

Annual Update 2020-2021

# Director's report

What a fantastic year it has been for the ex-research animal rehoming movement. We are connecting with more people than ever before from the general public, to small animal rescues and those within the research community.

The vision for Liberty Foundation is no longer just a vision, together we are making rehoming more commonplace for research establishments in Australia. This of course means that more animals will have the opportunity to establish a different life after their time in research.

That is, and will remain, our primary aim: to facilitate the release of animals from research establishments and to provide them with suitable, safe and loving homes.

We are pleased to report that up until 30 June 2021, we had successfully rehomed more than 360 animals from research establishments in Australia since the start of rehoming in 2017. This includes 112 animals during 2020-21. To date, we have found loving, forever homes for rats, mice, guinea pigs, rabbits, dogs, cats and fish.

After upgrading our presence online last year we have continued to attract more supporters, donors and members, as well as foster carers and adopters.

Of course, we continue our outreach work with research establishments and potential sources of funding to enable us to reach more animals. The sad reality is that many thousands of animals that could be rehomed are still being euthanised.

I encourage you all to watch just one of our videos, to help put a face to the work that we do each day with these extraordinary animals. They really are quite different than any pets you may have known.

For example, our cats are remarkable for their affectionate and interactive personalities, they really do love the one-on-one attention they receive as someone's cherished companion.

We were very fortunate during 2020-21 to receive our first cats for rehoming and it has been such a pleasure to get to know them all. During the period we also started rehoming a cohort of dogs and rabbits from two new research facility partners and we are thrilled with their progress.

We are also in discussions with research establishments in New South Wales, Victoria and Queensland and we are certain that we will be able to work with them in the near future.

The highlight of 2020-21 must be our official launch and public-facing campaign that attracted mainstream and regional media attention and helped amplify our message and attract new supporters. We were also able to implement a new fundraising and database system that will support our work into the future.

In late 2020, we were honoured to take out the Outstanding New Rescue Group category at the Companion Animal Awards - a real thrill!

While COVID has slowed down some activity during the last year, we have continued to consistently rehome animals, taking the necessary precautions and with some help from our research facility partners.

The release of the first rehoming guidelines from the New South Wales government, in December 2020, we believe is creating greater interest and support for rehoming within the research community. This document is not only a first for NSW but we believe is one of the most comprehensive guidelines of its type in the world.

The release of this important document, the lifting of COVID restrictions, along with greater understanding and awareness of rehoming for ex-research animals, we believe will lead to greater numbers of animals being available for rehoming over the year to come.

On behalf of myself and fellow directors I'd like to thank all our foster carers, adopters and supporters. We couldn't do this work without you.

**Paula Wallace**  
Director and founder  
[paula@libertyfoundation.org.au](mailto: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

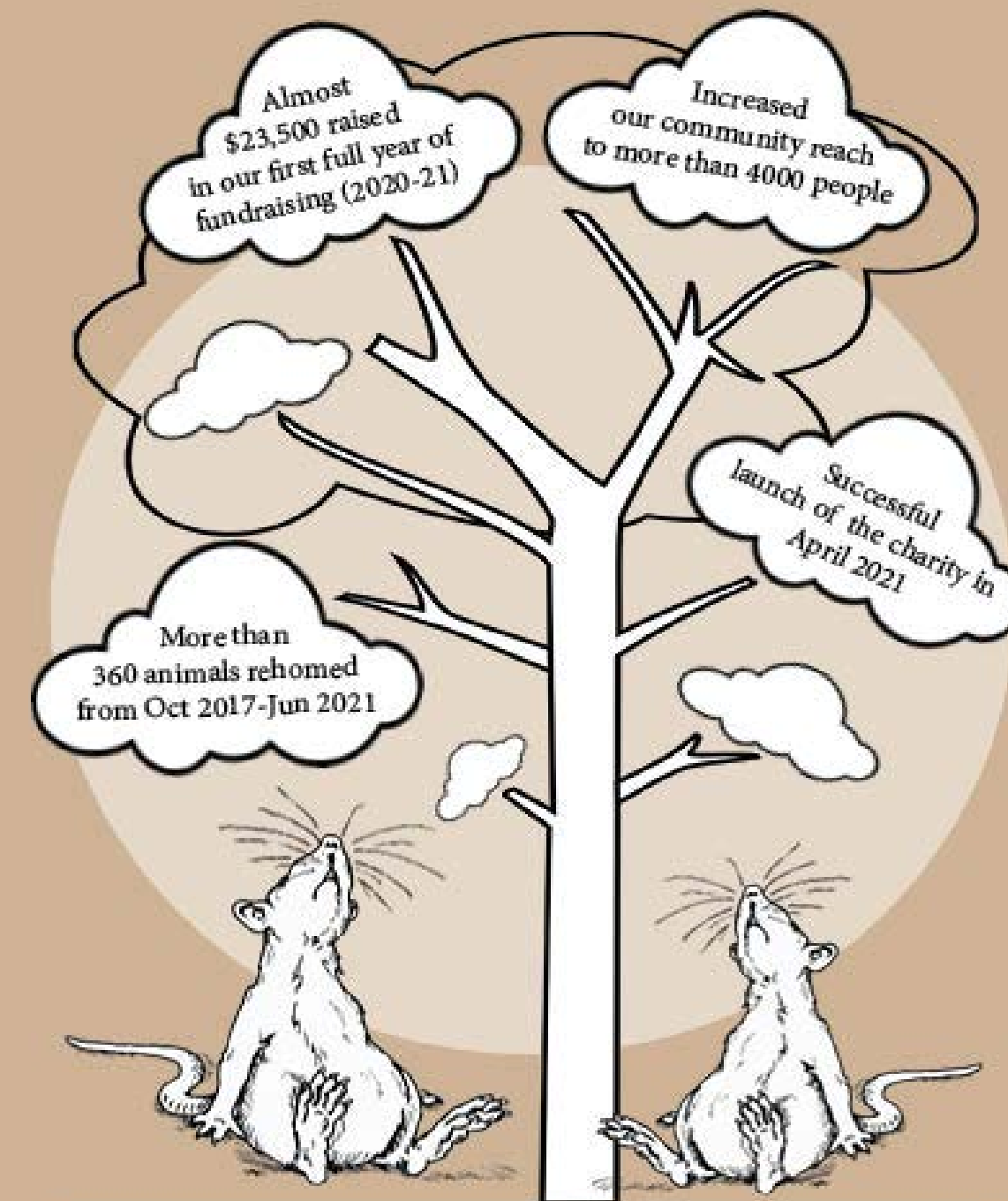
- » Liberty Foundation established, first constitution written
- » Endorsement by the Australian Charities & Not For Profits Commission
- » Rehoming, adoption and foster contracts created
- » October - received the first animals for rehoming, a group of rats and mice

### 2018

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

### 2019

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



Highlights of 2020-21...

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.



Annual Income Statement - 1 July 2020-30 June 2021

Income	
Adoption Fees	\$2,546.00
Donations/Memberships	\$16,457.59
Fundraising/Grants	\$4,185.47
Interest	\$1.24
Merchandise Sales	\$286.00
Miscellaneous	\$0.78
<b>Total Income</b>	<b>\$23,477.08</b>
Expenses	
Engagement/Customer Service	\$321.84
Equipment/Supplies	\$1,584.75
Fuel	\$475.94
Insurance	\$750.00
IT/Digital	\$830.76
Marketing/Administration	\$3,532.79
Processing Fees (credit card transactions)	\$103.71
Veterinary Fees/Boarding	\$869.55
<b>Total Expenses</b>	<b>\$8,469.34</b>
<b>Net Profit</b>	<b>\$15,007.74</b>

# Key moments

## 2020

- » Received Deductible Gift Recipient status from the Australian Taxation Office
- » First email newsletter sent
- » Received first donations and members
- » First business plan completed
- » First annual update completed
- » Completed upgrades to the website
- » Joined Instagram
- » Created first Liberty Foundation calendar
- » Received the first rabbit and cats for rehoming
- » Won the category of "Outstanding New Rescue Group" at the Companion Animal Rescue Awards



## 2021

- » First full year of fundraising completed - 2020-21 raising almost \$23,500 in funds
- » Completed the successful official launch of the charity during World Laboratory Animal Week held from 19-24 April 2021
- » Received first mainstream media coverage of the charity's work



# Ways 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 including all the animals we have available for adoption.





Find us at: [www.libertyfoundation.org.au](http://www.libertyfoundation.org.au) - Facebook @LibertyFoundationAustralia - Instagram #libertyfoundationaustralia