

2025-2030 STRATEGIC FRAMEWORK

Keeping
Communities
Wild





ABOUT US

Calgary Wildlife is the only wildlife veterinary hospital in the City of Calgary.

Each year, we provide people from Calgary and surrounding areas with expert and compassionate care for the wildlife that live in our communities and wild spaces. We rehabilitate animals so they are ready to return to the wild, and we work with others to release them in ways that help them thrive.

Calgary Wildlife is more than a veterinary hospital and rehabilitation centre. We contribute to larger studies and conservation efforts by tracking and contributing patient information. We support humans to live in harmony with wildlife through education, public service announcements, and a hotline for information and support when people meet with injured or orphaned wildlife. We spark awe and wonder for the natural world in our youth and provide solutions for wildlife related issues to the public.

As urban spaces continue to expand into previous wild areas, contact with wildlife populations continues to grow. We work to reduce harm and keep those interactions magnificent. It is becoming more and more apparent that our wild neighbours are not the only creatures that benefit from a thriving ecosystem; human health and happiness depend on it.

Calgary Wildlife provides expert, compassionate care to injured and orphaned wildlife, and helps reduce the number of wildlife needing veterinary care through education programs. We work to keep communities wild.

OUR MISSION

Keeping communities wild through education and expert, compassionate care for injured and orphaned wildlife.





OUR VISION

Human and wildlife coexistence.

OUR PILLARS

Care

Best care is our commitment to provide compassionate, expert treatment to injured and orphaned wildlife. We hold ourselves to this by measuring our outcomes each year and hiring and supporting expert staff to work with our wildlife patients.

Educate

Education is our commitment to both positive remediation and prevention of harmful interactions between humans and wildlife. We promote an understanding of the inherent value of wildlife. We inform and educate people to live in harmony with wildlife and to respond appropriately when wildlife incidents or conflict occur.

Connect

Connecting is our commitment to working with others to keep communities wild. We contribute to collective knowledge, collaborate to provide best care, and foster mutually beneficial relationships with government, professional associations, educational institutions, volunteers, and others towards shared goals.



Calgary Wildlife is an established, professional facility that the people of Calgary and southern Alberta can consistently rely on for best care for injured and orphaned wildlife and wildlife education and advice. Our work benefits both wildlife and humans.

PRIORITIES

2025-2030





Resources

We share our communities and wild spaces with more than 400 species of wild animals.

Our work requires significant land, infrastructure, and supplies to treat, rehabilitate, and release a highly unpredictable inflow of wildlife patients across all four seasons.

Our resource objectives are:

- ensure stable lease and infrastructure for best care
- increase and diversify revenue

Relationships

We carry out our work within a larger ecosystem of public and private education, urban growth, economic activity, and government objectives.

Our relationship objectives are:

- enhance brand awareness
- sharpen relationships that strengthen the impact of our work





Team

Our staff are first responders and stewards and our volunteers are indispensable. Their roles are regulated by licensing. Their work is both rewarding and emotional with fluctuating demands.

Our team objectives are:

- strengthen staff well-being and satisfaction
- expand personnel to meet organizational needs
- engage specialized volunteers and champions

Human Change

Some of the care our patients need can be prevented. Some of the patients we receive from the public would have better outcomes left in their natural environment.

Our human change objectives are:

- reduce unnecessary patient drop-offs
- reduce harmful wildlife mitigation



DOING THE WORK

Our work takes place in a complex and often unpredictable context. Externally, we operate within an evolving licensing environment, changing economy with rising costs, and both predictable and unpredictable fluctuations in the species, severity, and number of our patients. Internally, we have experts in animal care and rehabilitation, experts in education, experts in non-profit development, specialized volunteers, and ambassadors and champions. Each has the capacity to contribute to our strategic objectives, and each experiences fluctuating demands for their service. We require a real-time implementation process that is anchored to our strategic framework but responsive to realities and guided by the strengths of our diverse team.

Our team works together biannually to advance this strategic framework. We reflect on past progress and changes in our external context. We identify necessary adjustments to our implementation plan and prioritize new goals and actions that are concrete, achievable, and impactful towards our strategic objectives. Working together biannually enables us to use our team members' expertise and passions as we refresh our implementation plan and establish new accountabilities. Team work is key to balancing workloads and ensuring our plan is actionable.



We are excited to
continue our commitment
to Calgary and area!



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