

AEF Draft Vision, Mission and Five-Year Goal November 14, 2024 Review Discussion

Draft vision:

An inclusive thriving Alberta equestrian community united by the joy, passion, well-being, and connection with horses.

Alternate vision:

Inclusive community | Thriving together | United by Horses

Draft mission:

AEF supports Alberta's equine community through programs, education, and resources that promote horse welfare, sustainability, and meaningful connections among members.

Alternate mission:

AEF supports Alberta's equine community through services that promote horse welfare, sustainability, and meaningful connections among members.

Draft five-year goal options:

By 2030, AEF will strengthen its financial foundation by growing revenue and building reserves.

Alternate five-year goal:

By 2030, AEF will strengthen its financial foundation by growing revenue streams, increasing membership value, and establishing reserves to support future programs and community initiatives.

Vision rationale:

- **Draft Vision:** Provides a detailed and expressive aspiration, painting a more vivid picture of AEF's preferred future. It emphasizes inclusion, community, and the emotional connection to horses, aligning with AEF's values and mission.
- **Alternate vision:** Offers a concise and modern alternative, breaking the vision into three impactful phrases. Its brevity makes it easier to remember and communicate, which can enhance engagement with audiences. While simplified, it still includes AEF's core goals and values.

Mission rationale:

- **Draft mission:** Outlines AEF's key activities – programs, education, and resources – ensuring clarity and specificity. Programs, education and resources may not fully describe your services and may need to be adjusted.
- **Alternate mission:** Simplifies the language by using “services” to summarize AEF's offerings. While concise, it may not be specific enough.

Five-Year Goal Rationale:

- **Draft goal:** Provides a high-level, easily understood objective focused on financial sustainability.
- **Alternate goal:** Offers more specificity, outlining clear actions like growing revenue streams, increasing membership value, and establishing reserves – these specific items may need to change. This one may provide an easier opportunity to develop KPIs or measures to evaluate progress. These measures would likely be for the board and staff only and not necessarily shared with membership, although that should be determined after the development of the goal.