



Partnership Discovery

www.humanecanada.ca



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ALWAYS REMEMBER

PEOPLE DON'T BUY WHAT
YOU DO; THEY BUY WHY
YOU DO IT.

- SIMON SINEK, AUTHOR AND
ORGANIZATIONAL CONSULTANT

ABOUT HUMANE CANADA™



As Canada's federation of SPCAs and humane societies, Humane Canada™ advances the welfare of animals with a strong national voice, promoting the interests and concerns of animal welfare to government, policymakers, industry, and public.

As a registered charity, we are Canada's voice for animal welfare and the federation of humane societies and SPCAs. We drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals.

Our corporate partners elevate and strengthen our work to end animal cruelty in Canada.

WHAT DOES HUMANE CANADA™ DO?



PUBLIC EDUCATION

Since 1957, Humane Canada™ has been the national voice on animal welfare issues for the media, government, non-governmental organizations, and the public. We provide leadership on animal welfare issues and ensure crucial messages are heard and understood from coast to coast to coast.



POLICY AND RESEARCH

We regularly consult and collaborate with representatives from government, industry, and the non-profit sector to address key animal welfare challenges in Canada. We work with organizations such as the National Farm Animal Care Council, Canadian Veterinary Medical Association and many others.



EMPOWERING HUMANE SOCIETIES AND SPCAs

Humane Canada™ provides humane societies and SPCAs across Canada with support, expertise, professional development, and opportunities for nationwide collaboration on legislation, policy development, and public education.



COMPANION ANIMALS

The most visible aspect of our work is dedicated to supporting and empowering socially-responsible pet ownership and enhancing the health and well-being of companion animals. We develop successful national projects, programs, and research focused on companion animal welfare.

WHAT DOES HUMANE CANADA™ DO?

ANIMALS AND THE LAW

Humane Canada™ promotes the enactment of federal, provincial, and municipal legislation that protects animals from cruelty and provides a legal framework to ensure animals are treated humanely and with respect.

KEEPING FAMILIES TOGETHER

Evidence-based research shows that violence against animals and against people are not distinct or separate problems. Through our work with the Canadian Violence Link Coalition, we promote prevention and intervention strategies across the country to establish policies that make our communities safer.

FARM ANIMALS

Our roots lie in concern for the welfare of farmed animals. We continue today to play a crucial role in farm animal welfare in Canada and advocate for continual improvements to the standards for farm animal care in Canada's Codes of Practice. We continue to advocate for improvements to various policies and regulations to improve the treatment of farm animals at the provincial and federal levels.

> LEARN MORE AT
[HUMANECANADA.CA/](https://humaneCanada.ca/)
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WHAT WE DON'T DO

We are often asked by potential partners or those who are interested in supporting animal welfare at a national level how we specifically support animal health, legislation and well-being at the local level. Humane Canada provides a number of resources to SPCAs, Humane Societies and other animal-related organizations at the local level, but it is important to distinguish what work we are not doing directly.



ANIMAL ADOPTIONS

We leave it to the pros at the local levels to find the best families for homeless animals. We provide guidelines of best practices in shelter care, but Humane Canada does not directly adopt out animals.



SPAY/NEUTER & VETERINARY CARE

While promoting the importance of spay/neuter and TNVR programs at the local level is a part of our task list, this is an objective that is executed locally. Humane Canada is not directly affiliated with any animal clinics or veterinary practices.

> **LEARN MORE AT [HUMANECANADA.CA](https://humaneCanada.ca)**

BECOME A PARTNER





PARTNERSHIP BENEFITS

Corporate Partnership benefits are endless as we customize each partnership to make sure we both succeed and meet our goals together. Some ways we can do this are:

- Grow your audience and increase sales. Our recently-surveyed audience indicated they are more likely to buy from a company that supports animal welfare.
- Gain national exposure and access through member Humane Societies and SPCAs
- Promotion on Humane Canada's Shop for Animal Welfare Page.
- Use of the Humane Canada™ logo on all marketing materials.
- Promotion of partnership through Humane Canada™ social media channels.
- Option for Sponsorship visibility at events.

A black and white photograph of a pig looking through a metal fence. The pig is the central focus, with its large ears and snout clearly visible. The fence is made of dark, vertical metal bars. The background is blurred, showing other parts of the pig and possibly other animals in the enclosure.

Every partner is different and we want to
work with you to meet your goals.

WAYS TO PARTNER

PROVIDE A PERCENTAGE OR PORTION OF SALES

- Choose Humane Canada™ as a charitable partner on a sale or campaign your running/launching.
- Quarterly, monthly contributions of set amounts from your total revenue.
- Set up an affiliation link with us so that we can sell your product or services directly at humanecanada.ca

RAISE FUNDS OR HOST AN EVENT

- Workplace campaign to raise funds with employees.
- Donation solicitation from customers.
- Host an event to raise donations from the public

PROMOTE OUR PROGRAMS

- Provide ad space to promote our programs and donations
- Attach a quick message of support to ads you are running

SPONSOR AN EVENT

- Support a Humane Canada™ event with a financial contribution or gift-in-kind.



OUR AUDIENCE



WEBSITE TRAFFIC

www.humanecanada.ca

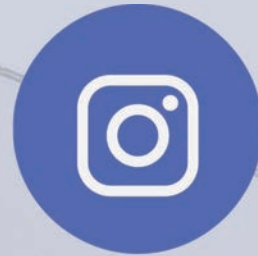
- 16,800 unique monthly visitors
- 45% female, 55% male
- 33% age 25 - 34, 27% age 18 - 24, 15% age 35 - 44

EMAIL DATABASE

- 20,375 subscribers in our email list
- 26% highly engaged
- Top cities: Toronto, Calgary, Ottawa
- Several touch points per month.



SOCIAL MEDIA



2,911 followers



16,700 page likes



3,646 followers



621 followers

OUR AUDIENCE INCLUDES:

- Pet owners
- People who advocate for animals and want to make a difference to improve the lives of animals in Canada and build
- a Humane Canada™
- People with an interest in animal welfare
- SPCA, humane societies and shelter/rescue employees
- Students in any discipline
- Veterinarians and veterinary staff
- Academics, researchers and scientists
- Animal enforcement personnel
- Animal care professionals who work with companion animals, farm animals or wildlife



A PARTNER IS NOT JUST A PARTNER TO
HUMANE CANADA™

We want to help support
you by delivering the
best possible benefits to
meet your ROI.

WHEN YOU SUCCEED WE ALSO SUCCEED,
SO LET'S WORK TOGETHER.



INTERESTED?

**LET'S CONNECT AND DISCUSS
DETAILS**

**MALLORY LLOYD, CORPORATE
PARTNERSHIPS AND EVENTS MANAGER**

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**CUSTOMIZED OPPORTUNITIES AVAILABLE UPON
REQUEST**