



EDGAR'S MISSION

Our Mission is Kindness



EDGAR'S MISSION **ANNUAL REPORT** **2019–20**

'OUR MISSION IS KINDNESS'

EDGAR'S MISSION ANNUAL REPORT 2019–20

Produced by:
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Lancefield Victoria 3435

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Edgar's Mission is a
registered charity.
All donations over \$2 are tax
deductible in Australia.

Copies of this report
are available at
<https://www.edgarsmission.org.au>

**Edgar's Mission acknowledges the traditional custodians
of the land on which our sanctuary is located and pays respect
to Elders past, present and emerging.**

The Edgar's Mission Treasurer's Report and Financial Report for the
Year ended 30 June 2020' has been produced as a separate document.
Copies are available via the Australian Charities and Not-for-profits
Commission website <https://www.acnc.gov.au>.

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We thank them for their kind words.

We thank Louise B Creative for the very generous donation of her time,
creativity and skills towards the design of this annual report.

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ABOUT EDGAR'S MISSION

'IF WE COULD LIVE HAPPY AND HEALTHY LIVES WITHOUT HARMING OTHERS, WHY WOULDN'T WE?'

Edgar's Mission is a not-for-profit sanctuary for rescued farmed animals with a vision of a humane and just world for all.

Edgar's Mission is set on 153 peaceable acres near Lancefield, Victoria (Australia), about 60 km north of Melbourne. We rescue and provide sanctuary to animals

in need, currently providing lifelong love and care to over 400 animals rescued animals.

Through education, outreach, advocacy, community enrichment and sanctuary tours, we encourage people to expand their circle of compassion to include all animals.

ABOUT US



WHERE WE BEGAN

Edgar's Mission was founded by Pam Ahern and named after her first rescued pig, Edgar Alan Pig. Edgar Alan Pig, aka 'the pig who started it all', sadly passed away shortly after his seventh birthday party in April 2010.

Edgar, a gentle giant, touched so many people and was an amazing ambassador for pigs and farmed animals everywhere. He is missed beyond words – but his mission will continue.



WHY DO FARMED ANIMALS NEED RESCUING?

An estimated 500 million 'food' or 'production' animals in Australia are excluded from the protections of animal welfare legislation.

They endure lives of abject misery in factory farms: barely able to move, they are subjected to acts of cruelty that would be illegal if done to a cat or dog. They live without sunshine, without freedom, without being able to socialise, without hope.

As custodians of this planet, humans have designated some animals 'friends' and some animals 'food'. Yet all animals share the same capacity to suffer, the same need and desire to experience life, and for it to have joy, meaning and purpose.

Edgar's Mission provides you with a glimpse into a different world – a world of kindness.

AT A GLANCE: 2019–20



3300+
VISITORS*



192
SANCTUARY
TOURS*




154
ANIMALS
RESCUED




359,000+
FACEBOOK
FOLLOWERS


130
ANIMALS
REHOMED



98,000+
INSTAGRAM
FOLLOWERS



33,000+
TIK TOK
FOLLOWERS



**Numbers were reduced due to COVID-19 restrictions from March 2020.*

YOUR DONATION AT WORK

FOR EVERY \$100 RECEIVED BY EDGARS MISSION

OVERHEADS \$7

\$7 covered our operating overheads, including bills, rates, insurances and professional services.

AWARENESS & ADVOCACY \$16

\$16 supported our efforts in awareness, advocacy and outreach, including the 'Ask Me Why' campaign.

"What a truly wonderful organisation - the animals are truly blessed and looked incredibly happy, clam, at peace, in heaven on earth to be living out their days at this amazing sanctuary."

- Visitor from Monash Library

FUTURE RESERVE \$12

\$12 was retained as an equity reserve to support future growth and investment.

DIRECT ANIMAL CARE \$48

\$48 supported the direct care of our animal residents, including food, medication and veterinary expenses.

FARM OPERATIONS \$17

\$17 supported our daily farm operations, including maintenance, upkeep and repairs.





Our world has changed – but our compassion has not...

There is no doubt our world has changed, from physical distancing and face masks to lockdowns and job losses, but it hasn't changed who we are, or why we do what we do here at Edgar's Mission.

This beautiful image was captured recently; both on our phone and in our hearts. The beautiful Ingrid, and our stellar volunteer Victoria. Victoria wasn't asked to take Ingrid for a walk around the sanctuary and show her the

many sights she would otherwise not see, nor was she asked to chat with Ingrid whilst she sat in her rehabilitation chair and enjoyed the sunshine, but Victoria did these things and more, because she saw in Ingrid, just as we do, a sentient being trapped by circumstance* who still wanted very much to be a part of the world.

This is sanctuary, this is who we are – for in animals we find our greatest measure.

The best within us seeks to keep them safe and protect them from harm, and the worst seeks to profit from their suffering and misery. We take the greatest heart here at Edgar's Mission that every one of our team members, generous donors, and loyal supporters, chooses the former and in doing so helps make the world a kinder place for all. Our world has changed, but our compassion has not...

Thank you so incredibly much for being a part of our journey and helping spread our mission of kindness far and wide. And with that I invite you to peruse the pages that follow to more of the impact of Edgar's Mission in 2019/2020.

Yours in kindness
Pam Ahern

**Ingrid was recuperating from a torn muscle in her left leg. As a rescued chicken bred for rapid growth for human consumption, Ingrid and beautiful birds just like her sadly are victims of their human manipulated genetics. However, with special diets, tailored health plans, and kindness in abundance they too can enjoy lives truly worth living in sanctuary settings.*

"Pam's letters/editorials/musings are the most welcome and startlingly personal feedback received from any of my favoured charities." Toni, a supporter





FROM OUR TREASURER

As I stand amongst the beautiful, peaceable acres of Edgars Mission, surrounded by happy animals, it's easy to forget the tremendously difficult year the world has just endured. Amidst extreme weather events and a global pandemic, 2020 was unprecedented on multiple fronts, and many charitable organisations around the world were left largely exposed to its detrimental impacts.

As a secluded haven in rural Victoria, Edgars Mission was mercifully shielded from much of this fallout, and that is mostly **thanks to the unwavering generosity of our compassionate donor base**. I'm so pleased to report that, in FY20, overall donations and bequests rose by 4%, driven largely by our amazing network of monthly donors.

These critical funds were enough to offset the decline in ad-hoc donations experienced throughout the period, as many Australians were forced to reconsider their financial situations. While we may not be out of the woods yet, and with the full extent of global financial and economic impacts yet to be seen, we do want to take this valuable opportunity to **thank you, our generous patrons, for keeping Edgars Mission in your hearts and minds during these trying times**. Your funds continue to make a huge difference for over 400 very special animals, many of whom require resource-intensive treatment and care plans to best overcome the distresses of their past.

With so many precious lives in our hands, every dollar received by Edgar's Mission is handled with the utmost care and due diligence. In FY20, our annual statements were once again audited by Rycrofts Pty Ltd, and submitted to the Australian Charities and Not-For-Profits Commission (ACNC) for regulatory oversight. We also engaged the services of consulting firm RSM Australia Pty Ltd to conduct a detailed review of our financial policies, processes and controls. This has provided us with an excellent roadmap to further strengthen the financial integrity of our bookkeeping processes.

In 2020, a world of kindness has never been so important, so thank you again for entrusting us to do our part for these gentle animals, on your behalf. They may be voiceless, but I believe there is no greater gratitude than that found in the eyes of a rescued animal.

Bayden Hammond
Treasurer

With so many precious lives in our hands, every dollar received by Edgar's Mission is handled with the utmost care and due diligence.



PROVIDING SHELTER AND DIRECT CARE FOR HOMELESS, NEGLECTED, INJURED OR ABANDONED FARMED ANIMALS

Imagine being lost, alone, injured and without a friend in sight. Sadly, that has been the case for many of the animals who have found sanctuary and salvation through Edgar's Mission. And it only happened because kindness found them: kindness in the form of the human heart who witnessed an animal in trouble and knew that what they chose to do next could save a life. Many of the animals who arrive at Edgar's Mission

are suffering from the effects of neglect – malnutrition, starvation, or untreated wounds and injuries – and an animal protection system that views these sentient beings as production units. Our task is to provide medical treatment, nourishment, reassurance and comfort in the form of shelter, companions and kindness. With over 400 animals, it's a big task.

**ANIMAL RESIDENTS
AT DEC 2020:**

TOTAL 421



RABBITS 4

PIGS 49



COWS 10



CATS 14



CHICKENS 67



GEESE 5



TURKEYS 6



SHEEP 161



HORSES 6

GOATS 77



DOGS 1



DUCKS 13



ALPACAS 8



ANIMAL CARE AND WELFARE

Our pledge to every animal who passes through our sanctuary gates is to give them a life truly worth living, and when we can no longer do this, to help them pass peacefully, and with kindness, from this world.

For our **400+ residents**, this means ensuring all have comfortable shelter, along with good nutrition, first-class animal husbandry, veterinary care and, of course, friends to share the sunshine with. Yet some animals require even more, having special and complex needs that call upon an even higher standard of care and resourcefulness.

A normal day at the sanctuary often **begins well before dawn**. Sometimes it began the previous day, if we have spent the night caring for an orphaned infant, elderly weakened ewe or the victim of neglect who has required monitoring throughout the night. Sometimes we may have received a call long after the sun went down to render assistance for an animal in urgent need. Whatever has happened overnight, each morning, sanctuary work beckons.

We have a **small staff of dedicated individuals** who meet early in the day to talk through the coming day's activities. We discuss the tasks that lie ahead and what the day will look like, taking note of **special needs animals** and specific duties required around the sanctuary, bearing in mind the ever-present need to be flexible, adaptable and accommodating of change, as this so often occurs.

We have a **small hospital centre** in our main barn; here we provide basic veterinary care as needed. All animals upon arrival undergo **health checks and assessment**, which includes checking vital signs, temperature and weight; implementing parasite control; and biosecurity as needed. **Rehabilitation programs are tailored** for each individual animal depending on their specific needs, be they physical or psychological – sadly many arrive frightened and with a well-earned distrust of humans.

Our barn also houses many of our special-needs residents overnight: those who are elderly, vulnerable, sickly or very young. Whether they are a chicken who is off-colour or a sheep who needs her prosthetics removed overnight, a **warm and snug vet cage or straw-filled stall awaits**. Most of our barn flock get to spend their days in the sun, escorted each day to the right paddock – a simple enough task with a recovering duck, but more challenging when it's

a feisty pig or a recently castrated ram who needs to be gently directed to the right destination!

It is well and truly part of our daily work to fit our special needs sheep **Charity, Jewell and Shy with their prosthetics** before they head out from their safe night quarters to explore the big wide world of their pasture. Every day it **never fails to make us smile** watching these beloved residents march out to their paddock, each requesting a Weet-Bix for their efforts at the end of the journey. **Their resilience is truly inspirational!**

Every animal is checked daily, and for some members of our Edgar's Mission family, this includes twice-daily feeding. This means **loading up vehicles with grain, pellets, greens, vegetables** and whatever else is needed to keep them all happy and healthy. Our rabbits and birds have their houses cleaned daily (our feathered friends boast a community of 15 houses). Our pigs have their paddocks cleaned and their bedding refreshed. Our goats, cows, alpacas and horses have their paddocks and sleeping quarters checked, and of course we greet and review the health of everyone each day. All water troughs are checked and refreshed as needed to maintain our exacting standards of hygiene. While volunteers are often on hand to help, **the bulk of our work must be undertaken by our small team of dedicated sanctuary hands**.

Apart from direct animal care, there is maintenance of our internal roadways, enclosures, pathways, trees, pastures, shedding, fences and buildings; ensuring a safe workplace for our staff and volunteers; mitigating against possible fire and flood; promoting our merchandise to help support our work; managing open days and tours; and of course staying in touch with our friends and supporters through social media channels and email and **ensuring our special message of kindness for animals reaches the widest audience possible**.

"It was very heartwarming to see that the animals are well looked after and taken care of re: food, vet care, love. I was happy to see how happy the pigs are rolling in mud."

Visitor from Monash Library

And our pledge to those animals who will never find sanctuary is to advocate for a kinder world for all. **We will tell their stories...**

STORIES OF HEARTACHE AND HOPE

Each and every one of the animals we have had the privilege to know and serve nudges our hearts in their own unique way, each finding a special place to settle there. And we know that it is through sharing their stories with the world, that even more hearts and minds can be opened. Here are just a few.

"My admiration for Pam, the staff and volunteers in managing to cope with the hardest, most emotionally intense times of tragedy and loss and continue on with their work is enormous."
Diana, a supporter

"You give me hope in a world that often has me feeling helpless and full of heartbreak because of the cruelty and suffering of animals. For that I cannot thank you enough." Chloe, a supporter



MONA LISA

Right from the get go, little **Mona Lisa** told of the power of possibility and all beings' innate resilience to rise. Suffering a congenital condition akin to cerebral palsy, her dysfunctional body was not fully compliant with the will of her functional mind, yet still she strove to rise. And with our round-the-clock assistance, love, a cart and a shopping bag to help her get around, she did. **It was not long before joy, excitement, anticipation and good buddies all became her.** Her ability to recognise others, in particular the human who she loved most, was a joy to behold. But when her health deteriorated and her quality of life was no more, it was time to help her slip peacefully from this world. **Mona Lisa touched our lives and our hearts like no other.** She reminded us we are all individuals, with our own challenges, some more visible than others, yet we are all united in our ability to rise against adversity.



MISS CLEMENTINE

The first time we saw Miss Clementine was in April, as blood stained tears and misery dripped from her left eye - the legacy of an attack by crows. Her old bones and emaciated form were covered in wool that told of a recent shearing. And our hearts sank. Hers clearly had been a world devoid of kindness. **Yet despite all she had been through, and all she had been denied, Miss Clementine had not given up. Which dictated neither should we.**

Delivering life-saving treatment, ongoing care and delicate surgery to remove her failing eye, she has grown very fond of her human carers. **Her transformation has been both incredible and inspirational.** From tinkering on the brink of death to now tinkering down our Western Drive in the company of her dear elderly friend Chloe, Miss Clementine has proved beyond measure the power of kindness.



STACY, KELLY & ISABELLE

A walk in the Cobaw Ranges proved more than a little egg-citing for a group of dog enthusiasts when they stumbled across some suspicious boxes. **To their surprise, they spied three spritely ISA Brown hens in a bit of a flap.** The three plucky little ladies were bundled up in the kindness of their newfound flock of human friends, but sadly not before the body of a not-so-fortunate hen was found.

Finding sanctuary at Edgar's Mission, the hens were treated for a nasty case of scaly mite, and then treated to some much-welcomed pellets and mash. They were aptly named after their rescuers - Stacy, Kelly and Isabelle. Today they have been rehomed to a loving family, who will continue to **treat them like the sweet, friendly individuals they are.**



SUNNY

Whilst her life today is simply amazing and a joy to be embraced with all of the open-mouthed enthusiasm of a pig, life has not always been that way for Sunny.

Frantic and frightened, she had fled the suburban backyard that was set to be the final scene of her life. Perhaps it was the word 'bacon' that sent shivers down her wee spine or the smell of impending death, we do not know. But we do know **Sunny was a smart pig, fleeing into the yard and hearts of kindly humans who set the wheels in motion for her release** to Edgar's Mission. If only our kind were smart enough to know that pigs are for lovin' not the oven, then we too could be smarter than smart, just like Sunny!

SOME FAVOURITES

We don't play favourites here at Edgar's Mission, but we know that some of our residents have fans all over the globe. Here's a recap on the stories of Ruby, Red Baron & Tim Tam.



VET NURSE RUBY

Ruby's dearest friends are Pam and Kyle, but she has love to share with everyone who arrives at the sanctuary. **She is an expert 'meeter and greeter',** making sure to welcome every person and animal who steps foot on Edgar's Mission!

Bred to be a working dog, Ruby's life seemed doomed when the farmer decided she was useless and no longer worth keeping. But the man who the farmer asked to shoot Ruby just couldn't do it – **instead he chose kindness** and with just one call Ruby's life was spared and she was on her way to fulfilling her destiny. She arrived at Edgar's Mission a frightened and thin little waif of a dog, whose own shadow caused her great angst. But that was way back in 2009, and time really does heal wounds; **Ruby's happy-go-lucky disposition** and equally happy-go-lucky tongue have had her a firm favourite with all she meets. It is almost as if **Ruby wants to share her good fortune with everyone,** and we all are certainly the better for that.



RED BARON

Born a male in the egg production industry, Red Baron's fate looked grim indeed. Gassed,

frozen and sold off as snake food, he somehow managed to survive and found himself in a safe haven at just two days old. Quickly showing himself to be endearing, trusting and vulnerable, this handsome rooster readily accepted the kindness of his favourite human, The Lady in the Hat, and her shoulder soon became his perch. Today, he enjoys reminding staff, volunteers and visitors alike just how good looking and tough he is... although everyone knows that deep down, he is a big softie.



TIM TAM

Found by bushwalkers as a wee baby, Tim Tam was struggling to move about as a result of a difficult birth. With kindness and ingenuity coming to the fore, the team at Edgar's Mission crafted a tiny cart for Tim Tam to use whilst his back legs were reminded of their duty. Making international media, Tim Tam and his plight rolled into the hearts of many as they were struck by his happy-go-lucky ways and adorable face. Today, with a decided swagger replacing his little cart, Tim Tam still delights all he meets and greets at the sanctuary and beyond.



FINDING PERMANENT HOMES FOR MISTREATED AND ABANDONED ANIMALS AND PROMOTING ADOPTION THROUGH EDUCATION AND EXAMPLE

Our picturesque sanctuary in Lancefield (in Victoria, Australia) is currently home sweet home to over 400 fortunate individuals. Each day we respond to countless calls for assistance for animals in need. Sometimes we are able to help with advice and support; sometimes we direct the caller to our farmed animal friends adoption page; sometimes we must act quickly to save a life. The simple logistics of 153 acres of land and only 24 hours in a day

means we simply cannot provide a lifelong home to every animal we are contacted about. So, where possible, we find amazing, loving and safe homes for our rescued animals. Thank you to our wonderful network of carers who provide permanent homes and care to so many animals we have taken into our hearts and sanctuary, ensuring that our life-saving and life-changing work can continue.

WHERE ARE THEY NOW?

Over the years we have been truly blessed to find kind hearts and welcome pastures for many of our rescued farmed animal friends. Here are some of their stories.

JANE AUSTEN & FRIENDS

"The day the sheep arrived, Pam called out their names like a school principal at Monday assembly. I remember thinking 'how can she tell them apart, they all look the same'. But it didn't take long, and how on earth that I could not tell immediately or sooner how different in phenotype and personality each was. Absolutely they were easily distinguished. Because they are distinguished with likes and dislikes and daily moods. We hope that as people come and go, they also see each animal as someone not something. I love them all and I say I saved them, but really we all know they saved us." - Sarah, who has adopted 17 animals from Edgar's Mission including sheep, goats, cows and pigs.



GERALD & GERALDINE

"We moved to our farm four years ago. With more land, we had the opportunity to provide a home for more farm animals. Gerald and Geraldine came to live with us when they were just a couple of months old. Gerald was tiny, and he still thinks he is part of a human family because, fortunately for him, he has only known kindness since he was rescued by Edgar's Mission. The G's have totally different personalities but get on extremely well. Tummy rubs are mandatory. They wag their tails when they are happy." - Fran, who has adopted 41 animals from Edgar's Mission including pigs, cows, sheep and chickens.

HOW TO ADOPT

Can you provide a rescued animal with a forever home?

A home where a gentle soul will never want for anything, where they will never be bred with or from, one where they will never be on-sold, given away, or (perish the thought) killed for human or animal consumption?

A home where they will never again be forgotten, where they will be **valued for the unique and beautiful creature they are**, not as a 'something'? If you think you can, we would love to hear from you as we seek to expand our base of adoptive 'parents'.

To find out more about this exciting initiative please see our website edgarsmission.org.au/adopt

"It has been a revelation to us how much character sheep have. We are amazed by their unique personalities." Stephanie, Adopter of lambs Mary Shelley & Harriet



COMPASSION FATIGUE SUPPORT DAY

The Australian bushfires of early 2020 had a devastating impact and took an emotional toll on many.

To provide emotional support to our community, Edgar's Mission ran a Compassion Fatigue Support Day on the 15th of February. This included a self-care talk and guided meditation by Life Coach Ellie McMahon, and an opportunity to connect with rescued farmed animals around our peaceful sanctuary on a guided tour.

People were also encouraged to BYO plant-based picnics to enjoy on the sanctuary grounds afterwards to reconnect with nature. The event was by donation, and was booked out with 100 people attending on the day.



PROMOTING COMPASSION, UNDERSTANDING AND RESPECT FOR ALL ANIMALS... THROUGH THE PROVISION OF ADVICE, EDUCATION AND INFORMATION

Edgar's Mission also undertakes many activities to raise awareness about the billions of farmed animals worldwide whose lives are otherwise hidden, and who sadly will never know kindness.

We promote awareness through sanctuary tours, school visits, outreach stalls, campaigns and open days, and offer a range of books advocating for kindness to animals.

INVITING PEOPLE TO SEE FOR THEMSELVES



TOURS

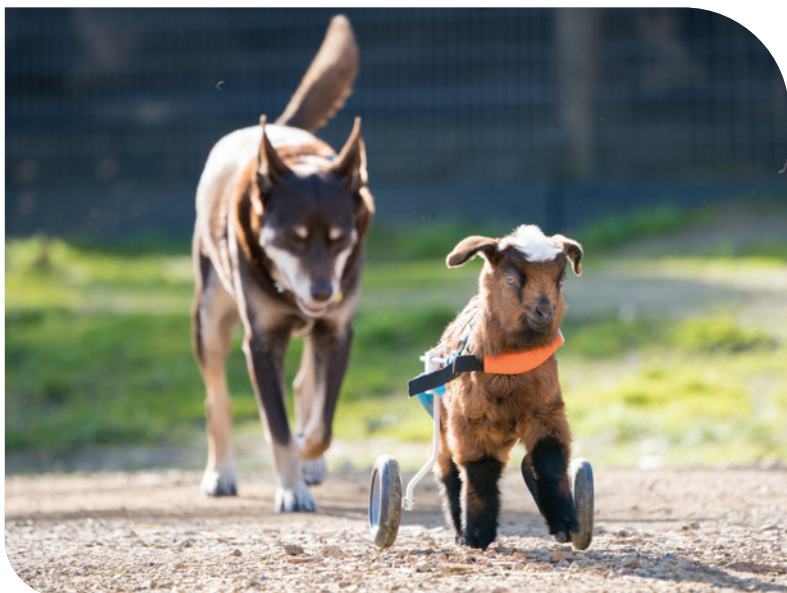
This year we welcomed more than 3,000 people to the sanctuary through our free and private tours; we welcomed school groups as well as Probus clubs and community organisations.

'Groups are often astonished to have dozens of sheep run to them when they approach

their paddock. We're giving people the opportunity to see the world through a lens of kindness where sheep welcome humans as friends, not fear them as foes' - Kyle, Community Engagement at Edgar's Mission

SCHOOLS EDUCATION

Our Joining the Dots Humane Education Program was **delivered to more than 240 students**. The program invites participants on a thought-provoking journey that infuses young minds with the **importance of compassion, responsibility and respect**. A visit to the sanctuary gives students the opportunity to see rescued farmed animals as the unique individuals they really are. While encouraging individual thought, it is through learning the stories of each animal that comes the inspiration for hearts and minds to be opened to a kinder way of living.



VIRTUAL TOURS

While the COVID-19 pandemic saw the sanctuary closed from March 2020 which impacted on visitor numbers, Edgar's Mission found new creative ways to still involve people in sanctuary life. This came in the form of live virtual tours on Facebook and Instagram at scheduled times, focused on a different part of the sanctuary each week, along with impromptu live videos. These gained media coverage and many new followers.



BOOKS OF KINDNESS

Edgar's Mission has developed a range of books for people of all ages. From *Cooking with Kindness*, featuring delicious plant-based recipes from fifty generous chefs around Australia, to *The Gift of Kindness* and *Perfect Pigs* which share the stories and beautiful photographs of our rescued animals, baby board books *Around the Farm* and *Baby Animals*, and colouring books, each book conveys our mission of kindness and a better understanding of farmed animals.



ADVOCACY CAMPAIGNS

Through thought-provoking advocacy initiatives such as our Kind Christmas and All Mother's Day campaigns, Edgar's Mission sought to raise awareness of the plight of factory farmed animals during these periods by sharing our animal rescue stories and encouraging kindness.

Both campaigns saw outdoor billboards placed nationally to drive people to their dedicated websites kindchristmas.com and allmothersday.com.au, raising a higher level of awareness for both farmed animal welfare and Edgar's Mission. Social media and emails to supporters also drove people to the website.

The Mother's Day website had over 13,000 visitors and almost 2,000 pledges to have a kind Mother's Day.

Future initiatives include Be Kind to Animals Week, which promises to be its biggest year in its decade-long history.

"Your campaign inspired my change of thinking. I always thought what difference does it make, I'm just one person? But I am more than that, my choices make serious impact and inspire those around me who go on to inspire others and the cycle never ends! I pledge to be kind to animals for the rest of my life." - Jessica, a supporter



WALKING THE WALK, AND TALKING THE TALK

Edgar's Mission continues to speak up for farmed animals across the country. The following is an extract from Pam Ahern's submission against a large scale intensive sheep dairy in the Surf Coast Shire.

"Depending on who you listen to, the domestication of animals first began anywhere between 33,000 to 11,000 years ago, with that of sheep around 8,000 years ago. Since that time, we humans have irrevocably changed not only their shape but their lives as well. Yet despite all this the sheep of today still hold the instincts of their wild cousins. They will always be who they are, not who we want them to be, as inconvenient as that is.

A great concern for this application is the negative impact the restrictive and intensive style of farming will have on naturally free-roaming animals. Their plant-based diet will be replaced by grains and pelleted rations and the associated animal health problems that come with confined feeding, such as salmonella, coccidiosis, pulpy kidney, and grain poisoning. The ability to graze over vast areas, separate from yet remaining in visual distance with others of the flock, and the freedom to laze in the sun and ruminate will be no more. The restriction of space, as with all animals has the potential for stereotypic behaviours and interferes with social dynamics and health. Reduced or compromised immunity plagues animals in restricted areas, which can not only promote disease but exacerbate its spread. Right down to their split upper lip that nature has designed to superbly pick preferred leaves off plants, these animals are not meant for confined living, and no amount of selective breeding or husbandry can change that.

As in all dairy production systems, welfare issues arise. Ewes, like cows, simply do not produce milk, they must be impregnated and have offspring in order for their bodies to lactate. Babies are taken away shortly after birth from the distressed mothers. The applicant has stated they are seeking to double the current 1.5 litres of milk per animal per day. This exponential production burden and continued cycle of pregnancy – like that experienced by dairy cows, who too produce an unnatural amount of milk – will no doubt see the sheep experience similar welfare issues. Mastitis being just one of them – a painful inflammation of the udder resulting from infection. Such a condition is generally described in economic terms for the loss of production it causes, yet this denies the enormous suffering it endured by the individual animal.

The fate of young lambs and the animal husbandry procedures they will be subject to raises red flags. Farmed animals have been shown to share similar levels of sentience as those of domestic pets. Yet despite this knowledge, there has been no significant mandated catch-up with methods of castration and tail docking. Lambs raised by ewes readily commence eating grass from two days old, imitating the actions of their mothers. Yet this application will see the removal of lambs from their mothers after birth depriving them of the maternal nurturing they so richly need and deserve.

Sheep are indeed stoic animals, hardwired not to show pain, and so to only measure their welfare or ability to cope within an environment in terms of exhibitable health denies their emotional states. Sheep are prey animals therefore holding or restraining them in any way has the potential to cause them stress. With this in mind, consideration must be given to their subjective states they will experience in the dairy setting, from herding into the parlour, confinement in bays, suction cups applied to their udders, all while unable to flee. Add into the mix noise and human activity.

Research into the subjective states of sheep shows they exhibit judgement bias and emotional reactivity based on past experiences. This emerging field of animal welfare science has grown out of an ethical concern for the quality of life animals experience. And although there are different and divergent views, they are indeed united by the recognition of the capacity of animals to experience a range of positive and negative emotions. Our animal protection laws support our recognition not only of animal suffering but our duties towards animals – but when it comes to farmed animals, things get more than a little inconsistent. Codes of Practice circumvent these laws and provide a defence to a charge of cruelty. They are geared to protect those who seek to profit from animals, regardless of the pain, suffering and emotional distress caused. The right to farm is something I will vigorously defend – we absolutely need food production systems; however, we have an overarching duty to be humane. And if we cannot do something humanely, then we seriously have to question whether we should be doing it at all. Subjecting sheep to an intensive dairy production system is not humane or kind to animals, people or the planet.

While the scope of this application is not to examine our animal protection legislation, your decision will impact greatly upon animals, depending upon who you listen to. And whilst I don't know who that that will be, I pray it is your heart."





HOW WE SUPPORT AND PROMOTE OUR WORK

Edgar's Mission is a charity that relies on donations and merchandise sales. Even as a small charity, we are able to broadcast a big message;

thanks to the internet and social media, our many valued supporters and a belief that a kinder world is possible.

SOCIAL MEDIA

Not every Edgar's Mission supporter can come to the sanctuary, but we can still reach people through social media, particularly Facebook.

Photographers Kyle and Kelly's images, coupled with delicately written stories by Pam, are shared and reshared, sometimes tens of thousands of times.

Thanks to social media and the impact of our work, Edgar's Mission has become a prominent farm sanctuary in Australia and internationally.

"I just have to say that your videos are what helped me the most to finally start living the way my heart felt. They really brought home how much our farm animals are just like our companion animals. It gives me such joy to see them happy and healthy and enjoying life to the fullest. Thank you a million times for all you do!" - Julie, a Facebook follower.

TO PROMOTE OUR MESSAGE OF KINDNESS WE USE:



Facebook
359,000+
followers



Instagram
98,000+
followers



TikTok
33,000+
followers



**Monthly
Emails**
41,000+



**Weekly
Blogs**



FUNDING FOR THE FUTURE

In accordance with principles of good governance, we **maintain an operating reserve to ensure the ongoing viability of the sanctuary**. This includes a dedicated pool of protected funds to support the day-to-day operations of Edgar's Mission in the event of unforeseen shortfalls. The reserve may also be used for one-time, non-recurring expenses that will build long-term capacity, such as **investment in land or infrastructure**. On an annual basis, the Board reviews risk exposure and the resulting impact on operating reserve levels.

INFRASTRUCTURE IMPROVEMENTS

Activities undertaken to ensure the continual improvement of the sanctuary included: a new Shearing Shed to assist with animal husbandry tasks; establishing roadways to the shed and our compost area, and tree trimming throughout the property. We also invested in a small Kubota to help our small team reach the far flung ends of the 153 acre sanctuary quickly and safely.



FUNDRAISING

Fundraising is absolutely key to our survival. We receive no funding from government and depend on donations from members of the public. All donations to Edgar's Mission in Australia are tax-deductible. Among our fundraising iniMaMves are Five Dollar Friday and Giving Tuesday.



FIVE DOLLAR FRIDAY

We launched Five Dollar Friday in February 2018 and have been overwhelmed by the response. **We are tremendously grateful to our supporters who contribute to our medical fund**, sometimes enabling treatments that perhaps no other farmed animal in Australia has undergone.

We have more than 900 Five Dollar Friday donors (some as weekly, some as monthly).

"I am so emotionally invested in your updates and the welfare of these beautiful beings just being themselves. Please just know that even though I am unknown to you I feel like you and your residents are my family. EM is a really big part of my life even though I have nothing to do with you apart from my miniscule contribution as a Five dollar Fridayer. It's difficult to explain. I feel like I live and breathe everything that happens there. Thank you for everything you do."- Robyn, a supporter

GIVING TUESDAY

On Tuesday 3 December 2019, Edgar's Mission joined a global movement of giving with our first full fundraising campaign for the day.

The objective was to raise funds and give people a look behind the scenes at the daily running of the sanctuary and costs involved. A dedicated fundraising page www.givestheycanlive.com.au was set up, and it was promoted via a special video, social media and email. On the day, live videos took supporters behind the scenes.

Almost \$52,000 was raised, surpassing our target of \$33,000 which was set to cover our average monthly cost of animal care, vet care, food, bedding, and maintenance.





OUR TEAM

Edgar's Mission was started by a girl, a pig and a dream, but, just like Edgar Alan Pig, it has grown exponentially. We now have a small staff and also rely on volunteers to help meet the enormous demands of caring for over 400 animals

and promoting our message of kindness with the world.

At the head of our Board, staff and volunteers is renowned Edgar's Mission Founder and Director, Pam Ahern, who dedicates her heart, soul and time 24/7 to the sanctuary.

OUR STAFF

We'd like you to meet some of our dedicated, skilled and altogether wonderful staff.



PAM AHERN

A lifelong animal lover, Pam started out in cat and dog rescue and became a champion equestrian. However, everything changed when a tiny piglet, Edgar Alan Pig, troved into her life in 2003 and led her down a path she'd never imagined. She gave up her full-time job, hung up her riding boots, and dedicated her life to the protection of farmed animals. With Edgar firmly at its heart, Pam built the sanctuary from the ground up and set in motion outreach programs that would bring farmed animals out of the dark unknown and into public view. Pam is also the proud Australian Ambassador for World Animal Day and was a 2014 Victorian Local Hero Finalist in the Australian of the Year Awards.

KYLE BEHREND

This one-time volunteer was Edgar's Mission's first official staff member after falling in love with its animal residents. His duties around the sanctuary cover everything from advocacy and fundraising campaigns, **our website, tour guiding and IT**. He is also a **talented photographer**, and has captured countless precious moments over the years.



KWOK LEE

Kwok comes to us from a diverse and extensive **background working in humanitarian aid** and now adeptly fills his role caring for our animal residents, **tucking them in safely at night** and ensuring each and every need is met, down to the very last feather.

Kwok first began his journey in animal care with an internship at the renowned Farm Sanctuary in the United States, who then sent him Edgar's Mission-bound to continue his journey in creating a kinder world for farmed animals. Now, **Kwok's middle name** is most fitting indeed, being a direct translation of the word **'Wisdom'** in Cantonese, which is one of the many qualities he brings to our team each and every day.

OUR STAFF



KELLY DINHAM

There are many strings to Kelly's bow as our **Community Engagement & Advocacy Officer**. Not only does this gifted gal oversee our merchandise, tour and events bookings, she also helps others open their hearts and minds to the inner worlds of farmed animals as **tour guide and photographer**. Kelly also holds the ever-important role at the sanctuary of keeping up with the daily pat quota for Makamae the office cat.

Kelly's unique world view is not only shaped by her kind heart and love for animals but also her view from above. As an accomplished sky diver, Kelly has seen sights many of us could only dream to experience.

KEL SHANNON

After a long background working with horses, Kel packed up her life in the South East to join the Edgar's Mission team. This talented lady, who supervises animal husbandry to ensure every rescued resident gets a high level of care, is smitten with all of the animals. She is the adoptive mother of Tim Tam, one of our cheeky resident goats. Kel ensures that Tim Tam always has a lap to sit in... even though he doesn't quite fit in it any more!



RICHARD OGLESBY

These days you'll find our resident Handyman Richard completing a range of hands-on jobs around the sanctuary, from fixing troughs and fencing to ensuring our animal feed is stocked up. Many are surprised to learn that Richard, who stopped eating meat years ago, is over 73 years young and still going strong! Once a zookeeper in the 1970's, a groomer of show bulls at a stud farm in the 90's, it was an encounter with Pam Ahern at a local farmers market in 2015 that saw Richard start out at the sanctuary. With Steady Eddie the goat wobbling after him, he's been inspired to make kinder choices, and hasn't looked back since!

OUR VOLUNTEERS

We are fortunate to have many fantastic volunteers – here we introduce just a few of them!

MERRIN

After finding Edgar's Mission on social media, Merrin booked a tour of the sanctuary and immediately fell in love with its beauty and the residents. "After about ten tours, I started to help out with odd jobs," Merrin shared. "Now I'm fortunate to be able to volunteer two days a week. Walking through the front gates, I immediately feel calm and happy. The colours of chicken village put a smile on my face. The views from the top of the property are simply stunning. The people I volunteer with, and the staff, have the same desire to help animals as I do and of course, being able to interact with the animals is the ultimate highlight of volunteering."



KAREN & REBECCA

For six years, Karen and her daughter Rebecca have been volunteering every week at the sanctuary. "With a shared desire to help disadvantaged animals, we saw an opportunity for us to participate in something wonderful together," Karen said. "I value the interaction with these intelligent animals, observing their various characters. Where else would I get to lay for a few moments in a bed of straw giving tummy tickles to a pig, or to sit in a cubby house cuddling a chicken? One of the best rewards is seeing a frightened animal develop trust over a period of time. On top of all this is the fun of working alongside like-minded people and making new friends."



JARED

Jared's life has changed since he started helping out at the sanctuary over a year ago. "I'm very fortunate to have stumbled across the opportunity at Edgar's Mission," he said. "Apart from the beautiful surroundings, the rewarding hard work, the icy poles after a hot day... it's a tie between the people and the animals," he shared. "The staff and volunteers are all beautiful souls with loads of kind intentions and that can be contagious and good for the soul. And of course, the animals. I love finding the time to show the animals a bit of kindness, especially if they have an itch that needs scratching."



MASHA

Masha has been helping at the sanctuary for over two years. "It was my dream come true," Masha shared. Ray Ray, a sweet lamb who was born without eyes, soon won Masha's heart. "I love her to bits. Even though Ray Ray can't see, it doesn't worry her. And her 'seeing eye lamb' Lambini is the best guide sheep. "I wish there were more people like Pam and all the team in the world," Masha said. "I talk to the animals and tell them they are safe and they can trust me. I'm so happy for them."



OUR BOARD OF MANAGEMENT

(AT JUNE 2020)

PAM AHERN (PRESIDENT)

Pam is Founder and Director of Edgar's Mission. A lifelong animal lover, Pam cut her teeth on cat and dog rescue and became a champion equestrian. However, **she gave that all up when Edgar Alan Pig trotted into her life.** With Edgar firmly at its heart, Pam built the sanctuary from the ground up and set in motion outreach programs that would bring farmed animals out of the dark unknown and into public view. **Pam is also the proud Australian Ambassador for World Animal Day** and was a 2014 Victorian Local Hero Finalist in the Australian of the Year Awards.

MEG STREIFF (VICE-PRESIDENT)

Meg earned a BA in Psychology and Communication Arts and a BS in Education from the University of Wisconsin-Madison USA. **In 2007, Meg discovered Edgar's Mission**, and became a vegan and a volunteer. She is deeply grateful for being given a meaningful role in helping to grow Edgar's Mission.

BAYDEN HAMMOND (TREASURER)

Bayden is a **chartered accountant and professional risk manager with over 10 years' experience** across the banking, energy and retail sectors. Graduating from the University of Melbourne, Bayden worked as a management consultant with Ernst & Young for seven years, before moving into various industry-based roles. He is the Australasian Head of Risk for David Jones and Country Road Group.

ROSEMARY MOORE (SECRETARY)

Rosemary is a long-time admirer and supporter of Edgar's Mission. **She is committed to the aims of Edgar's Mission** and to supporting organisations that work to raise awareness of the plight of farmed animals. Rosemary holds a BA and CertIVTAA and works as an editor and writer.

SYLVIA AHERN

Sylvia is Pam Ahern's mother. Over the years, prior to Edgar's Mission, Pam and Sylvia became involved with animal welfare and their home was **always full of cats and dogs who found their way to Pam and Sylvia's home.** Sylvia is extremely proud of what Pam has created and continues to devote her all to.

DR JESSICA COATES

Jess holds a Bachelor of Veterinary Science (Hons). Her love of all animals and passion for animal welfare is what drove her desire to become a veterinarian. She first volunteered with Edgar's Mission in 2010 and **the organisation has held a special place in her heart ever since.**

ROBYN KIRBY

Robyn holds a Diploma of Communications (Arts) from Griffith University. She came to Edgar's Mission during its inception in 2003 and has been happily involved ever since. **She has been directly involved in the animal advocacy movement for over 30 years**, especially in the area of anti-vivisection.

SEAN SELLECK

Since becoming a vegetarian and then a vegan about 35 years ago, Sean has been involved in the animal rights movement, including holding offices with numerous groups. **Sean has been a practising lawyer for over 30 years. He has provided advice and representation to a wide range of not-for-profits.** Sean is a partner in the Melbourne office of a global law firm.

DIANA SIMPSON

Diana has been an instructor/company director of a flying school and owner/operator of vintage flights. **She has been a duck rescuer since 1987, and has used her aircraft to fly over wetlands prior to duck hunting seasons to encourage birds to move to sanctuaries.** Diana takes footage/photos of conditions for animals at saleyards, intensive farms, live export and rodeos.

CHERIE WILSON

Cherie holds a BA, Diploma of Horticulture and a Graduate Certificate in Ageing and Recreation. **Cherie has volunteered at animal shelters and helped gather evidence for animal rights campaigns** such as sow stalls, bobby calves, battery hens and rodeos. Cherie has been a director of Choose Cruelty Free for over 20 years.





THANK EWE!

2019-20 has been a year of hard work, determination and hope.

Thanks to our wonderful on-sanctuary team, who work in all weathers to keep our animal residents warm (or cool), fed, exercised and sheltered. It's hard work, and we love you for your enthusiasm and energy.

Thanks to our office team, who manage our social media, communications, outreach coordination, merchandise, and so much more to keep our message out there!

Thanks to our awesome donors. You've coordinated trivia nights, run marathons, collected coins and donated your hard-earned ... we are blessed to have so many energetic and committed supporters, and we hope we have found a way to thank each of you personally for your help.

Thanks to our exceptional regular and corporate volunteers – without you we would struggle to manage the labour-intensive work caring for our 400+ animals and to manage our outreach stalls and open days. You turn up in all weathers and spend your days scooping poop, packing cards, sorting the recycling or driving animals to the vet – we know it's not glamorous work, and we love you for not caring about glamour!

And thank you so very much to Marieke Hardy and Michaela McGuire, two marvellous women who over seven years ran the wonderful monthly event Women of Letters, which invited exceptional women (and some men) to tell their stories through letters, and raised many thousands of much-needed dollars to support our work at the sanctuary. We are eternally indebted to you for your faith in us and your support and concern for the work that we do.



HOW YOU CAN HELP

Visit:
[edgarsmission.org.au/
how-to-help](https://edgarsmission.org.au/how-to-help)
for more info

1. BECOME A BEST BUDDY

As a Best Buddy, you will help us to **feed and provide veterinary care** for your sponsored animal buddy and their friends for one year.

2. GIVE A GIFT OF KINDNESS

Make a donation in the name of a loved one as a special gift for someone who loves animals, from a hay donation to our medical fighting fund.

3. VOLUNTEER

Come out to the sanctuary on a dedicated volunteer day and **get your hands dirty!** We offer opportunities for corporate volunteer groups as well.

4. DONATE

One-off and monthly donations over \$2 are tax deductible in Australia and all donations are very welcome and much appreciated!

5. MAKE A BEQUEST

Leaving a bequest in your Will is a simple and effective way to make an enduring contribution to the work of Edgar's Mission. **It will have a significant impact on the lives of rescued farmed animals** and assist with our education and outreach programs.



6. SHOP AT EDGAR'S MISSION

Help us by purchasing merchandise – **100% of proceeds go back to the sanctuary** and help to feed and keep healthy the animals who live here.

7. ADOPT AN ANIMAL

Do you have room in your heart and home for a farmed animal or two? Do you want to give them a lifelong, loving, happy and healthy forever home? Apply to adopt on our website.

8. STAY IN TOUCH

Want to stay up to date with what's on at Edgar's Mission? **Join our mailing list and receive our monthly Trottings email newsletter**, find out first when we have open days and other events, and get lots more benefits!

9. FUNDRAISE

There are **lots of ways to fundraise** for Edgar's Mission – at your school, in your workplace and elsewhere.

10. ARRANGE A SCHOOL VISIT OR SPEAKING EVENT

Edgar's Mission can visit your school, club or social group to deliver an inspirational experience of kindness. Or you can come and visit us!

11. SPREAD THE WORD

Spread the word, **please like and share our stories** on Facebook and social media; the more who know the more we can grow :)





**EDGAR'S
MISSION**

Our Mission is Kindness

OUR MISSION IS KINDNESS.

OUR PURPOSE IS TO:

Provide shelter and direct care for homeless, abused, injured or abandoned animals

Find permanent homes for mistreated and abandoned animals and promote adoption through education and example

Promote compassion, understanding and respect for all animals and promote responsible and humane treatment towards animals in our community through the provision of advice, education and information.

**IF WE COULD LIVE HAPPY AND HEALTHY LIVES
WITHOUT HARMING OTHERS... WHY WOULDN'T WE?**

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