

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



**Women for  
Humane  
Canada**



We are the members of WOMEN FOR HUMANE CANADA, and we believe in the power of making meaningful lasting 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 change. We need to improve the laws, improve enforcement and elevate public thinking about the role of animals in society.

*Did you know that the first humane organization was created to protect women, children and animals because they are the most vulnerable members of society? As other social institutions and legislation evolved to protect women and children, Humane Societies and SPCAs became focused solely on the protection of animals. A society is defined by how we treat the most vulnerable and, today, our laws and attitudes do not adequately protect animals.*

*Did you know that animal abuse is an early indicator of potential child and woman abuse? Imagine if we could effectively prosecute animal neglect and cruelty while also preventing future human tragedies?*



Humane Canada is the national voice for animal welfare. We drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals. We 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. We are the convener and representative of the largest animal welfare community in Canada. Our members are Humane Societies and SPCAs from across the country.

## 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.

Research done into philanthropic trends shows:

- *Women have stronger pro-social values or voluntary behaviour to benefit others*
- *Women express more favourable attitudes towards animals & 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, women want to set a good example and look to include future generations in 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. We believe we will make a long-term difference and ensure a better future for animals by identifying the indicators of animal welfare in Canada for companion animals, wildlife and farm animals. These indicators will determine current welfare gaps and guide our goals towards creating a life worth living for all animals.

The foundational work for the indicators will take two to three years. Through this process, we will establish how and why we plan to objectively measure animal welfare issues so that we can begin a consistent and regular collection of data. The Indicators 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 we are ensuring 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 Humane Canada.

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 yearly National Animal Welfare Conference each April. This conference takes place in cities across Canada, rotating to a different location each year.

We host quarterly forums for members where our CEO provides the group with an 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.

**Join WOMEN FOR HUMANE CANADA as we come together to share thinking, invest our time and talent, build financial resources and make a real impact in the lives of animals starting today.**

[www.humanecanada.ca/women\\_for\\_humane\\_canada](http://www.humanecanada.ca/women_for_humane_canada)



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## YES, I want to be a Woman for Humane Canada!



HUMANE  
CANADA™  
ANIMAUX  
CANADA™

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

Ms.     Miss     Mrs.     Dr.     Other

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: (    ) \_\_\_\_\_

PERSONAL EMAIL: \_\_\_\_\_  
Save money and trees by providing your email

### Are you on social media? If so, please share your handles with us!

Twitter: \_\_\_\_\_ Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_ LinkedIn: \_\_\_\_\_

### ONE-TIME DONATION

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

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

Credit Card

### MONTHLY\* DONATION

I want to make my gift in 12 equal monthly payments of \$100 each month by...

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

Credit Card

### If paying by credit card please fill out this section

**CREDIT CARD**     VISA     MASTERCARD

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
YMMM

Name on Card: \_\_\_\_\_ 3-digit number on back of card: \_\_\_\_\_

Signature: \_\_\_\_\_ Telephone: \_\_\_\_\_

REQUIRED FOR CREDIT CARD DONATIONS