



# Fuel The Transformation



## Help Us Accelerate Change & Double Our Doing Good By 2030

**CULTIVATE** the future of compassionate and capable farm animal caregivers

**CATALYZE** change, helping farmers transform their ideas for better welfare into action

**CELEBRATE** success building community where compassion becomes contagious.

### Why you and why Kinder Ground right now?

Farmers need partners not police

There is no one way to do better. Together with farmers we are shifting the culture from compliance to meaningful & lasting change.

Farm animals deserve better lives

A life worth living is what every farm animal is owed. We have the experience & the relationships to raise the bar beyond minimum standards.

Making compassion a habit

It starts with cultivating kindness and respect for the animals and farmers that sustain us. It ends with making compassion a habit.

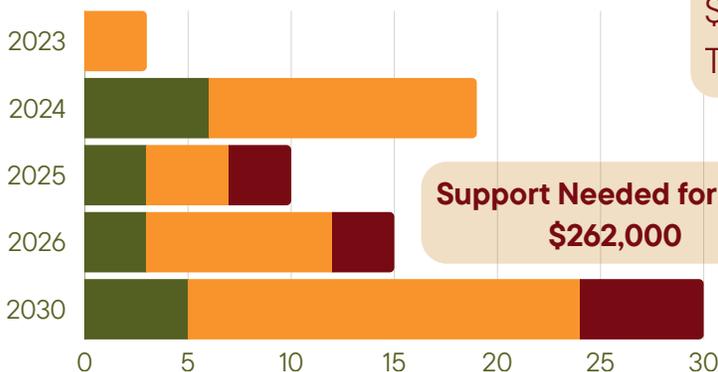
Growing a compassionate community

We're building connections within and beyond the farming community giving everyone a chance to show their support for farmers and farmed animals



### Our 30 by 2030 Challenge

● Cultivate ● Catalyze ● Celebrate



#### CULTIVATE

KHCA \$108,000/yr  
\$36,000 per training  
\$2,700 per Champion Training & Ed \$20,000

#### CATALYZE

8 Farm Projects \$81,000  
Each project \$10,000  
1 Pilot Project \$22,500

#### CELEBRATE

Field Day \$17,000  
Community \$7,000  
Outreach \$6,000



# Imagine The Transformation



We understand that not everything that counts can be counted but it helps to see where your money goes



**KHCA \$0.35 per cow**  
Over 300,000 cows helped every year

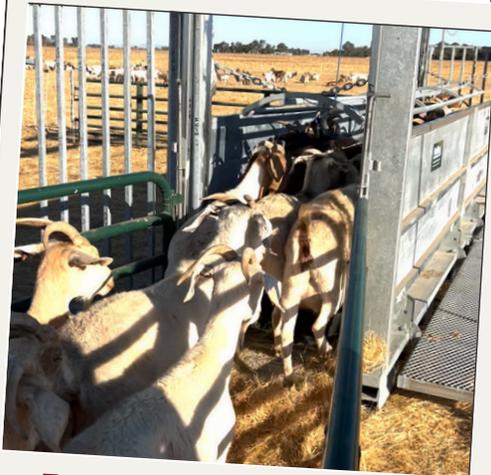
Kinder Ground has shown that you don't have to spend a lot to make things a little better for farmed animals.



**Pilot Projects \$1.75/animal**  
Let us imagine better



**Building Community \$140/farmer**  
50 Farmers sharing ideas



**Farm Projects \$8.50/animal**  
Make things better on farms large and small

Help us get closer to 2030. Ensure we get to 25 projects by 2028. Commit to an annual donation for 3 years or bundle into one to leverage tax advantages.



**Training & Ed \$39 per person**  
Ensuring caregivers show up capable and confident with compassion

Ready to fuel the future of doing better? Contact Dr. Jen [jwalker@KinderGround.org](mailto:jwalker@KinderGround.org)