

# Strategic Plan 2020 – 2026

<b>Values:</b>	
<i>Integrity</i>	We're ethical, transparent, accountable and committed to always doing what is best for our clients, our stakeholders and our dogs.
<i>Diversity &amp; Inclusion</i>	We understand, accept, and value differences between people and we create an environment that is accessible collaborative, supportive and respectful. We strive to remove all barriers, discrimination, and intolerance so that all feel included.
<i>Excellence</i>	We set high standards for performance and always strive to overcome obstacles, find solutions and deliver exceptional results
<i>Empathy</i>	We strive to recognize the feelings of others. We commit to developing a deep understanding of the needs of our clients and we demonstrate our empathy to all of our stakeholders.
<i>Respect</i>	We treat others as they wish to be treated. We value each other's contributions and treat each other with dignity.

<b>STRATEGIC PRIORITY 1.0</b>	
<b>Serve more Canadians who can benefit from a Dog Guide</b>	
Commitments	
1.1 We will meet the growing demands for our dog guides by making strategic investments to build our capacity	
1.2 We will increase the number of quality matches year over year	
<b>STRATEGIC PRIORITY 2.0</b>	
<b>Provide a First-rate Client Experience</b>	
Commitments	
2.1 We will regularly engage with our clients to listen and respond to their needs	
2.2 We will strive to consistently offer high quality services and a positive experience for all	
<b>STRATEGIC PRIORITY 3.0</b>	
<b>Engage More People to Support our Mission</b>	
Commitments	
3.1 We will engage with more people to financially support our mandate to meet the growing need for our service	
3.2 We are accountable for all funds raised and transparent in the use of those funds	
3.3 Connect with stakeholders to increase their engagement with our mission.	
<b>STRATEGIC PRIORITY 4.0</b>	
<b>Build our Organizational Capacity</b>	
Commitments	

4.1 We will deploy all efforts to become an employer of choice in the industry

4.2 We will plan our work and use our strategic priorities to guide our decision-making to measure our performance to become more effective and efficient

4.3 We will foster a culture of continuous improvement of our processes and deliver better services

4.4 We will strive to become leaders in the industry through exemplary practice

**STRATEGIC PRIORITY 5.0**  
**Optimize Canine Well Being**

**Commitments**

5.1 We will exceed the highest standards for treatment of dogs including: housing, care, training, and breeding as set out by Assistance Dogs International (ADI), International Guide Dog Federation (IGDF), College of Veterinarians of Ontario (CVO), and the Ontario Veterinary College (OVC)