Three-Year Strategic Plan
2024-2026
Our Strategic Goals
2024-2026

INVITE ONE MILLION MINNESOTANS TO TAKE ACTION FOR FARM ANIMALS BY 2026
- Expand opportunities to sample and learn the benefits of vegan food
- Engage people with social media actions
- Include policy work

ENHANCE PARTNERSHIPS AND COLLABORATIONS FOR THE WELL-BEING OF ALL IN MINNESOTA
- Partner with health groups, environmental justice groups, and animal advocacy groups
- Focus on increasing the amount of plant-based food served in schools, making vegan options the default choice in some other settings, increasing food accessibility, and decreasing food waste
- Act with an anti-racist, pro-equity and inclusion approach

EXPAND APPEALING, EFFECTIVE ENTRYWAYS TO ANIMAL ADVOCACY AND PLANT-BASED EATING
- Focus on increased participation by vendors and attendees in Twin Cities Veg Fest and the Vegan Chef Challenge from vendors and attendees
- Grow youth-focused programming
- Empower volunteers of all ages

Read more about our strategic goals at: caa.mn/goals

Our Vision
We envision a world where all animals, human and nonhuman, can thrive.

Our Mission
Compassionate Action for Animals encourages Minnesotans to cultivate empathy for animals and move toward a plant-based diet.

Who We Are
Compassionate Action for Animals (CAA) has been sparing the lives of farmed animals since 1998. We increase awareness of the lives of farmed animals, build community through plant-based eating, nurture advocates, and support individuals and institutions in Minnesota as they transition to serving and enjoying plant-based food.

Our small staff works with hundreds of volunteers, many in leadership positions, to maximize our effectiveness.

Support from people like you is vital as we invite 1 million Minnesotans to take action for animals over the next three years.

Monti and Zelda from Chicken Run Rescue

Stella from SoulSpace Animal Sanctuary

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Compassionate Action for Animals

Our Theory of Change

HELPING ANIMALS
human and non-human

Making Change

Increasing Awareness

Nurturing Advocates

Building Community

Donate, volunteer, find events, and more!

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follow CAA on social media
@exploreveg