Strategic Priorities
2022-2024

Global Federation of Animal Sanctuaries

#truesanctuary

sanctuaryfederation.org/2024
ACCREDITATION

We will continue to expand and enhance our certification program to recognize sanctuaries and rescue centers worldwide and support them to achieve the highest standards.

Elevate

• Promotion of GFAS certification as confirmation of “true sanctuary” status for stakeholders, the travel/tourism industry, and the public.

Refine

• Improvement and accessibility of an online application process
• Refinement of animal care standards to ensure clarity, consistency, and adaptability in their application
• Impartial and fair processes that foster a culture of support and belonging.

Expand

• Commitment to diversity when seeking input from a broad range of subject matter experts
• Collaboration with stakeholders that raise international awareness of sanctuary accreditation and its benefits
Enhance communications with sanctuaries about certification and its benefits, expand benefits, and promote collaboration to raise awareness of the root causes of why animals are in captivity and the role of sanctuaries.

Engagement • Expanded benefits for GFAS certified sanctuaries, including eligibility for adherence funding and opportunities for engagement and networking

• Creation of new resources and roadmaps, including a certification candidate handbook and welcome packet to outline requirements and provide tools to new and renewing applicants

Awareness • Collaboration with like-minded partners in advocacy efforts to raise awareness of the need and purpose of sanctuaries and the meaning of “true sanctuary”

• Presentation of GFAS workshops and Sanctuary Awards program

• Improved design and content of e-newsletter, website, and email communications
We will continue to strengthen GFAS’ organizational effectiveness and sustainability.

Excellence

- Commitment to transparency through compilation, analysis, and sharing of data that demonstrates our impact.

Continuity

- Diversification of funding to support our work with wildlife, farmed animal, and equine sanctuaries worldwide
- Ensure appropriate staffing and policies to guide and support our program growth