**our theory of change** is a map that outlines the steps we take to achieve our mission. Short-term, intermediate, and final outcomes lead to the ultimate impact we seek: to end the abuse of animals raised for food.

### Tactics
- Direct dialogue with decision-makers
- Pressure campaigns
- Legislative campaigns
- Strategic partnerships
- Media outreach
- Education and awareness-raising
- Movement building
- Leadership development
- Research and analysis

### Short-term outcomes
- Food companies commit to improving animal welfare
- Legislation is passed or defeated to protect animals raised for food
- Media covers topics related to our mission positively and frequently
- More people join our network and rally around our mission
- More people gain awareness of the abuse of animals raised for food

### Intermediate outcomes
- Food companies fulfill commitments to improve animal welfare
- Laws that protect animals raised for food are enforced
- Producers implement higher welfare standards
- More people care about animals raised for food

### Final outcomes
- Welfare improves for most animals raised for food
- More people take effective action for animals raised for food

### Impact
- Animals raised for food suffer considerably less
- The factory farming industry is disrupted
- Demand for animal products dramatically decreases
- Animals raised for food are represented and spoken for in our society