



2016

“Love for Animals”

Global Initiatives 2016

(Four Major Focus Areas)

1. Service Activities at Animal Shelters & Sanctuaries:

Volunteering at these associations by feeding the animals, cleaning their environment, etc.

2. Walk for Values / Distribution of HV Quotations:

Organising “Walks for Values” and/or distributing Human Values quotations from great personalities (on this year’s theme) to people on the streets, at parks, etc. with the aim of sensitising our local communities against animal cruelty and promoting greater awareness on this topic.

Global Initiatives 2016

3. EHV Classes & Creative Workshops for Children:

For children in the local community and at schools on the different values that animals teach us and on the importance of having kindness and compassion for all living creatures. (This activity should be directly coordinated with and supervised by the zonal ISSEs.)

4. Public Talks to Promote Greater Self-Awareness:

Promoting awareness on the importance of vegetarianism as a non-violent way of life and respect to animals. Creating greater awareness in choosing to use cruelty-free household products, cosmetics, etc.

STP as a Public Outreach Activity

The 5 Pillars of Community Engagement

1. **Energise** ourselves to serve the planet. We aim to serve animals and ultimately society itself.
2. **Empower** ourselves by selecting the right service, i.e. an activity needed in our city/region, matching our skills and able to attract the interest of the public.
3. **Encourage** SSIO members and society participation with active and intensive internal and external communication.
4. **Enlighten** community by spreading awareness about the value of animal life and how animals should be loved.
5. **Excellence** in what we do. *Sathya Sai* has highlighted the importance of quality in the SSIO activities. We build the SSIO's reputation with our actions!

Effective Public Outreach Channels

To be considered for external communication about STP (posters, leaflets, Web posts and verbal communication):

- *Universities and colleges*
- *Bookshops*
- *Libraries*
- *Vegetarian restaurants*
- *Yoga and meditation centres*
- *Organic stores*
- *Animal life protection organisations*
- *Animal protection websites*
- *Social media (Facebook, Twitter...)*
- *Local SSIO webpages*
- *Public locations (streets, public boards,..)*
- *Family, friends and school mates*
- *Cultural centres*
- *Animal sanctuaries and shelters*



General Reminders

- Public Meetings & Services are a powerful way to disseminate the Sathya Sai Message and SSIO Mission.
- STP is a youth led **public outreach initiative** and a **key opportunity** for all SSIO members to engage their local communities.
- As part of our **spiritual discipline**, to **read and reflect** on the many stories from Sai literature on animals including Sathya Sai's example and loving interactions with them.