AWF strategy, 2024 - 2026

1. Vision, mission, values

Vision:

Animals enjoy a good life thanks to veterinary and allied professionals having the tools, knowledge and understanding to positively impact animal welfare.

Mission:

Placing animal welfare at the forefront of veterinary knowledge via research, education and debate.

Values:

- **Animal centred**
- **Evidence-based**
- **Compassionate**
- **Collaborative**

Trustees adhere to the Nolan Principles of Public Life:

- **Selflessness**
- **Integrity**
- **Objectivity**
- **Accountability**
- **Openness**
- **Honesty**
- **Leadership**

2. Strategic Aims

Aim 1 **Delivering education and debate that advances animal welfare**
1. We will provide forums for discussion and debate on animal welfare issues, tackle controversial topics and encourage constructive challenge.
2. We will deliver educational activities and signpost to tools to support the prioritisation of animal welfare in professional practice.
3. We will engage with educators and students to drive understanding of animal welfare and inspire them to become animal welfare advocates.
4. Where possible we will support the aims of BVA's animal welfare strategy through our educational activities.
Aim 2 **Supporting research that advances knowledge of animal welfare**
1. We will assess the outcomes of AWF funded research projects to understand our impact, build our case for support and inform our research strategy.
2. We will devise a clear research focus and strategy so that future AWF funded research contributes towards achieving our vision and mission.
3. We will fund research that improves understanding of animal welfare issues and gives veterinary and allied professionals the evidence-based knowledge they need to drive improvements in animal welfare.
4. We will disseminate best practice recommendations and insights from animal welfare research (including, but not restricted to, research funded by AWF) to veterinary and allied professionals.
5. We will fund research to inform policy development and support the objectives of BVA's animal welfare strategy where possible.
Aim 3: **A sustainable and effective charity**
1. We will develop and implement a clear, achievable fundraising strategy.
2. We will clarify and communicate our aims and impact.
3. We will increase our profile and expand our networks within the veterinary and allied professions.
4. We will leverage our position as BVA's charity to raise the profile of AWF, raise funds, and maintain relevance to our audience.
5. We will work collaboratively and proactively with relevant stakeholders (e.g. to support our research ambitions and increase our impact and reach).
6. We will work across species relevant to the UK.