



Women for
Humane
Canada



We are investing in animal welfare to make change happen in this generation!

We are the founders of Women for Humane Canada, a giving circle that supports Humane Canada.

We believe in the power of making change happen for animals. That is why we are joining forces with like-minded women across Canada – women who are thought leaders in animal welfare and willing to invest in advancing animal welfare. We need to improve the laws, improve enforcement and elevate public thinking about the role of animals in society.

Humane Canada

Humane Canada is Canada's voice for animal welfare. As the convener and representative of the largest animal welfare community in Canada, we drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals. Our members are humane societies and SPCAs from across the country, and we work to advance the welfare of animals with a strong national voice, promoting the interests and concerns of animal welfare to government, policy makers, industry and the public.

Why Women for Humane Canada?

You may not know that, across Canada, women fill more than 70% of the leadership positions in animal welfare organizations, and they represent the largest group of donors.

Join us today and be the change you want to see.

*Humane Canada
102-30 Concourse Gate, Ottawa ON, K2E 7V7*

Research done into philanthropic trends shows:

- *Women have stronger pro-social values or voluntary behaviour to benefit others*
- *Women generally express more favourable attitudes than men towards animals and animal protection initiatives*
- *Women donate more to the causes they believe in*
- *Women are more actively involved in the causes they support*
- *Women want solid proof of results*

Most importantly, we are hearing that women want to set a good example for the next generation and look to benefit future generations with their philanthropy.

Our Investment

We know what we want to achieve, but we need bigger thinking and bolder ambitions to get animal welfare on the national agenda.

Where we really believe we will make a long-term difference and ensure a better future for animals is by identifying the indicators of animal welfare in Canada for companion animals, wildlife and farm animals.

We are committed to investing in this future by developing Canadian Animal Welfare Indicators to determine all of the current animal welfare gaps in Canada and guide our goals of creating a life worth living for all animals.

This work will take two to three years. Through this process, we will establish how and why to objectively measure animal welfare issues so that we can begin a consistent and regular collection of data. Each year, we will release this report to ensure that animal welfare is properly measured and benchmarked.

The report will highlight improvements, show where little or no change has been made and identify areas where welfare issues may have gotten worse so that we can act to address them, find solutions and share positive learnings.

The importance of this measurement is two-fold:

- 1. We want to answer the question of whether animals are better protected.**

By tracking animal welfare indicators, we will develop a valuable tool to show where legislation, government policy and social attitudes need to be addressed so that they can be changed for the better.

2. **We want to inform government, other stakeholders and the public about the state of animal welfare** and specific areas of concern so that we can increase funding and directly address the issues identified.

Why join a giving circle rather than just make a donation?

Women for Humane Canada brings us together to share thinking, invest our time and talent, build financial resources and make a real impact in the lives of animals starting today.

Women for Humane Canada members are part of our first-to-know family at Humane Canada, getting information updates directly from our CEO so they can act as message multipliers to their networks and help support the vital work that needs to be done to achieve a Canada that is humane for all animals.

While an individual may find it difficult to see the impact of her donation, connecting as a group allows us to accomplish so much more. We need to show that this work is a longer-term investment, which is often not visible to the general donor but it is highly effective.

As a member of Women for Humane Canada, you will be invited to be part of an in-person meeting at our annual National Animal Welfare Conference each April. This conference takes place in cities across Canada, rotating to a different location each year. Note that the 2019 conference takes place in Montreal April 14-15, 2019.

We will host an interactive online discussion with our CEO each October to provide the group with an animal welfare update and allow for questions from members. As we build our numbers, we will also look to host in-person meetings in each major city, where our members can gather to discuss animal welfare issues with our CEO and each other.

We are also looking for our members to bring their talents to the table and become involved in projects related to the giving circle and the broader work of Humane Canada.

For more information contact;

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YES, I want to be part of Women for Humane Canada!



Please accept my gift in the amount of \$1,200 to support Humane Canada's research to end animal cruelty, improve animal protection and ensure all animals have a humane life.

Ms. Miss Mrs. Other

First Name: _____ Last Name: _____ Date of Birth: _____
(Day/Month/Year)

Address: _____ City: _____ Postal Code: _____

Telephone: () _____

PERSONAL EMAIL: _____
Save money and trees by providing your email address

MONTHLY* DONATION

I want to make my gift in 12 equal monthly payments of \$100 on the 1st of each month.

Please debit my bank account
(I have enclosed a VOID cheque)

Credit Card

ONE-TIME DONATION

I want to give a one-time donation of \$1,200 by...

Cheque *(Make cheque payable to Humane Canada or the Canadian Federation of Humane Societies)*

Credit Card

Signature

Date

CREDIT CARD VISA MASTERCARD AMERICAN EXPRESS

Card Number: _____ Expiry Date: _____
YYMM

Name on Card: _____

Signature: _____ Telephone: _____

REQUIRED FOR CREDIT CARD DONATIONS

Humane Canada is committed to donor privacy. Personal information is not shared without written consent or unless required by law. Visit www.humanecanada.ca/privacy to learn more.

FOR MONTHLY DONATIONS: Our Guarantee is that you can change or cancel your monthly donation at any time! Your deduction will continue until Humane Canada is notified of any changes – please allow 30 days. For additional information on your cancellation and recourse rights for your pre-authorized debit, please contact your financial institution or visit www.cdnpay.ca. One receipt for all monthly donations made in a calendar year is issued at the end of the year.

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