



TOGETHER FOR ANIMAL WELFARE

**2021
2030**

Our strategy at a glance

Our vision

A world where all animals are respected and treated with kindness and compassion.

Our mission

To ensure animals have a good life by rescuing and caring for those in need, by advocating on behalf of all animals and by inspiring everyone to treat them with compassion and respect.

Our beliefs

- All animals deserve a good life
- Animals' lives are important in themselves
- Animals have emotions, feelings and needs
- Animals enrich and improve our lives
- All of us can and should help to make animals' lives better

Our values

- We are compassionate
- We are inspirational
- We are committed
- We are expert
- We act with integrity

Our 8 ambitions

- 01** Reduce animal neglect and cruelty by half
- 02** Stop illegal puppy and kitten trading
- 03** See more than half of all UK farm animals reared to RSPCA welfare standards
- 04** End severe suffering for animals used in science
- 05** Secure legal protection for animals. Establish an Animal Protection Commission
- 06** Achieve statutory powers in England and Wales for RSPCA inspectors
- 07** Secure a UN declaration for animals
- 08** Inspire a one million-strong movement for animal welfare by 2030

And our 5 priorities

- 01** Rescue and care
- 02** Advocacy
- 03** Prevention
- 04** Support
- 05** Organisational effectiveness

#TogetherForAnimalWelfare