



Goals & Guidelines

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 by undertaking research and projects consistent with these ideals. Our policies and procedures are summarized as follows:

PROJECTS

- EVER will contribute to the Animal movement with our own independent research and projects shining more light on the plight on animals used by humans.
- 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 including Animal Welfare.
- The environmental benefits of moving away from animal agriculture
- Plant Based health and nutrition
- Compassionate Conservation
- Research and publications in the areas of animal exploitation, animal behaviour, environment, compassionate conservation and health
- Education on the latest science on the wide-ranging health benefits of a plant based diet including offering assistance to those transitioning to a plant based diet.

Our primary initiatives are:

- Educate the public with up to date scientific facts covering ethology and animal behaviour; ethics of animal use; environment and sustainability including compassionate conservation and plant based nutrition.
- 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; animal wellbeing; compassionate conservation 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.

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.

- We strongly reject any actions that could be divisive, preachy, condescending or having a “holier than thou 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 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. It is with education and persistence of a growing movement that the nutritional science, ethics and environmental facts will become a positive argument for change.
- 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 believe in encouraging all who make an effort, as long as the goal is the push towards zero animal exploitation. 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.
- We expect our projects to be related to education of the public in areas of animal exploitation, the environment and compassionate conservation. 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