



The Canadian Wings of Rescue

Partner Agency Handbook

A GUIDE FOR CURRENT AND FUTURE VOLUNTEERS

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Welcome!

Welcome and thank you for joining forces with us in our shared commitment to making a difference. We are excited to collaborate with your organization and are deeply grateful for your partnership in our mission to help animals in need.

In this policy handbook, you will find important guidelines, protocols, and best practices designed to ensure our collaboration is effective and seamless. Our goal is to create a harmonious working relationship that maximizes our collective impact and upholds the highest standards of service and professionalism.

Your expertise and dedication are invaluable to our mission, and we are eager to work together to achieve our common goals. If you have any questions or need further clarification on any of the policies outlined, please do not hesitate to reach out. Open communication and mutual support are key to our success.

Thank you once again for your partnership. We look forward to a productive and impactful collaboration.

- The CWoR Board of Directors

Who We Are

SAVING LIVES OF VULNERABLE ANIMALS ONE FLIGHT AT A TIME.

The Canadian Wings of Rescue is a 100% volunteer run federally registered charity organization dedicated to rescuing animals within Canada. Our purpose is to work with Canadian rescue groups, shelters, and/or wildlife rehabilitation centres when they are faced with a transportation need. We arrange short flights via our amazing volunteer pilots wherever possible.

We provide free, or low-cost options for, domestic flights to Canadian not-for-profit animal welfare organizations. Transports for abused, abandoned, and injured animals to fosters, adopters, rehabilitation, or transfers to other not-for-profit organizations.

Registered charity #808636088RR0001



Our Vision

A future where all animals have access to transport affording them the health, home and hope they deserve.

Our Goals

- Provide air transport through an extensive inventory of volunteers, pilots, and aircraft
- Connecting nation-wide networks of communities, animal welfare professionals and organizations to transport services
- Facilitate accessibility to community health and animal welfare services in underserved communities

Our Values

In putting the needs of animals first we;

ARE ADAPTABLE

We understand animal welfare is an ever-changing social need, so we must be committed to adapting our operations to meet evolving needs. Being adaptable means being willing to navigate unfamiliar territory, trying to find innovative solutions to difficult problems, pushing ourselves to explore new directions, and being open to discussion.

EMBRACE DIVERSITY

We commit to taking a non-discriminatory approach to volunteers, animals, and ideas. This means valuing and respecting differences among people and animals, and actively seeking a diversity of thought. Diversity in its various applications is the cornerstone of progression and a key feature of our impact.

COMMIT SELFLESSLY

We commit to going above and beyond for the cause. We understand that we will face challenges that test our resolve, but we will always keep our mission front of mind and persevere in the face of difficulty. Committing selflessly means putting the cause first and prioritizing the greater good.



ACT WITH INTEGRITY

We are a part of the larger community, whether that be the communities we serve, the communities of animal welfare activists, or our community of committed volunteers. As a part of the community, we build relationships of trust by prioritizing transparency, communication, honesty, reliability and setting a standard of ethical principles. We act with integrity by doing the right thing whether or not we are in the spotlight.

Our Guiding Principles

A volunteer is an individual who offers their time, skills, and efforts willingly and without monetary compensation to support The Canadian Wings of Rescue's cause. Volunteers typically engage in activities or tasks that contribute to the achievement of our organizational goals and mission.

Diversity and Inclusion

Volunteers are integral to fostering an environment of diversity and inclusion within our organization. By embracing and respecting the unique perspectives, backgrounds, and experiences of all individuals, volunteers contribute to a rich and inclusive community. Your commitment to diversity and inclusion enhances collaboration, innovation, and empathy, ultimately strengthening our ability to achieve our goals. We encourage volunteers to actively engage in promoting a culture where everyone feels valued, heard, and empowered, creating a positive impact on the organization and the communities we serve.



Expectations and Guidelines

Code of Conduct Policy

As we work together to support and care for animals in need, it's essential that all partner agencies uphold the highest standards of professionalism and ethics. This Policy outlines our expectations to ensure a successful and respectful collaboration that benefits the animals and communities we serve.

1. Professionalism

- **Integrity and Honesty:** Partner agencies must act with honesty and integrity in all interactions related to the partnership. Provide accurate and truthful information and avoid any conflicts of interest.
- **Respect and Courtesy:** Treat all individuals—whether they are staff, volunteers, clients, or community members—with respect and kindness. Discrimination, harassment, or abusive behavior will not be tolerated.
- **Confidentiality:** Protect the confidentiality of sensitive information about animals, clients, and organizational operations. Share information only with authorized individuals and in accordance with our privacy policies.

2. Compliance with Policies

- **Adherence to Guidelines:** Follow the policies, procedures, and guidelines detailed in the CWoR Partner Agency Policy Handbook. Ensure all activities align with these standards to maintain consistency and quality in care.
- **Legal and Regulatory Compliance:** Abide by all applicable local, state, and federal laws, including those related to animal welfare and nonprofit operations.

3. Communication and Collaboration

- **Open Communication:** Maintain transparent and proactive communication with the CWoR team. Address any issues or concerns promptly and seek solutions collaboratively.
- **Teamwork:** Work cooperatively with our team and other partner agencies to achieve common goals. Foster a spirit of collaboration and mutual support.

4. Ethical Practices

- **Animal Welfare:** Prioritize the well-being and humane treatment of animals in all activities. Adhere to best practices for animal care and ensure that all actions reflect our commitment to animal welfare.



- **Fair Practices:** Engage in fair and ethical practices in all aspects of the partnership. Avoid actions that could compromise the integrity of the rescue efforts or the trust of the community.

5. Conflict of Interest

- **Disclosure:** Disclose any potential conflicts of interest that may affect your ability to carry out your duties impartially. Seek guidance from CWoR if you have any doubts about potential conflicts.
- **Avoidance:** Avoid situations where personal interests might interfere with professional responsibilities or the best interests of the animals we serve.

6. Health and Safety

- **Adherence to Standards:** Follow all health and safety guidelines and protocols. This includes proper handling of animals, use of protective equipment, and maintaining a clean and safe environment.
- **Reporting:** Report any safety hazards, incidents, or concerns immediately to CWoR to ensure a safe working environment for everyone involved.

7. Accountability

- **Adherence to Code:** Comply with this Code of Conduct and any other policies set forth by CWoR. Your adherence ensures a smooth and effective partnership.
- **Review and Revision:** This Code of Conduct may be reviewed and updated periodically. We will notify you of any changes and expect continued compliance with the revised standards.

By following this Code of Conduct, partner agencies contribute to a positive, ethical, and effective partnership that advances our shared mission of rescuing and caring for animals. We appreciate your commitment to these standards and look forward to working together to make a meaningful impact.

Communication Guidelines

Clear and respectful communication is at the heart of our volunteer community's effectiveness. These guidelines are designed to ensure that interactions among volunteers, staff, and beneficiaries are conducted in a manner that reflects our organization's values and supports our shared goals.

First and foremost, we emphasize the importance of respectful communication. Whether you're engaging with fellow volunteers, members of our partner organizations, or beneficiaries, treating all individuals with respect and consideration is paramount. Maintaining professionalism in your tone and



language, regardless of the communication medium, contributes to a positive atmosphere.

Clear and concise messaging is another key principle. Striving for clarity ensures that your messages are understood as intended, eliminating misunderstandings and confusion. Additionally, active listening enhances effective communication by acknowledging and understanding diverse viewpoints before responding thoughtfully.

Timely responses underpin and promote efficiency and demonstrate your commitment. Therefore, whenever possible, aim to acknowledge receipt of messages promptly and provide any required information in a timely manner.

As you engage in communication, remember the significance of maintaining confidentiality. Sensitive information that you encounter during our partnership must be handled with care and never disclosed without proper authorization.

Inclusive language is a hallmark of our communication guidelines. By using language that is sensitive to diverse backgrounds, beliefs, and experiences, we create an inclusive and welcoming atmosphere for all participants.

Feedback and constructive criticism are valuable tools for growth. When offering feedback, prioritize delivering it constructively, focusing on the issue rather than the individual. This approach encourages continuous improvement while respecting each person's contributions.

In the digital age, our online communication carries weight. Uphold the organization's image by representing us positively in online interactions. Exercise caution when you sense there is a potential that sensitive or confidential information is being used, ensuring that such details are appropriately vetted and authorized.

In situations of conflict, always adopt a calm and professional demeanor. Address concerns through open dialogue and, if necessary, involve your volunteer coordinator to seek resolution.

Official communication channels are designated for volunteer-related matters. Utilizing these channels ensures that messages reach the intended recipients promptly.

Lastly, these guidelines also emphasize the significance of acknowledging contributions. Expressing gratitude for others' efforts fosters a positive and supportive volunteer community. By embracing these communication guidelines,



you contribute to a positive and productive volunteer experience for yourself and those around you. If you encounter any concerns or need further guidance, don't hesitate to reach out to your volunteer coordinator.

Thank you for embracing these principles and fostering effective communication within our community.

Use of the CWoR Branding Guidelines

As a valued partner of CWoR, there may be opportunities for our organizations to share content, stories and news that we've collaborated on.

Below you will find information regarding CWoR brand standards that are designed to maintain consistency in our branding and messaging, enhance public recognition, and reinforce the values of our animal rescue efforts.

Our Ask of You

- For long-form content such as blog posts, newsletter/website content, press releases, physical signage, etc. we would request the opportunity to review and provide feedback before publication or printing.
- For social media content, we understand the importance of immediacy and do not require expressed approval on social media posts. We welcome tags so we may share your content:
 - Instagram: [@Canadian_Wings_of_Rescue](#)
 - Facebook: [Canadian Wings of Rescue](#)
 - LinkedIn: [Canadian Wings of Rescue](#)
 - [Website](#)

Brand Overview

- **Logo Usage**
Use CWoR's logo only as provided and with permission. Ensure the logo is displayed in its original form without alteration. Maintain adequate clearance around the logo to preserve its visibility and impact.
- **Partner Logo Placement**
When featuring CWoR and partner agency logos together, ensure that both logos are displayed with equal prominence. Follow the co-branding guidelines provided for correct placement and sizing.
- **Colour Palette:** For reference, the CWoR colour codes for print and digital use are:
 - Primary Color 1: [HEX: #1C3369, RGB: 28/51/105]



- Primary Color 2: [HEX: #316196, RGB: 49/97/150]
- Accent Color: [HEX: #B9BFD5, RGB: 185/191/213]

- **Imagery**

Images should be high-quality and emotionally compelling. The preference is to showcase photos of animals we've rescued, volunteers in action, and the communities we work with and to avoid stock photography.

Please reach out to us directly if you require images from previous transports.

Tone and Voice

- We speak as a friend to our audience. Our language is warm, approachable, and caring. We want people to feel a connection to our cause, the animals we help and to us as an organization.
- We draw people in with our passion and enthusiasm. Our voice is lively and dynamic, sparking interest and inspiring action.
- We share knowledge and insights in a way that is easy to understand and informative. We aim to educate our audience about the importance of animal rescue, the role animals play in our social and environmental landscape and how they can contribute.
- We address our audience in a way that is inclusive and respectful. Use "we" and "you" to create a sense of community and shared purpose.

Key Messages for partner use

- Established in 2013, Canadian Wings of Rescue was founded with a simple yet powerful vision: A future where all animals have access to transport affording them the health, home and hope they deserve.
- We are a 100 percent volunteer run registered charity dedicated to rescuing animals within Canada.
- We work with Canadian animal rescue groups, shelters, and wildlife rehabilitation centres to help arrange free, short flights via our network of volunteer pilots

Call to action

- Should there be an opportunity to drive audiences to act, here are our preferences:
 - [Donate](#) to our cause. (Donations over \$25.00 will receive a tax receipt.)
 - Like, share, follow us on social media

Adhering to these Brand Guidelines helps ensure that our collaboration is presented consistently and professionally, reflecting our values and mission. Thank



you for your attention to these guidelines and your commitment to our shared cause.



Partnership Responsibilities

To ensure our partnership runs smoothly and achieves our shared goals, it's important that each party understands and meets its responsibilities. The following outlines the key responsibilities we expect from our partners. By following these guidelines, we can work together effectively and make a positive impact on the animals we care about. We appreciate your support and cooperation in helping us succeed in our mission.

Partner Agency Responsibilities

1. Waiver of Liability and Contingency Plans

- **Liability Waiver:** CWoR's main
- **Transparency:** Partner agencies must keep CWoR informed about transport schedules and processes. Regular updates on flight schedules and procedures are essential to ensure clear communication and effective collaboration.

2. Pre-Transport Screening

- **Screening Obligations:** Partner agencies are responsible for screening each animal and ensuring they are fit for transport. The rescue will ensure that all animals are healthy and transport plans meet the requirements specified by the Humane Transport Regulations.
- **Accurate Documentation:** Agencies must provide precise and complete information regarding the animal's health, vaccination records, and any special needs before the transportation occurs.

3. Animal Transport Record Keeping

- **Record Keeping:** Although the full Animal Transport Record Template might not be necessary, partner agencies must maintain simplified records that include critical details such as transport dates, routes, and any incidents during transit. CWoR keeps a detailed record of all flights.
- **Compliance with Regulations:** Partner agencies are advised to keep records that meet or exceed the standards outlined in the Humane Transport Regulations, even if using a simplified format, to ensure full compliance with legal requirements.

4. Legal Compliance



- **Adhering to Laws:** Partner agencies are required to comply with all applicable local and federal animal welfare laws, including the Transport of Animals Regulations and the Health of Animals Regulations.
- **Preparedness for Audits:** Partner agencies should be ready for regular audits conducted by any relevant external authorities to verify compliance with these regulations.

CWoR Responsibilities

1. Documentation and Record-Keeping

- **Centralized Documentation:** CWoR will maintain a centralized record of all transport activities, ensuring that all required documents are collected and stored.
- **Incident Reporting:** CWoR will be responsible for reporting any transport-related incidents to the appropriate authorities and will work with partner agencies to resolve any issues that arise.

2. Communication

- **Ongoing Updates:** CWoR will keep partner agencies informed with regular updates regarding transport schedules, regulatory changes, and any other relevant information.
- **Liaison Role:** CWoR will serve as a liaison between partner agencies and regulatory bodies, ensuring smooth communication and adherence to all requirements.

3. Liability and Insurance

- **Insurance Coverage:** CWoR will ensure that the organization's liability insurance covers all transport operations, provided that partner agencies comply with the waiver of liability or contingency plan requirements.
- **Risk Management:** CWoR will collaborate with partner agencies to minimize risks associated with animal transport, including developing contingency plans and emergency response strategies.



Follow Us Online



Our Website

<https://canadianwingsofrescue.ca/>

The best way to communicate our organization's mission, vision and values with the public. It highlights how visitors can get in contact with us, how to support our efforts and invites them to sign up for our external newsletter.



Instagram

https://www.instagram.com/canadian_wings_of_rescue/

Instagram is helping to create a visual marketing channel for our organization by driving our brand awareness, encourage new donors to participate, and build a loyal audience to engage with. It's an excellent way to find supporters where they're already spending time!



Facebook

<https://www.facebook.com/TheCanadianWingsofRescue/>

Facebook is the largest and most recognized social media network worldwide, making it an excellent entry point to introduce supporters of our mission. Our page has helped to build meaningful connections with our followers and share our success stories.



LinkedIn

<https://www.linkedin.com/company/canadian-wings-of-rescue>

LinkedIn is important for our organization because volunteers can recognize themselves as members of staff within CWoR. They can share and reshare information about the organization building brand awareness; and they might have connections in various industries, or locations who may want to support our mission.