

Strategic Plan 2020 - 2025



Ottawa Valley Wild Bird Care Centre Strategic Plan

Vision

Build a new advanced care facility and be the premier provider of wild bird rehabilitation in Eastern Ontario.

Mission

Our mission is to assess, treat, and rehabilitate injured, ill, or orphaned wild birds for the purpose of releasing them back into their natural habitat. Provide the public with information on bird intervention, safe handling techniques, and avian injury prevention. Educate people of all ages regarding the natural history, conservation, and rehabilitation of wild birds, through off-site presentations.

Our Pillars

BEST CARE FOR WILD BIRDS

Provide highest care standards to resident birds and birds admitted for rehabilitation.

FOSTERING RELATIONSHIPS AND PROMOTING AWARENESS

Develop relationships with the public, communities, schools and the private sector for the protection and care of wild birds.

A SUSTAINABLE CENTRE

Ensure the Wild Bird Care Centre is financially stable, continues to evolve and is supported by a vibrant organization.

Strategy 1: Best Care for Wild Birds

PROVIDE A HIGH STANDARD OF CARE FOR ADMITTED AND RESIDENT BIRDS.

Objectives:

- Expand and enhance our rehabilitation facilities to meet current and future needs for wild bird care.
- Advance our wild bird care procedures through applying national and international standards and best practices when implementing and reviewing policies and procedures for wild bird care.
- Collaborate with other organizations with similar mandates to facilitate the best wild bird care possible.

Goals

- Build a new centre that meets or exceeds the standards for wild bird care.
- Equip the centre with state-of-the-art technology and equipment.
- Update all existing policies and procedures to reflect the high-level bird care being conducted at the Centre.
- Establish and track performance measures (e.g., release rates) to strive for continuous improvement at the Centre.
- Ensure the required care is provided by competent and trained staff.



Strategy 2: Fostering Relationships and Promote Awareness

DEVELOP RELATIONSHIPS WITH THE PUBLIC, COMMUNITIES, SCHOOLS, ACADEMIA AND THE PRIVATE SECTOR FOR THE PROTECTION AND CARE OF WILD BIRDS

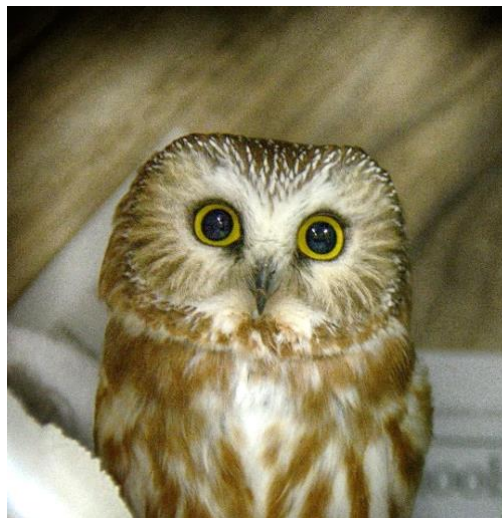
Objectives:

- Develop and improve on strategies to raise the public awareness about wild bird care and increase the public profile of the Centre.
- Provide timely, compassionate advice to citizens experiencing a wild bird crisis.
- Provide forums to educate the public and communities about wild birds.
- Nurture and create a respect for wild birds in the school system.
- Increase public awareness and understanding of wild birds' roles in the environment and how to help wild birds survive and thrive.
- Value and appreciate the contributions of each volunteer while furthering our mission and keeping our volunteers long-term.
- Work with Colleges and Universities to expand our knowledge of bird care.

- Create positive connections with other organizations and academia to promote the conservation and protection of wild birds.

Goals:

- Increase followings on social media platforms by 25% over the next five years.
- Link to relevant observed days and current bird news stories on social media platforms and digital communications.
- Integrate feedback, when possible, into educational and training programs.
- Create a meaningful interactive display in the Education Centre of the new facility to provide a learning experience for visitors of all ages.
- Provide meaningful internship to post-secondary students (long-term plan).
- Build a clear communication plan to deliver timely targeted informational messaging to further foster trust and credibility with the community.
- Develop a training program for new volunteers.
- Increase volunteer involvement in bird handling.
- Establish volunteer positions for handling calls from the public (hotline), and administrative tasks.



Strategy 3: A SUSTAINABLE CENTRE

ENSURE THE WILD BIRD CARE CENTRE CONTINUES TO EVOLVE AND IS SUPPORTED BY A VIBRANT ORGANIZATION.

Objectives:

- Build capacity and attract the required expertise within the organization to support its programs and growth.
- Ensure organizational policies and systems support the Centre, its members, staff and volunteers.
- Nurture and expand the donor base to ensure sustainable ongoing financial support.
- Identify and engage high potential corporations and foundations for their support.
- Develop relationships with like-minded organizations.
- Build a robust foundation of financial stability.

Goals:

- Identify external issues that could impact the organization to mitigate risks.
- Recruit board members who possess needed skills and resources.

- Review and revise board governance documentation, including bylaws and other corporate documents.
- Continue to review and create organizational policies that provide structured support to staff, volunteers and members.
- Develop employee and volunteer manuals as required.
- Develop an emergency plan.
- Develop and implement an investment strategy.
- Streamline and enhance financial processes and procedures to better track donors, donations, and provide meaningful reports.
- Seek to create/expand revenue streams.
- Develop and enhance one or two major annual fundraising events. (*A Sweet Night for Birds, Bird Hike, for example*).
- Ensure fundraising communication is respectful of donors' rights.
- With the advice of a professional fundraiser, create a fundraising plan based on proven fundraising strategies that will better serve the organization long-term and grow a more sustainable donor base.
- Grow our donor/contact base by 30% over the next five years and increase donor retention by at least 15%.

