

# Edgar's Mission Annual Report 2023-24

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Edgar's Mission acknowledges the Traditional Custodians of Country on which our sanctuary stands, the Wurundjeri Woi Wurrung people of the Kulin Nation. We acknowledge the Traditional Custodians of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to the Elders past and present.

The Edgar's Mission Annual Financial Report for the Year ended 30 June 2024 has been produced as a separate document.

Copies are available via the Australian Charities and Not-for-profits Commission website:  
[www.acnc.gov.au](http://www.acnc.gov.au)

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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

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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](http://www.edgarsmission.org.au)



# 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.

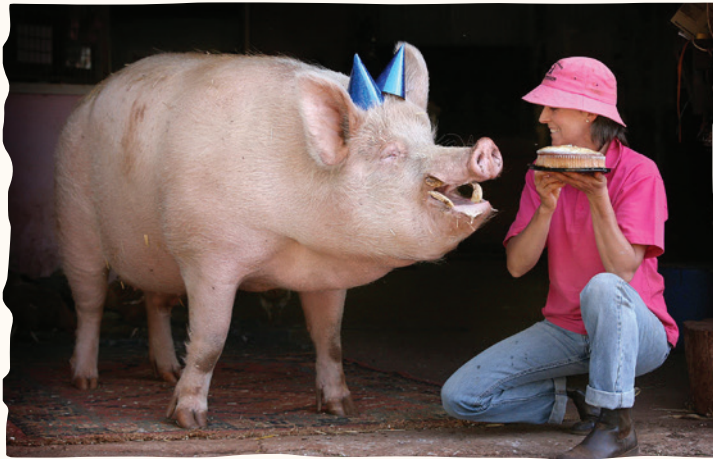
Edgar's Mission is set on 153 peaceable acres near Lancefield, Victoria (Australia), about 60 km north of Melbourne.

We rescue and provide sanctuary to animals in need, currently providing lifelong love and care to over 400 rescued animals.

Through advocacy, outreach and community engagement 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 2023/24 Impact Thanks to Ewe!



**307**

Animals Rescued

**493**

Animals in Our Care



**148**

Animals Rehomed



**580**

Calls for Assistance



**3,893**

Tour Visitors

**195**

Sanctuary Tours



**121**

Media Stories



**1.8m**

TikTok Followers

# 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 \$9

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



## Overheads \$14

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

## Animal Care \$64

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

*Saving these wee beings is an act of selfless devotion. When their destiny lies elsewhere our hearts are shredded. All any animal rescuer can do is know they did the best they could for whichever being they were trying to help. There is no job on earth that gives a person a bigger sense of fulfillment or total despair. Thank you and your team for everything you do. - Pat Boudreau*

# 21 Years of Kindness



## 2003 - 2024

On the 10th of May 2024, we celebrated 21 years of Edgar's Mission! More than two decades of animal rescue and advocacy – and it all started with a pig, a girl and a dream.

The sanctuary provides lifelong love and care to more than 400 animals and has rescued, rehabilitated and rehomed over 5000 animals.

However, none of this would be possible without the kind-hearted individuals who help us make a difference every single day for animals in need. We are eternally grateful for your support.

In the following pages, we reflect on the 21 years, the milestones, the people and of course the animals.

Here's to the next 21!

Pam Ahern

## 2004

### Build it, and they will come. Slowly...

I recall asking of my dear friend, Bede Carmody, who at the time ran a lovely little sanctuary in NSW called A Poultry Place, "Hey Bede, I want to start a sanctuary, but I am not sure how I will fill it with animals." Bede's response was pure gold (as was dear Bede). "Don't worry. Once people know you have an animal sanctuary, the animals will come from everywhere."

No truer words, I have found were ever spoken.

Meet dear Gladys Goat (our Gladville shelter area takes its name from dear Gladys), the first goat ever rescued by Edgar's Mission. We thank, or rather all of our rescued goats should thank, dear Gladys for being our first rescued goat, a sweeter more gentle, wise and wonderful goat, one would struggle to find. Now of Rusty, the second goat to find his way to EM, well, let's just say if Rusty was to have been the barometer for goats, there may have never been a second!

However, we could not have loved him anymore if we tried. Although he did test the patience the day he was brought to sanctuary in Pam's car and he decided to spray goat semen everywhere...



*Pam feeding goats at the original sanctuary location in Willowmavin.*

# 21 Years of Kindness

2005

## The year it got real!

Whoa!! Nothing could have prepared me for the winter of 2005. Amongst the bitterness of the weather and straddling two jobs while running the sanctuary, a deluge of dear little orphan lambs flooded in.

With necessity the mother of invention meeting my mother's large bathroom, complete with its heated lights, just like that, I had my first heated nursery. And a kind of comfy seat!

I came eye to soft and furry muzzle with two gentle horses who found themselves in the wrong place at the right time – enter Georgia and Brian. Along with this came my first insight into what a knackery means for horses and the kind-hearts who try and save them.

Outreach was in full swing, opening hearts and changing minds about farmed animals. On the wetlands to try and protect our native birds, then bringing the failures of this back to my local member of parliament. Our first grant came our way thanks to the good folk at Voiceless: the animal protection institute, and I even got to meet Brian and Ondine Sherman, Hugo Weaving and Jeffrey Moussaieff Masson!



*Caring for animals never stops.*



*Outreach continued to dominate our weekends.*

2006

## We're open!

2006 saw the opening of Edgar's Mission to the public for tours. The adorable Burpy Piglet walked, or was rather carried down the red carpet by Dakota Fanning at the World Premiere of Charlotte's Web. Many more sheep, including the sweet-faced little Mighty Mouse, found their way to sanctuary. Mighty Mouse and Burpy went on to be the stars of our "What's the kindest thing you did today?" poster.



# 21 Years of Kindness

2007

## The year we really got the party started!!

Outreach, outreach and more outreach! Burpy Pig really hit the hustings including the Million Paws and Four Trotters walk, along with whistlestops at many regional country towns and Melbourne markets. Some very special guests come to the sanctuary and lifelong friendships were formed. Our regular volunteer numbers swelled to four, including myself!

Kids Day Out, Compassion-art Day, Edgar's Fourth Birthday bash, World Animal Day and Carols by Barnlight filled our dance card. And Edgar even woke up for some of it and went for a walk with friends! Fun activities on the sanctuary included our "Stepping stones to kindness" and our "Amazing Maze!"

It was also the year our storytelling really kicked off with the tale of Sunday Lamb, a wee little lamb who was found serendipitously on a Sunday. Each day, I journaled her tale with our emailed newsletter, the response of which was so overwhelming that I continued to share it. Apologies to those with dial-up; I didn't realise I needed to shrink the photos though!!!



*Edgar - not sleeping.*



*Pam & Edgar - The pig who started it all.*

Alice Pig grew more confident and comfortable around people and fell snout over trotters in love with dear Edgar. Alas, it was unrequited love. Edgar, on hearing Alice's amorous piggy grunts outside of his yard would lie really, really still, hoping that she would not notice there was a whopping great 300-plus kilo pig inside!!

Our merchandise range continued to expand, and so did our number of residents, including the arrival of the legendary Timmy the Sheep, Susie, a dear little Jersey heifer with cerebral palsy, and Shirley Calf. We were also featured in a news article in "The Age" - "Animal Instinct." You can still find it online today.

2008

## The year things got groovy!!

From Peace Doves, retro clothes (for Pam and Edgar), and Cathedral visits for World Environment Day, Edgar's Mission really got into the swing of things.

And Edgar occasionally woke up!

Outreach continued virtually every weekend. Compassion-Art, World Animal Day, Tree Planting Day, World Peace, Carols by Barnlight, and more marked our dance card while Priscilla Pig squealed into our hearts.

Pam, aka The Lady in the Hat, was announced as the Australian World Animal Day ambassador. A role she proudly continues to hold.

Edgar showed a fleeting interest in Alice - then went back to bed!

# 21 Years of Kindness

2009

## The Margaret Mead Year!

"Never doubt that a small group of thoughtful, committed individuals can change the world. In fact, it's the only thing that ever has." Margaret Mead.

We had such a small team back in 2009, but gee, did we pack a punch.

From Kids (the human kind) Day out, Tree planting day, Compassion-art Day (which took in Edgar's 6th birthday) and Carols by Barnlight, we sang a tune of kindness that resonated far and wide. Media outlets began picking up our stories, while outreach and humane education helped broaden our audience. And we released our first-ever Cookbook!!

Dear Ryan Goat found sanctuary with us, and our beloved rooster, Chicquin, left us. So deep was the impression of this endearing feathered fellow that he is the inspiration for the rooster on dear Edgar's back at Edgar's memorial.



*All hands on deck.*

2010

## A year of mixed emotions



*Our team and our story telling continues.*

While 2010 held many highs, nothing could overshadow the passing of my beloved Edgar Alan Pig shortly after his seventh birthday party. His mission complete, and mine just beginning.

It was the year that our first paid employee joined the ranks of Edgar's Mission in that cheeky South African, Kyle Behrend. My dear, dear, friend Lexy (Alexis) Fleming interned with us, returning then to her homeland of Scotland, where she went on to create the magical haven for animals known as The Maggie Fleming Animal Hospice and the Karass Sanctuary.

Many familiar animal faces joined our fold, including two of the sweetest bobby calves we have ever met in Hansel and the three-legged Gretel. Polly Pig squealed into our hearts, and the heavily pregnant pigs, Emma and Eliza, made the trek across Bass Strait from our friends at Brightside Sanctuary in Tasmania. Although dear Emma and Eliza sailed through the crossing of that often turbulent passage of water, alas, I did not. A mental note made to myself to check marine warnings before overindulging in the all-you-can-eat buffet. Emma and Eliza went on to give birth to 17 of the most adorable black piglets, including the inimitable Hip Hop Bob.

Dear Samson galloped into our hearts as he shone a light on another dark side of the racing industry. Foals deliberately bred only to be cast off, often sent to slaughter, so the dear mumma can rear a more "fashionably" bred foal whose mumma had passed or was unable to feed them.

Outreach continued, as did media coverage and our open days; Kids Day Out, Compassion-art Day, Planet Ark Tree Planting Day, World Animal Day and the ever popular Carols by Barnlight.

# 21 Years of Kindness

2011

## When the going gets tough...

Still coming to terms with the passing of the eponymous Edgar Alan Pig, we more than doubled our efforts to advocate for a kinder world for farmed animals.

Outreach really ramped up, as did media interest. Polly Pig rolled out the red carpet at Federation Square for One Day on Earth, and Timmy Sheep continued to be a stellar ambassador for his kind.

Edgar's Mission initiative, "Be Kind To Animals Week", kicked off in Melbourne and then took a tour of the regional cities of Bendigo, Ballarat, Shepparton, and Geelong.

Marieke Hardy and Michaela McGuire's wildly creative initiative, "Women of Letters," started in 2010 and continued to raise much-needed funds while bringing joy, laughter, and thought-provoking moments to many.

In 2011 our resident tally hit just over 250 formerly farmed animals and our humane education program and outreach activities grew and grew. We welcomed the amazing chicken aficionado, Paula Jewell, nee Broadstock, to our team.



*Polly walking the red carpet.*



*Pam never works alone.*

2012

## The year we decided to move...

Dealing with the challenges of an ever-growing sanctuary and securing the future of Edgar's Mission, we made the difficult decision to relocate. But to where? It would take over a year to find the answer.

It was also a busy year, with our outreach hitting the streets almost every weekend, along with many school visits and open days.

Many special animal friends, including dear Blossom, Boots, Othello, Destiny, and Honey, found their way to us.

It was the year a battery hen farmer walked through his shed and looked into the eyes of a chicken. For the first time in his life, he did not see a production unit before him but a living, breathing, feeling being. A being who deserved none of what he had afforded her or her sisters, and right there and then, he decided to exit the industry. This set off a chain of events that would see the first of several large-scale rescues of chickens. Each and every one a most precious being.

Polly Pig kept rocking the world, including the Million Paws (and four trotters) Walk. Changing hearts and opening minds about pigs. Oh, and she took off the best trick award, too!

Our first group of factory farmed turkeys waltzed into our hearts, and indeed the hearts of all they were to meet.

And dear Alice Pig left us. Bereft by her passing, but better for her knowing.

La Trobe University students proved that "All things are possible until they are proven impossible and only the impossible may only be so, as of now" when their tenacious efforts to secure the release of 20 sheep who had been used for research were realised. Not long thereafter, 20 lucky Dorset cross wethers were skipping across the grassy fields of Edgar's Mission. Horatio Hornblower and Nero, in that number. Two dear fellows who are still with us today.

# 21 Years of Kindness



Pam's book, "The Gift of Kindness"

2013

## 10 years and going strong!

Not only did we celebrate 10 years of kindness, but we welcomed many, many more animals to sanctuary.

One very special lady who sadly is not with us today, but one who left a profound hoof print on our hearts was Miss Marple. Rescued in the most forlorn of conditions, we honestly did not think her frail and shaky body would make it up the float ramp, let alone survive the float trip home. Yet the prospect of leaving her where she was meant certain death, so we gave it our best shot as did dear old Miss Marple. With her dry and shaggy coat and her toothless mouth, we could only shake our heads when told she was only seven years old. But what a comeback queen Miss Marple proved.



Frostie the goat melted our hearts.

The spunky little Miss Chief jumped ship from the slaughterhouse trailer that had contained her and her family. Dorothy Lamb stole our hearts while sweet Charity, a lamb missing two sets of hooves, grabbed them back and found a place in them.

It could be said that 2013 was "The Year of the Pig," as so many porcines became our new pals, including a very young and not-so-shaggy-eared Albert Einswine. Walking not the gangplank but into sanctuary were Captain Jack Sparrow and Delores de Pig.

Confirming this really was, "The Year of the Pig" was the incredibly fecund Women Woman, aka, Mumma Pig. Although initially hiding this fact from us with only three young piggies by her side, come December and another 8 black spotted piglets found their way into our world. Dear Bubba Pig in that number.

Polly Pig continued to wow the crowds with her inimitable charm, while dearest Timmy continued on the trail to ban live animal exports. We trust he has heard the most recent news on this front. Guinea Pigs, Hernando Cortez and Montezuma became our first rescued guinea pigs. Due to council restrictions, our World Animal Day event was held at Federation Square.

An adorable little hen who showed the world that chickens really count made her way to sanctuary. And she did so along with hundreds more of her sisters. Enter Little Miss Sunshine.

And we wrote a book!! "The Gift of Kindness" by Pam Ahern hit bookstores across the country, relaying inspiring true stories of farmed animals. A huge thanks to all who have given us a five-star rating on Amazon.

A busy year indeed, and our last one at our Willowmavin home.

2014

## The year our eyes got Frostie.

Such a memorable year was 2014 for so many reasons. Here is one of them. A wee little goat named Frostie came into our world, and although his time with us was cut short due to his ill health, his spritely nature, joy for living and positivity shall forever remind us that in this life if everyone we meet is enriched for our knowing we have done well.

# 21 Years of Kindness



2014

## A year of fire, friendships and moving forward

2014 was such a monumental year. The Mickleham Bushfire kept us ringed by fire for several days. Whilst the vulnerable animals were quickly relocated before our area was locked down, Pete, Pam and Kyle remained at the sanctuary to stay and defend.

And wait. And wait.

Little did they know it would be seven days before they emerged the other side. Battered and weary, and the sanctuary was shrouded in a sea of thick, dense and lung-clogging smoke – but very much alive. The fire stopped some hundred meters to the south of the sanctuary and forked around. It was almost as if Mother Nature cloaked the sanctuary in a protective veil, sending the fire to our east and west, where it would march menacingly on for several more weeks. Spot fires, though, still occurring in our patch.

During those days post the fire front, no one was allowed to return and if those who remained at the sanctuary left, they too would not be allowed to return. During this period, it was a

time of heartbreak and hope as the team patrolled the area. Checking on animals whose flock had left and saving any animals they could, including dear, sweet Melody. Scars on her belly an ever-present reminder.

We shall be forever grateful for the outpouring of kindness that followed, including food and financial donations, along with those kind hearts who stepped in, rake in hand and helped us clean up.

Not long thereafter, we moved to our current home in the Macedon Ranges—Lancefield. Completing the fencing and building shelters would take several months, but we did it! And we did it thanks to one of the most successful Chuffed fundraising campaigns—Raising the Roof. A heartfelt thanks once again to all who contributed.

It was the year Leon Trotsky found our hearts, and so too did dearest Parker and sweet little Frostie. Little Miss Sunshine rocked it big time at the Sydney Opera House and met a cavalcade of celebrities. Women of Letters continued contributing much-needed funds while we took kindness for animals to the National Gallery of Victoria.

Dr Chris Brown dropped in again, and Dr Will Tuttle, author of “The World Peace Diet,” paid us a visit. Jessica Kitten decided being a chimney sweep was not her calling, as the Lady in the Hat delicately removed the weeks-old kitten from the chimney of the local bakery.

# 21 Years of Kindness



*Our new home in Lancefield.*

Dearest Frostie, you did absolutely brilliantly little buddy, absolutely brilliantly.

**2014**

## Settling in...

In the latter half of 2014, we closed the gates on our Willowmavin property for the last time and entered a new chapter here in Lancefield.

Many new animals entered our fold, including dear little Saturday Lamb, Clarabelle and her buddy Daphne (two former dairy cows who were about to get the best present ever – they would get to keep their final babies), Ohana and her babies, Lilo, Stitch, Makame and Leilani challenged us with their very tricky rescue. Still, in true Edgar's Mission form, "We found a way!" Jimmy Barnes, the goat, increased our tally of caprines darted by Manfred Zabinkas of Five Freedoms Animal Rescue (little did we know how many more were to follow over the years); dearest Tuppence, along with her massive hernia, made it to sanctuary, so too did everyone's favorite girl, Gloria - both are still with us today.

Little Snuffles battled watermelons and won. Jessica returned for a photo shoot with her once favorite stuffed toy, although she was clearly not as impressed this time around. Rambo sheep transformed his attitude as we transformed his world!

Our Italian friends, Irene and Lorenzo, continued to share love, kindness, and expert animal care, and humane education continued to roll out, as did our outreach at markets and community events across the state. Be Kind To Animals Week saw us take to the streets of Melbourne and regional Victoria with our animal ambassadors, Dr Chris Brown paid us another visit as we featured again on the hit TV show Bondi Vet, our Chicken Village was hammered into being, and an overseas jaunt took us to Farm Sanctuary, Woodstock Farm Sanctuary and Catskill Farm Sanctuary in the US.

What a year!!!



*Polly with Channel Nine newsreader Peter Hitchener.*

**2014**

## Out of the ashes

Emerging the other side of the devastating Mickleham bushfire and seeing the heartbreak visited upon thousands of farmed animals our resolve was strengthened to advocate for a kinder world for them. During our foot patrols of fire-ravaged areas, we were able to save several animals who had somehow miraculously survived the firestorm.

Little Miss Sunshine shook the house down as she visited the Sydney Opera House and reminded people that chickens really do count!! We took to the streets for International Respect for Chickens Day, and abandoned and unwanted roosters continued to flood in.

We joined several "Save" rallies in Melbourne, and our outreach efforts continued. As our animal numbers continued to grow, we also made firm friends with Melbourne's favorite news reader, Peter Hitchener.

And dear Timmy Sheep, he was his awesomely amazing self!!

Oh, and did we mention baby alpacas!!!

# 21 Years of Kindness



*Leon Trotsky, The Huffington Post's most influential animal of 2014.*

**2014**

## The year of influence

Not only did we pull up stumps and move to our new home here in the Macedon Ranges, but a teeny, tiny piglet named Leon Trotsky squealed his way into our hearts. With his broken pelvis on one side and his fractured femur on the other, it was a specialist wheelchair that enabled him to roll with the punches. So much so that he was named the most influential animal of 2014 by The Huffington Post!

Coming in a close second was dear Frostie. Small in stature but big on personality, Frostie melted the hardest of hearts and broke them when he passed away all too soon. But not before he reminded us all to live and love life to the full. We shall love you forever more, Frostie, and one day longer.

Be Kind To Animals Week continued to fly the flag for animals everywhere. And a total lunar eclipse directed all of our gazes to the same glorious moon.

**2015**

## Iconic Part 1

Our first full year in our new home produced several iconic moments. Who will forget the hauntingly beautiful image of Clarabelle and the only baby she got to keep, Valentine. Of a cheery Delores Da Pig, this image graced the cover of our book, "Perfect Pigs." A huge shout out of thanks to everyone who supported this campaign. Of dear, dear Dawn, a sheep whose life we were unable to save, but whose twin lambs we were able to get to her for her final moments. Dawn, dearest, we shall never, ever forget you.

We showed the world that the only time a lamb should ever be in a shopping bag was when we helped a little lamb named Fanta get back on her hooves. We hosted a visit from Mr Tofuky himself, Seth Tibbot. We took to the streets of Melbourne for International Respect for Chickens Day and even made it onto Melbourne's number-one talk radio station, 3AW.

Our very first World Animal Day event here at Edgar's Mission saw 1,000 people flock to celebrate animals in all of their glorious feathered, furred, fleeced and finned forms.

The out-of-control Cobaw Bushfire raced up Bridies Lane, stopping metres short of our sanctuary front gates. Only to do an about-face and march for several weeks, spewing fire, fury and death to countless native animals, in the exact opposite direction.

A tiny two-day-old chick named Red Baron rocketed into our hearts and onto the Lady in the Hat's shoulder.



*Building Piggy Paradise, a purpose built home for our pigs.*

Life got "wheely" good for Saturday as she explored every inch of the sanctuary in her custom-built wheelchair. A teeny, tiny, dwarf miniature pony named Snoopy showed us all that spunky little beings come in tiny packages! Lemonade became a poster lamb for resilience

We raised the roof on Piggy Paradise, building it from the ground up, complete with piggy showers and back scratchers. And we moved a mountain of soil to make a mountain of fun for our goats!

# 21 Years of Kindness



*A bushfire at the fence of Edgar's Mission.*

## 2015 We will survive...

If we learned anything from the 2014 Mickleham Bushfire it was to always be prepared. Little did we know that we would have to swing this plan into action so soon at our new home as the out-of-control Cobaw Bushfire used Bridies Lane like a wick and sent its fiery fury hurtling towards our front gates.

But we survived. With choppers flying overhead, dropping their hoses into our dams, then speeding off to douse the flames again as daylight turned to night and thick smoke filled our lungs. Necessity became the mother of invention as the Lady in the Hat reached beneath her clothing, whipped off her bra and quickly made a headstall to move Monty the pony.

But we were safe. Although embers, live and dead, fell around us, we gave thanks for the greenness of the abundant grass and the lack of leaf matter lying about (looking at you, dear vollies, with eternal thanks), which prevented any ignition.

Our first Kind Critter Care Conference, which ran over two days, was hugely successful. World Animal Day was a blast, and our humane education programs continued to roll out, inspiring future leaders that kindness is the key to a better world for all!

## 2016 - 2024 More stories of hope

Phew! In these pages, we've only touched on the first 13 years! There are so many stories to share, so many lives saved, and so many moments of heartbreak and hope. Through it all, what has kept us going is the incredible community of human and non-human animals who have walked this path with us—the countless kind actions, both seen and unseen, that have made all the difference.

And in these last eight years, we've seen something extraordinary. The world is changing. Conversations about kindness, justice, and compassion for farmed animals are no longer whispers on the fringe—they are rippling through society in ways we could only dream of when we began. More people than ever before are opening their hearts, questioning old traditions, and choosing kinder ways to live.

We are not the same world we were 21 years ago. And that fills us with hope. Because if this much change is possible in just over two decades, imagine what the next 21 years could bring. We stand on the edge of possibility, hearts full, ready for the next chapter—one where kindness continues to light the way.



# 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 2024: 521





# 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 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.

*“Congratulations and Happy 21st EM. Thankyou Pam and Edgar for the most amazing dream you had and Sanctuary you created together. Thankyou for being an unwavering voice for Animals, for showing and educating the World just how truly incredible, individual and loving, gentle ‘Farm’ Animals are. Thankyou for rescuing and helping so many Animals, for giving all the EM Animals a life truly worth living and for enabling us to follow their journey. To all at EM, have the most wonderful Day. Love sent to Heaven Edgar.”*



## The Fourth Sheep

In a tale worthy of Hollywood, the rescue of the “fourth sheep” unfolded at Edgar’s Mission after over six months of effort. Alerted to the wandering sheep in Wombat State Forest, our hearts were captured by their story. These sheep, survivors of a truck accident eight years ago, had evaded capture, living off their wits. Despite the elements, they survived, but their human-selected genetics for wool growth made their capture urgent. After countless attempts, we found Ned Kelly and Harry Power, but Mad Dan Morgan remained elusive. Finally, Mad Dan Morgan was reunited with his friends, reminding us to never give up and that anything is possible.

Alas, by this time, the most senior sheep, as evidenced by his teeth, had been found passed away. His body lying motionless under a tree. He had died peacefully under the stars. We named this lad Jack Doolan, after the “wild colonial boy”.



## Sweet Fae

In February 2024, Fae found sanctuary. At just two months old, she arrived with a fractured pelvis and underwent groundbreaking surgery to mend her tiny body. But it wasn’t just surgery that healed her—it was kindness.

For months, we stood by Fae’s side as her bones slowly grew stronger and the scars of her past began to fade. Her journey was a reminder that every choice we make shapes the future for those who come after us.

With Fae, we walked into a brighter tomorrow—encouraging her, and in turn, being encouraged by her, with every step. Her new life is, and always will be, filled with kindness. The hard days are behind her, replaced by love, safety, and the gentle joy of never facing loneliness again.



## Lucky Molly Brown

Molly Brown’s story reminds us that every life matters. One night, a livestock carrier overturned on the Western Ring Road, leading to the tragic loss of hundreds of sheep. Amidst the chaos, one sheep, Molly Brown, escaped. With a gash on her head, she found sanctuary at Edgar’s Mission in June 2012. Molly became a symbol of hope, surviving not only the accident but also a severe foot infection and later, cataracts. Her resilience and gentle presence won hearts worldwide. Although Molly recently passed away, her legacy endures. She taught us to cherish life, never give up, and live fully. Molly’s spirit remains unsinkable, inspiring kindness, love, and resilience. In honoring her, we remember that every life, like Molly’s, is a precious gift. Godspeed, dearest Molly Brown.



## In Memory of Bubba Pig

As we jumped into the car, the song “Everybody Hurts” played, bringing tears to our eyes as we thought of Bubba Pig grieving his beloved Mumma. Mumma Pig had passed 14 days earlier, ending eleven inseparable years with Bubba, except for tusk trimmings. We knew Bubba would suffer the most, but seeing his profound grief was heart-wrenching. He wandered the paddock, hoping to find her, but eventually understood she wouldn’t return. His withdrawal worried us deeply. Despite our care, Bubba’s heartbreak was beyond healing. His grief, profound and raw, showed that animals do feel deep emotions. Bubba passed with no medical reason other than a broken heart. He was laid to rest beside his dear Mumma, where he felt most loved.

# 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 Methuselah, Radar and Ruby.



## Methuselah

Never too old for kindness, meet Methuselah... He is almost as old as the hills he could not see, but one look at this dear fellow told us he was never too old for kindness.

It was a late afternoon when we took the call about a sheep whose plight could only be classed as critically urgent. Alone in a large paddock he was seen to incessantly circle, with his wool overgrown and his time on this earth quickly fading. Racing to beat the latter as well as sunset, it took no time to decipher our new friend from the many lichen-covered rocks in the area he could readily be mistaken for – they did not move, but he did!

Moving stoically across the paddock and into our hearts, it was his mouth, with its three sentinel-like and stubby teeth, that gave Methuselah his name. Burdened down by many years of unshorn wool – that was even growing grass – we could only imagine how terrifying life had been for this prey animal.

But that time is now behind him, as soon will be that fleece, so Methuselah can look forward to an entire new world of kindness, because as the saying goes: one is never too old for kindness.

## Radar

2024 marked 13 years since Radar's rescue! Our sweet, elderly friend has always had an angelic beauty—his soft fur a reflection of his gentle heart.

Radar's life changed the day kind-hearted bushwalkers found him and his two siblings, barely clinging to life on a frosty morning in a state forest. His tiny size and still-wet umbilical cord made his vulnerability clear.

But that was then. Thirteen years later, what truly shines from Radar isn't just his beauty—it's the kindness he has known and the kindness he radiated in return.



## Vet Nurse Ruby

Ruby's dearest friend is Pam, 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.



# **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 3,893 people to the sanctuary through 195 public tours and offered free visits to 29 school groups and 633 students.

*"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

Our three beautiful Tiny Houses remain popular with local and international visitors alike. From New York to Nunawading, we've welcomed guests to views of the rolling hills and the chance to roam around the sanctuary. All stays include a guided tour to meet some of the rescued animal residents. Book an amazing weekend away today.

*"We absolutely adored our stay at Edgar's!! We feel so honoured to have been able to contribute to and experience a weekend at such a magical place. The staff were so welcoming and passionate. We loved doing the morning rounds and saying hi to all the animals and their happy faces. The tiny home was beautiful, I especially loved being able to roll over, open the blind and watch the sunrise and the sheep begin to wake for the day. Surrounding areas are amazing too - so much to do within and outside of the mission!"* - Lily, AirBNB Review.



## Kindness Club

A new school holiday program for children aged 6 to 12 at Edgar's Mission launched over the Winter school holidays in June/July 2024. The program gave children the opportunity to engage with the animals and philosophy of Edgar's Mission through fun and thought-provoking activities and respectful interactions with animals. The program was booked out with 128 kids in the program. The program was extremely successful in engaging children and encouraging them to reflect on how to be kind to animals.

# 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** is a campaign run from the 1-7 October every year where we aim to inspire people of all ages to be (extra) kind to their furred, feathered and finned friends. This campaign is run via Facebook and our other social channels plus outreach to various community groups and organizations. We ask supporters to pledge to be kind and sign up to receive daily emails with plant-based recipes and tips. To learn more visit [bekindtoanimalsweek.org.au](https://bekindtoanimalsweek.org.au)

Our **All Mother's Day** campaign in May raises awareness for 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](https://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](https://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.





# 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 and delicately written stories by Pam, are shared and reshared. 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  
760k  
Followers



Instagram  
310k  
Followers



Tik Tok  
1.8m  
Followers



Email  
63k  
Subscribers

## 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

By sheer coincidence, the 21st anniversary of Edgar's Mission (10th of May 2024) was the day that the graders arrived and broke ground on the new Edgar's Mission barn in the Peter Siddle Paddock. This location is close enough to the main sanctuary operations, has good accessibility, space to expand and good connection to roads. Plus, it has wonderful views.

We also added a back-up generator to support the sanctuary with 24/7 power. Mains power has been unreliable for our life saving work (and tiny house guests who need heating). Plus, power is essential to operate our fire pumps in an emergency.



# 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

Giving Tuesday started as "a day of doing good" in response to the consumerism of Black Friday and Cyber Monday. Since 2012, this idea has grown into a global generosity movement that inspires millions of people to donate to charity. The objective of our campaign was to raise vital food and medical funds for our animals. Supporters could donate at our website and we promoted the day across social media and email. We were deeply humbled to receive so much generous support. Thank you to all our supporters of this campaign.



# 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 Team

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.

## Bridie McLoughlin

### Animal Care Team

An animal lover by nature, Bridie has dedicated most of her life to animal welfare. Bringing home stray cats who she found at her school, much to her parents' dismay, it is no wonder that she ended up working and volunteering to help animals! Although she doesn't like to play favourites, she has a real soft spot for Sadi, who was rescued with three of her piggy pals in 2018 after they were found severely emaciated in a forest.

Bridie continues to dedicate her personal time to animal-based volunteer work to this day, and when she is not caring for the residents of Edgar's Mission, you will find her assisting cats and dogs in need.



## Kel Shannon

### Animal Care Team

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 coordinates our animal care to ensure every rescued resident receives a high level of care, is smitten with all of the animals. She shares a beautiful bond with a cheeky goat named Tim Tam, who she assisted in rehabilitating after he was unable to walk.

Kel ensures he is always looking fashionable for the season, and we can't work out who enjoys this more – her or Tim Tam!



# Our Staff

Continued...



## Jayde Thewlis

### Animal Care Team

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.

## Tracey Fregon

### Bookkeeper

Tracey grew up around horses after being lucky enough to get her first horse at age 5. Rescuing those in need from bunnies to parrots, it is no wonder that today her brood has grown to 3 beautiful horses and 2 dogs who live on a small acreage with an abundance of bird life.

During her time at Edgar's Mission as our wonderful bookkeeper, she has hosted many a rescued baby animal in her lap, including a charismatic piglet named Calvin Swine, the keeper of many swooning hearts!



## Leonie Mertens

### Animal Care Team

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.



# 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 over 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 4 years 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

This year marks an extraordinary milestone for Edgar's Mission — our 21st birthday. It's a moment to reflect, celebrate, and express deep gratitude for the incredible journey that has been taken by so many people together.

It all started with a girl, a pig and a dream. Over 21 years, Edgar's Mission has grown to a sanctuary that provides hope, care, and safety to farmed animals in desperate need. But this simply wouldn't have been possible without the collective effort of everyone who has been part of our story—our dedicated staff, tireless volunteers, and, of course, our donors whose generosity underpins everything we do.

Celebrating this milestone is not just about looking back; it's also about honouring the vision that inspired our sanctuary's creation and recognizing the countless hands that have helped make it a reality. Every animal rescued, every life transformed, and every visitor touched by our mission is a testament to the power of community and compassion.

But the Greek philosopher Heraclitus said it right when he said "Nothing endures but change". As important as it is

to celebrate the 21 years of advocacy for animals, we must also turn our focus to the future. The next 21 years will bring new challenges and opportunities, and we are committed to meeting them with the same passion and purpose that have guided us so far.

We are focused on ways to expand our impact, advocate for farmed animals, and ensure our sanctuary continues to thrive for generations to come. It was by sheer coincidence, that the day of Edgar's Mission 21st birthday anniversary was also the day that the graders arrived and broke ground on the new Edgar's Mission barn in the Peter Siddle Paddock. A reminder that tomorrow will always look different to today.

Thank you again for being part of this incredible journey. Together, we've built something truly special, and I am excited to see what we can accomplish in the years ahead.

With heartfelt thanks,

Heath Kilgour,

Board Chair

# Our Board of Directors

At June 2024



## 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.

## Dorota Laughlin

Dorota brings to Edgar's Mission business management experience in leadership roles requiring broad, strategic execution. She currently serves as Strategic Advisor at WWF Australia and Board Director of CDP, North America. Prior to that, she was heading operations at Animals Australia and various environmental not for profits 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.



## Kaylene Idda

Kaylene brings to the table over two decades of expertise in people, culture, and leadership. After 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 Board of Directors

Continued...



## 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. 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.



*The Board would like to thank Bayden Hammond for many years of service as an Edgar's Mission committee member, treasurer and Board Member. Bayden resigned from the board in December 2023. Thank you Bayden for your incredible effort of service to Edgar's Mission.*

# 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](https://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](https://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](https://edgarsmission.org.au/bequests)





## Thank Ewe!

**2023-24 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](http://www.edgarsmission.org.au)  
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