

# Vancouver Humane Society

## Our Mission

The Vancouver Humane Society is dedicated to exposing animal abuse and assisting individuals, businesses and governments to end animal suffering, cruelty and exploitation.

## Our Vision

The Vancouver Humane Society envisions a future in which humanity recognizes and respects the inherent rights and needs of all animals – a society in which animal cruelty is unacceptable and animal protection is valued and acted upon by the public and its policy makers.

## Areas of Focus 2019-2023

1. Farmed Animals
2. Performing Animals
3. Captive Animals
4. Companion Animals

## Strategic Priorities 2019-2023

### 1. To advocate on behalf of animals and educate the public

In order to address the root causes of animal suffering and cruelty and to change attitudes and systems of domination and oppression, our primary focus is on educating the general public about the primacy of ethics in our relationship to non-human animals and the specific needs and interests of those animals. We will seek opportunities to advocate an empathetic and scientific view of non-human animals that focuses on their well-being. The only way to ensure a better future for all animals is to create a culture grounded in care and compassion today.

## **2. To eliminate animal suffering**

The largest group of suffering animals are those raised for food. Accordingly, promoting a plant-based diet and vegan lifestyle is the most effective way to eliminate animal suffering. By opting out of the animal agriculture industry, individuals, as well as businesses and government, preserve natural wildlife habitats in addition to saving animals from slaughter. Vancouver Humane will continue to draw attention to specific instances of suffering in order to better the lives of those and future animals.

## **3. To make cruelty-free the default option**

Vancouver Humane is dedicated to working with all relevant stakeholders to ensure that plant-based, cruelty-free options become the default in all aspects of human life whenever possible. By effecting individual choices as well as industry decisions, we will work to remove animals and their derivative products from the supply-chain and ultimately from economic decision-making.

## **4. To build, lead, and inspire a community focused on humane action**

By working with individuals, NGOs, and others, we hope to represent the ideals of a truly humane society grounded in collective, humane action. By drawing from the greater animal rights and welfare movements, we will effect change on behalf of animals in all aspects of modern human life. By advocating for the removal of animals from socio-economic decision making, we will work to ground the human-animal relationship in respect and compassion. We will work to grow our existing supporter-base in order to better represent the concerns of non-human animals and develop a volunteer recruitment, development, and retention strategy aimed at building long-term supporters and volunteers.

## **5. To strengthen our organizational foundation**

Vancouver Humane will continue to build strategic partnerships and work with relevant stakeholders in order to increase our donor and supporter base, allowing us greater opportunities for advocacy and education on behalf of animals. We will explore social enterprise opportunities and other forms of building support while delivering on our mission.