



Annual Update 2019-2020

Director's report

Every year that I'm able to work rehoming animals from research establishments is a 'great year'. But this year was 'extra' great. We were able to upgrade our presence online and start fundraising and accepting members – a critical milestone. We were able to extend our reach and work with wonderful volunteer foster carers and adopters. Most importantly, we were able to rehome nearly 90 animals over the course of the year including rats, mice, guinea pigs and one dog.

When progress seems slow, sometimes it helps to get a broader perspective. When I look back over the year that has passed, I can see the importance of the work we have done.

Without the existence of Liberty Foundation, many of the animals we rehomed would have been euthanised. And, I can tell you that they have big personalities and big lives to lead after coming out of research establishments.

For example, the small but almighty Banjo may be well known to some of you. This adorable rat boy featured in our videos in early 2020, to help keep people's spirits up during the COVID-19 crisis – he is leading a charmed life and enjoying every moment with his 13-year-old devoted human companion Grace.

Our beloved first dog Buddy is also thriving. Having come from a research establishment after nine years, Buddy transitioned incredibly well to living in the community. He is well known in his neighbourhood and is happy to walk to work everyday with his owner, becoming a valued member of the team and bringing joy to everyone he meets.

During the year we also started relationships with some new research establishments and are currently talking about how we can work together and what needs their animals may have in order to make a successful transition as cherished pets.

Much has been achieved since the idea for Liberty Foundation was conceived in 2016, and the timeline on the next page outlines the key moments in the charity's development. Most notably, research and contact building has been invaluable in envisioning a way forward for the organisation that is sustainable. That vision is contained within our first business plan, which was completed recently and covers the year 2020-21.

We are poised for a big year in 2020-21, notwithstanding natural disasters and global pandemics! We plan to have our official launch in the first half of 2021, so stay tuned for more details on that. During the course of the year we want to scale up the activities of Liberty Foundation in order to deliver as much as possible on our primary aim: to facilitate the release of animals from research establishments and to provide them with suitable, safe and loving homes.

We appreciate your ongoing support and would like to give special acknowledgement to the research establishments that work with us and our foster carers, adopters and directors – thank you all.

Paula Wallace
Director and founder
paula@libertyfoundation.org.au



Key moments

2016

- » Market research and contact building
- » Completion of whitepaper on the need for rehoming options for animals from research

2017

- » Liberty Foundation established, first constitution written
- » Endorsement by the Australian Charities & Not For Profits Commission
- » Rehoming, adoption and foster contracts created
- » October - received first animals for rehoming, a group of rats and mice

2018

- » Established as a company limited by guarantee with new constitution
- » Created website and commenced community building

2019

- » Received the first dog for rehoming
- » Created first video

2020

- » Received Deductible Gift Recipient status
- » First email newsletter sent
- » Received first donations and members
- » First business plan completed
- » First annual update completed

Check out our videos on YouTube



Our directors

Paula Wallace - Director/Founder

Paula has more than 25 years' experience in communications, marketing and journalism including running a consultancy in the field since 2000. Paula has been a member of the Animal Research Review Panel, appointed by the NSW Government, since 2016. She has been developing Liberty Foundation since 2016 and actively rehoming animals from research since 2017.

Michelle Leeson - Director

Michelle has more than 25 years' experience as an executive assistant and office manager. Michelle has considerable knowledge and experience in the operations, governance and compliance and reporting requirements of companies limited by guarantee, and has an interest in animal welfare.

Carol Bellenger - Director

Carol has more than 20 years' experience in delivering high-quality training, learning and business development strategies, including as a consultant in the area for the past six years. Carol is also the National Secretary of the National Committee of the Animal Justice Party and is involved with the boards of other animal welfare organisations.



Credit: Peter Sharp, Tame & Wild Studio

How you can support us

- **Become a foster carer or adopter** – more information is available at our website.
- **Become a volunteer** – we are looking for skilled volunteers, especially with expertise in marketing, law, administration, accounting and web development.
- **Become a member** – you can join at our website for an annual fee – for individuals, associations and companies.
- **Offer space within your sanctuary, shelter or property** – we work with existing small animal shelters in Sydney and Central Coast regions and private landowners.
- **Offer funds or goods** – there are many ways you can donate from our website.
- **Become a champion of Liberty Foundation** and talk about us wherever you go and to anyone who will listen – word of mouth is the best kind of marketing!
- **Follow and support us in the media** – whether that's sharing a Facebook post or following us on Instagram.
- **Subscribe to our email newsletter** – then you'll always stay up to date on what's happening.