



**EDGAR'S
MISSION**
Our Mission is Kindness

Edgar's Mission
Annual report
2021–22

Edgar's Mission

Annual report 2021-22

Edgar's Mission acknowledges the Traditional Custodians of the Land on which our sanctuary stands, the Wurundjeri People of the Kulin Nation. We pay our respect to the Elders, past, present, and emerging.

The Edgar's Mission Treasurer's Report and Financial Report for the Year ended 30 June 2022 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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September 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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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.

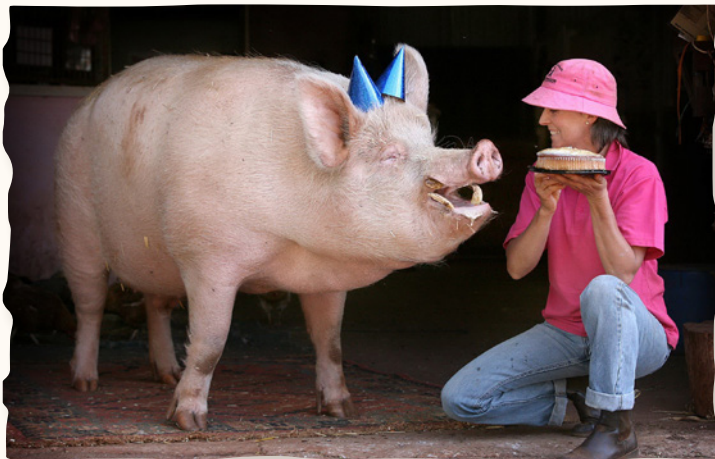
Edgar's Mission is set on 153 peaceable acres near Lancefield, Victoria (Australia), about 60 km north of Melbourne.

We rescue and provide sanctuary to animals in need, currently providing lifelong love and care to over 400 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 2021/22 impact

Thanks to ewe!



294

Animals
Rescued

427

Animal Residents



190

Animals
Rehomed



3,326

Tour Visitors*



217

Media Impressions

149

Sanctuary
Tours*



544,495

Facebook
Followers



542 million

Social Media Reach



1.6 million

Tik Tok
Followers

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

Your donation at work

For every \$100 received by Edgar's Mission...

Awareness & Advocacy \$17

For our efforts in awareness, advocacy and outreach, including Be Kind to Animals Week.

Overheads \$10

For our operating overheads, including bills, rates, insurances and professional services.



Sanctuary Operations \$12

For our daily operations including maintenance, upkeep and repairs.

Animal Care \$61

For the direct care of our animal residents, including food, medication and veterinary expenses.

"To think there are humans who care so deeply for these beautiful creatures makes me so emotional. I thank you guys from the bottom of my heart for all you do for them, your kind care is just wonderful." Jo-Ann Thompson



Welcome

Finding your true north...

On the 15th of June 2022, a sheep overburdened with several years of wool who had long ago lost her way was to find her true north. And in doing so, she reminded us of the importance of finding ours.

Just where Victoria started out her life we shall never know, but it was no doubt on a production farm. What is important here, is just where she has landed.

And in landing as she did that fateful bitter winter's day was to challenge our team on many levels, we never lost sight of our true north.

Battling the elements of rough and inhospitable terrain, steep rocky rises and sinister gorse bushes, painfully frozen fingers and icy sodden feet, aching stomachs and even at times losing our direction, we never, not even once, lost sight of why we were there.

I cannot tell you how proud I am of our team of 18 who never flagged in their stoicism, although I would most certainly have forgiven them if they did. That Victoria's circumstance was one of our kinds making, called to the best within us that her salvation should too come from that same source.

In selectively breeding these hapless animals for a continually growing fleece, one that is harvested annually for human use, as opposed to the one supremely designed by nature that would self-shed every year, we humans toyed perilously into the lives of animals.

And when it comes to the largest number of animals in human care, those who are farmed for food and fibre, the tinkering in their lives has no parallel. Chickens bred for exponential egg production or those bred for their flesh inherently suffer a myriad of life-threatening and painful health issues as a result.

Far removed from their wild cousins, most farmed animals have lost the ability to survive by their own means. Pigs whose bodies are programmed for rapid growth, mothers of many species denied the opportunity to rear their young whilst

others are crammed terrified into transport vehicles and vessels and ferried across vast distances to grisly ends, form just some of the lot of farmed animals today.

But this is not a story without hope.

Our trek down the mountain that day reminded me of that. With the resilient Victoria strapped to a stretcher carried down by our weary yet jubilant team, hope shines so brightly. So too does the vision I see as I spy her today with her new buddies – her tribe, blissfully grazing the grassy fields of sanctuary.

I take the greatest of comfort in my heart that she has found her true north, the place she was always meant to be. I too am reminded that when we use kindness and compassion as our compass, we can find ours – as the helpers and healers we were always meant to be.

I truly believe that through the work of Edgar's Mission, we are helping others find their true north as well.

From saving farmed animals from their otherwise predetermined and unkind end, through telling their stories, outreach work and community advocacy programs, we give people a greater appreciation of just who these sentient animals are. Reminding us of their unique personalities, and that they all are worthy of our compassion and kindness as well.

I thank you whole-heartedly and most sincerely for all you do to create a kinder world for all her inhabitants, and above all else I thank you for your support and belief in Edgar's Mission. Without it none of what we daily do would be possible.

Yours in the utmost kindness,

Pam, Victoria and all the feathered, furred and fleeced residents of Edgar's Mission



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



From our Treasurer

When I was about ten years old, my auntie told me a story about a young boy who found himself upon a beach after a particularly big storm. Thousands of starfish had been washed ashore, stretching as far as the eye could see.

With the kind of carefree innocence that perhaps only a child can embody, he gently lifted one up and returned it to the water's edge. This was a process he would begin to repeat over and over, patiently escorting each starfish safely home.

A local fisherman saw the boy and chuckled. "You there, lad" he bellowed, gesturing down the vast stretch of shoreline. "There are tens of thousands of starfish on this beach. I'm afraid you won't really make a difference."

The boy turned briefly to face him, a starfish cradled in his cupped hands. "Well," he replied, "It's making a difference for this one."

I have always loved that story; it would come to perfectly encapsulate my own passion for animal welfare, and the reason I am so grateful to be a part of this wonderful organisation today.

In the heart of every rescued animal, an entire world is reilluminated; and it shines ever-so-brightly in their eyes.

I consider myself so privileged to witness these individual stories of hope, some of which are shared in this report, and all of which are made possible only by your generous support.

So please accept my unwavering gratitude and thanks; we see you, we hear you, and we are so very grateful that you are standing by our side. It is because of you that Edgars Mission exists, and it is because of you that we can continue to tell these stories.

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 30th June 2022 = 427



Ducks 35



Rabbits 2

Pigs 48



Turkeys 2



Cows 11



Alpacas 6



Geese 12



Sheep 151

Goats 74



Donkeys 2



Cats 10



Chickens 67



Ponies 6

Dog 1





Animal care and welfare

Few places on earth exist where farmed animals get to grow old with grace, dignity, and kindness. Edgar's Mission is proudly one of them.

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

For our 427 residents, this means ensuring all have comfortable shelter, along with good nutrition, regular health checks, 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 required monitoring through the night. Sometimes we may have received a call long after the sun went down to render assistance to an animal in urgent need. Whatever has happened overnight, each morning, sanctuary work beckons.

Our small staff of dedicated individuals meet early in the day to talk through the tasks and activities ahead, taking note of animals with disabilities, 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 and another in Chicken Cottage for basic veterinary care as needed. Upon arrival, all animals 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 houses many of our animals with disabilities overnight including the elderly, vulnerable, sickly and 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 they are 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 beloved sheep with disabilities like 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. Their resilience and patience are truly inspirational!

Every animal is checked daily, and for some this includes twice-daily feeding. This means loading up vehicles with grain, pellets, greens, vegetables and more to keep them all happy and healthy inside and out. Our birds and rabbits have their houses cleaned daily (our feathered friends boast a community of 15 colorful houses).

Our pigs have their paddocks cleaned and their bedding refreshed, and we check on the paddocks and sleeping quarters of our goats, cows, alpacas and horses. 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.

There is also the maintenance of our assets and infrastructure; ensuring a safe workplace for our staff and volunteers; mitigating against possible fire and flood; promoting our merchandise to help support our work; managing tours; and of course staying in touch with supporters through social media and email to ensure our special message of kindness for animals reaches the widest audience possible.

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...

"I am in awe of your dedication and love you show all animals. On behalf of all in your care, THANK YOU."
Bob Bramwell

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.

"Congrats on 19 years saving lives and changing lives! Your work saves the lives of many animals directly, and changes the lives of many people - thus saving countless more animals! I love your message of kindness. I feel like your way of reaching people is by far the most effective. So on those hard days, and I am sure you have plenty, think of us. All the people out there, in Australia and around the world, whose lives you have changed for the better. We love you!" Elizabeth Burns



Alex

Oh, how our hearts bottomed out when the pictures came through of Alex. A hapless sheep, who was burdened down by an abundance of wool, had been found by a kindly bushwalker. Heading to the scene atop Mt Alexander, we found a being so weak he could not stand.

Once back at sanctuary, the arduous task began to remove 40 kilos of fleece, sodden with rain, urine, twigs, bark, beetles and maggots. A fleece so matted and dense that at first it stubbornly refused to cede to the shears. And left in its whirring wake was sweet Alex.

With a warm jacket gently donned and the company of two new woolly friends, it was over to dear Alex to make good on his "word": he wanted to live. Alex is now living his best life at the sanctuary after a truly incredible transformation, made possible by kindness.



Calvin Swine

Apart from having one of the coolest names for a piglet, little Calvin Swine has one of the biggest voices. Matched only by his personality.

With setbacks aplenty, little Calvin was born the runt of his litter and suffered a very nasty laceration to his teeny tiny neck that could well have claimed his life. However, with adversity now behind him it could well be said that little Calvin has well and truly landed on those dainty trotters of his.

Calvin Swine is one little piggy on one hell of a mission and that is to design a kinder world for animals. And judging by the mark his little trotter print has made on the hearts of all he has met, he is well on his way to this goal!



Petal and Little Flower

Little Flower is the baby Petal finally got to keep.

As an ex-dairy cow, each year Petal's babies had been taken from her so that her milk could be taken for human use. When her milk production waned, Petal was surrendered to sanctuary to escape a grim fate. And two lives would be saved, as dear Petal was pregnant.

When Little Flower was born, Petal was finally able to dote on her baby and keep her safe. Something she had never been allowed to do after each previous birthing.

Every year, farmed animal mothers are separated from their babies due to outdated practices, laws, and beliefs. Our pledge to dear Petal has been no one will ever take your baby away from you. The doting mum and her precious calf will remain at the sanctuary together forevermore.



In Memory of Red Baron

Collateral damage of the egg-laying industry, Red Baron was the little chick who refused to die, and that kindness was able to revive. Gassed, frozen, and sold off as snake food, it was a groggy, dazed and fluffy chick, not a meal, that reached his destination.

Proving that the smallest of things can have the biggest of impacts, Red's life was spared.

Whether it was riding on the Lady in the Hat's shoulder, sitting on the car seat, taking a chair at the dinner table, or stealing centre stage whilst assisting Pam with a presentation, the handsome rooster became an unwitting yet stellar ambassador for his kind, showing one and all what endearing, fun-loving, and clever individuals roosters really are.

The passing of this gentle yet sassy being wraps tight around our heart, informing us that our lives are all entwined. Thank you, dear Red Baron, for seven awesome years. We have truly loved sharing our world, our shoulder and our toast with you.

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 Ray Ray, Tim Tam and Ruby.



Ray Ray

Ray Ray was born without eyes, and in 2018 she arrived at Edgar's Mission in the arms of a kind heart who drove halfway across the country to help the dear little lamb find sanctuary. The sweet lass has grown up alongside her charismatic best buddy Lambini, who sports a bell on his collar to help Ray Ray navigate her world.

While Ray Ray may not be able to see the world around her, she feels it. She feels it in the sun's warm rays and drinks them in; she feels it when she jumps for the sheer joy of it, and above all else she feels our kindness, and by the expression on that sweet little merino face, it feels darn good.

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 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 welcoming pastures for many of our rescued farmed animal friends. Here are some of their stories.



Sunny

"After rescuing my first pig Penny, I realised what a joy living with pigs could be. I never knew pigs were so unbelievably intelligent and social, and it didn't take me long to realise we both needed another piggy friend in our lives. I contacted Edgars Mission, explained our back story and they asked me some questions and they were sure they had a perfect pig in mind for us."

"Sunny had a tough start to life but now spends her days swimming and playing in her mud pen, sun baking, and snuggling with her best friend in the world under a big pile of straw, just the way she likes it. Sunny loves tummy scratches, her best friend Penny, any kind of attention she can get from people and watermelon Fridays! Before rescuing my two girls I had never owned pigs, and now I honestly can't imagine my life without them." Rachel Bartolo

Tinkerbelle, Bubbles & Squeak

"Tinkerbelle was reluctant to begin with, but has she found her feet and her voice. She just loves the love, and every day I make a special point of sitting with them and it's Tinkerbelle that kisses and climbs all over me. Squeak, always confident and curious, squeaks her way around from sun up to sun down. Bubbles is demur, quiet and calm and zen-like, but not a push over. We all love to run around and play follow the leader. They prefer it best when the human is the leader and prunk wildly after us. Lots of laughing and fun, and then we all fall in a heap eating weetbix! We thank Edgar's Mission every day for trusting us with them. Just when you thought you couldn't love them anymore, we find even more love in our hearts." Sarah Meachem



Lucy, Amber, Pebble, Etta and Ivy Hen

"My beautiful, feathered family has bolstered my belief that if you have met one chicken, then you have met one chicken. Each is blessed with their own unique awareness, skills, foibles, quirks and ways of communicating with us. All animals understand kindness, but these beautiful beings are so often bereft of tender words or gestures. Watching and feeling their response to the life that I have created for them, where love is at the fore of all they encounter, leaves me with no doubt whatsoever as to their sentience and innate desire to live." Victoria Fairbairn

Adopt an animal

Are you prepared to open your heart and home to a farmed animal? Our adoption program seeks to match the right animals with loving forever homes.

Visit edgarsmission.org.au/adoptions



*Promoting
compassion,
understanding and
respect for all animals
through the provision
of advice, education
and information*

Edgar's Mission 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 3,326 people to the sanctuary through our free, premium and private tours. We offered free visits to 13 school groups, and 24 disability and seniors groups.

"I just wanted to say what a beautiful visit to Edgar's Mission we had today. Kyle was an awesome tour leader. I particularly love how he told the personal stories of your residents and how he respectfully but truthfully told us about their suffering for human consumption. I love Edgar's Mission – it's my happy place. Keep up your amazing work – so lucky to have people like you doing what you do." Lisa

Schools

Our Joining the Dots Humane Education Program was delivered to more than 339 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.

"I just want to say thank you for doing what you do. Your inspiration is contagious and has inspired me to look at my meat consumption and make better choices." Carmen Chetty

Books of Kindness

Edgar's Mission has developed a range of books for people of all ages to encourage compassion for all animals.

Our most recent release is the *Kindness Community Vegan Cookbook*, including 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.

The Gift of Kindness and *Perfect Pigs* share stories and beautiful photographs of our rescued animals. And for the young, our baby board books include *Around the Farm* and *Baby Animals*, plus a colouring book called *Colouring with Kindness*.



Advocacy Campaigns

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

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 3 million people on Facebook, and saw almost 17,000 unique visitors to our new dedicated website. Over 5,000 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. 132 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 2,000 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. Billboard ads appeared across Australia along with other activities, and this saw over 3,000 pledges to have a Kind Christmas.

"It made me commit to a plant based diet all week while also sharing my experience with my work colleagues. It also made me realise substituting meat was not an issue as the meat replacements taste great, thanks to your meal recommendations." - Be Kind to Animals Week participant.





Walking the walk, and talking the talk

Edgar's Mission continues to speak up for farmed animals across the country. Here is an extract from Pam Ahern's speech from a Live Export Rally in Melbourne.

"For a wool-burdened and emaciated sheep, too weak to rise, a sheep whose 40 kg fleece covered his eyes so he could not see, whose flesh was penetrated by the steely barbs of grass seeds – perhaps it may seem odd to have the word lucky associated with him.

But Alex was lucky. Because he was in the lucky country – Australia. And he was found by a kind-hearted bush walker who, although they could just as easily have walked on, did not. Their kind heart drove a personal obligation to help another being in need.

And for Alex, the rest, as they say, is an awesome history that saw him land at not only a sanctuary but so too in the hearts of people around the globe who got to know him."

"Whilst it was relatively easy to remove the blinders his wool had caused that prevented Alex from seeing clearly, a far greater challenge exists to remove the blinders that have been handed down from generation to generation. Something that has prevented much-needed change in the way our society views the least heard and the most vulnerable amongst us.

What is needed right now to right this terrible human wrong is our compassion. To allow our compassion to guide us in the dismantling of iniquitous industries, to create conversations, and find solutions that will pave the way for a kinder, more humane, and just way of living.

Every day now we are seeing more and more investments in plant-based foods, in activities that rewild much of our rural landscape that has been cleared either for animal farming or growing crops to feed to them, and the growing of different pulses and ancient grains offer enormous avenues for farmers to diversify their practices – here is where our future lies.

A kinder future calls now to governments to assist and support the growth of these industries. This will allow farmers to still

hold connections with the land but to transition to systems of food production that are more in sync with hearts, minds, and nature.

On a personal level we too cannot be idle. Taking action by ensuring our choices align with our belief in a non-violent world. For this can be the greatest legacy we can leave on this planet.

Perhaps now truly is the time to fulfil that personal obligation to leave the world better for our being. To ensure our lucky country extends beyond these shores. To not contribute to suffering wherever we know it be, be the victim animal, human or the planet.

We should not fear going down this path of change, however what we should fear is if we do not.

And there is no better place for this to start than to end the live export industry once and for all, for this is an idea whose time has surely come.

No ban no vote, get the animals off the boat!"



Top image: Alex after; Bottom image: Alex before



Sustainability

Sustaining kindness and more...

Not only does Edgar's Mission have an authentic mission to sustaining kindness, we also have an equally important one to sustainability. As custodians of 153 beautiful acres, our goal is to tread as lightly as possible. Here's how.

Planting trees

In Autumn over 560 native trees and shrubs were planted around the sanctuary, with plans for many more to come.

Paddock rotation

By moving our animal residents to different pastures to graze, this helps to prevent compacted soils and ensures plants have a chance to regenerate.

Recycling programs

Did you know that only 4% of the plastic that has ever been made has been recycled? This is why, in addition to recycling regular items, Edgar's Mission takes part in the Banish Recycled and Disposal Program (BRAD) who offer an end-to-end solution for some of those hard-to-recycle household items to reduce our waste and ecological footprint.

Composting

Poop glorious poop! With over 400 animals in our care, there is certainly no shortage of this around the sanctuary, along with other organic waste that we can compost and feed back into the soil.

Merchandise

Our clothing is made from organic cotton and printed with water-based inks in their ethically accredited, carbon-neutral factory. Greeting cards are made from recycled paper and printed with vegetable inks using solar power. Keep cups help reduce single-use plastic waste that harms wildlife. Even our plush toys are made from recycled water bottles!

Continual Improvement

From moving our processes online, to consolidating trips to the vet and adoptions, our goal is to keep improving processes and eliminate as much waste as possible.

A pig with grey and white fur and large, upright ears stands in a grassy field. The background is a bright sky with many white, fluffy clouds, suggesting a sunny day. The pig is looking directly at the camera.

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. Beautiful images by Pam, Kelly and Kyle, coupled with delicately written stories by Pam, are shared and reshared. In 2021-22 our social media reached over half a billion people! Thanks to social media and the impact of our work, Edgar's Mission has become a prominent sanctuary worldwide.

"I just wanted to say a huge thank you for sharing pictures and videos. I have watched them over and over and they give me so much comfort. I am so proud to be a fan of Edgar's Mission!" - Elyse Klemchuk, Chicago USA

To promote our message of kindness we use:



Facebook
Followers
544,495



Instagram
Followers
259,930



Tik Tok
Followers 1.6
million



Email
Susbscribers
45,000+



Weekly
Blogs

Our videos reached millions of people around the globe!



Alex's rescue video
reached 297.7
million people



Rammie Baa Baa's
video reached 56.5
million people



Victoria's rescue
video reached 34.3
million people



Precious massage
video reached 5
million people

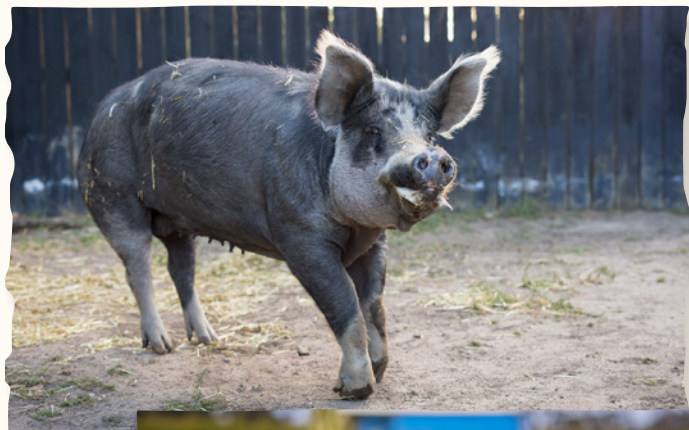
Infrastructure Improvements

Activities undertaken to ensure the continual improvement of the sanctuary included an additional 'Chicken Cottage' vet room for our bird treatments and care, a cattle crush to gently assist with cow health care, and an upgraded maintenance vehicle to transport tools and food around the 153 acre sanctuary. We also opened 'Edgar's Kind Kitchen' in our Welcome Barn, offering plant based meals to sanctuary 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 1600 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 30 November 2021, Edgar's Mission joined a global movement of giving for our third 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 \$80,000 - the annual cost to provide fresh fruit and veg to keep our rescued buddies healthy and happy. 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 \$108,000 - 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

Animal Care Coordinator

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."

Liz

Liz has been volunteering at Edgar's Mission for 10 years. During her time with us, Liz has bonded with many of our rescued animals. "Sheep are just the most affectionate animals once they get to know you," Liz smiled. "I help look after sheep, goats and pigs and found they can be either shy, confident, smart, affectionate or super cheeky and sneaky." Liz is grateful for the opportunity to do what she can to make a difference for farmed animals. "My favourite part has to be when an initially shy resident eventually gets to know you and runs and greets you when you arrive, all ready for either belly rubs, back massages or ear scratches."



Carla and Federico

This dynamic duo started volunteering a year ago. "Edgar's Mission is one of my reasons to live," Carla said. "It is one of my favourite places in the world." Federico agrees. "Spending time with the rescued animals and contributing – even if in a small role – to their wellbeing and happiness is extremely rewarding. No matter how hard the work can be, at the end of the day we feel happy and sure we did something useful, surrounded by beautiful people who share our same vision. I love spending time with all the animals, getting to know and getting closer to them a bit more every time. Each of them has a different personality."

The Berger Family

The Berger family volunteer across graphic design, reading and sanctuary help respectively. Lou came across an opportunity to help in 2019. "It was my chance to give back to the beautiful residents and their tireless carers," graphic designer Lou said. It wasn't long before Lou's parents, Lyn and Manfred, heard about the sanctuary and decided to donate their time too. "My favourite part of volunteering is connecting with the animals - knowing that you can make a kind, gentle difference in the quality of that animal's life," Lyn said. And also the caring staff and volunteers who make up the Edgar's Community."



Our Board of Management

(at June 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 15 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 currently leads the risk and internal audit function at Reece Group, Australia's largest supplier of plumbing and bathroom supplies.

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.





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

Like, comment and share our stories on social media. The more who know, the kinder we can grow!

Visit edgarsmission.org.au for more information.



Thank ewe!

2021-22 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 trust 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!



**EDGAR'S
MISSION**

Our Mission is Kindness

*If we could live happy and
healthy lives without harming
others... why wouldn't we?*

