

EDGAR'S MISSION
a farm sanctuary | *our mission is kindness*

EDGAR'S MISSION
ANNUAL REPORT
2018-19
'OUR MISSION IS KINDNESS'



EDGAR'S MISSION ANNUAL REPORT 2018–19

Produced by:
Edgar's Mission Farm Sanctuary,
81 Bridies Lane,
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 2019 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>.

All photographs in this report are copyright
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Quotes from supporters reproduced throughout the text
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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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AT A GLANCE: 2018-19

300+

SANCTUARY
TOURS



6500+

VISITORS

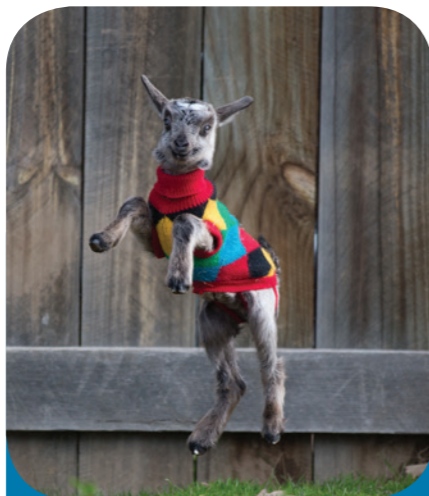
140

ANIMALS
RESCUED



67

ANIMALS
REHOMED



70,000+

INSTAGRAM
FOLLOWERS

340,000+

FACEBOOK
FOLLOWERS



YOUR DONATION AT WORK

FOR EVERY \$100 RECEIVED BY EDGARS MISSION

OVERHEADS \$6

\$6 covered our operating overheads, including bills, rates, insurances and professional services.

AWARENESS & ADVOCACY \$15

\$15 supported our efforts in awareness, advocacy and outreach, including the 'Ask Me Why' campaign.

FUTURE RESERVE \$20

\$20 was retained as an equity reserve to support future growth and investment.

DIRECT ANIMAL CARE \$43

\$43 supported the direct care of our animal residents, including food, medication and veterinary expenses.

FARM OPERATIONS \$16

\$16 supported our daily farm operations, including maintenance, upkeep and repairs.

'Thank you on behalf of the most innocent and vulnerable animals for all you do to save them.'
- Ava, a supporter





“Do not go where the path may lead, go instead where there is no path and leave a trail” – Ralph Waldo Emerson

‘Pam, I wonder if you had any idea that your original rescue would grow to be a world wide support group ... You and your crew are such a role model and sharing your extended family with us spreads so much joy and hope. Thank you!!!’ – Genie, a supporter

‘Pam, you are such an inspiration to all us who treasure and love animals and your words and actions never fail to touch my heart. Living in England – I know I will never visit the paradise that is EM but seeing your posts is always such a blessing.’ – Heather, a supporter

With no road map to guide me, in 2003 I set off to forge a path to a kinder world for farmed animals, a jovial pink pig amiably trotting by my side, every now and then tugging me in the direction I needed to be (or where the grass was greening, whichever was to take his liking). And in doing so, the roots of the now much-loved sanctuary were snouted out of the earth.

From those **humble beginnings of a girl, a pig and a dream**, Edgar’s Mission has grown, much like the eponymous Edgar Alan Pig himself. Whilst no longer on our original 30 acres, Edgar’s Mission now lays claim to **153 peaceable acres in the beautiful Macedon Ranges** along with the hearts of supporters all around the globe – our simple message of kindness resonating so strongly within them all.

Please, over the pages that follow see how we have grown, be excited by our ingenuity to help animals who otherwise had no hope, celebrate our many rescues, shed a tear for our fallen, learn how we have touched hearts and opened minds, but above all else **be inspired that all this has been made possible by kind hearts such as yours**. And please do join us, in whatever way you can, to ensure that in the years that follow, we leave the kindest trail possible for all who tread, fly and swim upon this earth.

Yours in kindness

Pam Ahern
Founder, Edgar’s Mission Farm Sanctuary



FROM OUR TREASURER

When I first met the happy residents at Edgar’s Mission, my heart practically leapt from my chest. **To witness these sociable animals frolicking and playing, free from oppression and fear, is a profoundly rewarding experience.** We have so much in common with these gentle, sentient beings, and that is why I am so proud to be a part of this wonderful organisation. I am forever humbled by the incredible work and achievements of Pam Ahern and her team.

For anyone who has a companion animal of their own, you’ll know all about the time, energy and resources that are needed to provide them with the love and care they so naturally deserve. Multiply that by the **450 joyful animal residents living at Edgar’s Mission**, and you have a small glimpse into the tremendous task facing the dedicated Edgar’s Mission team every single day.

The reality is that such an enormous task simply wouldn’t be possible without generous financial support. Thankfully, **Edgar’s Mission garners vital patronage from compassionate and caring people all over the world.** In fact, over the last two years, I’m thrilled to announce that **donations have steadily risen by over 10%.** This has allowed us to continually improve the capacity and quality of animal care, invest in improved infrastructure, and launch impactful advocacy campaigns across Australia.

At Edgar’s Mission, **we do not take a single dollar for granted.** The sanctuary’s important work is made possible only through public donations, and as Treasurer, it is my role to **ensure that we handle those funds with appropriate care and integrity.** This means embedding strong principles of governance, transparency and risk management over every aspect of our financial management. To this end, we partner with Chartered Accounting firm, Langley McKimmie, to assist us in compiling our annual special purpose financial statements. These statements are then independently audited by Rycrofts Pty Ltd, and submitted to the Australian Charities and Not-for-profits Commission (ACNC) for regulatory oversight.

As a valued contributor, you can rest assured that not only are you supporting a wonderful cause, **but your generous donations are being handled with the utmost care and due diligence.** With your ongoing partnership, we continue to make leaps and bounds toward a kinder world, and for that we are eternally grateful.

Bayden Hammond
Treasurer



At Edgar’s Mission, we do not take a single dollar for granted. The sanctuary’s important work is made possible only through public donations.

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 450 animals, it's a big task.

ANIMAL RESIDENTS
AT NOV 2018–2019:
TOTAL 464

A collage of photos of various farm animals, each with a callout box indicating their count:

- DUCKS 11
- ALPACAS 8
- COWS 9
- DEER 1
- RABBITS 5
- PIGS 54
- GUINEA PIGS 1
- CHICKENS 80
- TURKEYS 8
- SHEEP 180
- HORSES 12
- DOGS 1
- GOATS 86



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 **450-plus 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, Lemonade, 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.**

'I can't think of a better way to spend my sponsorship dollars. About to increase my monthly amount because of the immense good that EM does. Privilege.' – Melinda, a supporter

'Thank God for Edgar's Mission – a wonderful place where compassion and kindness reign!!' – Donna, a supporter

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.

'We live in such an imperfect world. So cruel in so many ways. Thank you for teaching us courage How Now. We won't give up. We will keep trying to make the world a kinder place. We will do it for you and in memory of you. We will do it for all of them. Thank you Pam and Paula and everyone at Edgar's Mission.'
 – Ruth, a supporter and much-valued friend to Edgar's Mission



HIP HOP BOB

Hip Hop Bob was born at the sanctuary – her mother was Eliza, a recent rescue. Early on, she won a place in the heart of our Operations Manager, Kyle Behrend, himself only recently arrived at the sanctuary. When Hip Hop became ill, we left no stone unturned to get Hip Hop back on her dainty trotters. She had a CT scan the day the debilitating pressure on her spine was detected, followed by emergency spinal surgery, followed by daily static rehabilitation and physio sessions. **An incredibly kind-hearted supporter made a donation** that helped Hip Hop take her first steps following surgery – a hydraulic lifting machine. Under the expert supervision of our rehabilitation team, a unique sling system safely suspended Hip Hop as she began to relearn the art of walking, under the watchful eye of Kyle.

Friends will be aware that our much-loved Hip Hop died suddenly and unexpectedly 2018. She remains in our hearts and a special memorial to her is planned at the sanctuary.



TOGETHER

Having arrived into our care in June after experiencing a horrific dog attack, it has been a long road to recovery for Together. Daily management has seen us able to **gradually heal many of Together's injuries**, which included one ear having been completely torn off, another partly removed, a fracture to the delicate bone surrounding her eye, and multiple bite wounds, one of which came frighteningly close to claiming her vision. While she has not welcomed her daily eye baths and ointment, **Together no longer trembles at our touch**, nor does she now fight to escape us. **She has made friends with our shy angora goat Silver**, who is recovering from traumatic injury to a horn. Both are recuperating under the admiring eyes of our volunteers, who stop by on their cleaning rounds to check in on the recovering duo.



MARGERY AND MALCOLM

Margery, a saintly and elderly ewe, had recently given birth to her lamb in a country pound. Sadly, overnight a fox claimed the life of this precious baby. She was distraught when she arrived at our sanctuary not long thereafter. **She desperately wanted to be a mother.** Meanwhile, Malcolm, a two-day-old lamb, had watched on as his mother slipped from this world. Although losing the one he cherished most, he did not lose his will to live. **He desperately needed a mother.**

In finding sanctuary at Edgar's Mission, both of these hapless animals found something so much more they found each other. Adopting Malcolm as her own, Margery is both proud and now fulfilled, and little Malcolm, well, the wee chap is over the moon! So often in life, it is through finding sanctuary in the company of others that we truly find ourselves.

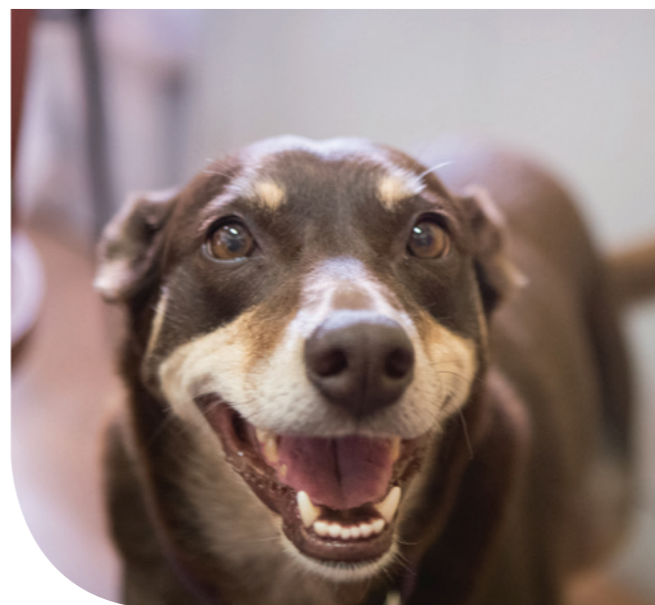


HOW NOW

When she arrived in February, little How Now's condition tore at our hearts. She had been dumped, severely emaciated, burdened with fowl pox, and as if this wasn't enough of a tragedy to befall this gentle hen, x-rays were to reveal sharp nails had been ingested and embedded in her gizzard along with a severe trauma to her leg causing a debilitating fracture. **How Now's resilience was amazing; finding hope in the most hopeless of situations, she began to rally as we treated her ailments**, and despite all of the adversity she had suffered, she survived and thrived for several months. Sadly, we were to discover that multiple tumours had coursed through her intestines and liver. Her condition is one that repeatedly claims the lives of so many hens purposely bred for exponential egg production – a malady our society must be made aware of.

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, Stitch and Steady Eddie.



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.



STEADY EDDIE

Eddie arrived in 2016, a wee kid goat rescued after being abandoned in open parklands. Born with a congenital condition that means he is unable to synthesise thiamine (which is needed for normal nervous system and muscle functioning), **Eddie couldn't balance or walk properly.** **And so we began intensive treatment.** Nearly two years later, his gait is still odd, as are his teeth, but **this sociable and curious chap** now has the run of the sanctuary and all of the hearts he meets. Eddie repeatedly uses his charm to try to attract treats from everyone who passes by!



VET NURSE STITCH

Little Stitch is a **very much-loved kitty** who spends most of her days hanging around our main barn, sharing her love with volunteers, staff, visitors, animal residents ... in fact, everyone who crosses her path. She was one of four kittens (and their mother) rescued by the Edgar's Mission team from an industrial estate where their lives were very much in peril.



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 450 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.

MISS REDDY, FELICIA AND EDEN

'When they came out of the van into the small paddock that would be their home until they settled in, I wondered how I would tell them apart. That seems so silly now, **in looks and personality they are so different.** The youngsters, Miss Reddy, sweet, gentle somewhat shy but growing in confidence daily and Eden, in your face, adventurous and a comedian. Then there is Felicia, she is like that favourite Aunty. She does get a bit left behind by the youngsters, I think they wake up earlier than her and now they have free range of the whole property that includes four acres of tall trees, they are off!' - Jan, who adopted a trio of sheep from Edgar's Mission. Thank you Jan!



CUSTARD

Custard was a foal left orphaned almost two years ago when she was taken from her mother, in order for the sweet dam to raise a more 'valuable' thoroughbred foal. In taking Custard in we were able to save her life, but we knew our time together would be short lived as **we were able to secure a forever, safe and loving home for her.** We had the great pleasure to catch up with Custard this year at her home. She has grown into a beautiful, cheeky girl in the loving care of Horse Shepherd Equine Sanctuary - Horse Rescue and Rehabilitation.

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

'EM Your animal stories seep into our souls and bring us pure joy <3 <3. Long may you be able to do what you do.'
- Christene, a supporter



IS RUNNING AN ANIMAL SANCTUARY YOUR CALLING?

'I want to start an animal sanctuary, can you tell me how?'

It is a question we have heard so very often over the years. It is for this very reason our **'Kind Critter Conference'** came into being. In June 2017, we staged our fourth year of the conference, with participants flying in from all over Australia. For many, it was the lowdown on starting a sanctuary that helped; for others, it was learning how to better to care for rescued farmed animals; yet others benefitted from spending time with like-minded individuals. **And once again the feedback was overwhelmingly positive.**

The conference provides an insight into the many complexities of running a farm sanctuary, to enhance the knowledge of those who currently care for farmed animals or those wishing to take on rescued farmed animals. We discuss skills needed to start a sanctuary, sanctuary administration, animal care, husbandry and handling, dealing with burnout, farm/shelter design, emergency planning and more. Our recent guest presenter was founder and head honcho at one of Australia's first ever sanctuaries for rescued farmed animals, Bede Carmody, who runs A Poultry Place in Murrumbateman, New South Wales. Thank you Bede, and everyone who attended.

We recommend anyone interested in starting a sanctuary to head online to opensanctuary.org



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

Edgar's Mission is a haven for the animals we rescue, but we also undertake many activities to raise awareness about the billions of farmed animals worldwide – pigs, sheep, goats, cows, chickens, ducks, rabbits and others – whose lives are

otherwise hidden and who sadly will never know kindness. We promote awareness through tours, school visits, outreach stalls, campaigns and open days, and in 2017 published our first cookbook!

INVITING PEOPLE TO SEE FOR THEMSELVES



TOURS AND EVENTS

This year we welcomed **more than 6500+ 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. They say, "That's so weird, most of the time we see sheep they've been running away from us"! We're giving people the opportunity to see the world through a different lens. A lens of kindness where sheep welcome humans as friends, not fear them as foes' – Kyle, Operations Manager at Edgar's Mission

SCHOOLS EDUCATION

Our Joining the Dots Humane Education Program was **delivered to more than 350 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.



OPEN DAYS

Through our open days, **1700+ people were welcomed through our sanctuary gates** and into the magic of Edgar's Mission. Foundation Day, also known as **'Found Edgar Day'**, celebrated the 16 years since Edgar Alan Pig trotted into Pam's heart – it was a great success. We also hosted **World Kindness Day in November, another sold-out event**, with animal groups and cruelty-free traders, plant-based foods, inspirational speakers, and more! On Mothers' Day, our 'Picnic in the Paddock', catered by Chef Zachary Bird, rejoiced the love and care of and for all mothers, including our very own Clarabelle Cow and Carole Pig.



'ASK ME WHY I'M KIND'

If you live in Melbourne, Sydney, Adelaide, Brisbane or Perth, you may have been asking this question - prompted by a flashy billboard, a colourful poster or thought-provoking leaflet with a handsome pig named Max centre stage alongside the words, 'Ask me why I'm kind to animals like Max'.

A 2018 crowd-funding campaign raised just over \$100,000. It asks Australians why, as a nation of animal lovers, we let animals sit at the periphery of not only our animal protection legislation but our thoughts and kindness as well. It aims to change that by getting people to consider why kindness is important to farmed animals like the affable Max. The campaign includes a dedicated website www.askmewhy.com.au, billboards, posters, postcards, mugs, notebooks, stickers, bags and t-shirts.

We plan future campaigns centring on dairy cows and poultry.

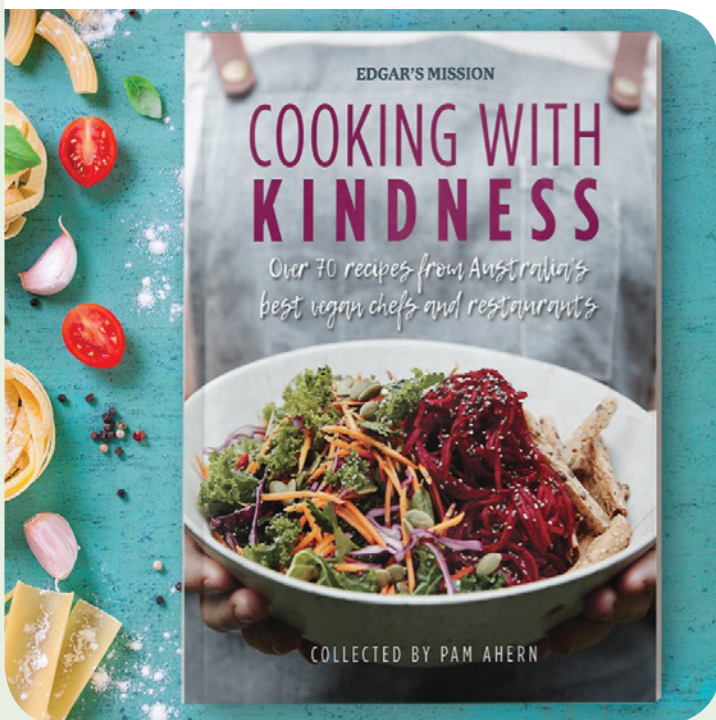
'Thank you EM for all your kindness and compassion and relentless pursuit to tell the story from the heart of animals who can't speak for themselves.' - Melanie, a supporter



COOKING WITH KINDNESS

Our first cook book, *Cooking with Kindness*, was published in October 2017. **Fifty generous chefs from around Australia** shared their secret recipes for cruelty-free cooking, from breakfast bowls and pancakes to vegan 'comfort food', mains and decadent desserts.

Contributors include **Matcha Mylkbar, Vegie Bar, Smith & Daughters, Transformer, Soul Burger, Elixiba, Pana Chocolate, The Raw Kitchen and many more.** All royalties from the sale of *Cooking with Kindness* go to Edgar's Mission.



WALKING THE WALK, AND TALKING THE TALK

'Think of the power of words,' once said Swami Vivekananda. With the power of her words and her heart, Edgar's Mission Founder and Director, Pam Ahern, delivered many moving talks, presentations and written pieces in 2018-19.

'So often we hear that animal activists are the worst nightmares of the meat and livestock industries, but I don't believe this to be correct. And it is not whistleblowers or disgruntled workers coming forward who will bring these industries to their knees. Despite the impacts both of these groups have on the industries who profit from animals, the two most formidable foes are both meeker and a little closer to home—the animals themselves and the goodness of the human heart. After all, who best to argue the case of a sheep than a sheep—the same for a chicken, fish, rabbit, pig, cow or goat? And who better to hear that plea for mercy than a kind heart?' - extract, speech for Melbourne Sheep Save Rally, January 2019

'Nature did not design these animals to travel by sea, and despite selective breeding, neither have we. The animals consigned to the live export trade could be forgiven for thinking that our species is the devil incarnate. I ask you all, as you leave here today, to dig deep into your humanity, surface with its greatness in your heart and mind, and vote to prove to these animals that we are not the devil incarnate; that we are compassionate and that we are kind and that we are thinking of them.' - extract, speech for Ban Live Export Rally, April 2019

'Kindness simply feels good - known as the "helper's high", kindness increases our energy, our happiness, our lifespan and our pleasure, along with the hormones oxytocin and serotonin, whilst decreasing our pain, stress, anxiety, depression and blood pressure. Another spin-off from acts of kindness is that it is contagious, firing off in the brains of those witnessing the act.' - extract, speech for World Kindness Day 2018



SUBMISSIONS TO GOVERNMENT

Campaigning on behalf of farmed animals is undertaken on three fronts through the work of Edgar's Mission: through the direct rescue of animals in need; through sanctuary visits, outreach programs and public speaking; and through working for legislative change. In the recent past Edgar's Mission researched, prepared and presented petitions in relation to intensive animal production, the NSW government inquiry into battery hen cages, the RSPCA, a planned intensive piggery at Matong, NSW, along with our continued work to seek exemption for ear tagging for farmed animals.

'Edgar's Mission supports the view expressed by leading emeritus professor of animal welfare at Cambridge University, Donald Broom - "Any breeding that can be predicted to result in poor welfare should be illegal". Breeding hens for exponential egg production has been shown to have deleterious effects on hens. This is evidenced by their short "productive" life. Hens beyond the age of two years are considered "spent" by industry, yet their wild cousins can live for 10 to 12 years.' - extract, submission to NSW government inquiry into battery hen cages

'As a compassionate and aware society we must consider that as history has demonstrated over and over again, just because something is legal, doesn't make it moral, ethical or right. Humanity dictates we all have a moral obligation to challenge injustice and societal wrongs and shape who we are as a society. Our leaders and decision makers, including local government councils, have a clear responsibility to listen, question and act in this regard... The world contains around one billion domesticated pigs and the majority are confined in intensive agriculture. The pigs are commodities in a factory environment with a focus on profit, not animal welfare, wellbeing or sentience.' - extract, submission to Wagga Wagga Shire Council regarding a planned intensive piggery at Matong, May 2019



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 think in a way the sanctuary has taken us all on this journey - it's teaching us; it has a life of its own and we're part of it.' - Kyle

'Through the stories and photos, we take people to where we are and make people feel what we feel.' - Pam

TO PROMOTE OUR MESSAGE OF KINDNESS WE USE:



Facebook
340,000+
followers



Instagram
70,000+
followers



Monthly
Emails



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.

A NEW SHEARING SHED

With our **sheep family sitting shy of 200** animals, shearing, crutching, drenching, hoof trimming, and vaccination time presents us with **many logistically challenging and labour-intensive hours.** A dedicated shed will offer a most welcome additional facility for our animal husbandry team. We are working to ensure the coming year will make this a reality. Estimated cost \$40,000 - \$50,000



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 initiatives are Five Dollar Friday and Trek for Kindness.



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 700 Five Dollar Friday donors (some as weekly, some as monthly). We recently set up PayPal as an option for recurring payments, which is very helpful for overseas donors.

'It warms my heart to see that there are kind people in this world who see animals as important as humans, not enough of them unfortunately but thanks to the few who see animals as sentient beings who also suffer fear & pain. I will be donating to the medical fighting fund.' - Angela, a supporter

TREK FOR KINDNESS

October 2018 saw our **first 15 intrepid Trek for Kindness participants head off on an adventure** of a lifetime deep into the Sumatran jungle, with hearts and minds coming alive to the sounds of native birds, sightings of reclusive orangutans and gibbons and the hauntingly beautiful conservation areas. Bearing the fruits of our kind trekkers, **thousands of dollars were raised for Edgar's Mission** to ensure that closer to home, fun, food and fodder will always be on hand for our 450-plus residents. But the trekking doesn't stop there; we have an awe-inspiring adventure to Costa Rica in 2019 already locked in.



Our 2018 Trek for Kindness participants on a recent tour of the sanctuary.





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 450 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.



KYLE BEHREND

This one-time volunteer at Edgar's Mission now **sits at the helm of our Operations and Communications**. Managing social media, organising fundraising, conducting farm tours and handling IT also fall into the lap of this affable South African.

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.



KELLY DINHAM

There are many strings to Kelly's bow as our **Administration and Events Coordinator**. 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.

OUR STAFF



PAULA JEWELL

Paula Jewell, aka Chicken Lady, joined the Edgar's Mission team in 2012 after making the trek across from South Australia with her partner (now husband) and two dogs. Living just a stone's throw from the sanctuary Paula's brood has blossomed to include chickens and cats. **With a passion for animals and a flair for writing** Paula's welcome addition to the team means our feathered friends will always have a voice and our social media posts always hit the spot as she dons the cap as our **Social Media and Communications Officer**.

SHANNON MCKAY

With an **adventurous spirit** that has seen her conduct ship and aerial-based whale surveys in Antarctica and a kind heart that has seen her establish and run her own wildlife shelter, Shannon is more than well equipped to **oversee our animal operations here at Edgar's Mission**. Swapping the helm of a ship for the helm of our **Animal Care Team**, Shannon brings with her **much enthusiasm for our work, invaluable experience and immense compassion** for all those who cross her path. Outside of her work around the sanctuary, Shannon can be found doting over her beloved dog Mawson, making sure his life is complete, assisting with wildlife rescues and even volunteering at local wildlife shelters.



OUR VOLUNTEERS

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

ANDREE

During the week Andree is a busy kindergarten teacher. She is also qualified as a yoga instructor and has studied transcendental meditation. She has been volunteering at Edgar's Mission one day a week for four years. **"When I turn into Bridie's Lane [where Edgar's Mission is located], it feels like coming home and my day is a meditation spent in the company of peaceful animals and like-minded humans."** Andree is no stranger to volunteering, having lived three years on a kibbutz in Israel. "I believe the joy and sense of wellbeing experienced as a volunteer at the sanctuary is immeasurably greater than what I contribute." In her next life Andree plans to study veterinary science.

KYOKO

Kyoko is a dedicated volunteer and supporter of Edgar's Mission. She migrated from Tokyo, known as one of the busiest cities in the world, to a small peaceful country town of Australia in 2011. **She has rescued baby sheep and goats and raised them as family, which is ever expanding through adoptions from Edgar's Mission.** Kyoko is grateful that her two human children are also compassionate vegans and that she can always find many animal friends at the sanctuary. Kyoko's life mission is to create a world where all animals live in peace.

PENNY

While working in human services and grief counselling, Penny decided to follow her passion for animal welfare and volunteered at a shelter. After adopting a number of older dogs, and on hearing about Edgars Mission, she began her journey of learning as a volunteer almost six years ago. Moving to Southern Victoria has not diminished her commitment in spirit but in the time she can give to this wonderful sanctuary, **where she gets as much if not more than she gives as a volunteer.** Penny shares her life with her husband and one adopted dog, enjoys reading, time with friends, walking along the beach, collecting, and following her animal welfare interests. **She believes we can learn much from animals**, and is very grateful for the opportunity to be part of Edgars Mission.

SCOTT

Scott is a committed volunteer at Edgar's Mission. Based on his philosophical beliefs he has been a vegetarian all his adult life and **sees Edgar's Mission as a natural extension of his love of animals and working towards a cruelty free world for all creatures.** Scott's professional background was initially public service and is currently a finance role in the private sector. He enjoys painting and has exhibited publicly, and has a passion for esoteric and experimental music.



OUR BOARD OF MANAGEMENT

(AT JUNE 2018)

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 YOU!

2018-19 has been a big, beautiful and challenging year for us.

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 450 or so 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!

A big shout out to our Edgar's Missionaries, who connect on Facebook to help spread Edgar's Mission's message of kindness far and wide (more below).

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.

EDGAR'S MISSIONARIES

This exciting group, which began in 2018, is off to a great start with over 800 members signing up within the first month. It is a lovely space with people sharing stories, photos and posts with other like-minded people and is creating a digital community of kindness ambassadors. The group can be found at: facebook.com/groups/178420092827256





ABOUT EDGAR'S MISSION

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

Edgar's Mission Farm Sanctuary is a not-for-profit farm sanctuary with a vision for 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 450 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 will be 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.

HOW YOU CAN HELP

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 - it can be for a birthday, Christmas or wedding present - or **a special gift** on any day for someone who loves animals.

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. MAKE A MONTHLY OR ONE-OFF DONATION

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.

More information can be found at edgarsmission.org.au/how-to-help.



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. APPLY TO ADOPT

Do you have **room for one or more farmed animals on your property?** Do you want to give them a lifelong, loving, happy and healthy forever home?

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

Did you know that Edgar's Mission can visit your school, club or social group to **deliver an inspirational experience of kindness** - or that your class can come to visit us at the far?

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 :)



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?





EDGAR'S MISSION
a farm sanctuary | our mission is kindness

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