

A close-up profile of a tabby cat's face, looking left, with a green background. The cat has brown and black stripes, a pink nose, and yellow eyes. The background is a soft-focus green field.

Fraser Valley Feline Welfare Society



As animal loving people, we have helped cats in beautiful British Columbia and helped people better understand their needs. As a community of volunteers, employees, supporters and partners, we've improved the lives of many cats and continue to transform the way people see and care for cats. We can all be proud of that.

We want to do more. That means helping more cats and having a bigger impact for cats and their owners. It means building on what we have achieved already, making the most of our resources and creating new services that will further protect and enrich the lives of all cats.

This document sets out our strategy for the future – aptly called, **For the Love of All Cats**. It defines who we are, what we do and how we do it. It explains our immediate goals. Most importantly, it sets out how together with our supporters we can change the world for the better.

Why we exist –

our vision

We have a clear vision for how we want to change the world. It's the driving force behind everything we do. It comes directly from the reason why the Fraser Valley Feline Welfare Society was established, and why so many people help and support us today.

Our vision is a society where every cat has their best possible life because they are protected, cared for and understood by everyone.

It's not an easy thing to achieve, but that's the point. It's challenging and ambitious. But by moving towards it we'll continually make the world better for cats and people.

What we do –

our mission and purpose

We also have a clear definition of what we all do at the Fraser Valley Feline Welfare Society – the mission we are on to deliver our vision.

We are a movement of people championing the welfare of cats. We want to help lead society in a richer understanding of all cats and care for those that need our help.



We create that richer
understanding through a
singular purpose:

**To help people see
the intrinsic
worth of all cats**

Because if we can help
everyone to better
understand cats and their
needs, we can help them
to behave differently
towards them, to care
for them in the best way
and to ensure the
world appreciates and
protects cats.



How we do it –

our values

As a movement of people, we all share a common set of principles that influence the way we do things. Our shared values act as a guiding compass to shape our behaviour and the decisions we make. They create consistency – so that wherever and whenever people encounter the Fraser Valley Feline Welfare Society, they always get the same experience. When we all operate consistently together, we really do help everyone to see the world through cats' eyes and create a richer society.

We put cats first

We are here for all cats. Their welfare is at the heart of our organization. We give them a voice and provide them with care and compassion when they need us. Cats enrich our lives, we aim to enrich theirs, celebrating and appreciating differences in each other, cat owners and in every cat.

We work as one

We are the heart of a network that connects people who care about cats. We don't stop there; we continue to create more partnerships and expand our reach. We share our passion for cats, seek different perspectives and experiences.



We are courageous

Doing the right thing requires courage and bravery. We want to be known and trusted, that means we must be honest, open and transparent. It means we own our actions and are always authentic. And we continue to raise the bar on cat welfare standards.

We are knowledgeable

We want to be here for all cats, and we can only do this by continuing to learn and share our expertise. We will make decisions based on evidence, see the bigger picture and strive to have the biggest impact. As experts, we share our knowledge and expertise freely. We will never stop learning about cats and their needs.

We are compassionate

We show care and compassion, considering the best way to share knowledge that reaches people in meaningful ways. We recognize that we all have a unique set of skills, expertise and experience and this collective strength makes the most difference to cats. We act in a compassionate and caring way – it's how we make a difference to cats and each other.



These values are not new to the Fraser Valley Feline Welfare Society – they are deep rooted within our organization. By setting them out in our new strategy, we can ensure that we live by them and reinforce them across everything we do.



How we do it –

There are millions of cats in Canada and although we're doing a great job, we're only reaching a fraction of those we could help. We believe that every cat – not just those that come into our care – deserves our help, and that we have the opportunity to do so much more for every type of cat in every situation. We have the ability to positively impact the lives of many, many cats.

To reach more cats we must reach more people.

By helping people to think and act differently towards cats, we can prevent cruelty and mistreatment, we can reduce the need for rehoming, and we can make sure people really appreciate what cats bring to the world. As people who live and learn for the cats, we will share our knowledge, encouraging more people to come to us for accurate information and advice. And by becoming a leader for all things cats, we can positively influence policy to make Canada a better place for them and help influence the way the world sees cats.

By developing new services, we can extend our reach, better use our resources and focus our efforts where they will have the greatest impact. That doesn't mean stopping and complementing existing services. By strengthening our communications and our brand we can increase the recognition and understanding of what we do and help people to see the intrinsic worth of all cats.



A close-up, profile view of a cat's face, focusing on its eye and nose. The cat has grey and white fur, with long white whiskers. Its yellow eye is partially visible, looking towards the right. The background is a soft, out-of-focus light color.

**Every cat
deserves
our help.**

Where we will focus

Our goals

An increased focus on cats

Our vision is focused on giving every cat their best possible life. So, it's not surprising that four important goals are focused on their welfare.

The first is to improve the quality of life of **all owned cats**, and the second is to ensure **all feral cats** (those that are unsocialized and unowned) are treated appropriately.

The third is to continue to **develop our spay and neutering program** to help with the cat overpopulation and to improve their welfare.

Our fourth goal is to ensure that **all sheltered cats** (not just those which we have taken into our care) have a good welfare experience.





An engaged audience

We can't do more for cats if we don't bring people with us. So, we have several goals focused on people.

We want to build much **greater awareness, engagement, and long-term relationships** with cat owners and cat lovers to improve cat welfare and drive income generation.

We will significantly build our **authority and credibility** with and position ourselves as a go-to organization for all things cat. This also means we will become a **customer-centric organization** through insight into their needs and expectations and by **developing appropriate products, services while maintain well-rounded customer experiences**.



Striving to do our very best

To support what we do for cats, we need to ensure that the structures, actions and understanding of our organization have been optimized to do so.

We have defined goals to ensure that we **live our values** in all that we do and that our organizational culture supports the delivery of our strategy.

We also need to consistently represent **our purpose, vision, mission and values** through our brand to build greater engagement with our key audiences.

To support volunteers and employees we have also committed to improve **key capabilities, structures and accountabilities** to enable everyone to succeed and to thrive.

We will transform our **key underpinning processes and technologies** to enable the efficient delivery of our strategy and services. And by **leading the sector in welfare research and impact measurement** we will ensure we are delivering the best cat care and advice services, and influence others to do the same.

Finally, we are taking the **opportunity to reduce our carbon footprint** and increase our environmental sustainability as an organization.



The income to support our vision

We can't do all this without money, so we need to ensure we are using our finances wisely.

We will maximize the **efficiency and effectiveness** of our spending to increase the impact of our resources

We'll ensure **long-term financial sustainability** for the organization so we can continue to help cats as long as needed and **we'll invest in improving the organization** so that we can have greater impact and help many more cats. And we will build collective accountability for our mission and to you, our supporters and friends.

We will **increase fundraising to a wider audience** to give more people who love cats the opportunity to support our work.

We'll **increase regional and community fundraising** to maximize our local footprint and invest in bringing in more legacy income.

Along with running our online thrift store which helps to generate income, we will **increase our retail presence** to improve our visibility within the communities so that cat lovers can find more reasons to support us.



How we'll get there

The work we are doing

What we have defined is ambitious, but it's achievable. It builds on the fantastic work we do today, helping us to influence more people and reach more cats. We'll be strengthening and expanding existing work, we'll be introducing some new things, and we'll be making some positive changes.

We've already begun to expand our pet fostering program to include families fleeing domestic abuse, to reach more people and cats in crisis. And we are in the process of adding a pet loss and compassion fatigue counselling service.

For cats' welfare

We will be starting new initiatives based on evidence, insight and research to improve what we already do. We will continue to have those conversations and debate on feral cats, and cat population. We are also working to identify more opportunities to support more cats and cat owners.

For our people

We are defining and developing a strong vision for our people at the Fraser Valley Feline Welfare Society, to best serve our communities. We're building on and improving how we involve



volunteers and employees, to develop and create an organization which will fight tirelessly for all cats in need. We will continue to develop a culture of inclusion and equality.

For the organization

We will be improving our use of data, so we have a clear vision of our supporters, and the community needs and how best to reach them. We are working on strengthening our communication and brand. And we will continue to find ways to reduce our impact on the environment.

