

NWT SPCA

Advocates for Animals of the North

Strategic Plan 2016-2020



Charitable Registration #BN 886100791 RR0001

PO Box 2278 Yellowknife, NT X1A 2P7

P:(867) 444-8444 fx: (867)920-7723

nwtspcayk@gmail.com

Introduction

The NWT SPCA is a non-profit, charitable, and volunteer-run organization dedicated to improving the quality of life for all domestic animals in the Northwest Territories since its establishment in 1988. Through public education and awareness, relationship building in communities and partnering organizations within and outside of the NWT we are achieving this. We support stronger animal protection legislation, offer various programs and services to the residents in the NWT, participate in animal rescue and protection initiatives, and run programs to support adoptions and fostering of abandoned, stray, and neglected animals.

Our organization continues to build and improve upon our shelter facility (built in October 2012) and the programs offered to the public and animals of the NWT. We intake hundreds of dogs and cats a year and adopt many of them out to local families. Some are adopted south and more are sent south to trusted Rescue organizations to find new homes. Most of the animals we care for need medical attention of varying degrees including vaccinations, deworming, sterilization, life threatening viruses, infections, abrasions and malnutrition and sometimes amputation.

Though most of the animals coming into the shelter are from communities outside of Yellowknife, the majority of the benefits stay within the City. The following is a list of how the NWT SPCA has contributed and continues to play a role as a significant corporate citizen of Yellowknife as well as NWT communities;

- ✓ Employment of 7 people,
- ✓ Provide abundant volunteer opportunities for all ages
- ✓ Provide opportunities for Yellowknife's Community Livings EmployABILITY program, Brownies and GirlSpace groups.
- ✓ Pay for utilities in the City including water, power, phone and oil
- ✓ Provide affordable programs such as vaccination /spay & neuter services to communities.
- ✓ Provide business for local companies such as the veterinary clinic, airlines, local shops, Northwestel, Northland Utilities, etc
- ✓ Provider of educational materials to communities and youth in general
- ✓ Provide scholarships for youth
- ✓ Make the communities safer by taking dogs as requested
- ✓ Respond to emergency situations involving animals helping RCMP and by-law
- ✓ Provide companion animals to the citizens of Yellowknife and other communities in NWT and Canada.

Mission

To protect and enhance the quality of life for all domestic animals in NWT and to help support the North in appreciating and learning the value of the northern dog in today's society.

Vision

To prevent animal cruelty; educate about humane treatment of animals; provide shelter and care to abandoned and abused animals; and encourage adoption to suitable homes. Through education and programming, we hope to promote responsible pet ownership and encourage spaying/neutering, so animals can live the best life possible.

Our over-all goal is to engage and encourage our society to help build communities where all animals who depend on humans for their wellbeing can experience freedom from hunger and thirst, pain and injury, distress and discomfort.

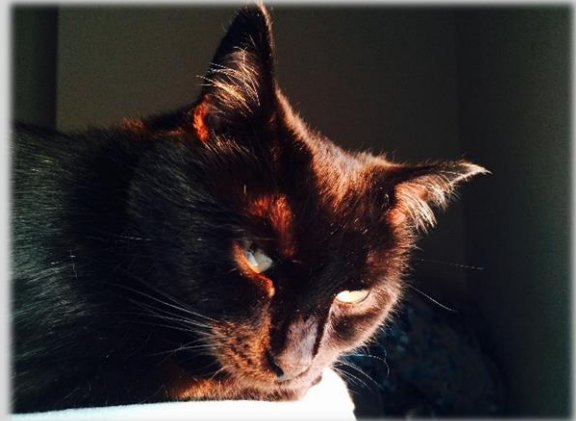
Requirements for Success

The needs of our mission are enormous and beyond our ability to fulfill within our current financial capacity and framework. We require all governments to recognize that our organization and its programs can help with improving the communities social, health and safety concerns. It is proven that the general welfare of a community can start with the improved attitude and care of its animals. Resources and partnerships are essential to improve the health of each community, and funding and support is critical to accomplish this.



Accomplishments & History

Though established as a non-profit organization in 1988, the NWT SPCA as a volunteer Board spent most of its energy and funds working with the Great Slave Animal hospital and its pound animals helping with medical bills and advertisement to the public. There was also some transporting of dogs south to Alberta Rescues. In recent years we have become a separate entity and are able to house our own animals and be responsible for our own adoptions and programs. Our success has been the result of hard work, incredible community support and a



mutual passion for helping animals in need. In 2010 the Board applied to and won a \$300,000 grant through the AVIVA Community Foundation of Canada. This started the ball rolling with major fund raising efforts to build a facility. In October 2012 the shelter opened its doors.

Since that time we have slowly improved and completed more of the facility to better accommodate the animals and our program needs. We have saved the lives of approximately 2000 animals since 2011 and more previous to that while helping the Great Slave Animal Hospital with countless animals. Through fostering and transporting, adopting within and outside of the Territory, we have rescued and re-homed all of these animals without any government funding. From its inception the organizational goals have been;

- ✓ To promote awareness of, and concern for, the humane treatment of domestic animals;
- ✓ To discourage abusive practices leading to domestic animal suffering;
- ✓ To encourage responsible care and treatment of domestic animals;
- ✓ To encourage and support law enforcement of current and future laws enacted for the protection of domestic animals;
- ✓ To encourage and promote the adoptions of abandoned and stray animals from animal shelters, SPCAs, rescue organizations, and Humane Societies;
- ✓ To assist other animal shelters and communities in the NWT who want to improve the quality of life for domestic animals in their own communities.
- ✓ To help communities be healthier and safer through helping the dogs.

Moving forward

Our Guiding Principles

These beliefs and principles guide our attitudes and actions:

Ethical behavior

We strive to be open, honest and transparent in our relationships with staff, members, volunteers, donors and our public. We will treat each other and those we serve with integrity, respect and compassion. This includes people and animals.

Partnerships

We look to form partnerships and alliances with those that share our vision, guiding principles and respect for animals so we can accomplish more than we would on our own.

Leadership

We strive to be leaders in the protection and promotion of animal welfare in the NWT by demonstrating courage, compassion, knowledge and advocacy.

Learning

We recognize the need to grow and learn, using an evidence-based approach to improve and to evaluate the impact of our work.

Responsibility

Animal welfare is not the sole responsibility of the NWT SPCA. It's the responsibility of individuals and the community. Through education and other initiatives we will promote greater responsibility for animal welfare.

Accountability

We endeavor to be accountable to those we serve. We will report and regularly track what we plan and achieve.

Strategic Objectives

Priorities

1. Secure financial support and on-going public donations
 - a) Build and diversify our sources of revenue
 - b) Grow and enhance existing donors
 - c) Work with Territorial and Federal government to secure essential funding
 - d) Find and apply for relevant public grants

The NWT SPCA will look at ways to maximize fundraising potential and also be creative in our revenue sourcing. We need to look at legacy income, merchandise and retail, workshops, and to look at other non-profit organizations that have been successful. It is also essential to look at all levels of government for support considering we work with and service all communities in the NWT.

2. Help create humane communities and responsible animal guardianship
 - a) Expand into First Nations communities (work to build partnerships)
 - b) Develop humane educational materials that reflect the cultural diversity of the NWT
 - c) Engage leaders in each community
 - d) Expand vet clinics in more communities
 - e) Improve the community attitude toward dogs by promoting- temporary shelters - responsibility and jobs

In the past few years our organization has built relationships with many NWT communities. We have made many contacts with several isolated communities and have connected with teachers and local governments. Through educational material, vaccine clinics, outreach with pet food and supplies (collars, leashes, straw and dog houses) we have reached many people. Recognizing the proactive and critical role that humane education plays in raising awareness of animal welfare in communities, we are committed to improving and increasing our education in all communities we work with. We will work to creating educational materials for schools and youth groups that reflect cultural and ethnic diversity as well and engage more with leaders in as many communities as possible.

3. Improve Animal care in our shelter

- a) To strengthen staff by training (public interaction, animal behavior, cleaning protocols, vet and animal health)
- b) Recruit volunteers
- c) Improve administration
- d) Continue expanding and completing the facility
- e) Improve marketing of adoptions and programs (foster, transfer, clinics)

Our staff plays a critical role in ensuring the welfare of our in-shelter animals. We strive to lessen staff turnover and improve the day to day work life of our staff recognizing the stress involved in a challenging work environment such as animal welfare. We will incorporate necessary training for staff including dog behavior and cleaning protocols. We will promote life-long learning for staff in the animal welfare field to enhance their abilities and performance in the work environment. Our goal is to motivate employees to do their best and to enjoy their work.

We will improve our administration, expand our volunteer recruitment and work to complete and improve the shelter which will in turn benefit everyone involved in our organization. For capacity we will finish the two dog bays, build a garage/workshop/storage facility and for security complete the perimeter fencing around our facility.

For overall success with adoptions and the programs in general we require a better marketing strategy for our organizations programs and what we do for community overall. An awareness campaign will be developed and implemented within two years if funds are available.

4. Protect and advocate for all northern domestic animals

- a) Put more effort into changing legislation
- b) Work and improve relations with RCMP and bylaw officers
- c) Advocate for training of officers in communities-dog control
- d) Strive to reach all 33 communities in the NWT

The NWT SPCA does not have an authority in the NWT. We work with RCMP and bylaw officers to help with animal neglect and abuse cases. Our society does not currently have the capacity within our Board to work on changing legislation. We will strive to recruit individuals and form a committee to focus on lobbying for improved laws. We will also work with other groups to support change and work with authorities to educate and advocate where possible. Our goal for the next four years is to be included in the annual NWT Association of Communities meeting to present our work and to promote our programs.

