



Edgar's Mission Annual Report

2022-23



Edgar's Mission

Annual report 2022-23

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 Annual Financial Report for the Year ended 30 June 2023 has been produced as a separate document.

Copies are available via the Australian Charities and Not-for-profits Commission website:
www.acnc.gov.au

All photographs in this report are copyright to Edgar's Mission Farm Sanctuary.

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.

Produced by:
Edgar's Mission,
81 Bridies Lane, Lancefield Victoria 3435

December 2023

© Edgar's Mission 2023

ABN 75001 177 836

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



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

Contents

About Edgar's Mission	4
About us	5
Our 2022-23 Impact - Thanks to ewe!	6
Your donation at work	7
Welcome	8
Providing shelter and direct care for farmed animals	9
Animal care and welfare	10
Stories of heartache and hope	11
Some favourites	12
Finding permanent, safe and loving homes for formerly farmed animals	13
Where are they now?	14
Promoting compassion, understanding and respect for all animals	15
Inviting people to see for themselves	16
Advocacy, books & campaigns	17
Pam Ahern's TEDx Talk	18
Sustainability	19
How we support and promote our work	20
Social media	21
Fundraising	22
Fundraising "Build Their Barn"	23
Our team	24
Our staff	25
Our volunteers	27
From the Board Chair	28
Our Board of Directors	29
Our Strategic Plan - Stories of Hope	31
How you can help	32
A legacy of kindness	33
Thank ewe!	34
Our purpose	35

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?

Few Australians are aware that the millions of farmed animals in our country are excluded from our animal protection legislation. Whether on factory farms, in feedlots or fenced paddocks, acts of cruelty and deprivation can legally be afforded them.

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 desire to experience life, and for it to have joy, meaning and purpose.

Edgar's Mission provides a beacon of hope for farmed animals everywhere, reminding people of the power of their choices. And there can be no better choice for animals, people or the planet, than choosing kindness.



Our 2022/23 impact

Thanks to ewe!



829

Animals
Rescued

417

Animal Residents



517

Calls for
Assistance

802

Animals
Rehomed



203

Sanctuary
Tours

4,473

Tour Visitors



134

Media Stories



455

Million Social
Media Reach

Your donation at work

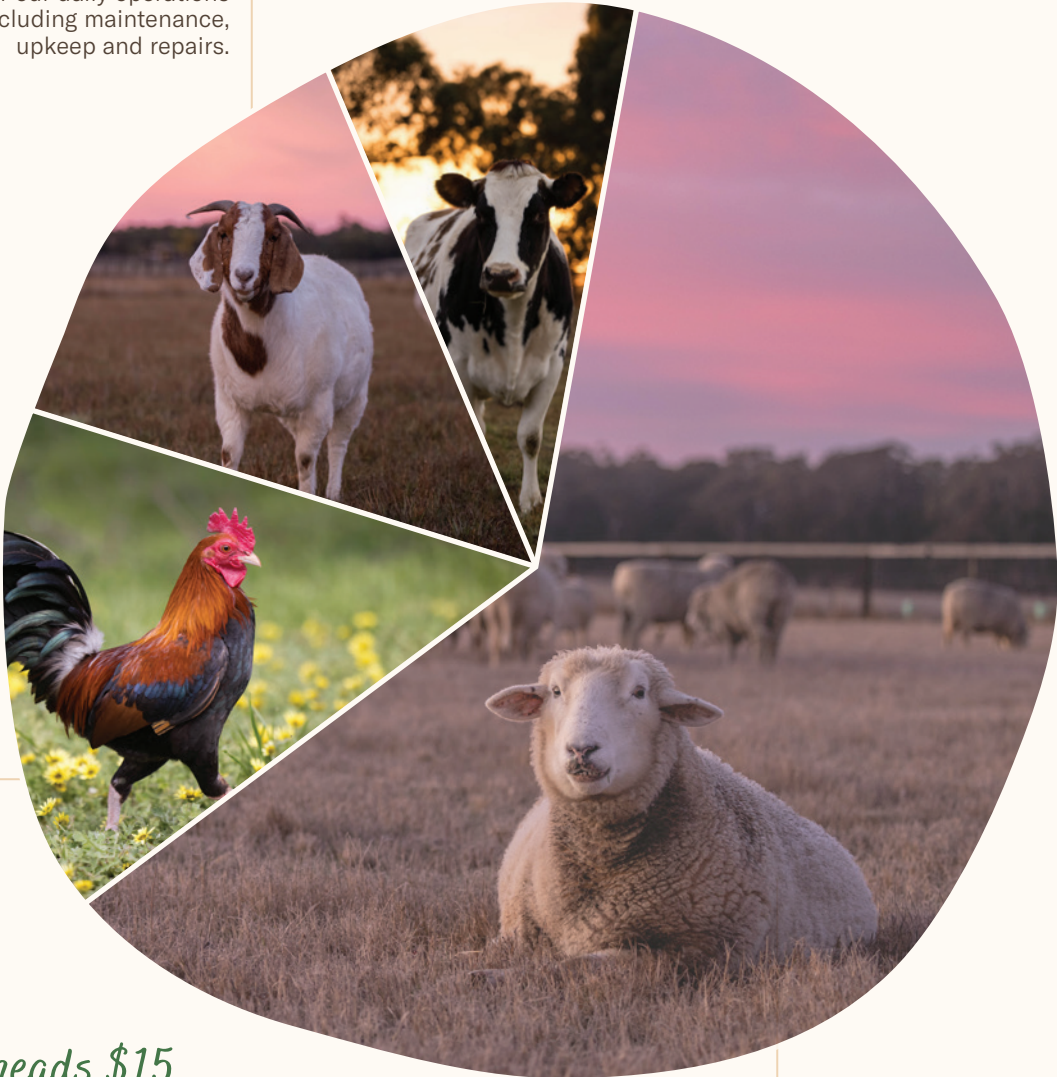
For every \$100 received by Edgar's Mission...

Sanctuary Operations \$13

For our daily operations including maintenance, upkeep and repairs.

Awareness & Advocacy \$11

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



Overheads \$15

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

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

20 years of kindness and how to hold a pig!

In May of 2003 I had a crash course on how to hold a pig. It was at the back of a pub in the small country town of Meredith. Little did I know at the time just how profound and life-changing the exercise would be, for both me and that pig.

Eagerly I listened as mental notes were taken, and my pig handling 101 session was delivered. "Now the best way to hold 'em is to grab them by their back legs like this. Now they may squeal a bit at first, but if you make the action swift they will quickly stop."

I think my face said it all whilst my heart skipped a beat. "No, no, they will be fine. Their hocks will lock, and they will just hang there and not scream. See. Now you have a go," as the upside-down dangling piglet was thrust in my direction. Nervously, I reached out with my now-sweaty hand, clasped it around his poop-covered leg and felt his full 3 kilos of weight.

And terror.

Although the piglet did not scream during this exchange, my heart most certainly did – this is wrong.

The piglet knew it, and I most certainly felt it.

Naming that dear piglet Edgar Alan Pig, I made it my personal mission to find how just how to hold him. And in getting to know that quirky little guy over the ensuing weeks, I realised I already knew.

Taking Edgar for walks in the park in preparation for his big day of striding up the steps of Parliament House in Melbourne in the company of Hollywood actor, James Cromwell, the idea for Edgar's Mission was born.

People came from everywhere to marvel at Edgar and his unique brand of piginess. And it was from watching people's interactions with Edgar that I got thinking that the best ambassadors, the absolute best ambassadors, for changing the way people think about farmed animals are the animals themselves.

I would create a sanctuary in Edgar's honour, Edgar's Mission, as a sacred place for him and other formerly farmed animals to live. A place where people could come and meet these animals on the animal's terms, not human's. People could learn about who these animals really are, and most importantly they too could learn how to hold them.

From our humble beginnings, that sanctuary grew, much like Edgar. With me having no idea just how big both would get. I began telling stories about the many animals who found their way to Edgar's Mission. And while each and every animal had a different passage there, one thing united every story – human kindness. Someone had come upon the animal in need, and realised that what they chose to do next would determine whether that animal lived or died.

Such is the power of human kindness; such is the power of Edgar's Mission.

And although Edgar sadly passed away in 2010, just after his seventh birthday party, his mission was complete, but mine was just beginning: to guide people on just how to hold farmed animals.

Something I believe I have perfected over the years, and something every single one of us can do every single day; for the best way to hold farmed animals is in your heart.



Yours in the utmost kindness,

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



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 30 June 2023: 417





Animal care and well-being

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 more than 400 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.

"Happy anniversary Edgar's Mission. Over the past 20 years, you have provided a home and saved the lives of so many precious souls and changed their lives forever. You are an exemplar model of a sanctuary and you should be very proud of what you have achieved Pam. May you, your staff and volunteers have the happiest of days and of course all the animals who call Edgar's Mission home. Enjoy all the goodies coming your way."
Renata Davis.



The Last Rooster

We were alerted to the plight of hundreds upon hundreds of commercially reared Silkie chickens, whose dire fate just got a whole lot worse due to their abandonment, fast-depleting food stocks and an imminent order for their death.

Caged as they were, just like battery hens, in ill-accommodating and outdated wire cages that thwarted any attempt at a meaningful existence for an animal who asks so little of life.

It was an impossible task. But we vowed to return until the last rooster was saved. There were 601 roosters saved in total.

Minnesota, as he was named. The last rooster was lifted from his cage and not placed in a carrier to be ferried home, but, as a symbol of what was to come, he was gently cradled in loving arms, told how wonderful and precious he was, that he would never again be forgotten, and carried with a heady mix of triumph and tiredness out of the shed.

The last rooster was on his way home.



Deana and Gerard

Into the abyss of the tunnel that formed part of a decommissioned sewerage drain our team went. Head torches and hearts leading the way. Our target: two abandoned little goats whose plight had recently hit our ears.

They were spied some five weeks earlier by a kind-hearted dog walker along the Federation Trail. This trail ran adjacent to the open sewer network that sank several metres below the earth and it was here the little goats were trapped.

With muddied boots and hands, and a broken watch or two, our rescuers emerged, the two bewildered waifs cradled lovingly in tender arms. And it was as if the kids felt this too, for not a peep or struggle did they offer then, or as they were gently hoisted up a ladder and into the back of the awaiting straw-lined Kindness Van.



Eleanor & Ohio

A heart-warming story of a grieving mother who found a reason for living in her adopted son. Eleanor had lost her babies due to ill-health. Surely every mother's worst nightmare.

With a sling to support her, good nutrition and medications to heal and help her body, and all of our love and kindness, we knew it would be a battle to pull her through; for she, a mother, had all but lost her will to live. And then a reason came her way.

Ohio was a teeny, tiny baby boy who had recently lost his mother. We named him Ohio and prayed for a miracle that the two would bond, for each held within them just what the other needed. Ohio needed milk, Eleanor had engorged teats. Voila!

Even though Eleanor did not carry Ohio for the five-month pregnancy period that brought him into being, you can bet your bottom dollar she loves him as though she did. And even when he outgrows the need for her sweet breast milk, we know he will never outgrow her heart.



In Memory of Rainbow

Poor Rainbow had been coaxed into a horse float for a voyage to Edgar's Mission. Skin and bones, covered in lice, unable to rise, painful ulcer, coated in faeces, surrounded by corpses...

But a rainbow appeared that day, appearing to end at the sanctuary. We followed the rainbow home that gave her her name.

"I never knew cows eat THAT much grass" uttered a team member they were sent out to the frozen paddock to pick more feed. That is when Rainbow's kindness journey began. Rainbow found her pot of gold, and she too has taught us much, as the animals always do. That she hung on to life, when she had so many reasons not to, reminds us all of what a sacred blessing it is to be alive.

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 Milly, Tottie and Ruby.



Milly

She has one million reasons to smile now but that wasn't always the case for kid goat Milly. A good Samaritan was troubled by the sound of a young animal crying in the vicinity of a stormwater drain. Hoping the animal was freed, their heart sank when four days later, she heard the pitiful cry yet again.

Wasting no time, assistance was summoned and the heavy cover pulled from atop the drain to reveal a tiny, frail black and white baby goat lying within. At around two weeks of age upon her arrival, Milly was most certainly in the danger zone. Yet the moment the kind Samaritan set in motion Milly's rescue was also the beginning of the rest of her life and she astounded us all with her resilience and ability to thrive despite her horrific start.

Tottie

She happily trots beside us, just like a dog. But she is different. She loves it when you melt your hand into her glorious belly that she has just outstretched for your invitation. If you close your eyes, she could well be the same as a cat.

She enjoys drinking in the sunset, the feel of soft grass under her feet, the sun's warm rays as they kiss her back, and curiosity-filled walks in the forest, just the same as the nature lovers amongst us.

But Tottie is no ordinary pig. Tottie is the star of the Animals Australia TV campaign called "Be Their Hero". A TV star to some, to us she's our friend.



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, safe and loving homes for formerly farmed animals.

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.



Potsy & Patsy

Recently celebrating their five-year adoption anniversary, there is no doubt that the woolly duo Pottsyt and Patsy have left their hoof prints firmly on their human's heart. After discovering Edgar's Mission through Facebook and finding that it immediately resonated with her, Claudi felt it was perfect timing as they were looking for friends to add to their flock of two previously rescued sheep.

"They are all spoiled and loving life on our farm. They socialise with the horses, our dogs and even the cat, who comes out on daily walks into the paddocks with us.

As children, we were brought up seeing them in paddocks and made to think they were dumb. How wrong that is. They all have unique personalities, have besties, likes and dislikes. They all want love and show love. We call them our woolly farm dogs! We could go on and on about our sheep, they are so special and they mean the world to us!". Claudi de Saint

Alpaca My Bags!

In February 2023 a group of alpacas, who had survived a flood that claimed others in their pack, found sanctuary at Edgar's Mission.

"Six of them made their way to a new doting family, and six months later they are living their best lives. We've had alpacas for a couple of years and were keen to add one or two more eventually when I heard about these from Edgar's Mission.

So I got on to it straight away, answered all the questions, showed our space and shelter and that was it. We added six more to our little herd. We had the space so thought why not, the more the merrier! They are no bother to look after. They love their treats and all 12 of them come running when they see me with the red bucket. I think 12 is probably enough for now, though you never know. They're addictive!" Lesley.



Silkie Roosters

Following a mammoth rescue of over 600 silkie roosters from an abandoned meat farm in January 2023, Ash and Carrissa of Wildfields Farm share their adoption story.

"Wildfields farm started about 6 months ago. It's a beautiful 10 acres at the edge of the Otways. We have many dreams for this land, including regeneration, food production and providing animals with the life they deserve.

Rehoming roosters can be difficult and after learning that they can live in a group together, we knew this was something we wanted to do. We had followed the horrific story of these silkies and once we had the facilities in place to provide them with a safe and spacious new home, we got in contact. The roosters have settled in really well. I love spending time with them: sitting with them in the mornings, giving them some food and getting to know all their unique personalities."

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



A white lamb with a yellow tag around its neck stands in a field of yellow daffodils. The background is filled with more daffodils and out-of-focus trees, creating a soft, natural setting.

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 4,473 people to the sanctuary through 203 public tours. We offered free visits to 25 school groups, and 27 disability and seniors groups.

"Meeting the animals on the guided tour was a wonderful experience. That many of the lovingly cared for animals at Edgar's have disabilities and extra needs, made it extra special. I felt very much at home in a sanctuary that sees animals for who they are, rather than who we are, and strives to offer them the best life possible." Visitor

Tiny House Stays

In June 2023 we were excited to open the ultimate sanctuary retreat with three tiny houses available for bookings. Overlooking the rolling hills and rescued animals of Edgar's Mission, visitors enjoy an immersive and environmentally friendly experience. The immersive experience includes a guided tour to meet some of the rescued animal residents and has gained 5-star reviews since opening.

"Our recent stay at Edgar's Mission was truly magical. The accommodation (Tiny House) itself was thoughtfully appointed and had everything we needed; waking up to a field of sheep was amazing!! Meeting all the wonderful animals (including Masha and Hot Lips) on our tour was so heartwarming, and it was so nice to see the residents at peace and living wonderful lives. Communication with Daniel was excellent. Highly recommend this experience :)" Corey



Schools

Our Joining the Dots Humane Education Program was delivered to more than 605 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.

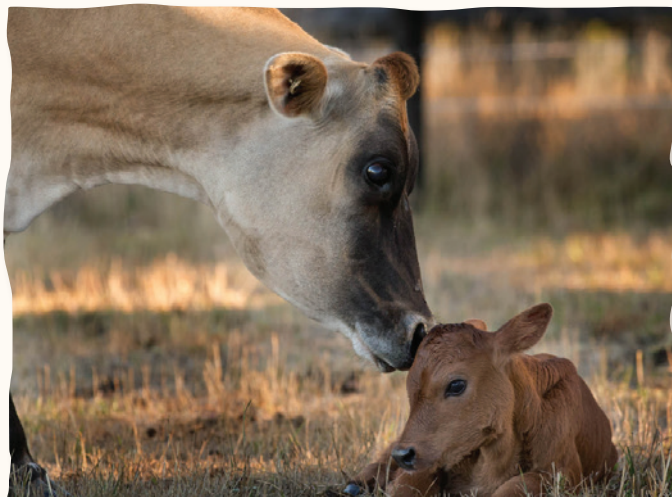
Advocacy, books & campaigns

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 2022 campaign reached over 4 million people on Facebook and saw almost 6,500 visitors to our dedicated website. Over 2,000 people pledged to be kind, and received daily emails with plant-based recipes and tips. To learn more visit bekindtoanimalsweek.org.au

Our **All Mother's Day** campaign in May raises awareness for how farmed animal mothers across various species, and shares personal animal stories including Clarabelle and Valentine. Through sharing a special recipe e-book and Kind Gift Guide, we encourage people to make more compassionate choices in what they choose to eat and buy for the occasion. To learn more visit allmothersday.com.au

Our **Kind Christmas** campaign in December is 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. To learn more visit kindchristmas.com

"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.



Pam Ahern's TEDx Talk

"What if we could live happy and healthy lives without harming others?"

On the 1st of July 2023, Pam was invited to speak at TEDx Maldon in regional Victoria. Pam spoke about humanity's relationship with the animal kingdom and questioned whether we've overlooked something essential. By sharing her journey and insights, Pam hopes to inspire a more compassionate world, where every being is treated with love and respect.

Below is an extract of Pam's TEDx Talk.

"What if we humans are meant to be the helpers and the healers of this world, not the hurters and harmers we have become?"

What if the animals on this planet are not here for us, but with us?"

As an animal-loving five-year-old, on being told I could not have a pony, I eyed my scooter with one eye. My mother wouldn't even let me have a bicycle, so I guess you can see why that pony was out of the question. And with my other eye the kitchen stool and thought, 'What if?'. Grabbing a pair of my mum's pantyhose and whipping the wheels from my scooter, with some ingenious refashioning I made a saddle, and that kitchen stool, she became my pony.

From that moment on, my life has been filled with profound 'what if?' moments. Not the least has been examining humanity's relationship with the other animals of this world, as I repeatedly asked myself, what if we have got it all wrong?

In 2003 a pig trotted into my life and tugged on his leash and my heart strings, taking me in a direction I could never have imagined. To say I loved that pig is an understatement. To put this in some perspective for you, imagine a favorite cat, dog or bunny rabbit you had in your life, times it by a zillion, put it on steroids, pump it up a bit more, and you are coming somewhere near my love and affection for that pig.

I named him Edgar Alan Pig and I would take him for walks in the park with my little dog ET. People would come from everywhere to marvel at Edgar and his unique brand of pigginess. They would stop what they were doing and come over and rub the pink magnificence that was his stomach. And Edgar, the consummate ambassador who he was, would offer his deep guttural piggy grunts when they hit the right spots. People were amazed at his friendly and cheery nature. I would hear things like, "oh my, he's so clean", "he's so smart", and "he's better than my boyfriend".

And this got me thinking that people never really get a chance to know who pigs really are. Yet they determine how these gentle, fun-loving, oh so fun-loving animals live. And die.

But what if people did get to know animals like dear Edgar? I mean really get to know them as the unique individuals they are. Would pigs get a better deal?"...

To watch the full TEDx talk, visit our website: edgarsmission.org.au/pam-tedx





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.

How we support & promote our work

Edgar's Mission is a not-for-profit charity that relies on donations, merchandise sales and bequests. Even as a small charity, we are able to broadcast a big message; thanks to the social media and our unique style of story telling, our many valued supporters and a belief that a kinder world is not only possible – she is on her way!



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 Kelly, Pam and Kyle, coupled with delicately written stories by Pam, are shared and reshared.

In 2022-23 our social media reached over 455 million people! Edgar's Mission was one of 60 global charities selected to participate in TikTok's Global Non-Profit Program in 2022, receiving a

grant and being invited to speak at the TikTok Roadshow in 2023.

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

"Such beautiful pictures of beautiful, happy animals, living a wonderful life. Thank you for everything you do." Isabella Rodziewicz

To promote our message of kindness we use:



Facebook
752k
Followers



Instagram
309k
Followers



Tik Tok
1.8m
Followers



Email
63k
Subscribers



Weekly
Blogs

Our Videos



Baarack's update
reached 50.6
million people



Rammie Baa Baa's
update reached
53.3 million people



Sally's
transformation
video reach 9.2
million people



Lucy &
Karishama's video
reached 2.6 million
people



Alex's update
reached 44 million
people

Infrastructure Improvements

Significant improvements have been made around the sanctuary to ensure all our residents have their needs fully met. We now have two trams to provide shelter and enrichment for our goats, many paddock shelters have had upgrades to better provide protection from the elements. We have a brand-new vet room facility to ensure the highest care is delivered to those most in need as well as providing a new office space for our animal care team. Discussions and planning continue around our new barn which is expected to be completed sometime in 2024.



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 29th November 2022, Edgar's Mission joined a global movement of giving for our fourth 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 \$100,000 - half of our annual food and bedding costs 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 \$112,000!





Fundraising “Build Their Barn”

After 20 years of operation, our barn remains the lifeblood of sanctuary life at Edgar’s Mission.

Our barn was never intended for its current use of kindness for animals. It was originally built as part of a horse racing and breeding facility and we’ve needed to repurpose, as best we could, the internal workings. And it has served us well. But our barn took a massive hit in the merciless storm of June 2021 damaging our infrastructure - damage we have been unable to fully repair.

Our “Build Their Barn” campaign set out to raise \$200k. More than 1,800 generous donors raised \$303k for our new building which will allow us to fit out the barn to give animals lives truly worth living.

Our heartfelt gratitude is extended to all supporters of our barn campaign.



We acknowledge the following major donors to the “Build Their Barn” campaign.

Stones of the
Yarra Valley Family
Foundation
Dean Robins
Barbara Vial
Dorae Jesberg
Marcia & Wayne Spring
The Heather Williams
Trust
Jennifer Miles
Mardi Johnson
Jenny Gosling
JPM Law
Fielding
Foundation
The Van

Straten & Turley
Foundation
The Fielding
Foundation
Jan Bryant
Carolyn Lidgerwood
Michael Atallah
The Goodman Family
Foundation
Helen Firth
Jennifer Shu
Catherine Gilbert
Penny Treadgold
Maree Reser
Cindy Vickers

Eloise House
Jenny Mckay
Clive Wilson
Alan Wilson
Justin Bolton
Nilmini Jayasuriya
Deepa Nesarajah
Joan Wilkinson
Viktoria Seppi
Lynette Fahey
Rosemary Norgate
Andrew Barrett
Sascha Wenninger
Christina Herceg

Brian & Julie Madgwick
Lyn Kubis
Georgina Morrissey
Stuart Zorbas
Darren Savory
Roshini De Silva
Karen Agnew
Mark Coupe
Angie Dillon
Gaby Adam
Klaire Wilson
Simon Hauser
Judith Rossell
Rosemary Wilkinson

Ann Pensom
Jo Hale
Kerrie Stewart
Sean & Robyn Selleck
Vimi Desai
Ron & Marie Webb
Ann Bate
Carmen Sammut
Paul Finnin





Our team

We now have a small staff of just over 20 extraordinary humans and the finest team of volunteers to help meet the enormous demands of caring for over 400 animals along with 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.



Graham McGeorge
Sanctuary Care Manager

From the very beginning, Graham's true loves were music and animals. Becoming a professional cellist, he embarked on a career as a Luthier (stringed instrument maker/repairer), but after almost twenty years in the violin making business, it was time to march to a new tune. After bottle raising three orphaned lambs, Graham joined the team as a Sanctuary Hand, and is now our wonderful Sanctuary Care Manager.

Today he makes sweet music of the heart with our rescued animal residents, while violin making and music remains a treasured pastime.

Leonie Mertens
Animal Care Manager

Leonie grew up on her parent's hobby farm in the Netherlands, where her passion for animals began. After studying Animal Management, she set off to travel the world and gain a wider range of animal experiences which included volunteering at a sanctuary in Costa Rica with sloths, monkeys, parrots and snakes.

Eventually she settled in Australia where she worked for cattle and sheep stations, but it wasn't until she came across Edgar's Mission that she truly found her calling at Edgar's Mission. While capable Leonie is always on the go, she always makes time to give Sadie the pig a loving belly rub.



Danielle Glencorse
Senior Sanctuary Hand

Sometimes life leads you down a path you'd never imagined... just ask Danni! A fervent lover of animals, this clever human went on to train in Animal Science and completed a PhD focused on reproduction in pigs. After becoming a Technical Officer she thought she had found her dream job, but struggled with the context, so when she came across Edgar's Mission, she knew she wanted to be a part of it.

Since joining the team, Danni has connected with many animals including sweet Sophie, a former dairy calf. Danni loves seeing what is truly possible when you are willing to extend help and care to those in need.

Our Staff (continued...)



Bianca Romero

Sanctuary Experience Officer

Long before Bianca joined our team as Sanctuary Experience Officer, she always had a very special bond with animals. A talented teacher, she always felt that something was missing until she found her true calling at Edgar's Mission, a place that truly aligned with her strong values of kindness.

When Bianca is not hosting volunteer groups, training wonderful new volunteers or ensuring the sanctuary delivers the best possible experience for all who visit, you can find Bianca spending quality time with the animal residents.

Jayde Thewlis

Sanctuary Hand

Growing up in a small town of dairy farmers alongside a range of different pets, Jayde's passion for animals was ignited. Completing a Bachelor of Zoology and Animal Science, Jayde went on to participate in a range of volunteer experiences.

As a valued team member at Edgar's Mission, Jayde has learned new skills and has seen a whole new side to farmed animals, and loves getting to know their individual personalities and quirks.



Ella Faragher

Sanctuary Hand

After growing up on acreage with an assortment of animals and loving her time outside with them, it was no wonder that Ella decided she wanted to work helping animals. Studying Veterinary Science with the aim of working with farmed animals, Ella soon realised she didn't want to work in an industry where the animals were part of a business and not seen as individuals.

That's when she found her perfect role as a Sanctuary Hand at Edgar's Mission, where she helps animals live their best lives every day.

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 have 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 to the quality of that animal's life," Lyn said. And also the caring staff and volunteers who make up the Edgar's Community."





From the Board Chair

Governance is essential to earning and keeping the trust of our supporters.

As board chair, I am thrilled to share this annual report of Edgar's Mission after 20 incredible years of kindness. Regular readers may recognise that this is the first "From the chair" message in the annual report.

In September 2022, Edgar's Mission changed its legal status from an Incorporated Association to a Company Limited by Guarantee. This administrative change had no impact on our mission or day-to-day operations but was an appropriate step towards improving the governance processes after 20 years of operation.

Edgar's Mission now operates with a board of directors. Our founder, Pam Ahern, sits on our board of directors and I have the honour to serve as chair of the board. All board members are volunteers. You can learn more about our directors in the following pages.

In any not-for-profit organisation, governance is crucial for ethical decision-making, accountability, and pursuit of mission. The board commits to transparency, accountability, and excellence through robust governance structures for effective oversight. We pledge to uphold the highest standards of governance.

To that end, the board has adopted a strategic plan that outlines our vision and roadmap for the future. Our Strategic Plan outlines our 'Three Paddock' strategy that concentrates on our core sanctuary work, our storytelling and creating a great organisation to be part of. Further information on our Strategic Plan is provided in the following pages and I urge supporters to download the Strategic Plan and read it in full.

I want to express my deepest gratitude to our supporters, volunteers, and staff who make our mission possible. Together, we are shaping a kinder world. I am confident that these governance improvements and our strategic plan will propel us toward long-term sustainability and fulfilment of our mission.

With heartfelt thanks,

Heath Kilgour,

Board Chair

Our Board of Directors

(at June 2023)



Pam Ahern

Founder

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

Bayden is a chartered accountant and professional risk manager with over 15 years of 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.



Dorota Laughlin

Dorota brings to Edgar's Mission business management experience in leadership roles requiring broad, strategic execution. She currently serves as Director of Operations at Animals Australia and Board Director of CDP, North America. Prior to that, she was heading finance and operations for environmental not for profit organisations in New York and in Melbourne, successfully set up and divested her own business venture and held various managerial roles in private and corporate entities. Dorota is a multilingual and culturally aware global citizen, having studied and worked across the globe. Dorota holds an M. Eng. in architecture and Town Planning from the University of Lodz and an Executive MBA from the University of Quebec in Montreal.

Dorota was propelled on her veg. journey over 20 years ago and is honoured to be offered the privilege to work in the service of animals. She has a passion for change and bold ideas that challenge the status quo and shift perspectives towards an equitable and sustainable future.



Our Board of Directors

(at June 2023)



Heath Kilgour

Board Chair

Heath has spent most of his career as a founder or early investor in digital media businesses with exits to global media brands. He has an interest in innovation having completed the Leading Product Innovation program at Harvard Business School and serving on the board of Entrepreneurs Organisation. Heath holds a Bachelor of Business (Marketing) from RMIT and is a graduate of the AICD Company Directors course. Heath is also a director of Animals Australia and Vegan Australia. Heath lives with his two adorable rescue dogs.

Fiona McIntyre

Company Secretary

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, an associate at the Administrative Appeals Tribunal, and as a legal policy advisor in telecommunications and broadcasting regulation. Fiona currently works as a legal academic at RMIT University, lecturing in media law and communication ethics.

Fiona's commitment to animal welfare started in primary school when her mother read her the stories *Charlotte's Web* and *Storm Boy*. The characters of Wilbur, Charlotte, Fern and Mr Percival were hugely influential. Fiona is honoured to be working with Pam and the board of directors at Edgar's Mission towards a kinder future for all animals.



Kaylene Idda

Kaylene brings to the table over two decades of expertise in people, culture, and leadership. Currently serving as the People & Culture Director at Animals Australia, her journey has been characterised by a deep and unwavering passion for both people and animals.

Kaylene's profound connection with animals began during childhood. With over 15 years of dedicated volunteer service, she continues to lend her time and expertise to companion animals, formerly farmed animals, and wildlife across the globe.

With qualifications in Human Resources, positive psychology and as a yoga instructor, Kaylene is committed to nurturing and supporting individuals to unlock their fullest potential. With a keen interest in exploring the 'future of work', Kaylene is energised by actively driving creative and forward-thinking solutions to improve the lives of human and non-human animals.

Our Strategic Plan - Stories of Hope

Our Vision:

A compassionate and just world for all.

Our Mission is Kindness:

We promote understanding and respect for farmed animals. We do this by offering them sanctuary and telling their stories.



Our Three Paddock Strategy

Sanctuary

A place of hope

The main paddock

We inspire kindness towards farmed animals by providing rescue, shelter and direct care to animals who are homeless, abused, injured, or abandoned. We seek to find a permanent home wherever possible for animals under our care.

Rescue: We help farmed animals in urgent need.

Care, Shelter & Rehabilitation: We offer farmed animals lives truly worth living.

Rehoming: We find safe and loving homes for farmed animals.

Storytelling

A path to open hearts

The front paddock

We share stories of animals to open people's hearts to compassion, hoping to engage with all individuals and provide unique experiences that can be life-changing.

Our goal is to build a strong community of like-minded individuals who can join us in achieving our mission.

Engagement: We share new perspectives, open hearts and create change.

Community: We nurture a community to amplify our work and fund operations.

Experiences: We open our gates to offer life changing environments.

Organisation

A workplace with humanity

The back paddock

We are an organisation rooted in kindness, with a team of passionate individuals dedicated to creating a better world.

To maximise our impact, we prioritise personal growth and continuous improvement. We recognise that financial sustainability and good governance are essential elements of our mission.

People & Culture: We are a kind and passionate flock. We serve, learn and grow together.

Business Operations: We continue to improve to maximise impact.

Governance: We provide direction, leadership and oversight to drive our vision.

Visit our website to read our full strategic plan edgarsmission.org.au/sanctuary/our-goals



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.



A Legacy of Kindness

Include a gift in your Will.

When you include a gift to Edgar's Mission in your Will, you are creating lasting change for the most vulnerable members of our society: farmed animals. Read on to learn more about how bequests help, how to include Edgar's Mission in your Will, and how to access a free online Will.

Few places on earth exist where farmed animals like Miss T'fy and Lemonade get to grow old with grace, dignity, and kindness. Edgar's Mission is proudly one of them.

Since 2003, thousands of lives have been saved by Edgar's Mission. Our seniors and animals with disabilities make up almost a third of our sanctuary residents, and this comes with tailored care and treatment plans for those who need a little extra help.

From laser therapy to prosthetics, hydrotherapy to custom-built carts, we are committed to pushing traditional veterinary boundaries and outdated perceptions to ensure that these rescued animals receive the quality care they so deserve.

Your bequest, no matter how small, will leave a lasting legacy of hope for animals who once had none.

Write Your Will For Free Online

We have partnered with Gathered Here, Australia's most trusted end-of-life services provider, to offer you a free, legally binding online Will with unlimited updates. And it takes less than 10 minutes to create!

We can help guide you through the process if you need it, please give us a call on (03) 7046 4776.

Create a Will for Free via our Website:
edgarsmission.org.au/bequests





Thank ewe!

2022-23 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!



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



**EDGAR'S
MISSION**

Our Mission is Kindness

www.edgarsmission.org.au
0408 397 301

P.O. Box 270
Lancefield, VIC, 3435 Australia