



## KIND THINGS POLICY PLAN

In alignment with its public benefit mission, **KIND THINGS STICHTING (“KIND THINGS”)** pursues a strategic framework centered on three core pillars of action: (1) Animal Welfare & Veganism, (2) Environment & Sustainability, (3) People & Society.

All activities and initiatives undertaken by KIND THINGS are designed to fall under one or more of these pillars, each of which reflects the foundation’s statutory objective to serve the public interest. The foundation operates throughout the calendar year, responding to emerging needs and opportunities, while also taking into account incoming requests and its operational capacities.

### 1. Animal Welfare & Veganism

Historically, animals have been perceived merely as part of the human environment. However, the growing recognition of animals as sentient beings calls for a fundamental shift in how societies treat non-human life. Compassion toward animals is intrinsically linked with veganism—an ethical and conscious lifestyle choice that seeks to eliminate the exploitation of animals for food, clothing, or other purposes.

KIND THINGS is committed to elevating animal welfare standards and promoting veganism as a compassionate and sustainable way of living. It actively supports non-profit organizations through:

- Funding sterilization campaigns for stray animals
- Contributing to the operation of shelters and sanctuaries for abandoned or “retired” farmed animals
- Supporting legal actions that advance animal rights, including legal representation in court when required by law.

## 2. Environment & Sustainability

The climate crisis presents one of the most pressing challenges of our time, threatening the viability of ecosystems and the well-being of future generations. The only credible response lies in promoting sustainability, environmental education, and a collective shift toward responsible and eco-conscious living.

KIND THINGS focuses on:

- Preserving biodiversity and raising ecological awareness
- Equipping and supporting volunteer firefighting groups and institutional entities with fire protection gear
- Supporting school-based environmental education initiatives
- Funding research and public awareness campaigns on the environmental impacts of intensive animal and fish farming practices

## 3. People & Society

A thriving society is one that ensures no individual is left behind and every child is given a chance to flourish. Communities prosper when their most vulnerable members are provided with the means to live with dignity, hope, and equal opportunity. Protecting children—particularly those exposed to marginalization, abuse, neglect, displacement, or institutional care—is a fundamental obligation for any society. Providing essential resources, educational tools, and empowerment programs builds more inclusive, connected, and resilient societies.

KIND THINGS endeavors to:

- Support individuals and families living under the poverty line or experiencing homelessness, displacement, health issues, or disability
- Promote gender equality and empower marginalized groups such as women, refugees, and victims of natural disasters
- Support child-focused public and private institutions that implement best practices in care, protection, and inclusion
- Collaborate with non-profit organizations and public institutions to deliver humanitarian assistance
- Design and implement its own direct aid initiatives targeting acute socio-economic hardship

This Policy Plan serves as a guiding framework for the foundation's future direction, ensuring that all its actions remain rooted in compassion, sustainability, and the collective good.