



ONE THOUSAND TREES

empowerment through storytelling & connection

Animal Advocacy Alliance: Helping to Empower Kids & Protect Animals

The newly established Animal Advocacy Alliance, an association under the One Thousand Trees umbrella, has a mandate to bridge youth empowerment and animal welfare across Canada. Our main project is a promotional campaign for Canada-wide sales of *The Art of Animal Advocacy 2027* calendar, with all net proceeds from sales creating a working budget to:

1. Publish illustrated children's books and colouring books in support of animal rescues and shelters, as well as other charitable organizations that support children, youth, and animal wellbeing
2. Support the following core projects and initiatives:

For the Love of Animals Collaborative Project (in partnership with The Benjamin Project)

- *Student Involvement:* Elementary school students write and illustrate children's books in support of local animal rescues and shelters. Not only do participating students gain experience in book publishing; they are also responsible for actively promoting and fundraising for the books they produce.

Our Sentient Friends Online Magazine Canada-wide Expansion

- *Student Involvement:* Recruit and collaborate with Canadian high school students to write articles, conduct research, and solicit relevant community information.
- *Incentive:* Time spent by students counts directly toward high school community volunteer hours where applicable.

Saplings Kids Club (Guelph Chapter)

- *Student Involvement:* Promote and expand the monthly in-person club meetings held in Guelph.
- *Incentive:* To empower and inspire children to protect animals and the environment through connection with local authors and animal/environmental welfare advocates.

We are looking for help with the following sub-committees/tasks:

- **Social Media & Promotion:** Digital outreach, online campaigns, and public awareness.
- **Financial & Fundraising:** Crowdfunding/GoFundMe campaigns, community grants, and sales to and by Canadian real estate agents and service organizations (Rotary, Kiwanis, etc.).
- **School Liaison:** Builds and maintains connections with Canadian elementary and secondary schools.
- **Corporate Backing and Financial Sponsorships:** Sponsorship to cover the production and printing of children's books in support of charitable organizations.

This is a one-time, flexible volunteer commitment from August through October. Please take some time to consider sharing your skills and experience, as it will have a profound impact on both child & youth empowerment and animal welfare.

**Please email lisa@onethousandtrees.com
if you are interested, or if you require further information.**