



**EDGAR'S
MISSION**

Our Mission is Kindness

Edgar's Mission
Annual report
2020–21

'Our mission is kindness'



Edgar's Mission

Annual report 2020-21

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 2021 has been produced as a separate document.

Copies are available via the Australian Charities and Not-for-profits Commission website:

www.acnc.gov.au

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Quotes from supporters reproduced throughout the text are from our social media pages; wherever possible, we have obtained permission to reproduce their words. 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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Edgar's Mission Farm Sanctuary,
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February 2022

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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

www.edgarsmission.org.au



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Our Mission is Kindness

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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.

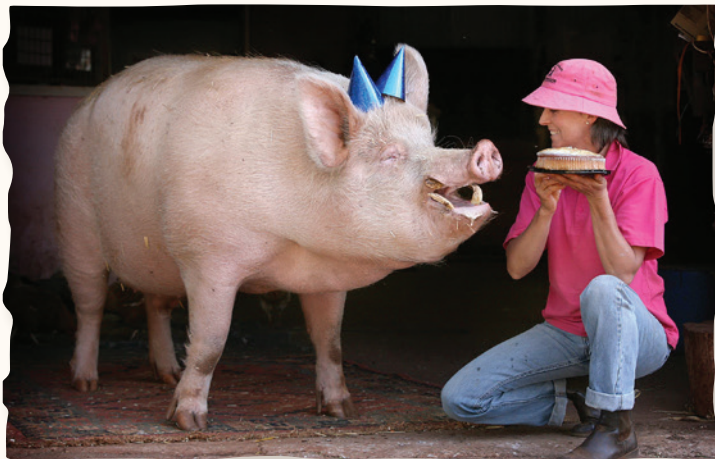
Edgar's Mission is set on 153 peaceable acres near Lancefield, Victoria (Australia), about 60 km north of Melbourne.

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 engagement 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?

Every year, millions of '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.



Our 2020/21 impact

Thanks to ewe!



127

Animals
Rescued

434

Animal Residents



119

Animals
Rehomed



3000+

Tour Visitors*



12,000

Kindness Pledges

159

Sanctuary
Tours*



400,000+

Facebook
Followers



120,000+

Instagram
Followers



50,000+

Tik Tok
Followers

*Numbers were reduced due to
COVID-19 lockdown restrictions.

Your donation at work

For every \$100 received by Edgars Mission...

Awareness & Advocacy \$15

\$15 supported our efforts in awareness, advocacy and outreach, including Be Kind to Animals Week.

Overheads \$9

\$9 covered our operating overheads, including bills, rates, insurances and professional services.



Sanctuary Operations \$14

\$14 supported our daily operations including maintenance, upkeep and repairs.

Animal Care \$62

\$62 supported the direct care of our animal residents, including food, medication and veterinary expenses.

"You are doing such a wonderful job caring for and rehabilitating neglected and high care farm animals. Your focus on kindness is like a breath of fresh air in this overly materially focused world we live in." - Jenny Dexter



Welcome

The Power of Sanctuary

With the close of the 2020/2021 year, we take time to reflect on the many challenges we have faced in the New World Order that has become us. A world where much has changed, but some things have not. A world which we have navigated with both kindness and ingenuity, that has seen us emerge with a greater determination than ever to help create a much-needed New World Order for animals.

A world where every animal is treated with the respect and dignity they so rightly deserve. Where their bodily integrity is their own, and not of our making for our ends. And one where every animal who needs sanctuary can find it.

But what is sanctuary?

A sanctuary is defined as a sacred or holy place, a place of refuge or asylum, a reserved area in which animals are protected, or a shelter from danger or hardship. And the power of our sanctuary is to provide every animal who enters our sanctuary gates with a name and a promise of a better life. It is very important to us that we tell the stories of each individual, for these stories serve to remind us that the animals' lives matter – that they matter to them, and that they should matter to us.

The story of Welcome Stranger is but one of them. And although it did not have the outcome we so romantically wanted, it is one we must tell none the less.

Many of the animals who find their way to Edgar's Mission do so hitch-hiking on the kindness of the good-hearted strangers who have learned of their plight. But not so for Welcome Stranger. It was a bitter, cold, and rainy day that this stoic, little spotty faced ewe was seen quite literally trotting her way towards the gates of Edgar's Mission.

Doing the neighbourly thing, we let her in. And in the company of dear Chloe, one of our senior rescued sheep, she found her first friend at the sanctuary. Fooled by her diminutive size, we at first thought Welcome Stranger to be an older lamb. However one look at her teeth, which rarely lie, was to reveal her to be an older gal.

With no owner coming forward to claim her, Welcome Stranger was to live out her days surrounded by the hearts she claimed the first day of her great adventure. And although no longer physically with us, her determination to find sanctuary under her own steam reminds us all how each and every animal cherishes their own life, regardless of the label society has consigned them to.

Welcome Stranger was not alone, for the year 2020/2021 saw 434 animals find sanctuary not only at Edgar's Mission but so too our hearts.

And making this possible has been our incredible team of staff, volunteers, contractors, veterinary professionals, and not the least our amazing and loyal donors and supporters, who despite the adversity COVID sent their way, still managed to either financially, or through their words of support, make our work possible.

And on that note, I welcome you to our 2020/2021 year in review.

**Pam Ahern
Founder & Director**



"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

Every time I visit Edgar's Mission, I am not only deeply moved by its many happy animal residents, I am also consistently blown away by the caliber and commitment of Pam Ahern and her team.

Their immense workload begins well before the sun rises, and it continues well after the sun sets; every single day, seven days of the week. That level of passion and dedication is beyond anything I have witnessed in my entire personal and professional life, and to this day, it fills me with a deep and incredible gratitude. Here at this sanctuary are the gentle and tireless hearts of real superheroes.

I feel so fortunate to be even a small part of this wonderful family, and I also remain incredibly humbled by each and every one of you – our compassionate donors. Without your generous patronage, these everyday superheros simply could not do what they do.

Your unwavering financial support not only ensures that the sanctuary's important work can continue, it also serves as a daily reminder of the many caring people who share in our vision for a humane and just world for all.

Never has your support been so important to us. We are currently experiencing a swell in operating costs associated with animal care, particularly veterinary expenses. And with so many animals needing tailored care plans and extra TLC,

we have also increased our sanctuary staff levels to stay on top of growing demands. We simply could not weather these increasing pressures without your continued support – so thank you from the bottom of our hearts. We will never cut corners when it comes to the precious lives in our care, and we know that with your generosity, we'll never have to.

At Edgar's Mission, we handle your donations with the utmost care and integrity.

Our inhouse bookkeeping function is bolstered with the support and partnership of Langley McKimmie, a registered chartered accounting firm. Our books are also independently audited by Ryecrofts Pty Ltd, and submitted to the Australian Charities and Not-for-profits Commission (ACNC) for regulatory oversight. Not a single dollar is ever taken for granted.

As we now look to the challenges that lie ahead, we also see hope. For no matter how hard our superheros work, there will always be more opportunities to foster compassion, more opportunities to break down barriers, and more opportunities to free animals from cruelty. But rest assured that we're ready, and we're absolutely thrilled to do it by your side.

Bayden Hammond
Treasurer

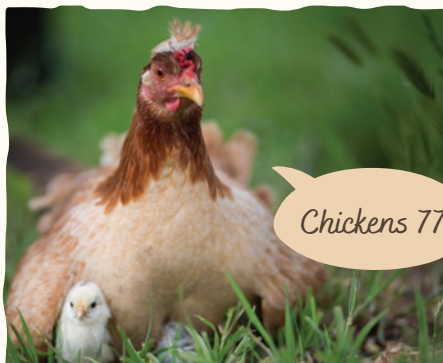
Providing shelter and direct care for homeless, neglected, injured or abandoned farmed animals

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 Feb 2022: 491





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.

"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." - Supporter, VIC



Baarack

Baarack was pulled back from the brink the day kindness found him, his saviours realising that **beneath 35 kilos of matted fleece, adorned with countless sticks, twigs and insects, was a sheep.** Found wandering amongst the many trees, native animals and perils of a state forest for several years, each day his chances of survival grew thinner and thinner. But Baarack knew none of this, for all he wanted to do was live. And, seizing each moment, he did.

Today, as Baarack stands tall atop the grassy field, he too stands as a beacon of hope. His life, now made bright by the kindness of a stranger, is all he and we could have ever dreamt it to be. His body no longer is burdened by his overgrown fleece, his vision no more is blocked by wool and painful grass seeds, and his hunger and thirst no more are wanting.



Maple

To describe gentle Maple's living circumstance as a junk heap would be disingenuous to junk. **But there she had somehow eked out an existence, almost hiding in plain view of the world** amidst debris, despair and weeds. And it was to the latter that she had made her camp, for sadly it was the best offering of protection against the elements she could find.

Maple's life has now been transformed by kindness. Today she enjoys rehabilitation which includes her crippled limbs being gently massaged, belly rubs, laser treatments, listening to volunteers reading books or playing the harp for her, and being tucked into her comfy straw bed of an evening. Her gentle, sweet and happy nature melts the hearts of all who meet her, and spurs us on to be much-needed advocates for her kind.



Rafter

Whilst our barns and our hearts are packed to the rafters with roosters, we were moved immensely by the story of a handsome, albeit displaced black rooster who had taken to living in the rafters of a home under construction in a new housing estate. The kind-hearted builder advising **"tomorrow we have to seal the roof up, and I just don't know what is going to happen to the little guy"**.

With our rescue team dispatched on dark, the best time to stalk a roosting rooster, it was not long before the kindness continued for "Rafter" and he was Edgar's Mission bound. And true to his name, he just loves to perch on his little log and ravenously eat his meals.

Every day we work towards a world where kindness for roosters is packed to the rafters, because it truly should be the only thing that ever is.



In Memory of Crocodile Rock

Crocodile Rock had us from the first instance we saw his sweet little face.

Orphaned the previous day, and with no colostrum in his first hours of life, his little tummy was never kick-started to do its job. And so we tried, we so desperately did. And so too did this stoic pint sized guy, wobbling along each day, even managing to gambol beside his beloved mates. And in doing so, he tugged everyone along with his journey.

Medications and regular stomach tubing allowed us to sustain his life, all the while praying his tiny stomach would take over. But it never did, and his life began to dim. We take the greatest of heart that he felt the sun's warm rays one last time as we helped him pass from this world into the next. And he did so with his favorite little jacket emblazoned with the words "Top Dog", for he will always be "Top Dog" to us.

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.



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.



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.

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.



Chrissy & Antoinette

"Having known about Edgar's Mission and the wonderful work Pam does, it was a simple step to contacting her and asking if I could be considered for any goats needing rehoming. That's when Antoinette and daughter Chrissy joined the herd. Antoinette is a gentle soul. She really looks into your eyes with knowledge and love. When it's time for treats, Antoinette runs to her 'table' and stands up high and waits patiently. She is such a lady. Chrissy is the opposite. She is first to greet me at the gate and wants her treat first!" - Paula

The 2020 Lamb Clan

"We feel so lucky to be able to provide a home for all of these wonderful beings including Rocket Man, Philly and Hakuna Matata. It's been so interesting to watch the bonds that form between the various animals. The most amazing thing to me has been discovering how they all have such unique and individual personalities. I wish everyone could experience getting to know farm animals so they could see this for themselves, and that's why the work that Edgar's Mission does is so critical. Thank you Pam and Edgar's Mission for allowing us to adopt some of your animals. We are very honoured to look after them and provide a safe and secure home for them for the rest of their lives." - Karen and Simon Rowell



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



*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.

"The way the guide walks you through the grounds telling you the story of all the animals is perfect and very engaging. Seeing all those animals who have been through such a tough life now having the time of their lives would warm the coldest of hearts. Thank you Edgar's Mission for the amazing work you do, it's inspiring and has 100% made me re-evaluate my personal choices." - JD, Tour Participant

Schools

Our Joining the Dots Humane Education Program was delivered to more than 200 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 lockdowns saw the sanctuary closed for part of the year which impacted on visitor numbers, Edgar's Mission engaged with supporters through live virtual tours on Facebook and Instagram, focused on different animals and a different part of the sanctuary each time.

"I watch your story every morning and it gives a sense of freedom and travel, and it makes at least a few minutes of my day more bearable considering we are in lockdown and have not been able to travel for so long. THANK YOU for making a difficult situation a bit better." - Social Media Supporter

Books of Kindness

September 2020 saw the launch of our *Kindness Community Vegan Cookbook*, which includes 125 recipes gifted to Edgar's Mission by our kindness community: everyday home cooks, chefs, nutritionists and celebrities who really care about the food on their plates. This followed the success of our popular *Cooking with Kindness* cookbook.

Edgar's Mission has developed a range of books for people of all ages, from *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 with Kindness*. Each book conveys our mission of kindness and encourages a better understanding of farmed animals.



Advocacy Campaigns

Through thought-provoking advocacy campaigns, Edgar's Mission sought to raise awareness of the plight of factory farmed animals by sharing our animal rescue stories and encouraging kindness.

Be Kind to Animals Week from 1-7 October aimed to inspire people of all ages to be (extra) kind to their furred, feathered and finned friends. The campaign reached over 6 million people on Facebook, and saw almost 33,000 unique visitors to our new dedicated website. Over 5000 people pledged to be kind, and received our new Kindness Kits featuring a '21 Steps to Kindness' poster along with daily emails with plant based recipes and tips. 60 libraries also participated with themed displays.

Our 'All Mother's Day' campaign, raising awareness for how farmed animal mothers are treated, saw outdoor billboards placed nationally to drive people to allmothersday.com.au. Over 13,000 people visited the website, and almost 4,000 pledged to have a kind Mother's Day, gaining them access to a special recipe ebook.

Our Kind Christmas campaign was designed to help people make the connection between their Christmas meals and gifts, and the animals behind them. It also inspired kinder choices through a dedicated recipe ebook. Digital ads appeared in 118 metro IGA Supermarkets across Australia along with other activity, and this saw almost 18,000 visitors to kindchristmas.com and almost 6,000 pledges to have a Kind Christmas.

"It meant for the first year I had a kinder Christmas, and enjoyed it with like minded people. It made me realise I want that every year from now on."
- A Kind Christmas Pledger





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 an objection to a planning application for an intensive 2,200 sow pig farm, written by Pam Ahern.

Basis for our objection

The proposed facility:

- will deny animals their expression of natural behaviours
- will compromise animals' physical and psychological welfare
- is not in keeping with the public's expectation of how animals should be treated
- RSPCA opposition to intensive farming of pigs
- increase risks to animal and human health
- is inconsistent with the Hilltops Council Operational Plan 2019 -2020
- will pose a risk to the surrounding environment, heritage and bio-diversity.

Whilst numerous are the reasons for an objection to this application, given the unique position of Edgar's Mission our objection rests largely with the animal welfare concerns of such a facility.

Compromised welfare and chronic stress in intensive farmed pigs - the denial of natural behaviours and compromised welfare

Of great concern is the applicant's lack of recognition of the sentience of pigs and addressing of animal welfare considerations.

Numerous are the scientific articles and reports produced highlighting welfare concerns and the chronic stress of pigs housed under "intensive" conditions. The denial of the animal's ability to satisfy their natural behaviours being the primary cause.

Professors A F Fraser (Professor of Veterinary Surgery, Memorial University of Newfoundland, Canada) and D M Broom (Department of Clinical Veterinary Medicine, University of Cambridge, U.K.) write extensively on the subject of compromised welfare of pigs in intensive confinement. They state of pigs; "Their learning ability is considerable and their social behaviour elaborate. As a consequence, welfare problems arise for pigs if they are unable to control events in their environment, if they are frustrated or if they are subjected to unpredictable situations. For example, inability to prevent attack by another pig, to regulate body temperature, or to groom adequately can all lead to poor welfare".

Of sows they write; "Some sows are culled because they do not become pregnant and others because they have small litters. These reproductive failures or inadequacies can occur because the sow encounters difficult conditions and has difficulty in trying to cope with them".

Pigs suffer both physically and psychologically in intensive confinement facilities. They are sensitive and intelligent animals who do not deserve to be denied means to satisfy their natural behaviours in barren sheds. Pigs are incredibly clean animals and given the chance will not urinate or defecate where they sleep. In intensive confinement facilities, they have no choice but to lie in their own excrement and that of other pigs. The health consequences for pigs as a result of this are vast and serious. Further ammonia concentrations within intensive piggeries pose a risk to both animal health and the health of the workers within the sheds.

Conclusion

Given the growing body of scientific evidence that speaks to the sentience of pigs and their ability to suffer under intensive farmed conditions, coupled with concerns over unacceptable environmental and human health implications, the public benefit is not served by the granting of this application, therefore it should be denied.



How we support & 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.

"Your gentle encouragement through heartwarming stories have effected more meaningful change than shaming ever could. Introducing us to your many charges and inviting us to know them intimately makes a real impact. My own fledgling vegan journey began the moment I discovered Edgar's Mission. Your aggregation by kindness is captivating and inspiring, thank you so much for each and every special story."- Patti Anne, Facebook Follower

To promote our message of kindness we use:



Facebook
Followers
400,000+



Instagram
Followers
120,000+



Tik Tok
Followers
50,000+



Email
Subscribers
53,000+



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 delivery of large rocks for our goats to satisfy their curiosity and growing hooves, two new chicken houses for our growing rooster brood, and two new shipping containers to increase our storage capacity. We also commenced work on 'Edgar's Kind Kitchen', a special project which will allow us to offer plant based meals to visitors.

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 Giving Tuesday.

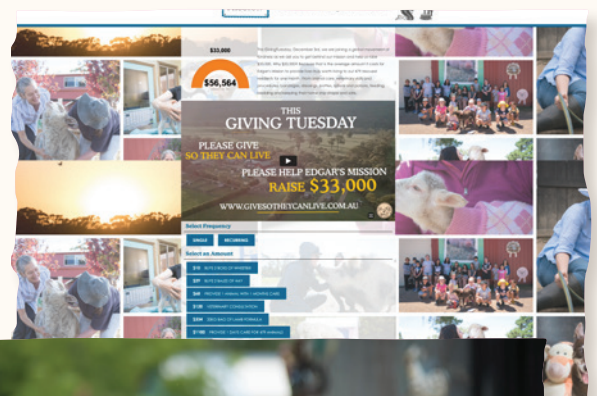


Five Dollar Friday

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 1300 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 1 December 2020, Edgar's Mission joined this global movement of giving for our second annual Giving Tuesday fundraiser.

The objective was to raise vital funds for the animals, and raise awareness of our work by giving people a look behind the scenes at the daily running of the sanctuary and costs involved.

Our fundraising target was \$54,000 - the average cost for a month of animal care, vet care, food and bedding plus assets, infrastructure and utilities. People could donate at givesotheycanlive.com.au, and we promoted the day across social media and email.

We were deeply humbled when we reached the final tally of over \$92,000, well above our target!





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.

Our Staff

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



Pam Ahern

Founder & Director

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, trotted 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

Community Engagement & Advocacy

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

After Hours Sanctuary Care

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 (continued...)



Kelly Dinham

Community Engagement & Advocacy

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

Senior Sanctuary Hand

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

Maintenance

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 February 2022)

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.

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.

Aimee Weir (Secretary)

Aimee started advocating for animals when she was a teenager, joining the movement to ban live exports after growing up next to Port Adelaide. For the last six years, Aimee and her husband have been involved in cat and dog rescue in Adelaide and Bali, and enjoy spending time with their rescued cows. When Aimee started volunteering with farmed animals, she realised just how much there is to understand about them as individuals – something she continues to learn from Edgar's Mission. With a background in policy and governance, Aimee is passionate about how words can protect and promote the plight of animals, coupled with sharing their unique stories.

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.

Fiona McIntyre

Fiona is a lawyer with a diverse background in international, commonwealth and community regulatory policy and practice. After graduating from the University of Melbourne, she worked as a criminal lawyer, a judge's associate and as a legal policy advisor in telecommunications and broadcasting. Fiona currently works as a legal academic at RMIT University, lecturing in media law, communication ethics and investment law. Fiona's commitment to animal welfare started in primary school when her mother read her the stories Charlotte's Web and Storm Boy. Fiona lives in Melbourne with her husband and three daughters. Her family share their home with a number of rescue animals.

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.

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!

2020-21 has been a year of hard work, determination and hope.

Thanks to our wonderful sanctuary team, who work in all weather 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, fundraising outreach, 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 money. 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 group volunteers – without you we would struggle to manage the labour-intensive work caring for our 400+ animals. 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!



*"if we could live
happy & healthy
lives without
harming others....
why wouldn't we?"*



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 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 :)

Visit edgarsmission.org.au/how-to-help for more information.



**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 farmed 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?

