

### Core Values

#### **Innovative**

##### QUESTION EVERYTHING

We reject the belief that killing pets is inevitable so we innovate to find the lifesaving solutions. We lead the No Kill movement because we are constantly solving the "unsolvable" problems in lifesaving sheltering. We can build a better machine than the killing one.

#### **Inclusive**

##### PEOPLE ARE THE SOLUTION NOT THE PROBLEM

We meet volunteers, adopters, fosters, donors, advocates, shelters and communities where they are, because we recognize that the vast majority of people are good. We bring people into our tent to share the data and resources we have to help them fight for No Kill, either as a single act or as their mission.

#### **Driven**

##### NO KILL NOW

It is our obligation to overcome the obstacles to lifesaving, and we are driven to find measurable, attainable solutions to shelter killing as fast as humanly possible. The only way to stop the killing is to actually stop the killing, and we must diligently measure our actions against the outcomes of kill rates. We will not allow ourselves to be deterred or distracted from saving lives by the outspoken few that choose to focus on the negative.

#### **Resourceful**

##### PERFECT IS THE ENEMY OF LIFESAVING

Until pets are not at risk in shelters of death for a cost of \$2.00, we will never insist on buying new, wasting resources, using only paid staff, or outsourcing. We rely on ourselves, our hands and minds, and the things around us to save the lives who have nothing else.

#### **Respectful**

##### RESPECT LIFE

We pride ourselves on the respect, value, and love we give to each individual animal, and balance that with the respect we give to pets as a whole group. We strive to extend that to each individual human, no matter the circumstances, and to the world we live in.