



June, 2015

Dear Friend,

Animal Alliance/Environment Voters has shifted into “high gear,” preparing for the next federal election—Election Day, October 19, 2015.

This election will be the most important that AA/EV has ever campaigned in. Never before have we had to confront a Prime Minister or a governing party with a worse environmental and animal protection record than Stephen Harper and the Conservatives.

It would be truly catastrophic for animals and the environment if the Harper Government was returned to power with a majority. As the federal election in 2008 showed, a Conservative minority government can be held in check by opposition parties and pass reasonable legislation.

But, a majority Conservative government, as the 2011 election showed, leads not only to wholesale dismantling of environmental and animal protection laws, but also to the deliberate sabotage of the foundation institutions and laws and rights that make our democracy possible. Every institution from Parliament to the Supreme Court to Elections Canada to the Parliamentary Budget Office to the Charter of Rights and Freedoms to voting rights has come under attack by the Harper Government.

For people like you and me, and AA/EV, to have any hope that sound, responsible animal and environmental protection laws will be passed we need a truly open and democratic government, subject to the rule of law, and guided by best practices and best evidence. Not the kind of government Stephen Harper has put in place.

We have an obligation, I believe, to do everything in our power to prevent Prime Minister Harper and the Conservative Party forming a majority government. We owe this obligation to the environment and animals who need us to fight for them, and upon whom we depend for our very survival. We owe it, also, to our fellow Canadians who can't participate in elections as effectively as you and I can, thanks to the party you support, Animal Alliance/Environment Voters.

Let me add, too, that Animal Alliance/Environment Voters is the only animal and environmental protection group that has formed a political party so that it can effectively campaign during elections. No other group has taken advantage of Canada's election laws as we have, so no other group can hold the government accountable for their policies and record as we can. Like all the federal elections in the past, AA/EV will be the only group campaigning to make environmental and animal protection ballot box issues.

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It's time to ask for your help. We need your financial support to fund and manage our local and national campaigns. The national campaign will be waged with television and radio advertisements; local campaigns with radio advertising, targeted mailings, and candidate appearances.

We're also looking for people who would be interested in being an Animal Alliance/Environment Voters candidate. Could that be you?

We'll be using our campaigns to promote our own candidates, but we know it's unlikely any of them will be elected. Therefore, we will use our campaigns—as we've done in the past—to persuade voters to support other parties' candidates who will support sound environmental and animal protection policies. That is, truly, far more important.

Depending on the electoral district, they may be candidates from the Liberal Party, the New Democratic Party, or the Green Party. We cannot support any Conservative candidate because of the harm inflicted on the environment and animals by Stephen Harper and the Conservative Party of Canada.

If you'll help us with your generous support, we intend to use this election to hold the Harper Government accountable for its devastating environmental and animal protection record. We'll do this by campaigning in 'swing' electoral districts where we can influence the vote enough to ensure the Conservative incumbent loses.

Our current research shows that there are about a dozen 'swing' ridings where we can campaign effectively and efficiently, and where the Conservative incumbent won by less than 2% of the vote. In these ridings, AA/EV can have enormous influence over who wins the seat. As few as 100 votes might determine who is elected. From past campaigns, we know we can usually shift at least 500 votes from one candidate to another.

In the recent Ontario general election and by-elections, for example, we used this strategy to hold the provincial Liberals accountable for their ruinous environmental and wildlife protection record, particularly their failure to move forward on the climate change issue. We even campaigned in Premier Wynne's own riding. The Ontario Liberals acted. Ontario is now leading the way in Canada on the climate change issue.

The Harper Government must be politically 'punished' for the harm it has done, and will continue to do if it is re-elected with a majority. No government in Canadian history has done more to deliberately wreak havoc on the environment and animals, nationally and globally, than the Harper Government.

It's not enough to just hold the Harper Government accountable for its destructive policies. We must also be seen to be doing so by the other parties. Every party and party leader must understand that AA/EV and people like you will hold them accountable at the ballot box for their environmental and animal protection records.

We will reward a party with a good record, and punish parties with bad records, regardless of their political stripe. We are not *for* or *against* any political party or leader. We are *for* good environmental and animal protection policies.

Your financial support will make it possible for us to run highly visible local and national campaigns that will not only influence which party wins, but also make every party leader aware that in elections the environment matters thanks to AA/EV supporters like you.

Remember, that the coming election will be the first where both Liberal leader Justin Trudeau and NDP leader Tom Mulcair will be campaigning as party leaders. We must ensure that they and their campaign organizers are aware of AA/EV's campaigns. Your support—your generous contributions—will make that possible.

It's not possible to overstate how important this particular election is for AA/EV and the policies we are—with your support—promoting. Unlike in 2008 and 2011, where Liberal scandals and unpopular Liberal leaders dominated the campaign narrative, 2015 will be fought on policies.

All the parties have viable candidates and leaders. None, except for the Conservatives, are dealing with serious scandals. Both the Liberal and the NDP have leaders who are generally well-regarded in most regions of the country. It will be a close three-way race where policy and records and campaigns matter. Where we will matter, thanks to the support of people like you.

This will be the first election in which Stephen Harper and the Conservatives have had to fight Liberal and NDP parties that were united behind popular leaders, well-funded, scandal-free, and supported by large numbers of eager volunteers.

It's this kind of election where AA/EV can have the most influence, and do the most good for animals and the environment—of course, with your support.

I've included in this letter our party platform, *A Vision for a Future*. It is, as you'll see, unlike any published by any other party. Most of the policies will seem radical, but all of them are based on the best available evidence and science and address the real challenges we face and must overcome.

AA/EV doesn't expect to elect any MPs, but it can stimulate debate and compel other parties to honestly confront the issues that we face while the voters are listening and thinking about who to vote for. And, in the ridings we target, we can be the factor that determines who wins and who loses.

Also with this letter is a Candidate Application Form. If you'd like to stand up in this election for the principles and policies AA/EV promotes please consider being a candidate. We've centralized our campaign management and reporting processes so the burden on

candidates is minimal. What we really need is your voice for the animals and the environment, ringing out loud and clear when it matters most during an election where every vote will count, and where every candidate and every voter is listening.

Please, I have to ask once again, consider making a generous contribution to the campaign, and think about being a candidate. We'll be the only animal and environmental protection group in Canada fighting for the animals and the environment in this election. Help us make that fight truly count.



Sincerely,

A handwritten signature in black ink that reads 'Liz White'.

Liz White, Director

P.S. As I wrote above, included with this letter is “*A Vision for the Future*,” AA/EV’s overview of policies we intend to promote in the next election. I would welcome your thoughts about them and how we might improve our platform.

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