



2026-2028 Strategic Plan

Vision

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

Mission

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

Five-Year Goal

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

Strategic Priorities

Value Driven Membership

We are enhancing the value of AEF membership by providing meaningful benefits and a stronger sense of connection.

Financial Resilience

We are building a strong and sustainable financial foundation that supports long-term growth and stability.

Being a Leader in Alberta

We are strengthening our role as a leader and trusted voice for Alberta's equestrian community.



Guiding Principles

Passion · Community Driven · Adaptability and Leadership
Caring and Stewardship · Accountability · Inclusive and Diverse