

Ohio Wildlife Center

STRATEGIC PLAN 2021-2024



Ohio Wildlife Center



OUR MISSION

Ohio Wildlife Center is dedicated to fostering awareness and appreciation of Ohio's native wildlife through rehabilitation, education and wildlife health studies.

ORGANIZATIONAL VALUES

IMPROVING HUMAN-WILDLIFE RELATIONSHIPS THROUGH RESPECT AND COMPASSION



We are patient, caring, and empathetic with all members of the community, our volunteers and each other. We treat every human and animal with courtesy, dignity and care.

HANDS-ON LEARNING AND ACTIVE COMMUNICATION



We are open to learning in new ways and contribute to our organization and community as active listeners. We share our thoughts, ideas, messages and information in an open, honest, direct and respectful manner.

EVERY CONTRIBUTION MAKES A DIFFERENCE



We recognize our organization thrives only through diverse contributions, whether time, talent, or treasure, to help fulfill our mission areas and to ensure a sustainable financial future. We are grateful for the broad array of ways our community supports and has impact on local wildlife.

TEAMWORK AND VOLUNTEER PASSION



We function as a cohesive group that works towards a common goal in a positive environment that fosters innovation and creativity and supports the individual talents of each member. With a strong, responsive team we are well-positioned to embrace new challenges and opportunities.

DIVERSITY, EQUITY AND INCLUSION



We are committed to modeling diversity and inclusion within the organization and across the wildlife rehabilitation sector, maintaining equitable treatment for all.

OUR LOCAL ENVIRONMENT



We respect our environment, understand it is ever-changing, and aim to improve the health of the animals we care for and their local environment.



OUR FOCUS AREAS *for* THE FUTURE

1

IMPROVING HUMAN-WILDLIFE RELATIONSHIPS
THROUGH RESPECT AND COMPASSION

2

CREATING HANDS-ON LEARNING AND ACTIVE
COMMUNICATION

3

SECURING AND DIVERSIFYING FINANCIAL RESOURCES

4

RECOGNIZING OUR IMPACT ON OUR LOCAL
ENVIRONMENT

5

PROMOTING A DIVERSE AND INCLUSIVE
STRENGTH-BASED TEAM CULTURE



FOCUS AREA 1

IMPROVING HUMAN-WILDLIFE RELATIONSHIPS THROUGH RESPECT AND COMPASSION

STRATEGY 1: Coordinate Animal Care and Related Communications

STRATEGY 2: Analyze Presenter and Patient Loads

STRATEGY 3: Enhance SCRAM! Wildlife Control Services

STRATEGY 4: Increase Accessibility to Emergency Response Services Information



FOCUS AREA 2

CREATING HANDS-ON LEARNING AND ACTIVE COMMUNICATION

STRATEGY 1: Create Cohesive Organizational Communications and Branding

STRATEGY 2: Demonstrate Regional Impact with Related Conservation Initiatives and Research Opportunities

STRATEGY 3: Evaluate Effectiveness of Programming and Customer Service

STRATEGY 4: Establish an Education Animal Collection Master Plan



FOCUS AREA 3

SECURING AND DIVERSIFYING FINANCIAL RESOURCES

STRATEGY 1: Understand and Enhance Revenue-Generating Service Delivery

STRATEGY 2: Enhance New Donor Stewardship

STRATEGY 3: Grow Individual Giving and Relationships

STRATEGY 4: Establish Investment Policies and Long-term Objectives



FOCUS AREA 4

RECOGNIZING OUR IMPACT ON OUR LOCAL ENVIRONMENT

STRATEGY 1: Institute Sustainable Use of Cook Road Property and Facilities

STRATEGY 2: Create Efficient and Sustainable Operations

STRATEGY 3: Assess Solid Waste Reduction and Landfill Diversion Opportunities

STRATEGY 4: Institutionalize Capital Asset Life Cycle Planning

STRATEGY 5: Convert Hardcopy Records and Forms



FOCUS AREA 5

PROMOTING A DIVERSE AND INCLUSIVE STRENGTH-BASED TEAM CULTURE

STRATEGY 1: Develop a Strong Diverse Team

STRATEGY 2: Develop a Professional Team

STRATEGY 3: Develop a Supportive Team

STRATEGY 4: Develop a Resilient Board



Ohio Wildlife Center

OUR HISTORY

- 1984:** Start of organization known as Wildlife Rehabilitative and Research Cooperative 74 people at first organized meeting 1st official Board forms
- 1987:** Obtained 501(c)3 status; 1st paid staff member employed
- 1988:** Treated nearly 1,300 animal patients
- 1991:** Ohio Wildlife Center moves to Animal Care Unlimited (current hospital location)
- 1999:** Purchase of the 19.4 acre Cook Road property
- 2001:** SCRAM! formed under the name Humane Wildlife Solutions
- 2002:** Hope the coyote was one of the first ambassadors exhibited at the Education Center
- 2005:** Dempsey Animal Building opens (1st permanent housing for animal ambassadors)
- 2008:** Waterfowl enclosure built and 202 animals transferred to the Pre-Release Facility
- 2012:** Songbird Aviary at Pre-release Facility opens
- 2016:** Bonner Barn open for programming
- 2017:** Wildlife Hospital treat 5,260 patients
- 2018:** The Bald Eagle enclosure opens at the Education Center
- 2019:** The new Naomi C. Dempsey Wildlife Clinic opens at the Pre-Release Facility
- 2019:** Ohio Wildlife Center celebrated 35 years of service to the community
- 2020:** 8,105 patients treated at our Wildlife Hospital
- 2021:** SCRAM! Wildlife Control celebrates 20th anniversary