



ANIMAL WELFARE

2023

Cause Toolkit

This toolkit is intended to provide your company with inspiration and resources to best engage employees in your Groundswell Workplace Giving Program, by highlighting nonprofits working in the area of Animal Welfare.

Choose from the resources included in this toolkit to determine what will work best to educate and engage your employees around this cause.

Animal Welfare Overview



Animal welfare is a growing concern worldwide, as more people recognize the importance of treating animals with respect and compassion. And it is likely that animal welfare is an area your employees care about; many people relate to this cause on various levels - having known and loved pets in their lives. Below are some common themes related to animal welfare and the critical work undertaken by nonprofits at the local, national, and international levels:

Companion Animal Welfare:

Millions of animals, including cats and dogs, are abandoned, abused, or neglected every year. Charities that support companion animal welfare work to rescue and rehabilitate these animals, promote responsible pet ownership, and advocate for stricter animal protection laws. Many of these companion animal nonprofits are local to the area and also help by taking in surrendered animals from owners in the community who can't care for them anymore, and provide low-cost spay/neuter and vaccination services to low-income communities to prevent overpopulation and promote healthy pet populations.

Wildlife Conservation:

Deforestation, poaching, and pollution are driving many species towards extinction. Wildlife conservation is essential for ensuring the long-term survival of endangered species. Many organizations are focused on habitat preservation, anti-poaching initiatives, and education to help protect vulnerable wildlife populations.

Animal Testing and Experimentation:

Animal testing and experimentation for scientific research, product development, and medical advancements are concerns in animal welfare. While some argue that testing is necessary, others call for more ethical alternatives, such as in vitro testing or computer simulations.

Animal Welfare Facts and Data

100 million

estimated number of animals used for scientific research and experimentation worldwide each year. This includes animals such as mice, rats, rabbits, guinea pigs, and primates.



6.5 million

In the United States alone, it is estimated that around 6.5 million companion animals enter animal shelters every year, with approximately 1.5 million of them being euthanized due to overcrowding, illness, or lack of adoptive homes



Animal Welfare

Nonprofit Spotlights

There are many non-profit organizations across the United States that focus on animal welfare or provide care and protection for abandoned animals. Listed below are a selection of nonprofits you can find on the Groundswell app:



American Society for the Prevention of Cruelty to Animals

The American Society for the Prevention of Cruelty to Animals is a non-profit organization dedicated to preventing cruelty to animals. Based in New York City since its inception in 1866, the organization's mission is to provide effective means for the prevention of cruelty to animals throughout the United States.



Best Friends Animal Society

Best Friends Animal Society, founded in its present form in 1993, is an American nonprofit animal welfare organization. BFAS does outreach nationwide with shelters, rescue groups and members to promote pet adoption, no-kill animal rescue, and spay-and-neuter practices.



Animal Legal Defense Fund

ALDF is a legal advocacy organization that works to protect the lives and advance the interests of animals through the legal system, lobbying for stronger animal protection laws and providing support for prosecutors handling animal cruelty cases.



Alley Cat Allies

Alley Cat Allies is dedicated to the protection and humane treatment of cats, with a particular focus on advocating for and implementing trap-neuter-return (TNR) programs for feral cat populations.



Spokane Humane Society

The Spokane Humane Society is a non-profit serving the public by providing care, shelter, and placement into loving homes for neglected and unwanted animals in the greater Spokane area through pet adoptions.



Animal Welfare Institute

Since 1951, the Animal Welfare Institute has been dedicated to reducing animal suffering caused by people. AWI works to improve the treatment of animals everywhere, in the laboratory, on the farm, in commerce, at home, and in the wild.



International Fund for Animal Welfare

IFAW focuses on protecting animals and their habitats, working in more than 40 countries to rescue individual animals and advocate for better policies and practices to protect animals globally.



PAWS Chicago

Our mission is to build No Kill communities – starting with a No Kill Chicago – that respect and value the life of every cat and dog.

Animal Welfare

Engage Your Employees

Kickoff

Company-wide email or blog post at the start of your campaign stating your company's support for animal welfare - to include a focus on protection of companion animals, wildlife conservation, or other issues related to animal rights - and your call to action. This could include links to resources, and highlighting specific nonprofits that have been vetted for donations - including featured nonprofits found on the Groundswell platform.

Mid-Campaign

Share nonprofit recommendations from employees passionate about animal welfare (or those curated by Groundswell's impact team) as well as links to what to READ, WATCH, or LISTEN to better understand the historical and contemporary issues related to animal welfare, rights, and conservation.

End of Campaign

Share the results of the campaign—how many employees participated/donated, number and amount of donations, etc.

If there is a time-sensitive match that expires at the end of month, remind employees to log into their Groundswell account to contribute and donate.

Employee Engagement

Companies can engage their employees on the topic of animal welfare through various initiatives, fostering a sense of community and shared values while making a positive impact on animals' lives.

Fundraising: Encourage employees to donate to nonprofits working to support animal welfare and wildlife conservation, leveraging the Groundswell platform.

Donation Drive: Contact a local shelter or rescue to find out what items are on their wishlist, and pair your campaign with a donation drive for new or lightly used animal items. High need items usually include things like pet food, treats, cat litter, bedding, and toys.

Volunteerism: Organize volunteer days for employees to participate in activities supporting animals, such as working at local animal shelters, participating in wildlife habitat restoration projects, or assisting at adoption events.

ANIMAL WELFARE

Shareable Resources

Read

- [Beyond Words: What Animals Think and Feel](#) by Carl Safina
- [Animal Liberation](#) by Peter Singer
- [The Sixth Extinction: An Unnatural History](#) by Elizabeth Kolbert
- [Half-Earth: Our Planet's Fight for Life](#) by Edward O. Wilson
- Blog: "[Adopt a pet from a shelter or rescue group](#)" by Best Friends Animal Society



Watch

- [Dominion](#)
- [Rescue Story](#)
- [The Cove](#)
- [Blackfish](#)
- [Earthlings](#)

Listen

- "[Our Hen House](#)": discusses the latest news, developments, and ideas in the animal rights movement.
- "[Animalogy](#)": explores the fascinating connections between human language and our relationship with animals. The podcast discusses the history, etymology, and cultural significance of words and phrases related to animals, which can provide new insights into animal welfare and rights issues.
- "[The Animal Law Podcast](#)": provides in-depth discussions about animal law issues, policies, and cases. It features interviews with legal experts, activists, and scholars, offering valuable information for anyone interested in the legal aspects of animal rights and welfare.



Groundswell is your ally in corporate philanthropy.

Corporate giving programs aim to empower employees and help companies facilitate and support philanthropic efforts. As global access grows and corporations become more diverse, employee representation becomes an increasingly important subject.

Groundswell enables companies to lay the foundation for their employees to adopt a generous giving attitude towards charities and world-shaping efforts.

Contact

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