



# The Phenix Advocacy Center for R+ Canine Professionals

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## Group Mission, Core Values and Vision Statement for the Phenix Advocacy Center (PAC)

**Founded 2023**

### **MISSION**

The Phenix Advocacy Center's *mission* is to provide peer-to-peer support for all R+ canine professionals through advocacy, education, empathetic listening, professional mental and physical health referrals and business support.

### **VISION STATEMENT**

To establish the Phenix Advocacy Center as a global leader in empowering ethical and humane canine professionals to receive compassionate support, to advocate for our collective voice to be heard, and to ensure that our mental and physical well-being is brought to the forefront of industry discussions.

### **CORE VALUES**

**Advocacy** – We will use our social media skills and collective professional abilities to advocate for a kinder, more compassionate industry for R+ canine professionals. We advocate for the mental and physical well-being of our colleagues. We also advocate for the worldwide canine industry to never resort to using fear, force, pain or intimidation in working with dogs.

**Integrity** – We maintain the highest levels of integrity among ourselves and with all R+ canine professionals. Our ethics dictate that we respond to our fellow R+ colleagues from a starting point of empathy and compassion. We adamantly stand against the use of fear, force, pain or intimidation in working with dogs.

**Confidentiality** – Our Moderators and Volunteers have signed a legally-binding Confidentiality Agreement. We keep private conversations private and we do not share

posts or screen shots from any of our groups. We work daily to create a safe space where people know that what they share stays in the group.

***Inclusiveness*** – Our organization will highlight the need to drastically increase the visibility of marginalized and minority communities within our industry. Our work includes inclusivity education for all members, promoting marginalized communities within our group’s online and in-person spaces.

***Serving R+ Canine Professionals*** – Our mission is to provide a safe online and in-person space for our colleagues. We serve our industry in a myriad of ways that will expand as we grow. We will always emphasize kindness, support and love for our colleagues and dogs.

***Financial sustainability*** – We are creating revenue streams (through grants, fundraisers, webinars, courses and conferences) so that the PAC will be financially strong and able to achieve our mission.

Annie Phenix

Founder & CEO

A handwritten signature in black ink, appearing to read 'Annie Phenix', with a stylized, cursive script.