



Goals, Guidelines & Project Support

EVER Sanctuary was created to offer a safe home for rescued animals, but our primary goal through EVER is to help muster support for a change in public attitude and behaviour towards animal exploitation and care for the earth.

We firmly believe that most people, if fully informed, will conclude that all the systems of animal exploitation, abuse and slaughter are unnecessary, barbaric and extremely damaging, in some cases even to the environment, climate and people themselves and so will withdraw their support. We see this as a hugely important movement that gives us reason for great optimism. Once this inevitable support achieves a critical mass, we will create a very powerful voice for profound change towards a sustainable society, founded on compassion and respect for the earth and all sentient beings.

Our part in this is promoting the education of the public, undertaking research and sponsoring likeminded people with their projects consistent with these ideals. Our policies and procedures are summarized as follows:

## **PROJECTS**

- EVER will contribute to the movement with our own independent research, shining more light on the plight on animal used by humans.
- We also will offer financial support for projects in line with EVER's ideals. This may be in the form of grants or assistance with fund raising events
- The animal sanctuary in Berry is a safe place for rescued animals and is funded independently of EVER. It is not open to the public.

## WORK & INITIATIVES

Our work will include (but not limited to) the following approaches:

- Working within and alongside the community to increase awareness of the scale and nature of the current exploitation and abuse, particularly of farm animals raised for food.
- Disseminating the science and verified facts as effectively as possible on:
  - the ethical concerns with animal agriculture.
  - The environmental benefits of moving away from animal agriculture
  - Plant Based health and nutrition
- Research and publications in the areas of animal exploitation, environment and health
- Education on the latest science on the wide-ranging health benefits of a plant based diet.
- Education on the practicalities of thriving on a plant based diet.
- Offer assistance to those transitioning to a plant based diet.
- Working within the community to show the vast and widespread benefits when we express our natural altruistic and compassionate nature. To show how choosing a vegan lifestyle is a very powerful start.

Our primary initiatives are:

- Educate the public with up to date scientific facts covering nutrition, health, ethics, sustainability and altruism.
- Promoting and protecting animal rights by assisting abused animals to find sanctuary and so lead a natural life free from abuse and exploitation.
- Conduct our own research in selected areas of animal agriculture, health and environment to contribute to the knowledge base.
- Raise money to fund further work such as to fund projects in line with the organisation's mission and fundamental beliefs.

## GUIDELINES

- The goals are basically to minimize the harm resulting from our daily choices. We believe that for most people, a vegan diet and vegan lifestyle are bench marks for this. The more good people that commit to this the greater the momentum it will have.
- We believe that the vegan lifestyle is not necessarily the pinnacle but it is the most realistic start point in today's society. Veganism and vegans need to know they are not perfect and should not claim it to be as in the real world, there is harm in everything we do and support. This is why we speak of harm minimization and vegan is the most realistic response.
- When people embrace veganism they are likely to become inspired and be inspiring agents of change and so provide a real voice for the animals.
- We strongly reject any actions that could be divisive, preachy, condescending or having a "holier than though attitude". We believe this is counter-productive. The vegan message is most effectively transmitted by being a great role model/example, through positive encouragement and sharing the undeniable, well documented facts.
- We are strictly against any divisive attacks on others who may have a different approach to ending animal exploitation.
- We believe animal exploitation in our society has been normalized over many years, not unlike other injustices like slavery or violence towards women. As a result, patience and team work will be needed. In the meantime, this normalization will mean many good people might find the vegan ideal difficult to fully embrace. It is with education and

persistence of a growing movement that the nutritional science, ethics and environmental facts will win these people over.

- We do not support so called more humane exploitation such as “free range” and “humane slaughter”. While we understand the sentiment behind these ideas we believe they are counterproductive in that they further promote and normalize animal exploitation. This normalization is in direct conflict with our goal to change community attitude.
- We do not promote a step wise approach towards a vegan diet, such as vegetarianism, meat free Mondays and the like. However, we acknowledge that people will use a range of approaches dictated by their consciences. We accept this as long as the goal is working towards a fully vegan lifestyle.
- We believe in encouraging all who make an effort, as long as the goal is the push towards zero animal exploitation and a full vegan diet. We realize that different people will follow different paths. We want to provide support and assistance to anyone who agrees with the fundamental principle of avoiding unnecessary harm to animals, ourselves and the earth.
- We believe in helping people to fully understand the reality and then encourage them to find their own in path with their conscience as a guide.
- We believe that expert marketing by animal exploiters is a major weapon against our goals. This reaffirms the social and cultural acceptance of the status quo.
- Our belief is that the battle will be won when a critical mass of individuals are connected in one powerful movement, with the common goal of harm minimization, and rejection of animal exploitation. Some will just go vegan and many others will be inspired and

have the passion and ability to do much more. The end goal is a movement so powerful and connected that change will be inevitable.

- We mostly expect projects to be related to education of the public in areas of animal exploitation, the environment and health. Furthermore, will give priorities to projects that are most aligned with our ideals, have measurable results, and have a clear and well-articulated strategy.
- We do not advocate any form of violence, including property destruction

### **Who do we endorse and who won't we endorse?**

- We endorse organizations that acknowledge that harm minimization is a fundamental duty of all humans. To us this means they promote a vegan diet as a minimum, amongst other things.
- We do not endorse organizations that promote anything other than a vegan diet, such as vegetarian, humane meat etc.
- We will support change and research that exposes animal abuse and brings it in to the mainstream media. A recent example is the attempt to ban greyhound racing in NSW. We believe that campaigns help bring animal exploitation treatment into the mainstream conversation.