



Sample Ethics Pledge for Animal Organizations

To maintain membership in the organization, all members must pledge to adhere to the following principles and high standards of professional conduct:

I WILL:

- **Conduct myself professionally in a way that reflects well on the organization**
- **Consider industry's and organization's current and future needs to achieve my goals**
- **Respect the confidentiality of any information entrusted to me, or obtained in the course of the organization's professional activities**
- **Consistently educate myself as to the new laws and regulations in the industry.**
- **Disclose the truth to my donors and supporters**
- **Be honest when explaining my animal handling experience and background, professional designations, and years of industry experience**
- **Be truthful by not exaggerating or making up the animal's background stories**
- **Use rescue, re-home, adopt, sales and educational presentations and advertising materials that are accurate and compliant with local, state and federal regulations**
- **Refrain from using lies or gossipy remarks about breeders, exhibitors and pet owners, or lie about the origin of the animals in the course of fundraising**
- **Caring for the animals in the best possible way**
- **Not acquire more animals than I can properly care for**
- **Have enough finances to care for the animals owned, even if I am a non profit facility, if donations fail**
- **Not threaten to euthanize my animals in order to solicit more donations**
- **Accept the responsibility to protect the animals as well as the public**

I hereby agree to the principles and mandates outlined in this pledge, and understand my obligation to uphold appropriate business practices and high standards of professional conduct, in order to meet the membership requirements of the organization