks

- Develop strategic alliances to broaden programming and community impact.
- Increase engagement through outreach and service offerings.

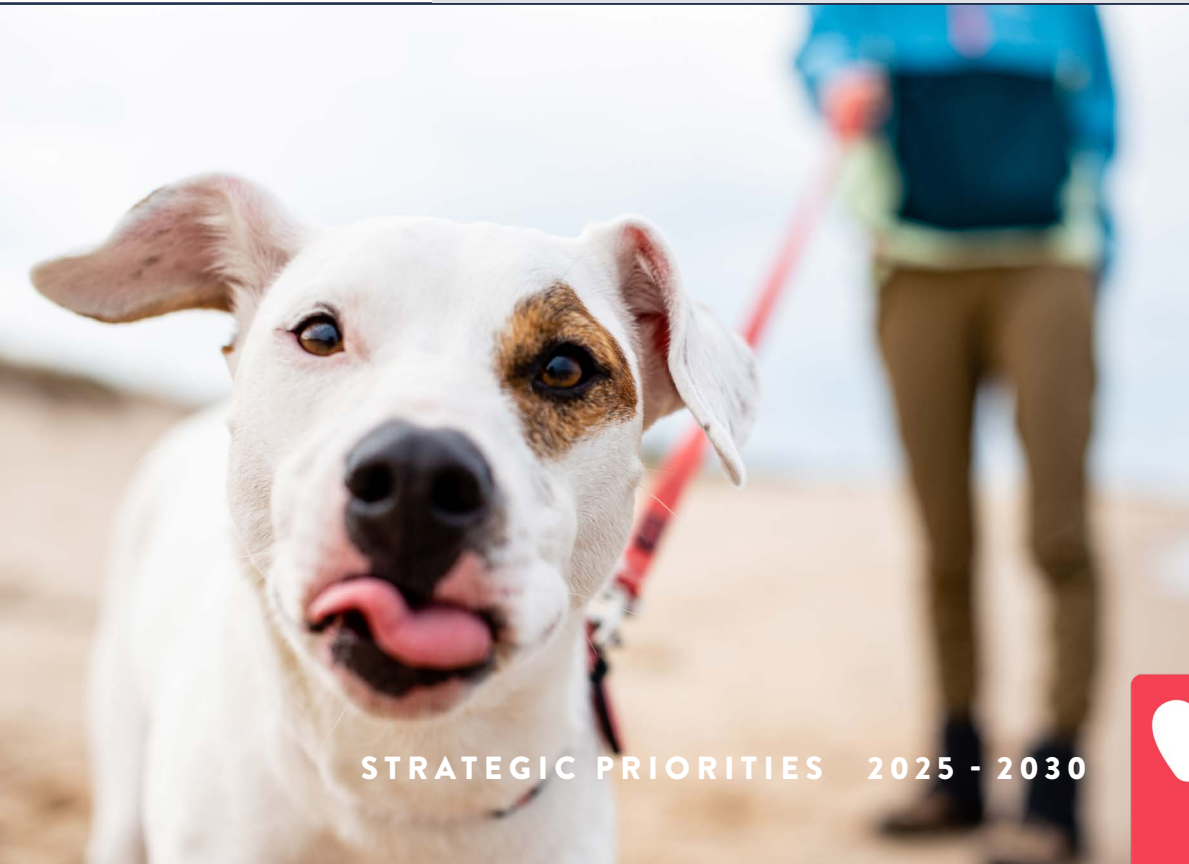
### Expand our reach

- Expand our networks and increase our presence in the communities we serve.
- Reenergize engagement and brand positioning.

### Be leaders in animal welfare

- Continue promoting advancements in animal welfare through outreach, education, and service provision.

# Strategic Priority #3





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