



Ottawa Valley
Wild Bird Care Centre
Strategic Plan
2025 – 2027

<https://wildbirdcarecentre.org>

Ottawa Valley Wild Bird Care Centre Strategic Plan

Vision

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

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.



Blue Jay release

Our Pillars

To function effectively and efficiently, the Ottawa Valley Wild Bird Care Centre is built on three fundamental pillars:

1. Provide Compassionate, Professional Care for Wild Birds.
2. Promote Awareness and Foster Relationships.
3. Maintain a Sustainable Ottawa Valley Wild Bird Care Centre.

Our foremost and most important pillar is to provide critical care for wild birds. However, it is essential to reach out to the public and a wide range of organizations to ensure the Ottawa Valley Wild Bird Care Centre's visibility and viability in delivering its important services, which is the second pillar. The third pillar addresses the need to promote continuous improvement of the Ottawa Valley Wild Bird Care Centre's services and facilities and ensure it is sustainable.



Bald Eagle exam

Pillar 1: Compassionate, Professional Care for Wild Birds

STRATEGIC STATEMENT

Provide the highest standard of care to wild birds admitted to the Ottawa Valley Wild Bird Care Centre.

Objectives:

- Invest in continuing education and training for staff and advance the Ottawa Valley Wild Bird Care Centre's wild bird care procedures and policies through applying or exceeding national and international standards and best practices.
- Maintain all licenses and comply with all laws and regulations required for delivering wild bird care.
- Deliver professional wild bird care under the auspices of a registered Veterinarian, who is a certified avian specialist.
- Utilize state-of-the-art technologies and equipment to advance wild bird care.



Examination with an ophthalmoscope

Pillar 2: Promote Awareness and Foster Relationships

STRATEGIC STATEMENT

Promote awareness and foster relationships with the public, communities, schools, academia and the private sector for the protection and care of wild birds.

Objectives:

- Develop and improve strategies to raise public awareness about the Ottawa Valley Wild Bird Care Centre's important mandate in caring, rehabilitating and releasing wild birds.
- Provide timely, compassionate advice to citizens experiencing a wild bird crisis on the care and safe delivery of the wild bird to the Centre.
- Inform and educate the public on the Ottawa Valley Wild Bird Care Centre's role in saving wild birds, considering the drastic decline in wild bird populations.
- Collaborate and foster relationships with organizations and academia that share a common goal of protecting and saving injured wild birds.



Educating the next generation

Pillar 3: A Sustainable Ottawa Valley Wild Bird Care Centre

STRATEGIC STATEMENT

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

Objectives:

- Maintain the required capacity to deliver services through attracting and keeping qualified permanent and part-time staff and dedicated volunteers.
 - Ensure organizational policies and systems are in place to support the functioning of the Ottawa Valley Wild Bird Care Centre, its staff and volunteers.
 - Ensure governance documentation, including bylaws and other corporate documents, are up-to-date and the Board of Directors is functioning at a high level.
- Build and relocate to a state-of-the art facility for wild bird care that takes into account environmental and health considerations.
 - Ensure the Ottawa Valley Wild Bird Care Centre's finances are sound and required funding is being sought to sustain the Ottawa Valley Wild Bird Care Centre into the future.



*Conceptual rendering of the new Centre, J. Marczuk
Construction of the new facility has started on location at 8520 McArton Road and will be completed in phases.*