



Animal Think Tank

Organisational Overview

2021 - 2023



Table of Contents

Executive Summary	4
Mission Statement	7
How We Win	9
Our Theory of Change	11
Our Story	14
Our Logic Model	15
Work Programmes 2021-2023	16
A: Organisation Building	17
B: Story-Based Strategy	19
C: Social Movement Foundations	20
D: Social Movement Building	22
Broad-Based	24
Our Co-Chairs	25
Executive Board Members	26
Track Record	27
Why Fund a Social Movement?	28
Why Fund Us?	29
Funding and Donations	30
Join our Team	31

Executive Summary

Our goal is to build a mass Social Movement for Animal Freedom driven by best practice.

Successful movements need different organisations working with different Theories of Change, strategies and tactics. Yet there is a noticeable gap in the Animal Freedom ecology.

To fill it, we need a grassroots Social Movement Organisation engaged in campaigning and grounded in best practice and theory.

To achieve Animal Freedom, we need:

1. a narrative and messaging that persuade the masses;
2. a coherent set of short- and long-term strategic milestones;
3. solid organising practices and governance;
4. a strong culture with equally strong systems, behaviours and attitudes;
5. empowered and effective local groups and leadership.

Our focus is to first develop these foundations and then build a robust and sustainable mass Social Movement that is broad-based enough to persuade all demographics.



Executive Summary

Key Work Programmes

Organisation Building

Strengthen our own organisational foundations, including: governance structure, policies, culture and leadership development.

Embed the systems, processes and attitudes that underpin an effective working culture.

Grow our organisational capacity and financial resources.

Story-based Strategy

Develop a new narrative and messaging, using linguistic analysis and public testing, that can persuade the public's core demographics and help build movement unity.

Design a rigorous set of strategic milestones, campaigns and tactics that can achieve significant legislative change by undertaking substantial strategic analysis.

Movement Foundations

Establish Social Movement governance and culture best practices to help groups thrive, and empower them to handle potential conflict and oppressive behaviours at local group level.

Movement Building

Develop training resources and programmes for local groups to develop their leadership, organising and campaigning capacity.

Begin the launch of a UK network of local groups and trainings.

Our goal is to build a Mass Social Movement for Animal Freedom



Our Mission Statement

Our mission is to:

“

support the building of a broad-based anti-speciesist movement that has the power, resilience, and longevity to ensure all individual animals have their rights to life, liberty, and security of person protected in UK law, and that these rights are embraced by society.

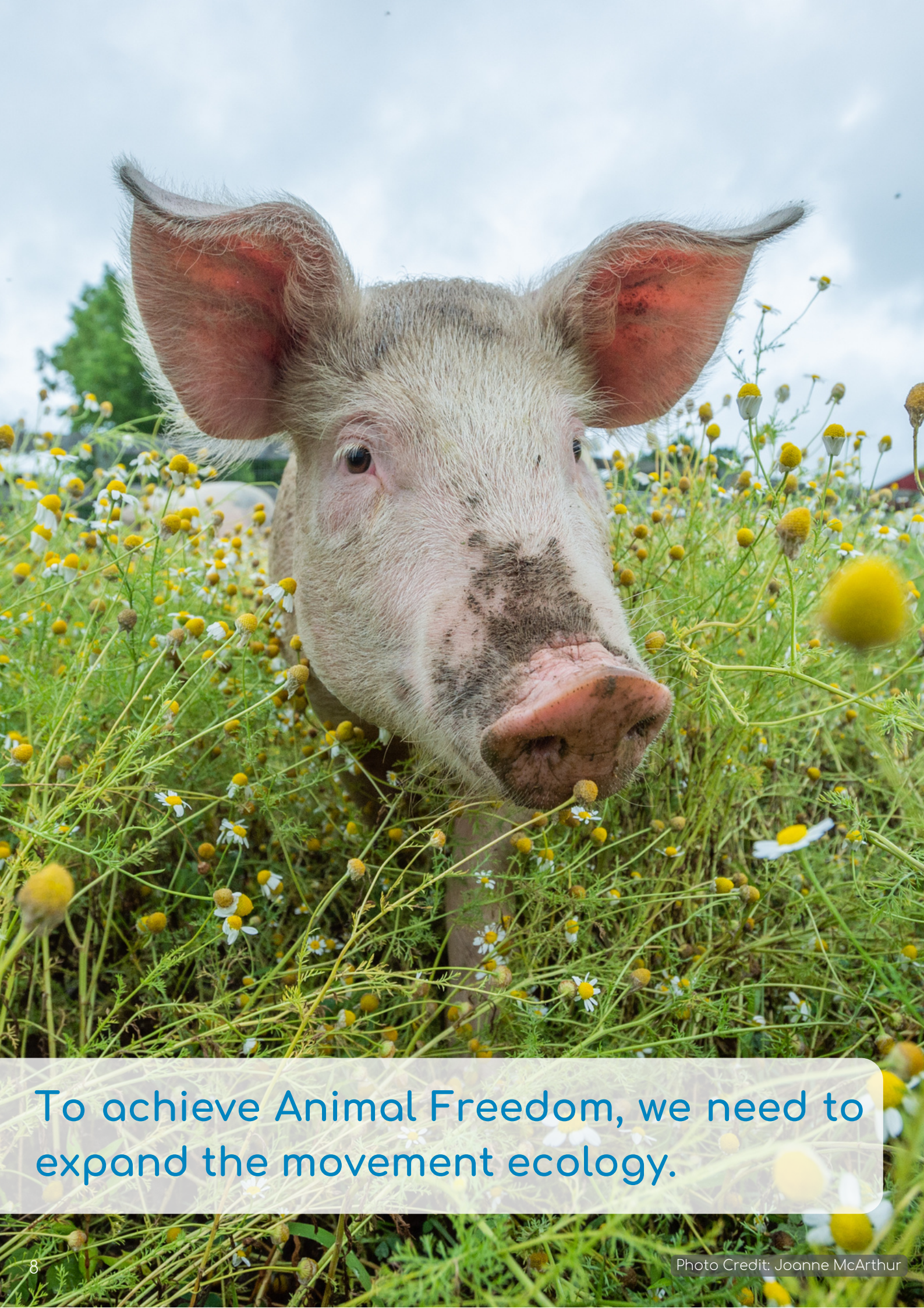
We aim to achieve this by developing a Social Movement Organisation that organises and mobilises people to engage in constructive work and nonviolent civil disobedience.

Alongside this, we aim to assist the strategic direction, capacity and innovation of the wider movement by seeding needed organisations, and supporting the many others working towards Animal Freedom in their own diverse ways.

”

We seek to win local and national legislative goals that build on one another to gain significant strategic milestones that, over time, achieve Animal Freedom.





To achieve Animal Freedom, we need to expand the movement ecology.

How We Win

A Social Movement is Needed

Historically, movements have succeeded when their movement ecology is complete. The Suffragettes, the US Civil Rights Movement, the Indian Independence Movement, the ex-USSR Colour Revolutions, and many more have all depended on people power.

Within the Animal Freedom movement, there is a gap to complete a full ecology of Social Movement 'Mass Mobilising' and people-led 'Structured Organising'. Our aim is to launch and lead such a grassroots Social Movement to change the institutions from the outside.

Change happens in many ways—each approach complements others. We have:

- Vegan outreach, such as vegan festivals, vegan influencers, AV, the SAVE Movement, Veganuary, etc whose role is the personal transformation of individuals;
- Lobbying organisations, such as MFA, THL, HSUS, etc. that play the 'Inside Game' to change the dominant institutions of government and corporations; and
- Plant-based alternatives tackling the market.

But the Animal Freedom movement is missing the 'Outside Game' of grassroots Social Movement Building involving 'Structured Organising' and 'Mass Mobilising'.

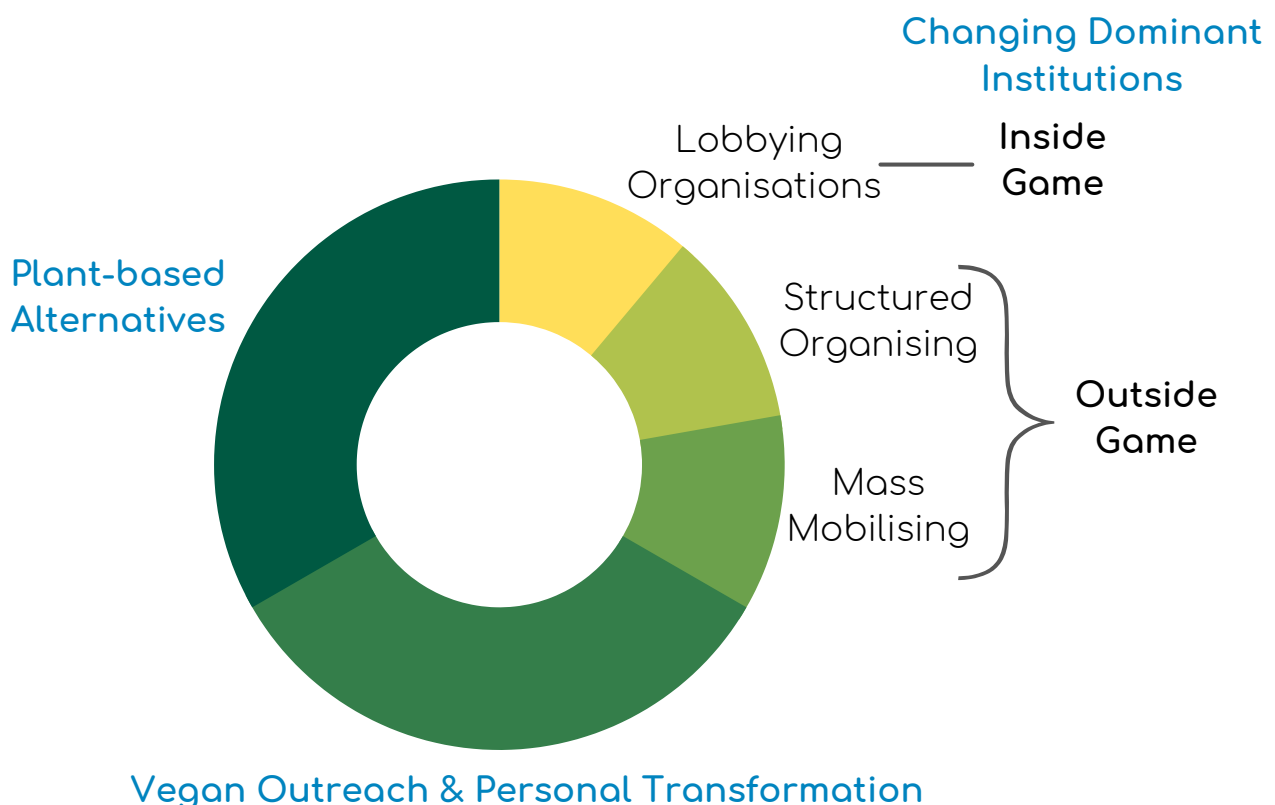


Diagram adapted from Open Philanthropy Project's article 'Philanthropists Must Invest in an Ecology of Change'.

People Power



Our Theory of Change

Animal Freedom needs everyone - there is no one 'right way'. We believe in a full movement ecology of organisations working with different Theories of Change and strategies. We believe in vegan outreach, creating alternatives, lobbying, litigation, mass mobilising, and the power of people to campaign.

To achieve Animal Freedom we need to build a Social Movement that engages in anti-speciesist campaigning. The Animal Freedom movement needs the Structured Organising and Mass Mobilising of local groups and ordinary people.

Structured Organising involves large numbers of grassroots activists and volunteers organised at a local level and coordinated within a national campaigning network. Organising around local campaigns, they influence local populations.

Mass Mobilising involves large protests, as well as large-scale boycotts, petitions and nationally organised campaigns. It targets societal level legislative change.

Our approach is grounded in 'Momentum-driven Organising'. It is a best practice methodology for combining Mass Mobilising and Structured Organising. This is the Theory of Change employed by Gandhi, the Colour Revolutions of former Soviet occupied states, Black Lives Matter, Extinction Rebellion and many other contemporary social movements. It involves volunteers and activists building organisations that can lead people and groups to coordinate protests and campaigns. It lays out how organisations need to nurture a movement by developing and front-loading the movement's foundations.

An unpacking of our mission statement is available on the 'About Us' page on our website, and a reading list on the 'Our Work' page.



We are building Animal Think Tank as an organisation that can develop and coordinate a network of local campaigning groups that can operate nationally. Historically, past social movements have planned their movement strategy and built their foundations over many years. With funding, we hope to achieve a full team of 25-30 people by 2023 to fully engage in building a powerful and resilient social movement.

Our focus is the UK. However, through 'demonstration effect' and trainings to international organisers, we intend to have a global impact.

As a movement, we need ambitious organisations and serious preparations to build best practices and people power that is focused on pursuing audacious yet achievable goals. Momentum-driven Organising complements the existing campaigning that is playing the 'Inside Game'.

An introduction to 'Momentum-driven Organising' is available on YouTube as a 45-minute talk delivered by Laila Kassam (search 'How we will win Animal Freedom - Laila Kassam').

The Animal Freedom movement needs Social Movement campaigning to complement and leverage the value of existing organisations.

Open Philanthropy Project's report, 'Why we must overhaul the funding of social movements', is available at www.opendemocracy.net. The Building Movement Project offers further resources in 'Move The Money: Practices and Values for Funding Social Movements'.

Examples of organisations using Momentum-driven Organising.
Source: www.momentumcommunity.org (July 2021).



Animal Freedom Needs People Power



Our Story

We formed as three full-time volunteers in 2018 and incorporated in 2019. As of summer 2021, we are a team of seven with a mix of full-time volunteers and those on stipends.

We were inspired by the UK abolition of the transatlantic slave trade and other ambitious social wins of the past to build a Social Movement for Animal Freedom.

We believe in audacious goals; strategic action; movement-building grounded in research, strong values and governance; people power and personal sacrifice.

We helped to launch Animal Rebellion as an initiative of one of our original co-founders and as a partner to Extinction Rebellion in Summer 2019.

The objectives were to:

- capitalise on the global media interest in Extinction Rebellion;
- bring the plight of animals to the environmental movement;
- make the idea of a plant-based food system part of the national discourse; and
- test our theories, learn from XR, and develop our leadership capacity.

Animal Rebellion mobilised 1,000 activists as a first campaign in October 2019. This gained over 300 national media appearances, including all four major news channels twice. We watched the idea of a Plant-based Society become a media and campaign norm.

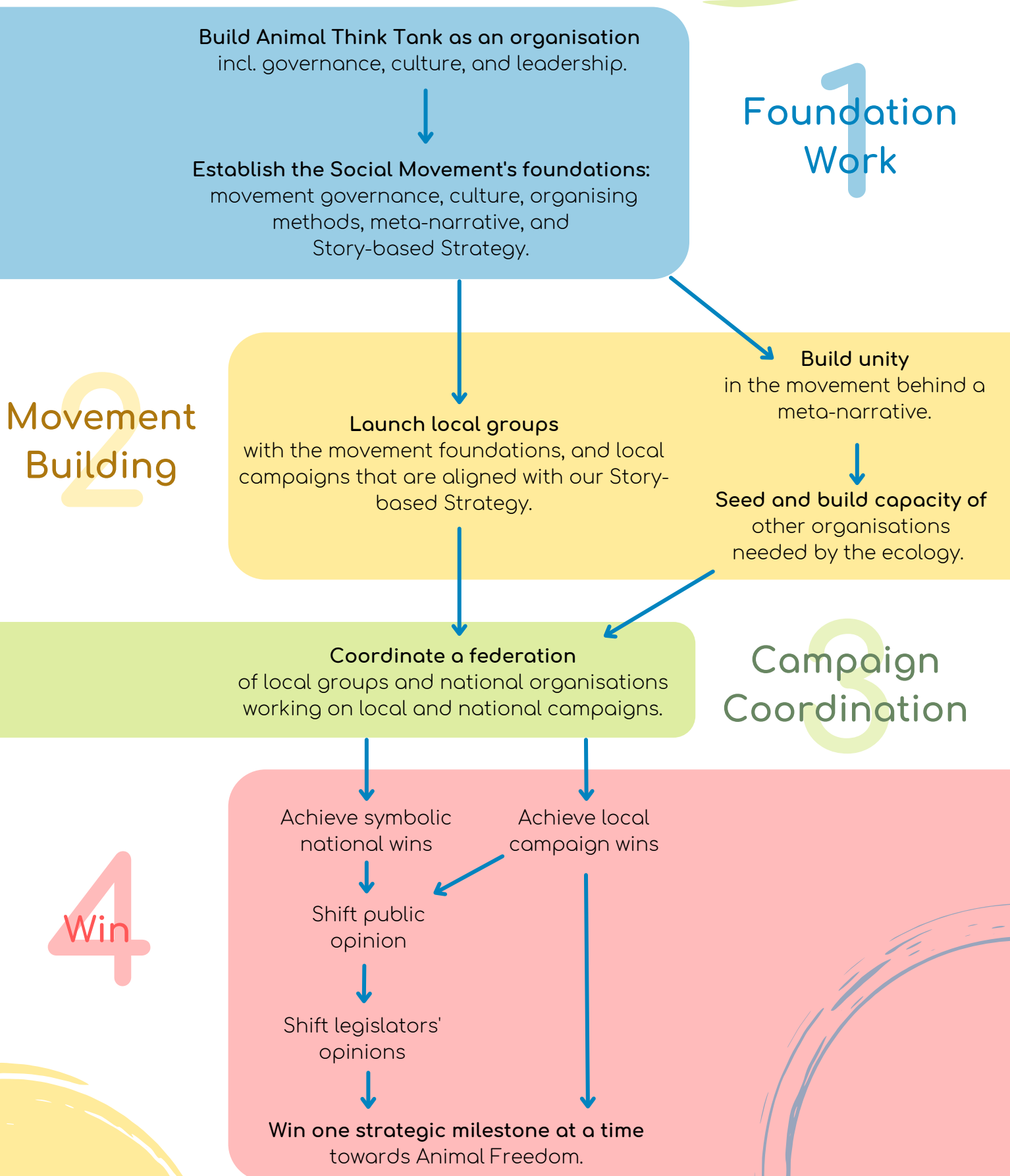
We learnt the value of building solid organisational foundations that are capable of sustaining a long-term mass movement. Importantly, we learnt that narrative and story are the engine of campaigning.

We confirmed that social movements need strong governance; good working cultures; persuasive messaging; clear demands and clear campaign strategy.



Animal Rebellion's first campaign was delivered on a budget of under £80,000. Animal Rebellion now operates independently in over 20 countries.

Our Logic Model



Work Programmes

2021 - 2023

This three-year period focuses on the first two key elements of our Logic Model: 'Foundation Work' and 'Movement Building'. Specifically:

- building ATT's organisational foundations for Social Movement leadership;
- developing a long-term Story-based campaign strategy;
- defining the foundations of effective Social Movement organising;

1
Foundation
Work

2
Movement
Building

- launching a network of coordinated local groups; and
- training local groups in leadership, organising and campaign strategy.

This work is organised into four work programmes across the three years:

A **Organisation Building**: develop our organisational capacity and leadership;

B **Story-based Strategy**: develop meta-narrative, messaging, and strategic milestones;

C **Movement Foundations**: define Social Movement governance, culture, and leadership;

D **Movement Building**: launch and train local groups and organisers.

Key Focus 2021

Embed foundations of **Organisation Building**

Begin developing **Story-based Strategy**

Key Focus 2022

Define **Social Movement Foundations**

Begin delivering training in **Social Movement Foundations**

Complete **Story-based Strategy** work

Key Focus 2023

Launch local groups and **Movement Building**

Begin **Mass Training**

Run coordinated **Local Campaigns**

A: Organisation Building

We need a strong core leadership team to build an organisation that can build a Social Movement to mobilise the masses.

Past Social Movements have been coordinated by national teams with strong organisational foundations. They have spent years planning, and decades creating and organising. A key early focus for us is to develop our organisational capacity.

What Complete our organisational foundations.

Why To grow a robust, sustainable team that can lead a Social Movement.

How By embedding strong governance, culture, operations, and leadership.

Deliverables

- Member Handbook, including organisational policies and working agreements completed;
- New member orientation and onboarding process developed;
- Governance systems including Memorandum & Articles; Holacracy Constitution; Decision-making; Feedback; Information Flow; and Resource Allocation Systems embedded;
- Holacracy embedded as organisational governance system;
- Core Values and culture systems including Conflict Transformation; Care Support and Connection Systems embedded;
- Organisational Support functions including accounts; budgeting; tax planning; payroll & pension; sponsor licence; legal compliance; and 501(c)(3) status established;
- Finances and people acquired to fill 12 full-time positions.

2021

- Brand strategy developed and operationalised;
- In-house leadership development program designed and delivered to all members;
- Finances and people acquired to fill 20 full-time positions.

2022

- All core teams operational; and
- Finances and people acquired to fill 30 full-time positions.

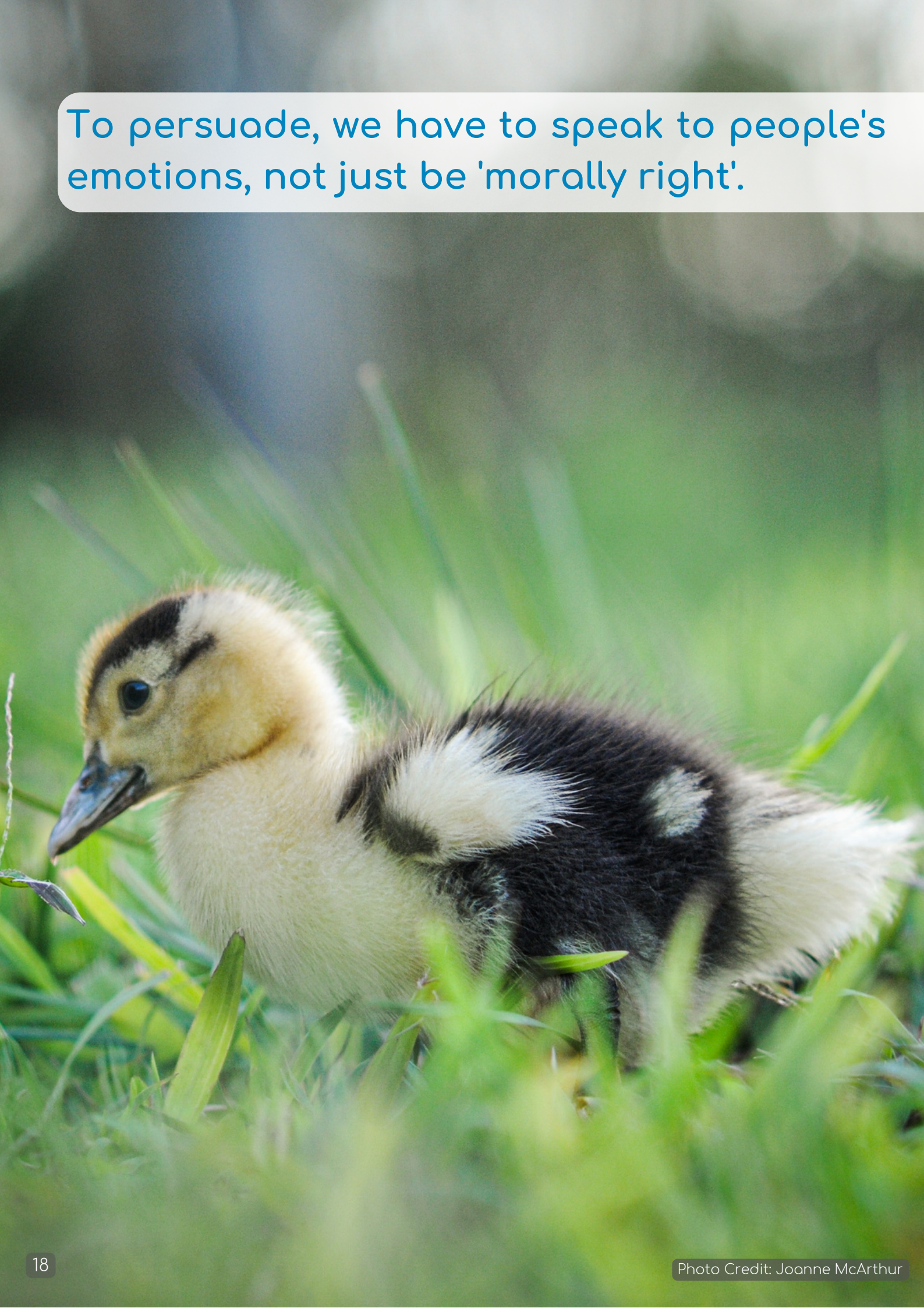
2023

Impact: A robust and effective organisation that can lead a Social Movement.

Impact measurement (by end of 2022):

- Governance, Culture and Organisational Support systems, processes, and policies operational and functioning well; and
- Funding in place for each year, plus viable runway.

To persuade, we have to speak to people's emotions, not just be 'morally right'.



B: Story-based Strategy

'Go Vegan' is at odds with society's values of liberalism and individualism, which both centre on freedom of choice.

We need a new story...

The LGBT movement won gay marriage in the US through a narrative shift from 'gay rights' to 'freedom to love, show commitment, share family and marry'. With this new Story-based Strategy they built an 11-year campaign strategy, united a fragmented movement, and won. The Animal Freedom movement needs to invest in a Story-based Strategy.

What Establish a compelling narrative. Design an effective Story-based Strategy.

Why To power campaigns with a unifying narrative that can persuade the public.

How Using Linguistic Discourse Analysis alongside comprehensive Strategic Analysis.

Deliverables

- Engage organisations with narrative development (via ongoing consultation with Story-based Strategy experts) to encourage movement-wide adoption;
- Engage in strategy analysis to determine the roots of the problem, the solutions, and the strengths and weaknesses of the movement.

2021

- Develop and test messaging on key demographics;
- Disseminate narrative resources and deliver training to the wider movement;
- Design high-level campaign strategy and milestones.

2022

- Develop branding and stories that resonate with the 'persuadable middle';
- Campaign at a local level with Story-based Strategy.

2023

Impact: The UK Animal Freedom movement is unified behind a Story-based Strategy that can persuade the public towards our cause.

Impact Measurement (end of 2027): 50% of UK organisations and influencers campaigning with the new narrative and Story-based Strategy which is shifting public opinion towards Animal Freedom.

Key indicators include:

- 70% of key organisations and influencers trained in narrative;
- Key organisations' campaigns aligned with our Story-based Strategy;
- Increase in media reporting using narrative;
- Increase in narrative related hashtags on social media;
- Public opinion shifting towards Animal Freedom.

C: Social Movement Foundations

Powerful, effective local groups need solid foundations for longevity.

Grassroots groups often suffer from the symptoms of weak culture and governance. To build an effective Social Movement, we need to develop the capacity of grassroots groups to function well. First, we need to understand how to do this.

What Build the capacity, effectiveness and resilience of grassroots groups.

Why To scale an effective and sustainable mass movement for Animal Freedom.

How By researching, conceptualising and embedding culture, governance, and leadership best practice in grassroots organisations and groups.

Deliverables

2022

- Social Movement Principles and Values developed;
- Templates for local group culture and governance systems, processes and policies developed (including Conflict Transformation; Care; Feedback; Decision-Making; Resource Allocation; and Information Flow Systems);
- Culture, governance and leadership training and materials developed for organisers;
- Trainers ready to deliver training to both organisers and local groups.

2023

- Organisers and local groups trained in culture, governance and leadership;
- Organisers and local groups receive ongoing support and coaching to embed best practices and build the leadership capacity to implement them.

Impact: Strong, resilient, and thriving grassroots groups, organisers, and activists with the necessary foundations to scale an effective, sustainable Social Movement.

Impact Measurement (end of 2024): 75% of local groups functioning well one year after being trained.

Key indicators include:

- group roles and accountabilities are clear;
- key systems, processes, and policies are operational;
- conflicts are well managed;
- group members feel supported by leaders; and
- group members feel confident in the group and its ability to create change through local campaigning.

We need powerful organising methods, a persuasive narrative, coherent strategy, strong movement culture and governance, and effective leadership.



D: Social Movement Building

To build political power, we need the active support of everyday people.

Ordinary people, activists, and organisers need a structure through which to organise. They need investment in training; local group infrastructure; movement entrepreneurs; and small stipends for 'anchor volunteers'. They need the strength of combining top-down strategy with bottom-up innovation through a coordinating body.

What Coordinate a network of local groups campaigning at local and national levels.

Why In order to build the political power of everyday people from the grassroots.

How By seeding local groups and training local organisers and activists.

Deliverables

- Pilot first local group and local campaign;
- Deliver training to pilot organisers and activists in: campaign planning and delivery; maintaining nonviolence; growth; media management; and fundraising;
- Deliver training to pilot group in culture, governance, and Story-based Strategy.

2022

- Refine seeding, training and developing local groups;
- Deliver 'mass training' to organisers and activists;
- Grow the number of local campaigning groups;
- Provide ongoing support and coaching;
- Coordinate local groups through a national structure;
- First local groups network conference.

2023

Impact: Ordinary people are engaged in winning local campaigns through strong local groups; and developing the foundations to win national campaigns through a coordinated network of local groups and national organisations.

Impact Measurement (end of 2024): 75% of local groups engaging in effective and sustainable local campaigning, one year after training.

Key Indicators Include:

- ordinary people engaged in local group campaigns;
- diversity of demographics engaged in local groups;
- growth in the number of active, affiliated local groups;
- proportion of local groups sustaining ongoing campaigning;
- proportion of individuals staying active within local groups;
- number of local campaign wins.

To win, the public needs to see people like themselves within the movement—and leading it.



Broad-Based

To win, we need a diverse movement with diverse leadership.

The public is diverse and is made up of people from many walks of life.

People are persuaded by those who are most like them.

To appeal to a diverse public, we need people from diverse backgrounds to be active.

We need diverse leadership to attract diverse activists.

Our leadership team:

Our two co-founders and co-chairs are:

- a Muslim, second-generation immigrant woman of colour; and
- a gay man.

Our two additional board members are:

- an immigrant woman of colour; and
- an immigrant man of colour.

Our wider team comprises:

- four women, two of whom have immigrant status; and
- two white men.

People with diverse backgrounds, experiences, identities and beliefs, including those on different sides of the political spectrum, bring diverse skills, knowledge and ideas on how to reach those who are like themselves. We have a group and culture in which these differences are valued. We believe that diversity also:

- increases **innovation** and **creativity**;
- improves **decision-making** and **adaptability**;
- builds **strength** and **resilience**; and
- heightens our organisational **effectiveness**.

Our leadership team is a diverse group and we intend to expand in the same way. Having diversity at the board and executive level, not just diverse staff, helps us build a broad-based movement and broad public support.

Our Co-Chairs

Laila Kassam, PhD. As **Mission Co-Lead**, Laila is responsible for building a healthy and resilient organisational culture.

Laila worked in the international development sector from 2003 to 2018 with NGOs, foundations, government ministries and international research institutions. Her work focused on rural development projects in sub-Saharan Africa and South Asia. This ranged from planning multi-million dollar projects to assessing their impact on poverty and food security. Laila is co-

editor of the book 'Rethinking Food and Agriculture: New Ways Forward' and co-founder of the Veterinary Vegan Network and Ethical Globe.

She has published research in peer-reviewed journals and for international organisations, including CGIAR and the Food and Agriculture Organisation of the UN (FAO). She has a PhD in Development Economics (SOAS), an MSc in Development Management (LSE) and a BSc in Economics and Politics (Bristol).



Mark Westcombe. As **Mission Co-Lead**, Mark is responsible for building and resourcing Animal Think Tank's organisational capacity and steering the delivery of our organisational strategy. He was a co-founder of Animal Rebellion and previously organised the UK's Animal Rights Gathering (2017 & 2018).

Professionally, Mark has worked as a consultant specialising in project effectiveness and impact, particularly front-end planning. He has consulted for

national and international organisations, including British Airways, HMRC, and the Swedish and Indonesian Ministries of Trade.

Mark was a lecturer in Management Science at Lancaster University at BSc, MSc and MBA levels between 2001 and 2018. He is a trainer in Systems Thinking and Group Facilitation for his professional body, the Operational Research Society. He has twice been awarded teaching prizes for his work on incorporating diversity into the university syllabus. He has postgraduate training as a Group Therapist.



Executive Board Members

Esther Salomon. As **lead for Story-based Strategy**, Esther is responsible for developing strategic direction to guide the Social Movement to deliver our mission.

Esther helped kick-start Animal Rebellion as a full-time core member and through its first wave of resistance as lead for Regenerative Culture. She is a certified Kingian Nonviolence Trainer and gives talks on the relevance of Nonviolent Strategy and Civil Resistance to the Animal Freedom movement.

Esther is especially interested in the history and sociology of past movements. She utilises Systems Thinking, Experimentation and Design Theory in her work and applies these to the development of movement strategy. She dedicates her time towards building people-powered organisations that are capable of creating transformative change.



Dilan Fernando. As **Governance Lead**, Dilan is responsible for enabling Animal Think Tank to organise at scale while staying resilient. He holds deep knowledge of progressive governance systems, such as Holacracy and Sociocracy, and has trained as a Self-Organisation Coach with Evolving Organisation.

Dilan was integral in the early success of Animal Rebellion, where he led the organisation's Media team. He co-founded Young Voices for Animals in Melbourne, where he created a youth leadership programme

and Australia's first Youth Rights Conference. He has co-organised Melbourne's March to Close All Slaughterhouses.

In the Australian anti-poverty movement, Dilan was a pioneering member of Monash SEED and a coordinator at Oaktree. Dilan holds a Bachelor's degree in Commerce and Economics and has previously worked in Marketing at National Australia Bank.

More information on who we are and our team is available on our website.

Track Record

In addition to helping co-found Animal Rebellion, our members have:

- co-founded Ethical Globe and the Veterinary Vegan Network;
- founded Young Voices for Animals in Australia and launched Australia's first Youth Animal Rights Conference;
- organised the UK Animal Rights Gathering 2017 and 2018;
- ran training in Movement Building and Momentum-Driven Organising in the UK and Canada;
- co-organised and facilitated an eight-day international Momentum-Driven Organising strategy workshop in the US in 2019;
- delivered talks at Vegfests in both the UK and US, including a two-day stream on Momentum-Driven Organising at the UK's largest Vegfest;
- led Animal Rebellion's 2019 media strategy; and
- pioneered a leadership program to help young people become effective advocates for animals.

Professionally, our executive team, as individuals, have:

- a PhD in Development Economics, with a focus on impact assessment;
- taught SSM (a methodology for effective project impact) at Lancaster University for 18 years and led the core MBA module in this on a Global Top 30 programme;
- consulted for and had research published by UN's FAO and WorldFish;
- 15 years of experience in research on poverty and food security for rural development projects in the Global South, including impact assessment of development projects for the Aga Khan Foundation, USAID and WorldFish;
- 10+ years of experience in consulting on large, complex projects (£100m+);
- successfully delivered two national marketing campaigns at National Australia Bank;
- edited 'Rethinking Food and Agriculture' (Elsevier);
- founded and developed the award-winning £10m Lancaster Cohousing; and
- co-founded and directed the UK Cohousing Network 2006-2015.

Why Fund a Social Movement?

Value for Money

To succeed, the Animal Freedom movement needs a full social movement ecology. It needs people power. However, there are not the financial resources to employ thousands of staff.

As a Social Movement Organisation (SMO), our strategy is to pay a few dozen members a small stipend to organise hundreds of local volunteer leaders, who will train and mobilise the thousands needed to persuade the masses. Rather than pay people to campaign, we pay people to enable others to campaign.



Few funders are prescient enough to invest in the early stages of Social Movement infrastructure. You could be.

Why Fund Us?

Complete the Ecology

A Social Movement is needed. The UK has a well populated presence to build on and leverage the value of existing funding.

We Need a New Story

We have a methodology to research and find a narrative and strategy that can persuade people's hearts as well as minds.

Story-based Strategy

We are researching strategic, societal, and legislative milestones that are grounded in an established Theory of Change.

Strong Foundations

We are researching past movements to establish best practice for local group governance, culture, organising, and leadership.

A Built-to-Last Coordinating Organisation

We have invested in strong organisational policies and processes. We have the right people into the right roles.

Track Record

Our team has a strong track record of delivery and impact that spans both professional and activist spaces.

Broad-Based

We have a diverse leadership team that can help the movement reach a broad, mainstream base.

The Wider Movement

We are taking a big-picture perspective on what the movement needs and developing movement-wide resources to share.

Diversity of Approaches and Funding

The Animal Freedom movement needs to take a Venture Capital approach to investing in movement entrepreneurs that bring different, potentially disruptive, Theories of Change.

Inspiring

We are an ambitious organisation. Grounded in extensive research, our vision and strategy can inspire and guide others towards impactful action for Animal Freedom.

Funding and Donations

If you believe in our work, we welcome donations to ensure we can continue to grow and evolve.

Animal Think Tank operates with all members volunteering a large amount of their time and taking a minimal income in order to resource the movement to the best of our ability with the funding we receive.

Donors and Foundations

For a 'no obligation' discussion about funding our work, please contact:

- Mark Westcombe, Director - mark.westcombe@animalthinktank.org.uk; or
- Laila Kassam, Director - laila.kassam@animalthinktank.org.uk

Private Donations

Donations, bank transfers and standing orders

We welcome regular monthly donations that can easily be set up by donors as 'Standing Orders' via their bank, as well as one-off transfers.

- **UK bank transfer**

Account name: Animal Think Tank Community Interest Company
Account Number: 59807068
Sort Code: 30-96-26

- **international bank transfer**

IBAN: GB07LOYD30962659807068
BIC: LOYDGB2144
Swift code: LOYDGB2L
Bank Address: Lloyds Bank, PO Box 1000, Andover, BX1 1LT
Recipient Address: 3-4-1 Storey House, White Cross Industrial Estate, Lancaster LA1 4XQ, United Kingdom

If you need assistance to set up a standing order, please email info@animalthinktank.org.uk or call our landline on +44 (0)1524 842364.

Join our Team

We are always looking for audacious, open-minded, and driven people to join our Team.

We believe our disciplined people, disciplined thought, and disciplined action make working with Animal Think Tank rewarding.

We are looking for team players with a good organisational fit, aptitude, and a strong work ethic. We are interested in identifying potential, not academic achievements, whether you are 16 or 75.

We are a diverse team of volunteers and full-timers, and we intend to grow that way in order to build a broad-based movement. We are made up of various ethnicities, levels of education, age groups, faiths, sexual orientations, political beliefs, and neurodiverse individuals.

We value everyone as an individual with their own backgrounds, identities, and life experiences, and we embrace the diversity of thought and perspective that each individual brings. We want to build on this as we continue to expand.

In order to be inclusive, we have embedded various practices, including:

- [perspective-taking](#) to ensure that all individuals have equal opportunities to express themselves;
- [leadership development](#) to enable everyone to step into their full power and achieve their potential; and
- [distributed authority](#) to give our members increased autonomy to self-direct.

Visit animalthinktank.org.uk for further details and current openings.

We are a volunteer-led Social Movement Organisation (SMO), so our full-time members receive a needs-based stipend, rather than an NGO salary.

To be notified of new openings, you can email recruit@animalthinktank.org.uk.

If you would like to contribute to the organisation, we would love to hear from you! Please get in contact with us, sharing your ideas and CV.

We value effectiveness, humility, courage, personal and collective power, and love.



Animal Think Tank
3-4-1 Storey House
White Cross Industrial Park
Lancaster LA1 4AB
United Kingdom

Landline: +44 (0)1524 842364
Email: info@animalthinktank.org.uk
Website: animalthinktank.org.uk

Registered as Animal Think Tank Community Interest Company in England and Wales.
Company Number: 12356117



Front cover photo credit: Samantha Fisher

Photo Credit: Joanne McArthur