



TRANSFORMING THE LIVES OF WORKING ANIMALS

SPANNA STRATEGY 2023-27

VISION

A world where every working animal lives a healthy and valued life

MISSION

To transform the welfare of working animals in a world where animals, people and the environment are respected and thrive

GOALS

GOAL 1: WELFARE

The quality of life improves for working animals globally, at a greater scale than ever before

GOAL 2: WORTH

The contribution working animals make to people across the world is recognised and valued

GOAL 3: WORLD

The world of working animals thrives and grows sustainably, as part of the nexus of animals, people and the environment

GOAL 4: HARNESSING OUR GLOBAL POTENTIAL

Our charity builds its reputation as a pioneering, modern and truly global organisation; a proven project partner; and an exemplar in safeguarding and governance.

BY 2027 WE WILL

- Be improving the welfare of more working animals than ever before, including in 10 countries in greatest need.
- Be making training available to more owners than ever before. Have secured two policy changes.
- Be reaching more children than ever before with animal welfare education.
- Have piloted two social business models to increase access to quality veterinary services.
- Be offering cost-recovery models.
- Be following Environmental, Social & Governance (ESG) principles.
- Have a quality assurance scheme for working animal welfare in place, following a pilot.
- Have diverse and sustainable income.
- Have an updated brand that engages supporters and reaches new audiences.
- Have a united global workforce and infrastructure.
- Be recognised as the world's leading working animal charity.

