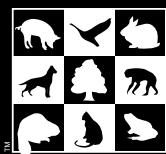


**Committed to
the protection
of all animals
and to the
promotion
of harmony
among people,
animals and the
environment.**



**ANIMAL
ALLIANCE
OF CANADA**



Who We Are:

At Animal Alliance of Canada (AAC) our long-term goal is a renewed relationship between humans and animals: one based on respect and empathy, not exploitation, dominance and violence.

AAC is a federally incorporated, not-for-profit organization fighting for the protection of all animals through advocacy, political action, rescue and education. As a not-for-profit, we strive to raise the status of all animals and actively engage with elected representatives to encourage them to pass sound animal and environmental protection laws.

AAC was founded in 1990. We have loyal supporters across Canada and are funded entirely by private donations.

Why We Exist:

Animals are abused and neglected in every region of Canada, often in industries that are supported and even subsidized by our federal, provincial, territorial and municipal governments. The worst abuses of animals are not inflicted by the sadistic few but are entrenched in the business practices of legal industries.

Some animals are domesticated companions (pets) but are often neglected, killed when deemed “surplus”, sent from shelters into experimentation or abandoned. Wild animals are hunted for sport and profit, used in entertainment, confined in zoos and collections, and killed when their presence is considered inconvenient. Millions of animals are raised, transported and killed for their flesh or skins. Others are used as experimental subjects in ways that can rightly be called torture.

As we humans continue to pollute and destroy the natural environment, animals suffer and die due to our actions. Loss of biodiversity, habitat and ecological integrity compounds the effects of the climate crisis that threatens all of us. The health of animals and their habitats is essential to the health of the planet, and we fight to protect these beings and their lands from exploitation and destruction. The protection of these natural lands is now, more than ever, essential to our own survival.





What We Believe:

Animal Alliance of Canada believes in and supports the philosophy of “Animal Rights”. We believe that all animals have inherent value as independent beings whose lives belong to themselves, not as resources for human use.

Animal use is not morally justifiable and our goal is to eliminate it. We acknowledge, however, that the traditions of animal use enshrined in global economies, governmental policies and cultural customs are long-standing. Social change on such a transformational scale will most likely take several decades to achieve. Therefore, we recognize the value of incremental progress to reduce animal suffering and save lives, while we continue our fight to protect them all. Through raising social consciousness and improvements in legislation and policies adopted by governments, we work toward a more just society – one based on non-violence toward our fellow beings and the entire natural world.

What We Do:

Animals Used for Food and Clothing

AAC promotes plant-based living (veganism) as the most ethical and environmentally sustainable lifestyle. Throughout their lifetimes people who forgo consumption and use of animal products will personally prevent thousands of animals from being bred into existence to endure violent deaths. When people adopt a plant-based lifestyle, they also reduce pollution of lands and waterways, and mitigate the climate crisis. We educate Canadians about the cruelty inherent in meat, dairy, and egg production and we state clearly that “there is no such thing as humane meat” (or other animal products). Nevertheless, recognizing that a majority of the global human population continues to consume animal products, we urge politicians to pass stronger regulations to lessen the degree of suffering inflicted on animals still raised and killed for food or fibre. Our ultimate goal is the complete elimination of all use of animals for food and clothing.





Animals Used in Experimentation and Training

Vast numbers of animals, of many species, are exploited, often to the point of death in research, testing, education and training. We oppose all use of animals that is not of direct benefit to the animals themselves. We urge post-secondary educational institutions, such as those that train veterinarians and veterinary technicians, to eliminate the harmful use of animals and to implement fully humane curricula for students. In the fields of biomedical research, cosmetic, and medical testing, modern human-relevant research and testing methods are available and increasingly used in other countries. These methods are more accurate and often faster and less expensive than outdated animal studies – all without animal suffering. We urge the federal government and public research funding bodies to eliminate the inhumane and obsolete use of animals in labs and to increase funding support to speed up the development of these advanced research methods.

Sport Hunting and Fishing

We oppose all killing of animals for sport. Some of our campaigns include ongoing opposition to spring bear hunts, the use of bait to lure wildlife, as well as the use of dogs for hunting. Sport hunting and sport fishing perpetuate a toxic relationship between wild animals and humans. The killing of other beings as a form of entertainment is contrary to the promotion of peaceful co-existence and a non-violent society.

Wildlife and their Habitats Under Threat

We work to protect not only endangered species but common species too, including geese, cormorants, deer, coyotes and wolves, recognizing their inherent right to exist and ensuring that their populations remain robust. All species play an essential role in the ecosystems they have evolved to inhabit. Wild animals are most often in peril due to habitat loss, hunting, fishing, and other human activities. We work politically to stop routine killing of those who have been deemed “nuisance” animals. We promote a non-violent relationship between humans and our wild neighbours, as well as the protection of natural lands by using resources more wisely. While we understand that industries like logging and mining are necessary to modern economies, we encourage our governments to create higher standards of operation for all resource-based industries and to set aside more lands free from human exploitation. To truly protect wild animals, we must also protect their habitats.



Our Plan of Action:

Research and Investigation

Animal Alliance of Canada thoroughly investigates the conditions under which millions of animals are made to suffer each day. We make use of ATIP (Access to Information and Privacy) and FOI (Freedom of Information) requests and other forms of investigation to expose the terrible suffering caused by government-sanctioned animal use.

Before we can effectively influence politicians to pass better laws to protect animals, we need to provide evidence of the abuse to convince legislators and citizens of the need for change. We use our research to develop campaign strategies, formulating workable solutions that we and our supporters urge our governments to adopt. This work is tedious, time-consuming and expensive because the systems set up to support animal use are designed to be difficult to penetrate.



Animals are only helped by real-world changes in legislation and practices, and our requests must be based on accurate data to be achievable. This work is an essential component of improving legal protection of animals and the cultural attitudes toward them.

Advocacy and Public Education

At Animal Alliance of Canada, we:

- consistently expose the facts about animal exploitation and abuse to the public, the media, governments and the business community
- investigate key issues, formulate strategies, and urge our supporters to engage with their elected representatives to bring about necessary changes in legislation and policy
- work with communities to develop a variety of non-lethal strategies for mitigating human/wildlife conflicts and promoting peaceful co-existence
- monitor and document the killing of wild animals during culls, collect data and report results
- fund professionally-researched studies to counter the misinformation used by animal-based industries and the governmental agencies that support them
- sponsor special events and public service announcements for key campaigns
- assist colleagues as they engage in rescue, rehabilitation and advocacy, providing funding and other forms of support
- participate in campaigns with our allies and form effective coalitions through co-operative political action, financial support, and advocacy

Legislation

Animal Alliance of Canada's focus is on long-term legislative wins for animals. This is AAC's strong suit and we are dedicated to fulfilling this role. We work with a skilled and dedicated team of staff and volunteers who are part of an activist network, working to create a more just nation for all animals through political action.

An Activist Organization

AAC has chosen not to register as a charity because doing so impacts our ability to press for progressive animal protection legislation.

Engaging in political action forms the greatest focus of our work, and Canadian charities are restricted in a way that not-for-profit organizations are not. As a result, we are prevented from issuing tax-deductible receipts for donations made to Animal Alliance of Canada. Your donation to Animal Alliance of Canada empowers our activist organization to be able to speak with a strong voice with and about our elected representatives and governments. We are accountable to and respectful of our donors, practicing the highest level of financial responsibility regarding use of donor funds.

What You Can Do to Help:

- Adopt an animal-friendly and environmentally-friendly lifestyle by embracing plant-based living. Millions of vegans world-wide are enjoying vibrant lives while illustrating that consuming animal products is not necessary for good health. We urge those who may not feel ready to adopt this lifestyle to reduce significantly the amount of animal products they consume. This can be undertaken in stages. Simply making a beginning is important and is good for us, and for the animals. If every Canadian reduced their use of animal products by one half, we could see a dramatic transformation in industries that use animals, reducing the degree of suffering that farmed animals endure, and mitigating the climate crisis. Embracing a fully vegan lifestyle is always the ultimate goal.
- Speak out on behalf of animals at public participation meetings in your municipality, at meetings with your provincial and federal legislators, on social media, and in letters to your local media.
- Support Animal Alliance of Canada with your generous financial donation. Your kind donation will help ensure we remain strong advocates who fight cruelty and exploitation of all animals.



You can donate to Animal Alliance of Canada using any of the following options:

1. **By phone:** Call the AAC office at 416-462-9541 and use your credit card.
2. **By mail:** A cheque or money order can be made payable to “Animal Alliance” or “Animal Alliance of Canada” and mailed to:
Animal Alliance of Canada
221 Broadview Avenue, Suite 101
Toronto, ON M4M 2G3
3. **Online:** Visit our secure website at AnimalAlliance.ca/donate

Large or small – one time or monthly – your gift makes it possible for us to push hard against the barriers that weaken the legal status of animals. For this, you have our deepest thanks.

Please remember, Animal Alliance of Canada’s non-charitable status allows us to be unwavering advocates for animals as we engage with governments.

We invite you to join us to build a renewed relationship with all animals and the natural world.



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