

Strategic Plan Summary 2025-2027



ACCREDITATION

Objective: Enhance certification programs; leverage technology to support growth and communications

Objective: Promote certification, especially in underserved regions, fostering partnerships, and adapting programs to meet diverse global needs

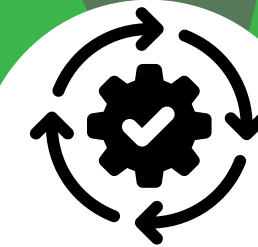
Objective: Collaborate with advocacy partners to amplify public understanding and support for ethical sanctuary practices



SERVICES AND ENGAGEMENT

Objective: Foster ongoing communication and collaboration among sanctuaries through networking opportunities which support knowledge sharing and collective problem-solving

Objective: Offer expanded benefits for GFAS certified sanctuaries; organize workshops; present the Sanctuary Awards program to recognize excellence and innovation; host Giving Day for Apes to raise funds for sanctuaries and rescue centers



OPTIMIZING OPERATIONS

Objective: Diversify revenue streams to ensure financial stability and resilience; expand donor engagement efforts to cultivate lasting relationships and increase funding support

Objective: Partner with regional/global sanctuary alliances to strengthen our voice on key animal welfare issues, identify and assist sanctuaries in need of support, and reinforce unity within the sanctuary and rescue community

Our mission is to accredit and recognize sanctuaries and rescue centers, support them to achieve the highest Standards of Excellence, promote collaboration, and raise awareness of their work.



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