ANIMAL ALLIANCE ASIA

STRATEGIC PLAN

2023 - 2028

Empowering Animal Advocates Across Asia
Contents

Executive Summary ..........................................................1
Strategic context ..................................................................2
Our Strengths & Vulnerabilities ......................................3
Our Mission & Our Vision ...............................................4
Our Core Values ................................................................5
Culture At AAA ................................................................6
Our Role As A Change Agent .........................................7
Objectives, Key Strategies & Goals ...............................8,9,10
Programmes 2023 ............................................................11
Progress by 2028 .............................................................12
Our Way Forward .............................................................13
Our Team ...........................................................................14
Advisory Board & Trustees .............................................15
Our Details ......................................................................16,17

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Executive Summary

Asian Leadership

We envision a world where animals are no longer exploited for human use. We believe that how we get there also matters - because we cannot achieve this alone; we need a truly diverse community of people to advocate for animals.

Nurturing Asian leadership is our strategy to create impactful change for farmed animals.

Our core mission of building a resilient animal justice movement in Asia lies with a belief that making effective, impactful and long lasting change requires people with lived experiences in leadership and decision making roles.

This is why Diversity, Equity and Inclusion are at the forefront of our work and in our DNA - because without fostering a safe space, the same systemic oppression would be replicated in our movement, and underrepresented communities and voices will be further marginalised. We are here to offer an alternative, nourishing, welcoming, empowering, collaborative and Asian people-led space - so that more people can advocate for non-human animals.

Animal Alliance Asia is a young organization founded in 2019 by two Asian women.

Our Country Coordinators are the most integral parts of AAA who are all from their respective country, based there, speak the local languages, and have lived experiences being an advocate in the given cultural context - and most importantly, already part of the thriving community of animal advocates.

This unique makeup of our team and our dedication to creating a safe space make us a first-of-its-kind organisation, and the local network of communities we have built over the years are our greatest strengths.

Our fight continues everyday, on the ground.

Building on our strengths

We are a movement building organisation - and we have always seen capacity building as one of the most vital yet often overlooked steps to building a resilient movement in Asia.

For us, capacity building is not just a means to an end to expand the pool of recruitable talents. We see it in a much more long-term and wider context - by empowering and protecting the thriving animal advocacy communities in Asia, and tackling underlying systemic inequalities, we can create a movement represented by a more diverse community advocating for nonhuman animals.

Since its foundation, AAA has been playing a key role in training advocates from all across Asia (over 2000 advocates from over 50 countries).

With our track record on building relationships with advocates, research on capacity gaps and understanding of culture-specific challenges and solutions, we are ideally positioned to contribute to the growth of the movement.

As our capacity building effort, we conduct numerous programmes to:

- Understand the current landscape of our movement across Asia
- Identify gaps in resources and advocacy effort
- Train advocates targeting these gaps
- Support local, culturally relevant projects through grants and mentorship
- Widen conversations around DEI for organisational leaders
The strategic plan for the year 2023-2028 is based on multiple factors. In order to attain our goals and objectives, our strategy is altered and evaluated according to defining contexts. We constantly and consistently evaluate the feedback from our stakeholders, various funders, and growing network of local organisations, and incorporate it in our strategies.

**Stakeholders Input**

AAA has a strong supportive community of stakeholders that has been always encouraging of our strategic decisions. The feedback given to us by our advisors, trustees, and team is included in our strategies.

Our stakeholders understand the importance of increasing local leadership in Asia, that is led by the people living in the region and have highlighted their support through various channels.

**Findings**

We have been regularly collecting data to evaluate our present and future strategies. This data includes our findings from the Forums that we conducted in 2022 and feedback from our attendees, speakers and local community of advocates (who we engage with). Through combining and analysing these findings we are able to tailor strategies that are solution centric and aligned with the on-the-ground problems that we are trying to solve. This increases the efficiency of our role as a change agent in the movement.

**Funders**

Through ongoing engagements with our major funders, we are able to garner better insight into funding priorities and what types of projects of work would be more impactful for change.

This insight not only helps us as an organisation navigate to become a more efficient and impactful organisation, but also helps us to develop our programmes to be more effective in their objective of capacity building.

As we continue to work with our major funders, we plan on growing our existing donor base and pursuing new donors from the Asian region, while encouraging an interest in supporting both local and regional movement building in Asia.
Our Strengths & Vulnerabilities

**Strengths**

- AAA is led by women of color with diverse members from Asia, who have experience working on-ground in Asia.
- Our team members are dedicated to the vision of the organisation.
- Our team members are well versed in regional languages and cultural contexts.
- Our team members are well connected to regional and local networks.
- AAA has a consistent track record of running successful programmes.
- A team of advocates working in Asia who have the knowledge of the movement in Asia.
- Trusting relationships with the audience and a strong support base.
- Established our brand name in Asia which gives us public recognition.

**Vulnerabilities**

There are certain challenges and vulnerabilities that we keep in mind as an organisation:

- Asia is extremely diverse and complex to navigate given the varying socio-political contexts in each region and country. We have to constantly revisit our country-specific strategies and that requires resources and consistent effort.
- We are dependent on a specific pool of donors, and fundings are usually limited.
- Most of our work is done remotely as an organisation and we are dependent on technology.
Our Mission

To build a more sustainable, inclusive, and effective animal justice movement in Asia by supporting, educating, and mentoring individuals and organisations as well as forming a coalition across Asia.

Our Vision

A culturally relevant, effective and inclusive animal justice movement in Asia with strong local leadership.
Our Core Values

We are committed to creating and fostering a safer space, where all members are valued, respected, safe and empowered.

**Anti- Speciesist & Anti-oppression**
We stand against all forms of oppression.

**Open to change and learning**
We accept that we always have room to learn and improve.

**Non-violence**
We commit to nonviolence, in our actions and communications.

**Inclusive**
We welcome all people, and not all behaviours.
Culture At AAA

Our organisational culture is built on the foundation of our four core values: inclusion, non-violence, openness to change & learning, and anti-oppression.

- We support one another.
- We respect each other.
- We hold each other accountable.
- We are open to sharing knowledge and learning from others.
- We are transparent in sharing information and reporting.
- We collaborate with one another.
- We believe in cooperation, not competition.

Organisational Structure

We try to keep our space as non-hierarchical as possible. To facilitate the team, we have a management system in place.

Decision Making

Decision making at AAA is a process. All ideas are brought to the table and there is a procedural vetting system. Everyone is welcome to give their input on projects and ideas.
Our Role As A Change Agent

AAA performs as a 'change agent' in the movement. We use our three main core approaches to work on various projects that result in capacity building of organisations and individual advocates and movement building on a macro scale. The projects and events are constantly informed by research findings, learnings and revised approaches.

Our Core Approaches

1. Culturally appropriate movement building, training and mentoring programmes for advocates in Asia
2. Knowledge and resource hub for local organisations across Asia
3. Solidarity and ally-ship building programmes with other social justice movements in Asia

Our Focus Areas For The Next 5 Years

- Training local animal justice advocates and local leadership
- Supporting local initiatives for farmed animals
- Network building
- Movement Building
- Increasing the capacity of AAA as an organisation
## Objective 1: Provide an open learning platform to support capacity building in the animal justice movement across Asia.

<table>
<thead>
<tr>
<th>Key Strategies</th>
<th>2023-2024 Goals</th>
<th>2024-2028 Goals</th>
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<tbody>
<tr>
<td>AAA has been training animal justice advocates through various programmes since its inception. We aim to create learning spaces and platforms (both on-ground and online) where new and existing animal justice advocates can gain knowledge, attend events, and access resources about movement building and strategies in their local languages.</td>
<td>Train 300 advocates across multiple countries in Asia through various programs held by AAA.</td>
<td>Increase our training capacity by increasing the number of languages in which the training programmes are conducted.</td>
</tr>
<tr>
<td>Equipping advocates with knowledge, network and skill sets to become more effective in the movement with programmes like Animal Advocacy Academy, Animal Advocacy Conference Asia and Future Leaders Asia Summit</td>
<td>Expand our programmes to increase our training capacity.</td>
<td>Follow up on existing trained individuals and groups to understand and evaluate long term impacts of the initiatives and implementation of the learned skill set.</td>
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<tr>
<td>Provide a resource hub online which provides animal justice advocates and organisations the resources they require.</td>
<td>Provide a resource hub online which provides animal justice advocates and organisations the resources they require.</td>
<td>Focus on leadership trainings for leaders of animal advocacy movement in Asia.</td>
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<td></td>
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<td>Focus on in-person training in Asian countries.</td>
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### Objective 2: Support local initiatives and programmes that are solution focused on ending animal suffering across Asia.

<table>
<thead>
<tr>
<th>Key Strategies</th>
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<tbody>
<tr>
<td>• Provide ongoing support to local animal justice initiatives by connecting them to funding opportunities through our regranting project.</td>
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<tr>
<td>• Follow up with the local initiative takers on a regular basis to provide support where we can offer.</td>
</tr>
<tr>
<td>• Deliver one-off workshops and training for increasing the capacity of the local initiatives and bridging the gap in resources and advocacy efforts.</td>
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<tr>
<th>2023-2024 Goals</th>
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<tr>
<td>• Provide hands-on support to at least 10 animal justice advocates, organisations and initiatives, through our regranting project with various sizes of grants available.</td>
</tr>
<tr>
<td>• Share knowledge, information, learnings, funding opportunities, and tools with animal justice advocates.</td>
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<tr>
<th>2024-2028 Goals</th>
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<tbody>
<tr>
<td>• Build a talent database for existing talented advocates and connect them with further opportunities.</td>
</tr>
<tr>
<td>• Provide additional support in areas where required based on research findings and programmes conducted throughout the years.</td>
</tr>
<tr>
<td>• Increase the pool of grants available for regranting purposes.</td>
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</tbody>
</table>

### Objective 3: Build and unify a strong coalition of local animal justice advocates working across Asia.

<table>
<thead>
<tr>
<th>Key Strategies</th>
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<tbody>
<tr>
<td>• Build networks within the region by relationship building efforts between AAA and animal justice advocates (individuals, groups, grassroot initiatives, grassroot groups and organisations).</td>
</tr>
<tr>
<td>• Help build alliances among organisations and individuals working in the same country and across similar regions.</td>
</tr>
<tr>
<td>• Encourage a space for dialogue and strategy building on collaborative projects.</td>
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</table>

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<tr>
<th>2023-2024 Goals</th>
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<tbody>
<tr>
<td>• Build on our existing networks and strengthen our networks.</td>
</tr>
<tr>
<td>• Create a database of networks in Asia.</td>
</tr>
<tr>
<td>• Conduct on ground projects in collaboration with animal justice advocates, groups, and organisations.</td>
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<tr>
<th>2024-2028 Goals</th>
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<tr>
<td>• Expand our network throughout Asia.</td>
</tr>
<tr>
<td>• Encourage collaborations between various animal justice groups internationally.</td>
</tr>
<tr>
<td>• Increase the number of on-ground projects between AAA and animal justice advocates.</td>
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</tbody>
</table>
### Objective 4: Address DEI and other systemic challenges that may obstruct the advancement of an effective movement across Asia.

**Key Strategies**
- Conduct training and workshops that are focused on DEI (Diversity Equity and Inclusion), aiming to highlight the interconnected oppressions and the need of decolonisation. The programmes aim to create a safer and more inclusive space for dialogues with other social justice groups that are working in Asia.

**2023-2024 Goals**
- Conduct DEI workshops in various countries throughout Asia.
- Build alliances with other social justice groups working in Asia.
- Build coalitions with organisations working towards similar goals.

**2024-2028 Goals**
- Develop working groups with coalition members.
- Work collaboratively on goals with coalition members.
- Increase cross regional coalition members and alliances.

### Objective 5: Foster an inclusive internal people culture that reflects our values and encourages personal development and organisational growth.

**Key Strategies**
- Provide on-going training sessions to our team members on team building, event facilitation, values & culture, leadership skills, conflict management and handling burnout.
- Increase the number of AAA team members both paid and volunteer.

**2023-2024 Goals**
- Increase the number of paid part-time employees at AAA.
- Conduct an in person training and capacity building programmes for AAA team members.
- Provide online supplementary training related to facilitation and organisational culture to all AAA team members.

**2024-2028 Goals**
- Increase the number of paid part-time and full-time employees at AAA.
- Increase the number of country coordinators and country specific teams.
- Provide resources and ongoing mentorship to all team members at AAA.
We aim to achieve our strategic goals through conducting various programmes throughout the year. These programmes are built on the foundation of our previous programmes and are informed by the feedback we received and the data we collected.

**Animal Advocacy Forum**

Animal Advocacy Forums offer a space for local animal advocates working in the same country to share and exchange ideas and experiences with one another, and to develop culturally-specific and appropriate tactics and approaches to make local animal advocacy more effective.

**Animal Advocacy Academy**

Animal Advocacy Academy offers a series of workshops for vegans and animal advocates across Asia to improve their advocacy skills and maximize their impacts for nonhuman animals.

**Research**

Building on the findings from our first research (i.e., Animal Advocacy Forums Asia 2022) conducted in 10 different countries across Asia, Animal Alliance Asia will conduct research to gain more country-relevant and country-specific information to support the local animal advocates’ efforts in their work.

**DEI Programme**

A series of workshops inviting speakers from across Asia to discuss how racial, gender and other forms of systemic inequity are affecting animal advocacy in Asia, to explore mechanisms and pathways to a more equitable movement in Asia.

**Animal Advocacy Conference Asia**

Animal Advocacy Conference Asia (AACA) is a platform for animal justice advocates across Asia to train and learn together. We focus on empowering and equipping individuals with practical skills and knowledge to become more effective advocates for animals, and help create a stronger, inclusive and sustainable animal justice movement in Asia.

**Future Leaders Asia Summit**

Future Leaders Asia Summit offers in-person workshops for movement leaders across Asia to harness the collective experience and insight of Asian leaders, stimulate knowledge sharing and explore the complexities of the various challenges facing the animal justice movement, from an Asian perspective.

**Regranting**

Animal Alliance Asia is set to become a strategic intermediary regranting organizations to large grant-making organizations with an international programme, and donors looking to fund animal advocates and organizations in Asia.

**Country Specific Projects**

Animal Alliance Asia aims to collaborate with local initiatives to help make a greater impact in the country. Based on our Research, Forums and Summit, we will identify impactful initiatives across Asia to work with.
Progress by 2028

Expected Outcomes

A thriving internal culture and strong team is created and sustained.

Increase our credibility & capacity as an organisation.

Help develop culture-specific strategies across Asia.

Hundreds of individuals will have participated in our programme and started their initiatives across Asia, and many mobilised.

Form a coalition of a number of animal justice organisations throughout Asia.

Establish a structured mentorship programme for delivering educational workshops to individuals and small organisations across Asia.

Further Goals

Our focus and impact will have become more cross-national. We will have become the major voice for farmed animals across the Asian Continent by engaging with inter-government bodies and international organisations; implementing cross-nation campaigns.
This strategic plan highlights our long term objectives and our dedication to building a resilient animal justice movement in Asia. In the coming years we will perform as a ‘change agent’ in the animal justice movement by focusing on our core approaches.

While keeping our core approaches constant we will be tailoring our activities and programmes according to the context and feedback (from our stakeholders). In a diverse and multicultural continent like Asia, we are well aware of the complexities and challenges for the local advocates and organisations. This plan will enable us to strategically navigate existing roadblocks and help us achieve our desired impact.

We anticipate long lasting impact driven by contextualised strategies that are efficiently executed.

**Impact**

Our goals are designed to help us create impact on multiple fronts. We aim to train and educate advocates on different aspects of movement building which will encourage a long term impact of resulting in animal justice advocates from Asia to become the leaders in the movement.

**Contextualised Strategies**

As an Asian led organisation we are aware of the complexities of regions, countries and even cities within Asia. Hence we will be focusing on contextualised and culturally relevant strategies. To ensure culturally relevant strategies we will engage with our team of county coordinators in various countries in Asia who have on ground knowledge and experience. Including their expertise and knowledge in our decision making process will help us achieve the best possible outcomes.

**Effective & efficient implementation of strategy**

Animal Alliance Asia will work towards an effective implementation of strategies in the coming years. We will constructively utilise our present resources and we aim to diversify our funding streams to enable us to run smooth organisational operations in the future.

As we proceed towards the implementation of our strategic plan we look forward to input from our board members, our team, and the communities we engage with. The constructive feedback from our stakeholders & teams will help us create an effective impact as an organisation which will result in the growth of the movement.
Our Team

Our Core Team

Elly Nakajima
Director, Co-founder
(She/Her)

Kaho Nishibu
Programme Coordinator
(She/Her)

Me Me Zin Oo
Communication Coordinator & Myanmar Coordinator
(She/Her)

Ailya Khan
Strategy Lead & Pakistan Coordinator
(She/Her)

Gulam Mather
Fundraising Specialist
(Ze)

Coordinators

Hanh Nguyen
Vietnam Coordinator
(She/They)

(Aim) Pichayapohn Ritkampee
Thailand Coordinator
(She/Her)

Poppy Permatasari
Indonesia Coordinator
(She/They)

(Roxie) Haoting Chia
Taiwan Coordinator
(She/Her)

Dr. Stef dela Cruz
Philippines Coordinator
(She/Her)

Surajan Shrestha
Nepal Coordinator
(He/Him)

Trung Nguyen
Tech Coordinator
(He/Him)
Advisory Board & Trustees

Advisory Board

Amruza Birdie (She/Her)
Gina Song Lopez (宋芝蘭 Song Chih Lan) (She/Her)
Mineto Meguro (He/Him)
Laila Kassam (She/Her)
Thanh Nguyen (He/Him)

Trustees

Jessika Ava (She/Her)
Anam Nguyen Investor Philanthropist (She/Her)
Varda Mehrotra (She/Her)
Support

By giving a monetary contribution you help us continue and scale our training programmes, conduct research and form a regional coalition, so we can build a more inclusive and effective animal justice movement in Asia. The most effective way to support our work is by giving a one-time or recurring donation. Use the 'donate' link below to go to our online donation form, or make a transfer directly into our account (details below).

You can also contact us should you wish to discuss other ways in which you could support AAA, such as becoming a legacy donor or setting up a matching giving programme at your company.

Transfer Account: WISE USD
Account Name: Animal Alliance Asia
Account: 9600001139022663
Routing: 084009519
Reference: (your name - 'donation')

Organisation Details
Trading as: Animal Alliance Asia Ltd
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Country of Registration: UK
Status: Not-for-profit, Incorporated Limited by Guarantee Pty Ltd
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Accounts & Bookeeping: MP Fiscal UK
Legal Firm: Morrison Foerster UK

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