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.

Values/Guiding Principles:
- Collaboration
- Relevance, useful resource
- Solution-oriented
- Citizen engagement
- Appeal to mainstream values
- Diverse partnerships

Vision: Making “humane” the new normal