



STRATEGIC PROJECTS, PROGRAMMES AND ACTIVITIES



Vision | Te kaupapa

An ethical Aotearoa New Zealand that ensures the rights of animals.

He Aotearoa e whakarite ana kia pūmau ngā motika kararehe.

Mission | Te koromakinga

SAFE educates, informs and empowers people to make cruelty-free, plant-based and vegan choices.

Ko tā SAFE he whakaako, he whakamōhio, he whakamana i te tangata ki te whakatau otinga tūkino-kore, parekiko, kaimanga hoki.