



**Strategic Plan
2022 - 2024**

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(Front cover image features Lentil the goat)

Mission

Ahimsa - NONVIOLENCE TOWARDS ALL LIVING BEINGS

Luvn Arms' mission is to provide exceptional lifelong social, emotional, and cognitive care to rescued farmed animals, and to advocate for those who have not been rescued by sharing our residents' stories to inspire, educate, and empower others to embrace a more compassionate and sustainable lifestyle.

Vision

Our vision is to create a sanctuary of inspiration and connection where people are empowered to create change that leads to more compassionate choices for themselves, for the planet, and justice for all beings.

Values

Inspire | Educate | Empower

Connecting Community Through Compassion

Jale and Shartrina



Introduction From Our Executive Director

Every day at Luvin Arms Animal Sanctuary we make decisions that will impact our course for years to come.

We rescue farmed animals from situations of abuse and neglect and offer them a lifetime commitment of care. We engage with and educate the public, both local and international, to create actions that promote Ahimsa. We hire and train staff, allowing people to transform their passion for animals into paid work. We collaborate with volunteers and empower them to fulfill their own personal missions of compassion by supporting the sanctuary's residents. Finally, we consistently build and improve upon the facilities on the beautiful property we purchased in 2016, with the intention of creating a world-class sanctuary; a safe haven for our residents; a community center for the humans who love them; and a village of hope, promise, and love for all beings on the planet.

The next several years are going to be focused on spreading Ahimsa and delivering on our mission and vision statements with measurable impact and the determination to increase compassion toward farmed animals everywhere. A critical part of our mission is to expand our outreach, maximizing onsite and virtual experiences via tours and educational programs, and to develop connections throughout our wider community.

Through our collective actions and social media outreach, we will build partnerships and allies throughout the world. Our operational plans (marketing, fundraising, and operations) support this vision while building out our infrastructure for long-term sustainability. We have an enduring obligation to the residents in our care and to those who support us in our mission of Ahimsa. To this end, we must be responsible stewards of our funding and facilities.

All those involved with Luvin Arms work together, as a community, to further the impact of the sanctuary we have worked hard to create. The future is in our hands. Our vision is to be a world-class animal sanctuary, inspiring compassion and ultimately reducing the need for sanctuaries to exist at all.



Executive Director
Luvin Arms Animal Sanctuary

The Shah family
with Samantha & Marley



Reflections From Our Founders

In a few short years, Luvin Arms has grown into a pivotal and an impactful advocate for animals, helping to inspire tens of thousands to choose compassion. It has been a humbling experience for Shilpi, Aarav, Avi and I to see the small seed we planted blossom into this incredibly beautiful, fast-maturing tree of compassion.

As we set forth our strategic plan for the next three years, we are excited to continue to see Luvin Arms grow, becoming even more resilient as an organization, and continuing to inspire Ahimsa (nonviolence towards all life) and Karuna (compassion) to our larger community.

We believe these two values (Ahimsa and Karuna) applied toward farmed animals are the key to solving not only the atrocities endured by these sentient beings, but some of humanity's greatest challenges facing us today. Issues as large and important as climate change, food scarcity, wildlife extinction, water pollution, and our dying oceans.

We are grateful to have an incredible team of staff members, board members, and volunteers, as well as generous donors and supporters, who all come together to make our world a more compassionate place for all life.

Shaleen, Shilpi.

Aarav & Avi Shah

Founders

Luvin Arms Animal Sanctuary



The Need for Luvin Arms

Every year in the United States, **nine billion land animals are raised and slaughtered for food.** This doesn't account for the worldwide totals, nor does it account for fish and other sea animals. Altogether, the number of animals—each one a sentient, social being with an individual personality and a will to live—treated as commodities in the food system is astronomical.

The intensive way animals are bred and killed is not only to their detriment, but to the detriment of the environment. **Factory farms, where the vast majority of animals used for food are raised, are one of the leading causes of air and water pollution and climate change.** The clearing of rainforest land for animal agriculture is decimating our natural resources and resulting in biodiversity loss. Additionally, overfishing our oceans is disrupting our already compromised ecosystems.

Our public health is also at risk. Not only do factory farms wreak havoc on communities of color and low-income communities—it's been well-documented that families living near pig farms in North Carolina have reported respiratory illnesses among other ailments due to animal waste aerated for disposal. The overuse of antibiotics on factory farms is creating more virulent strains of illnesses that humans may not have the capacity to counter.

Guided by the principle of Ahimsa, Luvin Arms seeks to solve these significant challenges. By providing a place for education and advocacy, we are empowering every visitor to choose a more solution-oriented, compassionate way of living—simply by eating delicious plant-based foods.

As a refuge for abused, neglected, and abandoned farmed animals, Luvin Arms has the honor of caring for the survivors of a violent industry, and the responsibility to tell their stories. **The Luvin Arms residents put a literal face on the problem, helping visitors connect to the plight of farmed animals** and the environmental and public health issues that result from treating them like machines.

For those inspired to make changes, we provide free resources to help. Luvin Arms doesn't stop at simply stating the problem, we go beyond and provide educational programs such as humane education in classrooms; plant-based cooking classes; lists of local vegan restaurants and food trucks; lists of chain restaurants that provide vegetarian and vegan alternatives; plant-based nutritional software that provides easy-to-use meal planning and tracking, educational content, and convenient grocery delivery; and programs on how to identify cruelty-free and vegan beauty and wellness products, as well as a recommendations of our own favorite brands. Our volunteers and supporters are crucial in providing these resources.

Of course, **our utmost priority is providing exceptional care to our residents,** especially in light of any emotional or medical challenges. Our residents come to the sanctuary from abhorrent conditions and our supporters and volunteers create an environment where the residents can learn to trust humans, receive exceptional medical care, enjoy mental and social stimulation, and thrive in a safe space.



Similarly, our sanctuary is a sanctuary to all those who visit—it's a contemplative and reflective space where people can enjoy the natural environment; commune with the residents; and establish friendships with the staff, volunteers, and other visitors who pass through our barn doors.

To be a part of Luvin Arms' community, one does not need to be vegetarian or vegan. All are welcome! With the help of our supporters, **we are creating a sanctuary that inspires and facilitates connection, and where people are empowered to create change** that leads to more compassionate choices for themselves and for the planet, and justice for all beings.



Finn

Our Milestones So Far

Every organization across every sector has been challenged by COVID these past two years. Luvin Arms is no exception; we've had to adapt in myriad ways. But with those challenges came ingenuity—such as our virtual tours—and we're pleased to share with you the many successes we have had in spite of the strife.

First and foremost, **we facilitated 30 rescues in just 2020, bringing the total number of animals rescued by Luvin Arms to 850 (117 call Luvin Arms home).** We've professionalized the organization's accounting, fundraising, facility planning, and programs; developed gold-star documentation procedures for medical records, internal policies, and donor data; and cultivated a cohesive and competent team of staff and developed a rhythm of work that makes the sanctuary hum.

We updated our brand with a new logo and website refresh; we created our feature-length "Ahimsa in Action" movie to capture the sanctuary's uniqueness. **Our media outreach has connected us to over 45 million people around the world.**

We built ponds to provide a more natural environment for our duck residents, a therapeutic track for the horses and donkeys to help manage the life-threatening laminitis condition from which some of them suffer, and a Legacy Garden for remembering those who have passed. We hired a dedicated facilities manager to oversee these and other construction projects.

While our 2020 gala was held virtually, we held a beautiful outdoor, in-person gala this year, which served as a gathering place for our supporters, staff, board, volunteers, and friends. We raised thousands of dollars to further support our programs.

We also found new ways to engage in our local community, such as leveraging the popularity of the Nextdoor app to promote our plant-based cooking classes, and in our international community, such as hosting virtual tours across 35 countries and reaching more than 37,000 people. In fact, in 2020 alone, we held 21 virtual events, gave 635 people private tours, and hosted 600+ students on virtual field trips. We also hosted 569 people for in-person tours.

One of our most important achievements is our development of a new Enrichment Program using environmental areas (such as the duck ponds), music, toys, and clicker play. The clicker-play activities not only provide enrichment—intellectual and social stimulation—to the very intelligent residents, they also provide the foundation for a cooperative care approach. This means we can administer veterinary services or move the residents to different housing or in and out of trailers as needed with their consent and cooperation. This is an important way of giving agency to the animals and demonstrative of Luvin Arms' effort to provide thoughtful, respectful care to the more than 117 residents we serve.

Our efforts to enrich the lives of all residents, create a community for our supporters and volunteers, and educate the public on the many benefits of choosing plant-based foods are rooted in Ahimsa. Guided by this philosophy, we hope to continue planting the seeds of compassion for years to come.

Strategic Vision

Luvin Arms will continue to model the highest standards in animal care, constantly seeking the most advanced methods and care strategies available. Those who view our rescued animals living in such excellent conditions and being treated with respect will begin to reconsider their daily life choices, leading to more compassionate intentions and decisions. Our residents will serve as ambassadors for farmed animals everywhere and their stories will inspire change.

Luvin Arms is in a unique position to share the powerful stories of our residents. Many have overcome tremendous challenges and—through excellent care, love, and enrichment—have developed into the remarkable characters they were born to be. No one can tell their real and powerful stories as well as they can. They create incredible stories by simply being themselves.

Our residents are some of the most inspiring teachers in our movement and it is our role to bring their stories to the social media space and to classrooms, boardrooms, and homes around the world via our virtual tours. We also encourage those who can to visit the sanctuary and meet our amazing ambassadors in person.



Jared and Lexine

Goal 1: Animal Care, Enrichment, and Rescue

Demonstrate the personhood and sentience of farmed animals to the community by elevating the standard of care through exceptional cooperative medical care, varied daily enrichment, and social-emotional support for the lifetime of all rescued residents at Luviv Arms.



Key Initiatives

- Provide a state-of-the-art care program for our farmed animal residents that prioritizes their agency—the capacity of individuals to make free choices—by addressing the fundamental social, emotional, cognitive, and physical needs of individuals, including a multi-faceted enrichment program.
- Continue to develop and share best practices for routine animal, medical, and cooperative care, plus documentation, to further the knowledge of farmed animal needs and advance their care around the world.

Goal 2: Community

Inspire, engage, and empower communities to create a more compassionate world for farmed animals, ourselves, and the planet through systemic change and Ahimsa in action.



Key Initiatives

- Create a comprehensive educational platform to emotionally and physically connect diverse communities with farmed animals as sentient beings, and inspire others to make more compassionate choices.
- Expand the sanctuary as a gathering space and resource for community members to learn about a plant-based lifestyle and expand their circle of compassion to include farmed animals.
- Connect with mission-aligned organizations to magnify our collective impact.

Goal 3: Capacity Building

Invest in the development and wellbeing of the Luvin Arms staff members, board members, and volunteers by strengthening our organizational processes.



Key Initiatives

- Ensure a supportive work environment, with policies and procedures that create stability and enhance the staff's ability to perform at their best socially, emotionally, cognitively, and physically.
- Refine and develop policies and procedures that are solutionary to today's social issues and support both the organization and its stakeholders.
- Strategically develop the board to maximally support the organization.

Goal 4: Facilities

Reimagine our facilities to create both a haven for farmed animals and an environment that inspires people to feel and think differently about farmed animals.



Key Initiatives

- Design a master plan that supports Luvin Arms' vision of a welcoming, inclusive, and safe village which provides homes for residents to live in harmony and encourages people to gather, learn, and embody Ahimsa.
- Enhance staff areas to foster camaraderie and collaboration; equip staff with resources to support their growth and the effectiveness of Luvin Arms.

Goal 5: Financial Sustainability

Become a more financially resilient organization to sustain and expand our impact.



Key Initiatives

- Plan and launch an infrastructure capital campaign, expanding the physical capacity of Luvin Arms to incorporate additional residents and educational and outreach activities.
- Grow and diversify annual support through innovative fundraising strategies and increased engagement of individuals, foundations, and business partnerships.

Tito and Cassie



Closing Message From Our Care Team Manager

As Care Team Manager, my role at Luvin Arms is endlessly fulfilling. I have the unique opportunity to spend time with each of the incredible residents and work alongside our dedicated and compassionate Care Team members who truly embody the concept of Ahimsa. Providing the residents with individualized and specialized care in a place where they are thriving—and not just surviving—is such a beautiful mission to be a part of.

For as long as I can remember, I have deeply cared for animals and wanted to help them in any way that I could. My connection to animals developed at a young age, but it wasn't until I got older that I started to explore and further strengthen that connection. My journey and passion for working with animals began a handful of years ago when I met my first pig friends volunteering at an animal sanctuary in Utah. It was as if a light switch had been turned on, and at that moment I knew my mission was to work with farmed animals and to do what I could to make this world a better place for them.

When I moved to Colorado in 2017 I was looking for a farmed animal sanctuary with which to volunteer and I found Luvin Arms. I could just feel that this was the place where I was meant to be. After attending a compassion tour and meeting all of the residents, I couldn't help but fall completely in love with them and immediately felt at home. I got involved right away and soon became the first animal care intern, and a handful of months later, an animal caregiver. It was during this time I met Tito and the cow-boys who forever changed my life.

Because my responsibility includes developing specialized knowledge around cows (each of our Care Team members is an expert on at least one species of farmed animals), I have developed very close relationships with our cow residents. The cow-boys at the sanctuary have become some of my very best friends and have taught me so many incredible things.

Tito and I grew up together and have developed an extremely close friendship and bond. Through life's ups and downs, joys and sorrows, we have been there for each other through it all. Cows can sometimes be misunderstood due to their size and protective demeanor, but they're in fact gentle giants who are as curious as a cat, love to play like a big puppy, and are extremely affectionate—they will even give you hugs and kisses! I am so grateful Luvin Arms has given me the opportunity to work with these amazing beings and be able to share how truly incredible they really are.

Luvin Arms has provided refuge to so many animals in need. Here, they live their best lives, in peace and with dignity. They are safe. They are cared for. They have friends. Our plans over the next three years, as laid out above, will ensure they thrive.

Thank you for your support and for believing in our mission of Ahimsa. Together, we're creating a kinder world.

Sincerely,

Cassie Baurick

Care Team Manager
Luvin Arms Animal Sanctuary



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LuvIn Arms is a 501(c)(3) charitable organization.

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