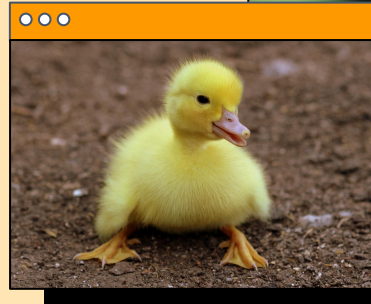
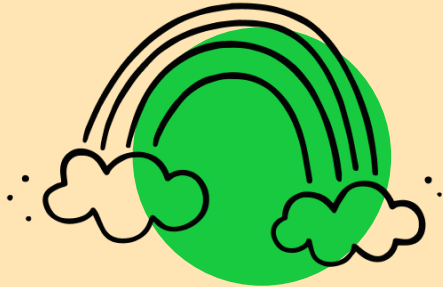
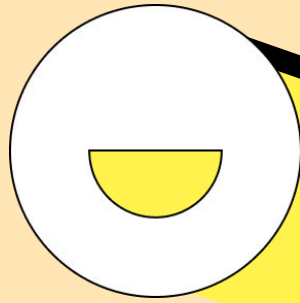


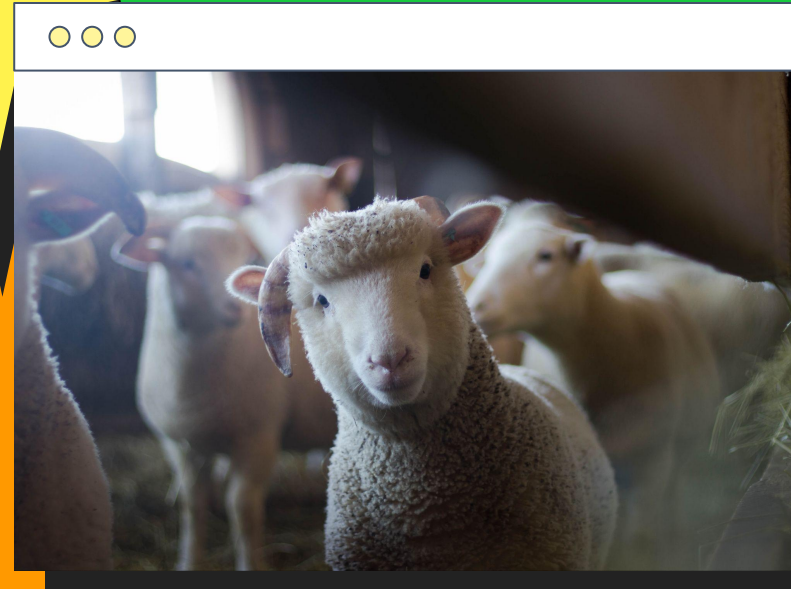


# JULY CAUSE OF THE MONTH: ANIMAL WELFARE



# TABLE OF CONTENTS

- ✓ About This Month's Cause → 3
- ✓ What is CotM? → 4
- ✓ How to Use This Toolkit → 5
- ✓ Important Dates → 6
- ✓ Volunteer → 7-8
- ✓ Donate → 9-15
- ✓ Employee Actions → 16
- ✓ ERG Actions → 17
- ✓ Educate → 18
- ✓ Campaign and Tracking → 19-21



# ABOUT OUR CAUSE OF THE MONTH

For July, we are highlighting nonprofits that advocate for animal welfare and encourage the public to think critically about how our own species' way of life impacts others.

"It's surely our responsibility to do everything within our power to create a planet that provides a home not just for us, but for all life on Earth." – David Attenborough

Who speaks up for the creatures who cannot speak for themselves? Animal welfare and advocacy nonprofit organizations play a crucial role in the world today, from preventing animal suffering and exploitation to protecting natural habitats.

Animals need our help in several different ways. Some organizations fight to overhaul factory farming, others tackle wildlife trafficking or destructive fishing practices. Many animal charities fight for legislative change at the national level, while others act more locally.

Perhaps the most recognizable animal welfare organization in your community is your local animal shelter. In addition to the standout nonprofits in this toolkit, we encourage you to [identify](#) and support a nearby shelter. These organizations often rely heavily on volunteers, as well as the financial support of their communities, to keep their facilities up and running.

Here in our third Partners' Choice toolkit, we invite you to reflect on the ways that you can meaningfully impact the livelihood of animals in your community and all over the world.



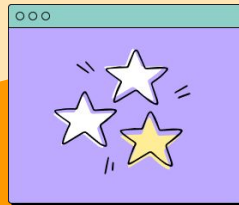
# WHAT IS CAUSE OF THE MONTH?

Deed launched our “Cause of the Month” initiative in response to the important moments we see happening in the world around us.

We’re here to provide inspiration for our partners and to drive action through volunteering, donating, and more.

Our goal is to educate ourselves and our partners about the intersectional, systemic impact these issues have on our communities.

With “Cause of the Month,” we endeavor to understand a greater narrative and convey it in a way that resonates beyond just one month of observance.





# HOW TO USE THIS TOOLKIT



**1**

Solicit feedback from your employees and ERGs to identify the cause area(s) you'd like to emphasize this month and beyond.

*Remember. Keep your organization's environmental, social, and corporate governance (ESG) goals in mind.*

**2**

Identify partner nonprofit organizations, and reach out with engagement ideas. The more you can front-end the ideation and planning, the easier it will be to form partnerships.

*Remember. Think about what your organization can do to help now, as well as beyond this moment and month of awareness.*

**3**

Create a campaign on Deed to manage volunteer events, fundraisers, interactions with partner nonprofits, and more in one place. Think of Deed as your central hub for all programming around this "Cause of the Month."

*Remember. Add the campaign to your Deed homepage, then pin the link to your email signatures, Slack channels, and meeting agendas.*



# IMPORTANT DATES THIS MONTH

**JULY 30**

World Friendship Day



## Other dates to keep in mind

**JULY 12** Malala Day

**JULY 14** International Nonbinary People's Day

**JULY 15** World Youth Skills Day



# BESPOKE VOLUNTEERING



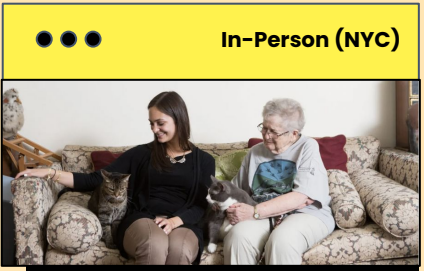
Click on the nonprofit name to check out their profile on Deed!



## Help with nature research projects

[The Zooniverse](#) lists projects from professional researchers that need your help, whether it be to identify manatee calls, to help climate scientists understand rainfall patterns, or to transcribe a herbarium collection. There are plenty of projects to choose from and Zooniverse enables people of all ages and all backgrounds the chance to take part in cutting edge research in many fields across the sciences and humanities.

**Opportunity:** Research.  
**Availability:** Flexible.



## Help seniors care for their pets

[PAWS NY](#) helps pet owners who are facing advancing age, disability, or illness. If you love working with people and pets, then PAWS NY might be a great fit. They have a wide range of opportunities available.

**Opportunities:** Make house calls, collect and distribute pet food and supplies, transport pets to the vet, foster animals, or volunteer your professional services.  
**Availability:** Volunteers must attend an orientation session, opportunities vary.



## Support marine life through direct action

[Sea Shepherd](#) is an international marine conservation organization that campaigns to defend, conserve, and protect the oceans and marine wildlife worldwide. *Active onshore volunteering requires a minimum of one shift every three months.*

**Opportunity:** Become an Onshore Volunteer.  
**Availability:** 1 hour every 3 months.



## Tag images from wildlife cameras

Instant Wild, a project by the [Zoological Society of London](#), puts conservation at your fingertips by sending you images live from cameras at conservation sites all around the world for you to identify. The people behind the projects can then download the results and use them towards their work.

**Opportunity:** Image tagging.  
**Availability:** Flexible.

# VOLUNTEERING OPPORTUNITIES



Team-based

Time: 1 hour

## Make a care package to treat rescue dogs with fun toys

Volunteers will partner with [Rescue Alliance](#) to make care packages of creative, handcrafted DIY braided tug toys, bandanas, dog blankets, and plush toys for rescue dogs looking for their forever homes. Rescue Alliance is an animal rescue organization based in Louisiana, working to rescue, rehabilitate, care for, take in and adopt out animals in need.



Team-based

Time: 1 hour

## Create digital photo books on endangered species to advocate against extinction

Volunteers will work with the [Antinaco Earth Arts School](#) to make digital photo books showcasing endangered species to raise awareness about the trend of human-induced species extinction. The nonprofit will use these photo books in its advocacy campaigns to help educate communities about endangered species and the dangers of extinction.

These opportunities are not location specific, and can be adapted for nonprofits across the world. Speak to your PSM for more information.



# FEATURED NONPROFIT: SOS KOTY Mielec

Check out their fundraiser!

While it's important to support organizations that advocate for animal rights to be reflected in policy, it is equally critical to rally behind the the folks saving vulnerable animals' lives at shelters around the world.

The local animal shelter(s) in your community need support now. For a better understanding of the hard work shelters do, we want to draw special attention to one standout nonprofit in urgent need of help performing their rescue operations, ongoing animal care, and maintaining their facility.

[SOS KOTY Mielec](#) is an animal shelter based in Poland that takes in abandoned, injured, and sick cats, and works to nurse them back to health before finding them new homes. The organization is entirely volunteer-based and they are currently raising funds to cover daily treatment, neutering, food, and litter, as well a new space to host incoming cats.

*"If we manage to buy a building, we could fully adapt it to the needs of cats; organize many rooms for the cats, including a quarantine room for contagious diseases; recovery room for post-surgery and spaying; separate rooms for adult, feral, and withdrawn cats; as well as several nurseries for kittens. We also dream about a storeroom to store supplies of food, litter, litter boxes, cages, bedding, and blankets."*

—Barbara Stachów, Volunteer at SOS KOTY Mielec



Donate to  
[SOS KOTY Mielec](#)

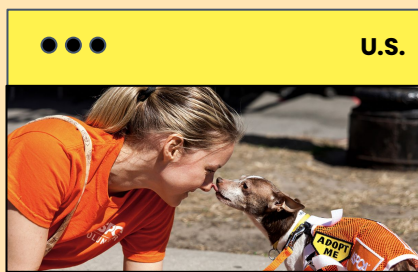




Click on the nonprofit name to check out their profile on Deed!



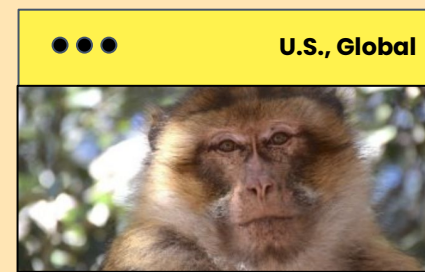
U.S., Global



U.S.



U.S., Global



U.S., Global

## [World Wildlife Fund \(WWF\)](#)

WWF's mission is the conservation of nature. Using scientific knowledge and advancement, the organization works to preserve the diversity and abundance of life on Earth and the health of ecological systems by: protecting natural areas and wild populations of plants and animals; promoting sustainable approaches to the use of renewable natural resources; and promoting more efficient use of resources and energy and the maximum reduction of pollution.

## [American Society for the Prevention of Cruelty to Animals \(ASPCA\)](#)

The ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. The ASPCA provides local and national leadership in animal-assisted therapy, animal behavior, animal poison control, anti-cruelty, humane education, legislative services, and shelter outreach.

## [The Good Food Institute](#)

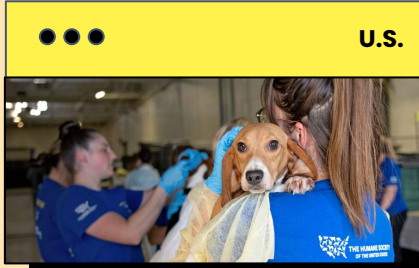
The Good Food Institute's mission is to create a healthy, humane, and sustainable food supply. They are a team of scientists, entrepreneurs, lawyers, and lobbyists, all focused on using markets and food technology to transform our food system away from conventional animal products and toward plant-based alternatives and "clean meat," which is grown from cells (without the need for factory farms or slaughterhouses).

## [Faunalytics](#)

Faunalytics' mission is to empower animal advocates with access to research, analysis, strategies, and messages to reduce animal suffering. They conduct essential research, maintain an online research library, and directly support advocates and organizations in their work to save lives. Faunalytics' studies offer actionable data to help animal advocacy efforts be more impactful and evidence-based.



Click on the nonprofit name to check out their profile on Deed!



## [The Humane Society of the United States \(HSUS\)](#)

The Humane Society of the United States is the nation's most effective animal protection organization. Since 1954, HSUS has been fighting for the protection of all animals through advocacy, education and hands-on programs. Together with their affiliates, the organization rescues and cares for tens of thousands of animals each year, with their primary mission being to prevent cruelty before it occurs.



## [Farm Sanctuary](#)

Farm Sanctuary was founded to combat the abuses of factory farming and to encourage awareness around the treatment of farm animals. Farm Sanctuary is committed to ending cruelty to farm animals and promoting compassionate living through rescue, education, and advocacy. Farm Sanctuary has rescued thousands of farm animals and cares for them at their sanctuaries in New York and California.



## [The Marine Mammal Center](#)

The Marine Mammal Center is a nonprofit rescue and rehabilitation hospital that cares for sick, injured and orphaned marine mammals. Through their animal care work, research, and education, they aim to inspire marine life conservation and nurture ocean stewardship.



## [The Humane League](#)

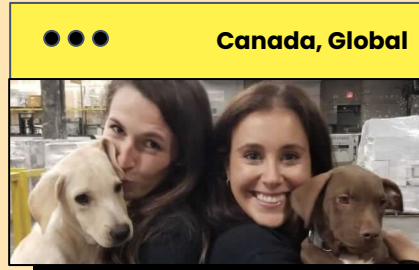
The Humane League works to end the abuse of animals raised for food through institutional and individual change. Working in the U.S., Mexico, the U.K., and Japan, they run campaigns urging corporations to adopt higher animal welfare standards. They also conduct grassroots legislative advocacy, using an evidence and data-driven outlook.



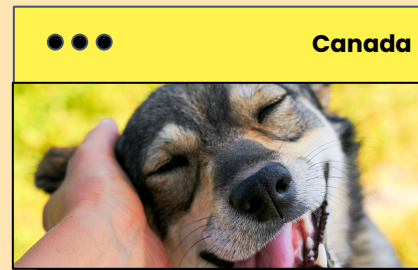
Click on the nonprofit name to check out their profile on Deed!



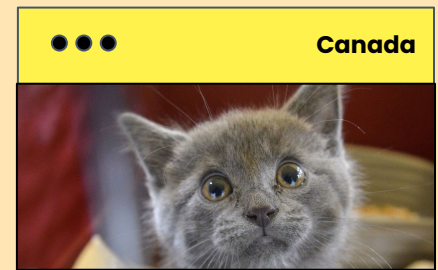
Canada, Global



Canada, Global



Canada



Canada

## [Oceana Canada](#)

Oceana is dedicated to protecting and restoring the world's oceans on a global scale. Oceana campaigns to win policy victories that restore abundance and biodiversity in the world's oceans. They work to preserve the oceans for future generations while protecting a critical food source—wild seafood.

## [Sea Paws Rescue](#)

Sea Paws Rescue partner with shelters around the world to save the lives of neglected and stray animals. They work hand-in-hand rescuing and homing animals in Canada from multiple shelters around the globe. Their goal is for animals to find their best “forever” homes in Canada.

## [Animal Welfare Foundation of Canada](#)

The Animal Welfare Foundation of Canada aims to achieve measurable positive change in improving the lives of animals in Canada, through funding innovative educational, research, and public outreach initiatives. Donations help fund grants to select Canadian animal welfare charities performing some of the most urgently needed work in animal protection, animal welfare research, and the advancement of laws and policies that promote animal welfare.

## [Canadian Animal Task Force Society](#)

The Canadian Animal Task Force Society partners with communities who request guidance, support, and resources to humanely manage their companion animal population. They provide onsite spay and neuter clinics as well as ongoing support for community-based, humane dog care and control programs for First Nation communities.

# DONATE: U.K. and EUROPE



Click on the nonprofit name to check out their profile on Deed!



U.K., Global



## [Birdlife International](#)

BirdLife International is a global partnership of conservation organisations that strives to conserve birds, their habitats and global biodiversity, working with people towards sustainability in the use of natural resources.



U.K.



## [Compassion in World Farming](#)

Compassion in World Farming is a powerful global movement dedicated to ending factory farming and radically changing our food systems to reduce reliance on animal protein. They believe that ending factory farming will bring better lives to billions of farm animals, save wildlife from extinction, improve human health and leave a planet fit for future generations.



Spain



## [The Animal Collective](#)

The Animal Collective is a community organization that works to support local shelters and raise awareness around animal abuse and abandonment. They work closely with local animal shelters and other charities in order to supply shelters with emergency food, bedding, cleaning products, building materials and to vet bill funds.



Germany



## [Pro Wildlife e.V.](#)

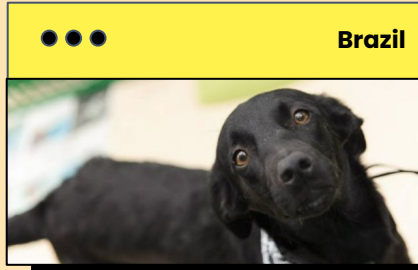
Pro Wildlife e.V. works to preserve biodiversity and save animals around the world. They advocate for better laws and effective protection measures for wildlife. They also support aid projects for animals in need, help to preserve habitats, and encourage local populations to protect their wild animals.



# DONATE: Latin America and the Caribbean

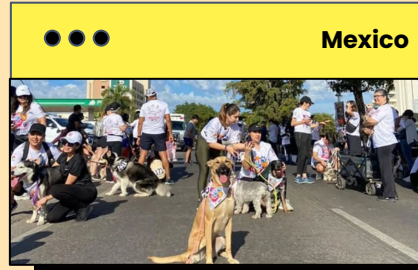


Click on the nonprofit name to check out their profile on Deed!



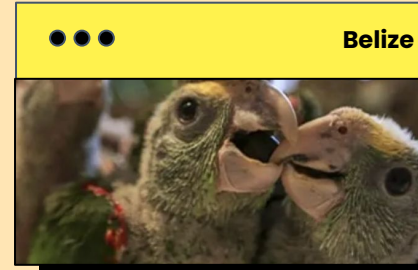
## [Association for the Protection of Abandoned Animals \(Acãochego\)](#)

Acãochego rescues abandoned animals on the streets of São Paulo and helps find them a forever home. They have a farm sanctuary located outside of São Paulo that serves as a home for more than 250 animals as they recover and prepare for adoption.



## [Protectora de Animales Mexico A.C.](#)

Protectora de Animales Mexico A.C. helps dogs and cats in situations of abuse or abandonment to find the right home. They help with the process of physical and emotional rehabilitation that includes vaccination, deworming, operations, prostheses, therapy, and training.



## [Belize Bird Rescue](#)

The Belize Bird Rescue provides a rehabilitation centre for all indigenous avian species in Belize. In addition to providing expert avian medical care for injured birds and working to end illegal wildlife trade networks, they offer avian wildlife education to the public and extend resources that support conservation efforts across the country.



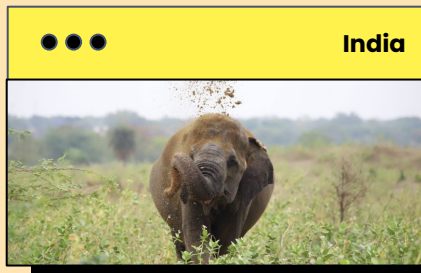
## [White River Marine Association](#)

The White River Marine Association works in cooperation with local fishermen to bring back marine life and rebuild coral reefs through the creation of a 150-hectare Special Fisheries Conservation Area called the White River Fish Sanctuary, for the benefit of the community as a whole.





Click on the nonprofit name to check out their profile on Deed!



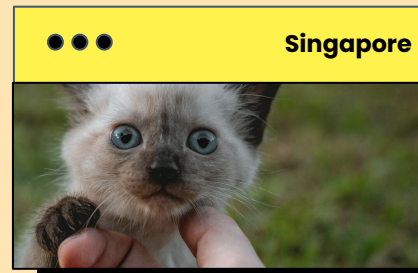
## [Wildlife SOS](#)

Wildlife SOS works in partnership with indigenous communities and local governments to help protect India's biodiversity wealth. Their comprehensive approach to wildlife protection includes educating people to appreciate India's wildlife and creating living, breathing models of sustainable examples like conservation projects, rehabilitation centers, and animal hospitals.



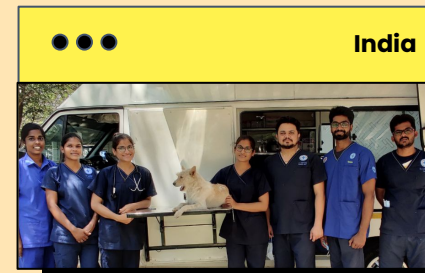
## [Vets Beyond Borders](#)

Vets Beyond Borders is an Australian organization committed to improving animal and public health. They envision 'enabled and empowered communities around the globe that volunteer to create a world of better health and welfare for animals and people.



## [Society for the Prevention of Cruelty to Animals \(SPCA\) Singapore](#)

SPCA Singapore works to promote kindness and to prevent cruelty to animals through education, advocacy and action. They envision a compassionate Singapore, where all animals are treated with kindness and respect.



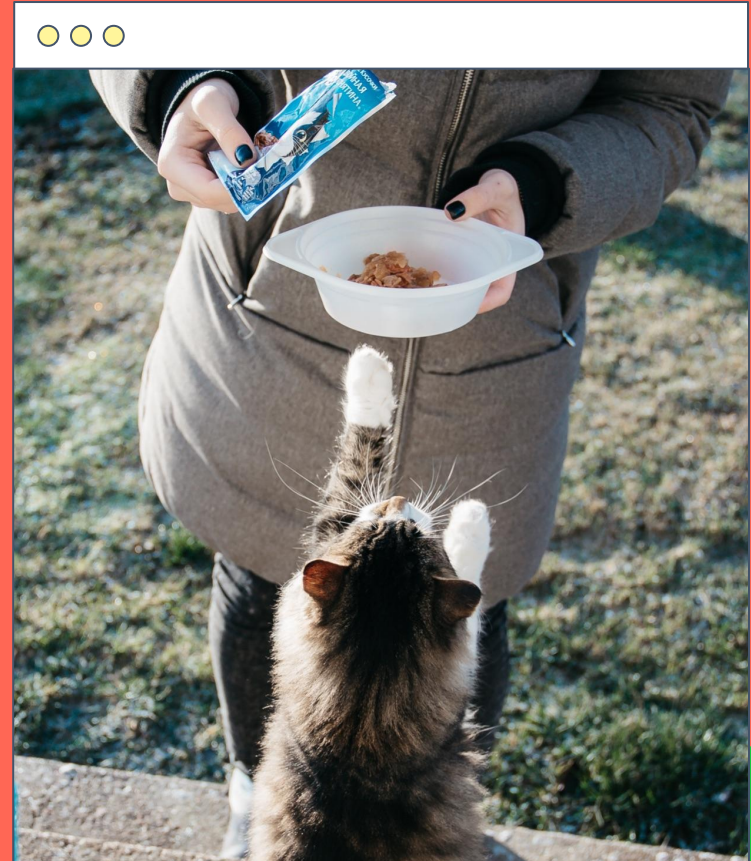
## [Blue Cross of India](#)

Blue Cross of India rescues and shelters abandoned animals and facilitates adoption. They operate a helpline that takes calls alerting them to sick, injured, or abandoned animals and nurse them back to health in their animal hospitals and rehabilitation center. Blue Cross of India also has an animal rescue team that saves animals trapped in places and situations that are difficult to reach or manage.

# EMPLOYEE ACTIONS



- **Urge your local lawmakers to support animal welfare reform in the 2023 Farm Bill.** Right now, it's critical that members of Congress hear from voters who demand better for farmed animals. Use the [ASPCA's guide here](#).
- **Transcribe field notes with the [Smithsonian Transcription Center](#).** You can help the Smithsonian Museum by transcribing field notes, specimen labels, manuscripts and more into digital records. You can filter by "Biodiverse Planet" or other animal-related subjects to find nature research projects.
- **Volunteer at your local animal shelter.** You can locate a municipal or nonprofit shelter or rescue organization near you by using [Petfinder's shelter list](#). You can also ask your [local vet](#) for shelters they recommend in the area.
- **Gift your friend a symbolic animal adoption for their birthday this year.** Instead of more clutter in their apartment or another scented candle, give your friends and family the much more meaningful gift of helping their favorite animal in need. We love the [World Wildlife Fund's animal adoption program](#), for example.
- **If adopting a pet is not possible, consider fostering.** Fostering an animal is a great way to help local shelters that need urgent support without the long-term commitment of adoption. Fostering eases the burden on shelters, reduces stress on the animal, helps socialize young pets and get them ready for adoption, and exposes them to potential adopters.
- **Engage with shelters on social media.** Even if you can't adopt, foster, or volunteer, you can still support shelters by following their social media and sharing their posts to help broaden their exposure and help animals get adopted.



# EMPLOYEE ACTIONS



- **On your birthday or other special occasions, ask for a donation to your local shelter.** Instead of another gift you may never use, your friends and family will love to support your passion for animal welfare.
- **If you love running or biking, sign up for an event that helps raise money for animal rescues.** Or make up your own personal challenge where people can donate dollars for each mile you complete and invite your friends and colleagues on Deed.
- **Learn how to recognize and report animal cruelty.** [Here is the ASPCA's guide](#) for how to speak up when you see an animal in trouble.
- **Cut down on your plastic consumption.** Plastic is a major hazard for marine animals. Any plastic product or fragment that ends up in the ocean contributes to the degradation of wildlife habitats, and many plastic products resemble food to many sea birds, turtles, and marine mammals.
- **Ensure you are supporting sustainable fishing practices with your seafood consumption.** You can reduce the demand for overexploited species by choosing seafood that is both healthy and sustainable.
  - ◆ Use a Seafood Guide when ordering or purchasing to help make sustainable choices. Here are some [consumer guides](#) from the [Monterey Bay Aquarium](#).
  - ◆ In the grocery store, look for [Eco-Certification Program](#) labels.



# EMPLOYEE RESOURCE GROUP (ERG) ACTIONS

- **Host a volunteering day at your local animal shelter.** Shelters can often use extra hands for all sorts of activities. They may need help taking care of the pets (walking, feeding, and playing), cleaning the facilities, completing adoption paperwork, or adding new pets to their website and social media accounts.
- **Organize a donation drive.** Contact your local shelter to ask what they currently need the most, and then host a drive in the office to collect supplies like pet food, litter, crates, cleaning products, paper towels, blankets, and pet toys. Some animal shelters will post a current wishlist to their website or social media platforms, but if your local shelter doesn't have a wishlist posted online, we recommend calling them to ask what products would be of use.
- **Collaborate with another ERG to host a symbolic animal adoption event.** There are plenty of organizations that offer opportunities to sponsor an animal adoption all over the world. Each group can pick an animal they would like to sponsor, and then ERGs can share their animals and use this as an opportunity to discuss issues that are important to them that are affecting that part of the world. Below are a few examples of organizations that offer animal adoptions:
  - ◆ [The Orangutan Project](#) ([Deed Profile](#)): All adoption money goes directly to helping orphans at the care centres we support and providing opportunities for a safe return to protected forests.
  - ◆ [Sheldrick Wildlife Trust](#) ([Deed Profile](#)): Adopt an orphan elephant, rhino or giraffe.
  - ◆ [World Wildlife Fund](#) ([Deed Profile](#)): WWF has many adoption programs to choose from, our favorite is the [Narwhal Adoption Program](#).

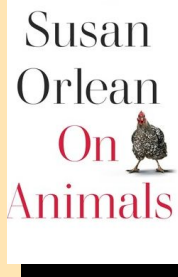




# EDUCATE



## READ



In [On Animals](#) (2022), Susan Orlean collects over a dozen *New Yorker* articles about animals she has penned from 1992 to present day. With her characteristic sense of humor, Orlean describes her obsession with farming chickens, her days on the road with a show dog, and a pigeon with the know-how to return to its home. Spanning countries and continents, Orlean's stories are funny and revealing.



## LISTEN

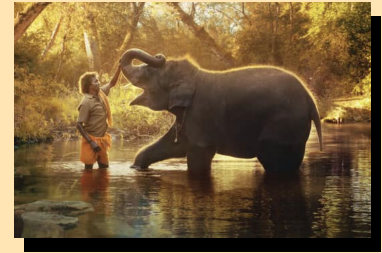


Each week the [BBC Earth](#) podcast brings entertainment, humor, an abundance of amazing animal stories and unheard sounds.

Hosted by zoologists Rutendo Shackleton and Sebastian Echeverri, each episode features special guests including the world's most respected scientists and naturalists, stars of film and television, nature Instagrammers and more.



## WATCH



The Oscar-nominated film [The Elephant Whisperers](#) (2022) highlights the work of Bomman and Bellie, a couple in south India who have created their own special family after spending their lives caring for an orphaned baby elephant named Raghu. Bomman, Belle and Raghu form a family like no other that ends up testing the barrier between the human and the animal world.

# CRAFTING YOUR CAMPAIGN

## Establish a kick-off.

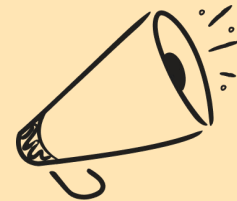
A meeting, presentation, or even an engaging email can jump-start your campaign.

## Communicate with employees.

Make sure that employees know how to get involved and where to find more information. Include calendar invitations, build a custom campaign on Deed, and use Slack/Teams to promote each opportunity.

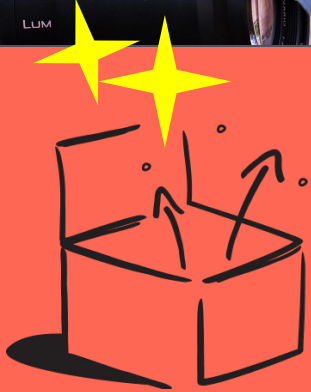
## Keep up the momentum.

Stagger your programming and celebrate any and all impact along the way to keep employees engaged.





# CRAFTING YOUR CAMPAIGN



With each **"Cause of the Month"** toolkit, we empower you to support organizations that can immediately benefit from volunteers and donations. Some organizations address a niche within the cause area; others address broader issues. However you engage, every hour volunteered and dollar donated makes a real difference.

Every **"Cause of the Month"** toolkit includes actionable resources, ERG initiatives, and other employee engagement opportunities. Choose what works for you and launch a campaign with timely programming that your employees want to engage in.

# TRACK YOUR PROGRESS



**As the month progresses, you'll want to see how your employees are making an impact.**

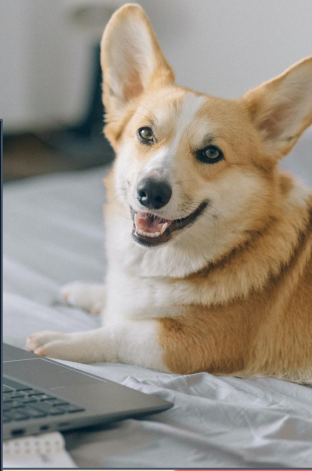
**You can track their progress on an individual level and see a snapshot of total impact throughout the month on Deed.**

## **Key Metrics:**

- Number of participating employees
- Number of employee donors and total donations
- Total hours volunteered
- Number of ERG events held

**Easily track all of these metrics with Deed and our next-gen reporting features!**

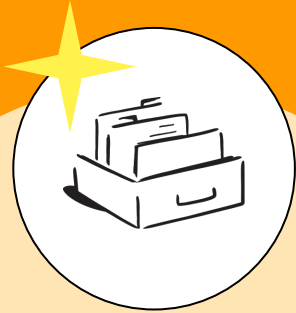
Our new survey tool means you never have to choose between quantitative and qualitative data.



# Deed is not just a platform—we're your partner.

Deed's all-in-one, out-of-the-box platform provides all the features you need to run a successful social impact program. Our Partner Success team is here to support you along the way.

## Deed offers:



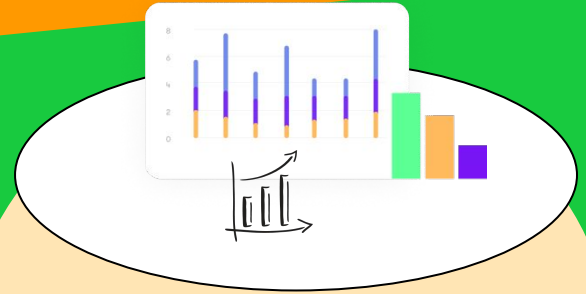
### A Rich Content Library:

Exclusive partnerships and integrations provide unique opportunities.



### Powerful Giving & Matching:

Streamlined processing and expedited disbursement enhance every donation.



### Easy Admin and Reporting:

Cutting-edge tools make program management as exciting as it is effortless.

Your dedicated Partner Success team will optimize your program and share the broader industry insights you need to make a meaningful social impact.



Created by the Deed team

**JULY  
CAUSE OF THE  
MONTH:  
ANIMAL  
WELFARE**



**Questions? Get in touch!**  
[nonprofits@joindeed.com](mailto:nonprofits@joindeed.com)