

Policy Plan 2026–2027

Stichting World Animal Federation

Registered seat: De Fryske Marren, The Netherlands [cite:71]

Overview

Stichting World Animal Federation is a Dutch non-profit foundation established on 10 March 2026. The foundation was created to promote animal welfare in the broadest sense and to contribute to the protection of nature, the environment, and ecosystems, both nationally and internationally, while helping to prevent and reduce animal suffering [cite:71]. The foundation does not aim to make a profit [cite:71].

This policy plan sets out the mission, strategic direction, activities, governance framework, and financial principles for the initial period of the foundation. It is intended to support transparency, accountability, and public understanding of the foundation's objectives and operations [cite:96][cite:78].

Mission and Purpose

The foundation's purpose is to promote animal welfare and to contribute to the protection of nature, the environment, and ecosystems, both in the Netherlands and internationally [cite:71]. The foundation also seeks to prevent and reduce animal suffering and to support all actions that are connected with or conducive to that objective [cite:71].

How the Foundation Pursues Its Purpose

The foundation pursues its purpose through a combination of practical, strategic, educational, and collaborative activities. According to its deed of incorporation, these include the following areas of work [cite:71]:

- increasing awareness and education relating to animal welfare, nature, the environment, and the relationship between humans, animals, and living environments [cite:71]
- initiating, carrying out, and supporting research, as well as preparing and distributing reports [cite:71]
- connecting, supporting, and facilitating organisations, initiatives, and partners through collaboration, knowledge-sharing, and the development of online infrastructure [cite:71]
- establishing and implementing national and international projects to improve animal welfare and protect nature, the environment, and habitats [cite:71]
- organising events and developing and distributing media and content [cite:71]
- fundraising and supporting or financing third parties and initiatives that contribute to the purpose of the foundation [cite:71]

- making a constructive contribution to social, ecological, and policy developments and legislation [cite:71]

Strategic Priorities for 2026–2027

During its initial phase, the foundation focuses on building a strong and credible base for long-term impact. The strategic priorities for 2026–2027 are:

1. Organisational development

The foundation will continue to build its governance, internal administration, public communications, and operational structure so that activities can be carried out effectively and responsibly [cite:71]. This includes maintaining proper records, internal oversight, and clear reporting lines between the director and the Supervisory Board [cite:71].

2. Awareness and education

The foundation will work to increase public awareness of animal welfare and the broader relationship between animals, habitats, ecosystems, and society. This may include educational content, online communication, campaigns, and public-facing media initiatives consistent with the foundation's purpose [cite:71].

3. Collaboration and network-building

The foundation aims to connect and support organisations, initiatives, and partners that contribute to animal welfare and environmental protection. Cooperation and knowledge-sharing are part of the foundation's core method of achieving impact [cite:71].

4. Development of online infrastructure

The foundation may develop and maintain digital tools, platforms, and other forms of online infrastructure that support coordination, visibility, knowledge exchange, and collaboration in the field of animal welfare [cite:71].

5. Project preparation and implementation

The foundation intends to initiate, support, and implement projects that improve animal welfare and contribute to the protection of habitats, nature, and ecosystems. Activities may take place in the Netherlands and internationally, depending on opportunities, partnerships, and available resources [cite:71].

6. Fundraising and resource mobilisation

The foundation will seek funding through donations, gifts, subsidies, legacies, and other lawful sources of income. These resources will be used solely in support of the foundation's purpose [cite:71].

Governance

The foundation has a governance model consisting of a director and a Supervisory Board [cite:71]. The first director is Bradley Moos [cite:71]. The first Supervisory Board consists of three members: Eline Schuur, Edwin Böhmermann, and Nancy Moerman, with Edwin Böhmermann serving as chair [cite:71].

The Supervisory Board supervises the policy of the director and the general affairs of the foundation, advises the director, and has approval rights over key decisions including policy plans, budgets, and certain major financial and organisational decisions [cite:71].

Remuneration Policy

Members of the Supervisory Board do not receive remuneration for their work. Expenses may be reimbursed upon presentation of supporting documents, and a non-excessive attendance fee may be granted where applicable [cite:71]. The remuneration and other employment conditions of the director are determined by the Supervisory Board [cite:71].

Financial Principles

The foundation's assets may be formed by subsidies and other contributions, donations, inheritances and legacies, and other acquisitions and income [cite:71]. The foundation does not have a profit motive [cite:71]. Any income and assets are used in furtherance of the foundation's purpose.

The board is required to maintain proper records of the financial position and activities of the foundation. Annual financial statements are to be prepared and submitted to the Supervisory Board within six months after the end of the financial year [cite:71].

The first financial year runs until 31 December 2027 [cite:71]. For that reason, no annual financial statement is yet available for publication.

Asset and Dissolution Policy

If the foundation is dissolved, any positive balance remaining after liquidation must be used for the benefit of an ANBI or a foreign institution that exclusively or almost exclusively serves the public benefit [cite:71]. This ensures that the foundation's assets remain dedicated to public benefit purposes [cite:71].

Transparency and Reporting

The foundation aims to operate transparently and to publish the information required under the ANBI publication rules on its website, including its purpose, governance, remuneration policy, policy plan, and, when available, annual activity and financial reporting [cite:96] [cite:78].

Closing Statement

This policy plan reflects the foundation's current objectives and intended direction during its start-up phase. As the organisation develops, the policy plan may be updated to reflect new projects, partnerships, financial growth, and operational experience, while remaining aligned with the foundation's statutory purpose and public benefit mission [cite:71].