



Vision & Values

OUR VISION

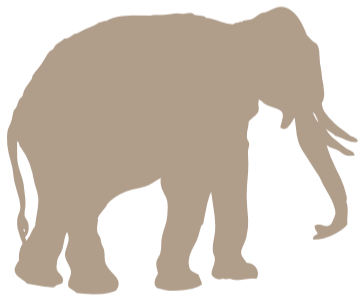
to end cruelty and restore respect for all animals throughout Asia.

OUR MISSION

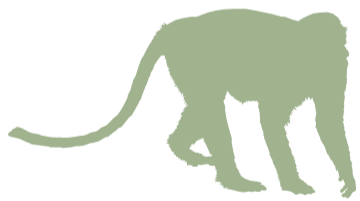
to end the farming of bears for bile in Vietnam and China, provide sanctuary for bears, end the suffering of wild animals in captivity, and ensure humane treatment of dogs and cats.

OUR VALUES

The welfare of all animals is our first priority.



We are responsible guardians of the animals under our care



We are committed to responsible stewardship of donor funds.



We strive to find compassionate solutions that benefit people as well as animals.



We act ethically, responsibly and fairly in all our dealings.



WE FOCUS ON THESE 5 AMBITIOUS GOALS:



Drive a strategy leading to the closure of all bear farms.



Help and rescue as many farmed bears as possible.



End the use of wild animals for entertainment in zoos, aquariums and wildlife parks, and improve captive animal care.



End the consumption of dogs and cats and build a common respect for both species.



Enhance and develop the capacity of the local animal welfare community to end the needless suffering of animals throughout Asia.