

Animal Rights Coalition Mission Statement & Core Values

The Animal Rights Coalition is dedicated to ending the suffering, abuse, and exploitation of non-human animals through information, education, and advocacy.

Abolition: We seek to abolish the use and exploitation of animals for human interests, rather than simply reforming or improving the conditions under which animals are used and exploited. We believe that animals are morally entitled to pursue their lives free of human violence according to the needs of their species and should be free from coerced physical and psychological suffering.

Nonviolence: We work towards a violence-free society for all animals, both human and non-human. We believe we can continue to achieve our goals through practicing non-violence and compassion for all and that positive change comes about from connection, communication, and education. Violence is defined as any form of assault, whether it is physical, verbal, emotional, or spiritual, on another human or non-human animal. Verbal violence is defined as language that is insulting, degrading, prejudicial, or judgmental.

Focus on Real and Lasting Change: We focus on the committed, steady long-term work that will bring about real and lasting change for animals. We do not plan our campaigns and programs with a focus on the easy win or tailor our campaigns and programs with an eye towards a fundraising strategy.

Diversity: We recognize and welcome the wide diversity of our members and supporters. We accept people at all stages in their journey towards a compassionate life, recognizing that awareness is an on-going process. We reach out to other organizations seeking to end oppression in any form, such as racism, sexism, and homophobia and will not tolerate these behaviors within our organization.

Respect: We care for and respect each other and ourselves. An openness to that which may be different, a commitment to pluralism, and a strong sense of justice are important to our sense of community. We follow a consensus model of decision-making and value the opinions of our members and volunteers. We create opportunities for leadership and responsibility among our members and volunteers.

Courage: We value ethical and intellectual courage. Intellectual independence, honesty, and perseverance are all elements in this commitment to courage.

Integrity: Our words and actions are consistent with our stated values and we honor commitments we make.

Financial Accountability: We strive to maximize the return on our members' and donors' contributions. We evaluate expenditures carefully and consider it essential to meet the Charities Review Board "Use of Funds" standard, which recommends that charities spend at least 70% of their total annual expenses on their stated programs, and not more than 30% on administration and fundraising combined. We comply with all legal financial reporting requirements. We have a written Conflict of Interest policy for board members and staff.