

APNM/APV Strategic Plan Overview

Mission: APNM: To advocate the rights of animals by effecting systemic change, resulting in the humane treatment of all animals.
APV: To actively promote and support animal-friendly legislation at the local, state and federal levels, to build an effective political voice for animal advocacy in New Mexico, and to hold New Mexico's elected and appointed officials accountable on animal issues.

Strategic Priorities/Thrusts

**Build & Strengthen
Our Organizational
Culture**

**Sharpen Our Brand and
Establish Widespread
Brand Awareness**

**Achieve Abundant
and Sustainable
Funding & Support**

**Vision:
Making "humane"
the new normal**

Values/
Guiding
Principles:

Collaboration

Relevance,
useful
resource

Solution-
oriented

Citizen
engagement

Appeal to
mainstream
values

Diverse
partnerships