



GLOBAL  
ANIMAL  
WELFARE

# Business plan Global Animal Welfare

2019 - 2023

## Introduction

The concept of animal welfare is growing around the world; with an increased appreciation of the needs of captive animals receiving optimum care. However, there are still large knowledge gaps in facilities that house rescued wild animals, which leads to suboptimal care. Poaching is still widespread and a large range of species end up in the illegal wildlife trade, undermining conservation efforts of many species. Wildlife is also kept illegally. Confiscated or rescued animals either end up in rescue centres run by NGO's or local government facilities. Lack of animal welfare knowledge, lack of resources and financial constraints coupled with little or no appropriate governance result in animals being cared for inappropriately. Animals end up unsuitable for release and will remain captive, or are subject to inappropriate release, both of which may jeopardize the welfare of the animals, compromising other animals in release areas and/or reduce their chances of survival. Inappropriate procedures upon arrival at rescue facilities could even result in the death of the animals.

Whilst other NGO's focus on improving captive animal welfare in zoos, Global Animal Welfare's core work will be with rescue facilities and sanctuaries, bridging a gap that needs to be met. Global Animal Welfare's small team of highly experienced animal welfare professionals will build capacity within facilities that house rescued animals. The aim is to promote good animal care through capacity building, training, continuous consultation and monitoring, to maximise opportunity for successful release and to ensure appropriate long-term care for those animals who can't be released and remain in captivity.

## Vision

Facilitate optimum care in wildlife sanctuaries and rescue centres, promoting good welfare and encouraging suitable release.

## Mission

Build capacity at wildlife rescue facilities and sanctuaries, facilitating advice and training to increase potential for successful release and ensuring animals remaining in captivity receive optimum care.

## **Approach**

1. Holistic approach to promoting good welfare for animals in rescue centres / sanctuaries.
2. Empowering staff development through training and engagement.
3. Ensuring appropriate procedures are in place to maximise release opportunities and captive animals experience good welfare.
4. Facilitating workshops in collaboration with relevant stakeholders to build technical capacity, ensuring optimal care is applied for animals.
5. Promoting a culture that encourages exchange of ideas and information.
6. Creating a database of specialists who can support our work.
7. Soliciting funds from donors, through grant applications and crowdfunding.

## **Core values**

1. Compassion  
We believe in approaching every individual – animal and human with compassion and empathy to promote the best opportunities and outcomes.
2. Commitment  
We are committed to animal welfare supported by the most up to date research.
3. Integrity  
We operate with sincerity to deliver a service that highlights our moral and ethical principles
4. Empowerment  
We empower rescue facilities to deliver optimum care for captive wildlife and increase and maximise opportunity for release.
5. Cooperation  
We foster positive partnerships and collaboration with a range of experts to ensure enduring change and animal welfare.

## **Goals**

### **Short-term (2019)**

Global Animal Welfare is legally established in 2019, and will have ANBI status for nonprofit tax designation. Social media channels are set up. A workshop in Jordan is organized in July and an initial assessment is planned in Ethiopia in Q3/4.

### **Midterm (2020-2021)**

Global Animal Welfare will visit three to four projects for an initial assessment and organise two to three workshops per year. Global Animal Welfare will focus on brand awareness so wild animal rescue facilities and sanctuaries know what Global Animal Welfare can offer them and how they can get connected. Global Animal Welfare will focus on expanding funding opportunities by attracting potential donors.

### **Long term (2022-2023)**

Global Animal Welfare will increase her reach by recruiting professionals to grow the organization.

**Organisational structure**

Global Animal Welfare is a non-profit, registered in the Netherlands.

KvK number: 75270307

RSIN number: 860217036

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The Netherlands

**Board**

1. Annemarie Weegenaar: chair
2. Margreet Schurer: treasurer
3. Lilian van Hoof: secretary
4. Nicola Field: general board member
5. Anne Lloyd-Jones: general board member
6. Monica Bando: general board member

Board members do not receive any financial support for their actions.