

CORE VALUES

We believe in the value of all living creatures and that the animal-human bond creates healthier, happier, more connected communities.

How we engage with others

Empathy

We seek to better understand others and to be understood.

- We demonstrate compassion in all that we do.
- We treat all others with respect at all times regardless of the situation.
- We are kind and gentle in our approach to all stakeholders and customers.
- We operate with sincerity and transparency.

Joy

We passionately share our mission with others.

- We love the work that we do.
- We are proud of our impact in our community.
- We bring joy to others through the sharing and education of the animal-human bond.
- We support each other in both joyful and difficult times.

How we engage with our team

Dedication

We are committed to our mission, our work, and our team.

- We look for the good in all that we do.
- We display confidence in our processes, decisions and solutions.
- We work to make each other successful.
- We encourage lifetime learning.

Collaboration

We openly share our individual and collective expertise with others.

- We empower others by sharing information.
- We act with positive intent and assume the same of others.
- We work as a team, coming together for compromise and solutions.
- We communicate openly, honestly, and often.

How we position the VBSPCA in our community

Innovation

We strive to evolve, always exploring and encouraging to find solutions.

- We are nimble, displaying organizational agility at all times.
- We seek diversity of thought and experience through our associates and our partners.
- We thrive on continuous improvement.
- We exercise discovery first, then invention and collaboration.

Community

We are an integral and critical partner in animal welfare throughout the region of Hampton Roads.

- We develop our strategic vision beyond our Virginia Beach territory to understand and develop available resources to provide timely solutions for all animals in our community.
- We explore opportunities to educate and inform the public about our mission.
- We collaborate with other shelters to share information and best practices.
- We support other nonprofits to create greater impact in our community.
- We work together to secure funding necessary for sustainability.

Our mission is to eliminate animal suffering and increase human compassion.

