

# **ANIMAL ETHICS**

## **2015 STRATEGIC PLAN**

### **INTRODUCTION**

In previous years we carried out the tasks necessary to launch the organization and set the foundation for our work. In 2015 our work will no longer be focused on establishing Animal Ethics. We will now focus most of our energies on the activities that will achieve our aims. Our activities plan below shows the ways we intend to do so.

Depending on the resources we have, we will carry out these activities at different levels. Therefore, the plan includes budget estimates for each activity with low and high levels of expenditure.

### **AIMS FOR 2015**

#### **GOALS**

For 2015 we have the following goals:

1. Concerning the recognition of and credibility of Animal Ethics
  - 1.1. To familiarize a significant number of animal advocates with Animal Ethics
  - 1.2. To make Animal Ethics a respected source of resources for animal advocates
2. Concerning Animal Ethics's internal organization
  - 2.1. To create a network of activists and volunteers which allows us to be active in different areas of North and South America, Spain, and Italy
  - 2.2. To develop the structure and internal work protocols that will allow us to be more effective as an organization

### 3. Concerning Animal Ethics's impact

3.1. To help familiarize a significant number of animal advocates with the importance of challenging speciesism and of helping nonhuman animals even when humans are not the cause of the harms they suffer

3.2. To further in general the discussion of speciesism, as well as the situation of animals in the wild and the ways we can act for their benefit.

3.3. To further this discussion in the academic world

## TARGET

In order to achieve these goals the primary targets of our 2015 activities will be:

- (i) Animal activists
- (ii) People who are not activists but are concerned significantly about nonhuman animals
- (iii) Those among the general public who are receptive to the questioning of speciesism
- (iv) Academics with some interest in the field of animal ethics

## WORK PLAN AND BUDGET 2015

### ACTIVITIES PLAN

#### 1. WEBSITE

Our website will have extensive information about several topics relating to animal ethics. Our current website has a design which is acceptable but not optimal and which includes information about the following issues:

- The arguments challenging speciesism
- General issues concerning ethics and animals
- Nonhuman animals' interests
- The differences and conflicts between the consideration of sentient beings and environmentalism
- Animal sentience

In addition to this, we regularly update the Animal Ethics blog with news that is relevant to what we do. The website is now in English and Spanish.

By the end of the first quarter of 2015 we will:

- (i) Launch the Italian and Portuguese versions of the website.
- (ii) Double the rate at which our blog is updated.
- (iii) Have a section of the website or a microsite that will provide introductory material about speciesism for those who receive our leaflets. When we have the resources to do so, we will create a video for the main page of the microsite.

By the end of 2015 we plan to carry out the following tasks:

- (iv) Launch a redesigned website that will be more user-friendly and more visually pleasing.
- (v) At least in the English and Spanish versions of the site, include content about the following:
  - The different ways animals are harmed by humans
  - Animal suffering in the wild
  - Different practical positions towards nonhuman animals
- (vi) Begin and if possible complete the translation of this content into Portuguese and Italian
- (vii) Begin translation of our web texts into other languages.

**Budget:** \$500-3,000.

## 2. SEMINARS AND TALKS

Animal Ethics representatives gave talks in 2014 in the UK, Spain, and Chile. During the first quarter of 2015, we will begin giving talks in the US. Before the end of the year, we intend to give talks in other countries either in person or via Skype. We may do this in collaboration with other animal organizations.

**Budget:** \$500-1,000.

### 3. SOCIAL NETWORKS WORK AND FACEBOOK ADS

We currently have Facebook pages and Twitter profiles in English and Spanish. We are focusing our social media work on Facebook. We have made some use of Facebook ads directed to our main Facebook page and to posts we want to promote.

By the end of the first quarter, we will:

- (i) Have a Portuguese Facebook page
- (i) Have an Italian Facebook page, resources permitting
- (iii) Begin running Facebook ads to our microsite

**Budget:** \$4,000-8,000.

### 4. LEAFLETING AND TABLING

By the end of the first quarter, we will:

- (i) Be leafleting regularly in multiple cities in the US, Spain, and Brazil
- (ii) Be tabling in the US and Spain, and if resources permit, in other countries as well
- (iii) Provide the following leaflets in English, Spanish, and Portuguese:
  - A short (half sheet) leaflet about speciesism
  - A long (8 page) booklet about speciesism
- (iv) Create the following fact sheets, which we will use for tabling:
  - Frequently asked questions about speciesism and animal ethics
  - Animal exploitation
  - Animals in the wild
  - Veganism
  - Fish and invertebrate sentience and its implications
  - Animal sentience
  - About Animal Ethics

Before the end of the year we will:

- (v) Start leafleting in other countries, sometimes in collaboration with other organizations. Sound candidates include Canada, Australia, Chile, and Argentina.

(vi) Create two more leaflets:

- A long (8 page) booklet encouraging veganism
- A leaflet about the differences between the defense of animals and environmentalism

The issue of animal suffering in the wild will be mentioned in most leaflets and fact sheets.

**Budget:** \$18,000-28,000.

## 5. RESEARCH ON THE SUFFERING OF WILD ANIMALS

In 2015 we will:

- (i) Publish a group of texts explaining the different ways animals are harmed in the wild by natural causes
- (ii) Publish the results of further research on this topic on our blog
- (iii) Continue to do research on the topic. Research will be done mainly by unpaid volunteers and activists. In future years, we intend to hire full-time researchers.

In addition to this, before the end of the year we will announce an Animal Ethics academic essay prize on the suffering of animals in the wild and intervention in nature. We initially planned a \$1,000 prize for this, and we may increase the prize amount to encourage more and higher quality papers.

**Budget:** \$3,000-6,000.

## 6. BOOKS AND SPECIAL ISSUES OF ACADEMIC JOURNALS

- (i) This year two members of Animal Ethics are editing a special volume with two issues of an academic journal, *Relations*, about natural suffering and intervention. The volume will contain more than 10 papers on this topic.
- (ii) A general introduction to animal ethics written in Spanish will be published this year.
- (iii) We will begin writing a book on the topic of animal suffering in the wild which will be published in English and Spanish in future years.

**Budget:** \$6,000-10,000.

## 7. PARTNERSHIPS WITH ANIMAL ADVOCACY ORGANIZATIONS

We will start working with Latin American organizations. We plan to start with leafleting activities, and explore other possible collaborations.

**Budget:** \$4,000-7,000.

## 9. PRODUCING MERCHANDISE

We will produce t-shirts with animal ethics and antispeciesism themes. We will sell some of them this year and create a stock for future years.

**Budget:** \$1,000-2,500.

## 10. CAMPAIGNS AIMED AT REACHING INFLUENTIAL PEOPLE

We will begin planning these campaigns in 2015, which will be carried out in 2016 and 2017 when the organization is better known. This work's budget will be included as part of our administrative work.

# ADMINISTRATION, INTERNAL WORK AND FUNDRAISING

## 1. ADMINISTRATIVE WORK

We have one full-time employee who spends about 20% of her time on administrative work. In addition, volunteers do part of this work.

**Budget:** 5,000

## 2. INTERNAL ORGANIZATION WORK

Until 2014 the Animal Ethics team was relatively small. If we are successful in the development of our activities plan, in 2015 we will see an increase in activists and volunteers. Due to this, in 2015 we will:

(i) Implement internal communication online tools and protocols with involved activists and volunteers.

In addition, and in line with our values, we will also do the following:

(ii) Develop and implement an antidiscrimination protocol within the organization, focused especially on detecting and avoiding instances of sexist discrimination.

**Budget:** The part of this work that goes beyond administrative work will be carried out by volunteers.

### 3. FUNDRAISING

Investment in fundraising will increase after 2015 when we have a more extensive record of activity. In 2015 we will focus on getting in touch with individuals we know share our aims and are likely to support our work, and launching matching donation campaigns.

**Budget:** The part of this work that goes beyond administrative work will be carried out by volunteers.

## TOTAL EXPECTED BUDGET

### EXPECTED EXPENSES

<b>Activity</b>	<b>Lowest estimated expenses</b>	<b>Highest estimated expenses</b>
Website	500	3,000
Seminars and talks	500	1,000
Social networking	4,000	8,000
Leafleting and tabling	18,000	26,000
Research	3,000	6,000
Books	6,000	10,000
Partnerships with animal advocacy organizations	4,000	7,000
Merchandise	1,000	2,500
Administrative work, internal organization work and fundraising	5,000	5,000
<b>Total</b>	<b>42,000</b>	<b>70,500</b>

**EXPECTED INCOME**

<b>Source</b>	<b>Estimated amount</b>
Online or mail donations	\$50,000-72,000
Tables donations	\$500-1,500
Merchandise	\$200-800
<b><i>Total</i></b>	<b>\$50,700-74,300</b>

Our estimated expenses are around 90% of our total estimated income. This proportion will be larger the less our income expectations are met and will decrease progressively the more they are met. Many of our expenses will require investments in materials which are necessary now but we will be able to use in future years (such as books, merchandise, and materials for tabling).