# 2024-2028 Strategic Plan

## Goals:

1. **Systems change:** Influence change in the policies and practices of businesses and government to reduce animal suffering, deconstructing systems of domination and oppression
2. **Helping individuals:** Support people in caring for animals
3. **Individual change:** Create a culture grounded in care and compassion, supporting attitude and behaviour change that promotes animal well-being
4. **Growing our work:** Strengthen our organizational foundation

# Goal 1.

**Systems change:** Influence change in the policies and practices of businesses and government to reduce animal suffering, deconstructing systems of domination and oppression

## Objectives

- Engage in research that presents an empathetic and scientific view of non-human animals, grounded in Indigenous ways of knowing
- Liaise with government directly to promote improved policies and laws
- Work with businesses to implement practices that improve animal well-being, both short-term and long-term
- Engage in public campaigns to motivate change in government and businesses
- Increase effectiveness of strategic partnerships with like-minded organizations

## Strategies

Engage in advocacy campaigns in areas such as:
- Farmed animal well-being including promoting access to plant-based food
- Enforcement of animal cruelty laws
- Animals used in entertainment
- Wild animals kept in captivity
- Companion animals in need

# Goal 2.
# Helping individuals: Support people in caring for animals

## Objectives

- Help people access medical and behavioural care for animals
- Help people with animals access pet-friendly homes
- Support organizations in learning about trauma-informed care and practice

## Strategies

- Assist with urgent veterinary care for animals in need, for guardians who are experiencing financial hardship
- Assist with preventative treatments (e.g. vaccines and spay/neuter surgery) for animals of unhoused or unstably housed guardians who require this care to access stable housing
- Investigate the feasibility of partnering to create sustainable solutions through advocacy and programming to companion animal suffering related to lack of access to veterinary and behavioural support in remote communities
- Assist people and pets in times of natural disasters
- Offer free online trauma-informed training courses

**Goal 3.**

**Individual change:** Create a culture grounded in care and compassion, supporting attitude and behaviour change that promotes animal well-being

## Objectives

- Encourage cruelty-free choices that remove animals and their derivative products from the supply chain, including promoting plant-based diet change
- Provide educational content regarding animal care and management, including companion animals, as well as exotic animals kept as pets and local wildlife
- Encourage individuals to become stronger animal advocates

## Strategies

- Create compelling content through various mediums that provide action items to encourage individuals to become stronger animal advocates (e.g. monthly podcast)
- Provide content with a diversity, equity, and inclusion lens and improve access for those with disabilities
- Promote the benefits of adopting a plant-based diet and vegan lifestyle
- Promote the benefits of animal-free products that are not tested on animals, highlighting the ways animals are oppressed in society
- If feasible, develop and implement programming that influences youth education
- Engage with influencers to increase reach of messaging

# Goal 4.
# Growing our work: Strengthen our organizational foundation

## Objectives

- Support excellence in advocacy and program delivery
- Empower human potential
- Increase financial capacity

## Strategies

- Seek grant opportunities related to new program areas
- Engage in staff, director, and volunteer development and retention
- Establish organizational values and review the mission and vision
- Assess programming for efficient and impactful use of funds
- Tailor messaging to improve brand awareness
- Increase the number and quality of supporter relationships
- Increase use of technology to deepen relationships with constituents
- Investigate use of crowdfunding platforms and micro-campaigning techniques