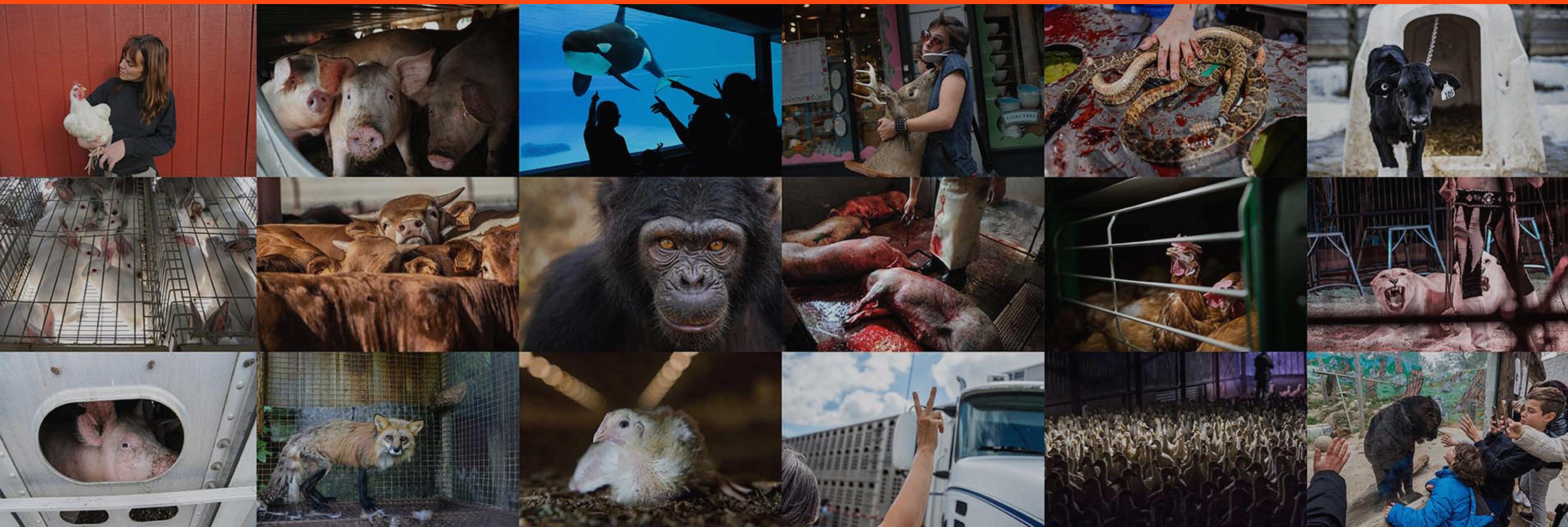




WE ANIMALS' THEORY OF CHANGE



INTRO

At We Animals, our Theory of Change is rooted in a simple but powerful belief: when people truly see and understand the lives of animals, a spark is lit, perspectives shift, and meaningful change becomes possible.

We aim to be the spark.

Through compelling photojournalism, we tell the stories of animals, stories too often hidden or ignored. By making their lives visible, we inspire compassion and challenge the ways animals are perceived and treated.

Equally important, we equip advocates, journalists, and educators with the resources to tell these stories themselves. By doing so, we empower others to enhance their campaigns, broaden their reach, and shape public discourse.

Together, these efforts create a ripple effect: stories spark insight; insight fuels compassion and advocacy, and advocacy drives personal as well as societal change. This is how we move closer to a world where animals are truly seen, protected, and valued.



WE ANIMALS' THEORY OF CHANGE

Animals suffer in human systems due to normalized exploitation and limited public understanding of their experiences.

The global animal movement often lacks strong visual storytelling tools to communicate effectively and shift attitudes and behaviours.

WE ANIMALS

We create engaging visuals and expose people to powerful animal stories.



PEOPLE

Visuals and stories, coupled with campaigns, educate, inspire and empower people to take action for animals.



ANIMALS

Empowered people catalyze culture shifts that change behaviours, policies, and society overall.

PILLARS

OUTPUTS

OUTCOMES

IMPACT

Tell impactful animal stories

Catalytic animal-centric content

Individuals and decision-makers educated, influenced, and empowered

A world where animals live free from human harm.

Opportunities for Animal Photojournalists

Anti-speciesist shifts in public awareness, knowledge, and sentiment

Targeted media outreach

Voluntary behavioural change at the individual level

Support the movement

Excellent visual resources for the movement

Societal behaviour change enforced by political and corporate intervention

Strong strategic NGO partnership campaigns

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PILLARS

PILLAR ONE

Tell animal stories that catalyze individual and societal change.

Through investigative storytelling, we expose audiences to animals' lived realities and potential futures, motivating reflection and voluntary behaviour change.

PILLAR TWO

Support the movement through strategic partnerships and resources.

By empowering advocates with compelling visuals, we strengthen the broader movement's ability to influence policy, practice, and cultural norms.





OUTPUTS

Educational animal-centric content published in a targeted manner.

Targeted exposure increases the likelihood of attitude and behaviour change through cognitive and emotional engagement.

Opportunities created for Animal Photojournalists.

Assignments, fellowships, and mentorships support professional growth and increase diversity in the field. A growing network of skilled APJs ensures continuous documentation of animal stories worldwide.

Targeted media outreach amplified stories and campaigns.

Proactive, well-timed outreach around key investigations and collaborations engages diverse audiences, strengthening public connection and momentum for change.

Strong NGO partnerships co-developed and implemented.

Visual storytelling collaborations strengthen partner advocacy campaigns. Co-created assignments enhance credibility, helping NGOs persuade their audiences toward pro-animal actions.

Excellent visual resources provided to the movement.

Advocates access high-quality content for their work, enabling persuasive advocacy and cohesive storytelling across the movement.

OUTCOMES

Increased exposure to animal stories.

Audiences, advocates, and decision-makers encounter a steady flow of animal-focused visuals and narratives that reveal animals' lived realities. Repeated exposure expands public awareness and normalizes empathy

Individuals and decision-makers educated, influenced, and empowered.

People and institutions gain knowledge, context, and emotional connection through consistent storytelling and advocacy. Informed audiences become more receptive to animal-centred values and actions.

Anti-speciesist shifts in public awareness, knowledge, and sentiment.

Social narratives around animals evolve from indifference to empathy. Media coverage and movement communications reinforce the idea that animals' interests matter morally and socially.

Voluntary behavioural change at the individual level.

People choose not to engage with abusive systems and practices, aligning daily choices with growing awareness of animal suffering. Compassionate behaviour becomes a personal norm.

Societal behaviour change enforced by political and corporate intervention.

Decision-makers implement policies and practices that restrict access to harmful systems. Institutional accountability reinforces cultural and individual change, embedding animal protection in public life.





SPECIAL THANKS

Thank you to Neysa Colizzi, The Mission Motor, and the We Animals board of directors for their help in articulating our Theory of Change!

Learn more about our work and get involved at www.weanimals.org

PHOTOS

Page 1 - Lisa and a friend at Farm Sanctuary. Farm Sanctuary, Watkins Glen, New York, USA, 2015. Jo-Anne McArthur / We Animals

Page 2 - Rescued arctic fox Maciek takes a bite of his first-ever pear at a Polish animal sanctuary after being saved from the fur industry by the animal advocacy organization Open Cages (Otwarte Klatki). Andrew Skowron / We Animals

Page 3 - Rescued Cow Eywa, a Resident at Farma Nadeje (Hope Farm) Sanctuary, Gazes down into the Camera While Spending Time with Companions in a Sunlit Field. Dobrovitov, Czechia, 2023. Lukas Vincour / We Animals

Page 4 - A male rat bred for use in medical research looks out from the container he lives in at a breeding facility. Undisclosed location, Mexico, 2025. Jo-Anne McArthur / Te Protejo / We Animals

Page 5 - A rescued horse stands in profile in a patch of sunlight at Skydog Ranch and Sanctuary. Bend, Oregon, USA, 2024. PhotoAdvocacy / We Animals

Page 6 - Snoopy, one of the pot bellied pig residents at Woodstock Farm Sanctuary, receives a belly rub from Jo-Anne McArthur. High Falls, New York, USA, 2024. Bridget Laudien / We Animals