



Annual Update 2021-22



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What a busy year we have had, I think it's fair to say our busiest yet. Despite ramping up our activities in 2020 just before the onset of the pandemic, we have continued to grow and expand the services we offer to our precious animals from research.

From July 2021-June 2022 we rehomed 116 animals from research establishments, our biggest annual total to date. By the end of the financial year we had rehomed more than 470 animals since we commenced operations in late 2017.

Compared to other animal rehoming groups that may seem like a modest figure. But it's important to remember that these are animals that, in the past, would have been unlikely to get the opportunity to leave a research facility and embark on a new life in the community. The sad reality is that many of them would have been kept at facilities or euthanised.

These are animals like guinea pigs Peanut and Nugget, rat brothers Bo and Arrow, Beagle best friends Trudi and Princess, rabbits Jill and Bosley and many others. We couldn't imagine a world without them. They've each left little footprints in the hearts of us all, not least their new owners.

All our efforts, funds and resources continue to be directed solely to our primary objective, to facilitate the release of animals from research establishments and provide them with suitable, safe and loving homes.

While we may not have experienced some of the highs of 2020-21, with our official launch and recognition as a unique new charity on the scene, we have been able to steadily increase our supporter base and form relationships with new partners who can help us to achieve the best possible outcomes for our animals.

We have consolidated relationships with the research establishments with which we have rehoming agreements and have done considerable outreach work to the research community.

We were lucky enough to be invited to present at this year's ANZCCART conference, an industry council that considers and advises on issues associated with the use of animals in research and teaching. We also assisted in organising, and presented at, the first rehoming webinar hosted by the NSW Animal Research Review Panel.

Our annual fundraising appeal, held in April 2022 during World Laboratory Animal Week, was a great success.

We presented a whole week of videos and stories, which introduced our work to a new audience and we are sure touched many people.

This year, we have really perfected our approach to rehoming mice and rats. We have developed what we believe is the ultimate naturalistic enclosure for mice and now offer these as part of our adoption process. This means our mice can be rehomed in optimal group sizes

and enjoy a life of space, stimulation, adventure, companionship, comfort and joy. Who knows, we might even be the first charity to offer these types of options for adopters!

We also issued our guidelines on creating the ultimate rat pad, which set out the standards of housing we seek for our rodent friends, with fun additions such as digging boxes.

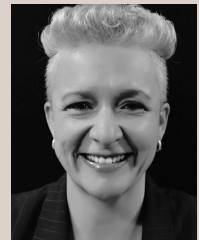
We're looking forward to the year ahead and to contributing what we can to this growing movement, knowing that the ripple effects reach far and wide.

We are also working on a business case for a new Liberty rehoming centre, so stay tuned for more details on that in the future.

For now, I'd like to thank those people in industry who support our work, our foster carers, adopters, donors and members.

We couldn't do this work without you, so on behalf of myself, my fellow directors and the animals, thank you one and all!

Best wishes,
Paula Wallace
Director and Founder
paula@libertyfoundation.org.au



Highlights 2016-22

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

One of our fabulous naturalistic »
mouse environments



2019

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

2020

- » Received Deductible Gift Recipient status from the Australian Taxation Office
- » First email newsletter sent
- » Received first donations and members
- » First business plan and annual update completed
- » Website upgrades completed
- » 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
- » Received first mainstream media coverage

2022

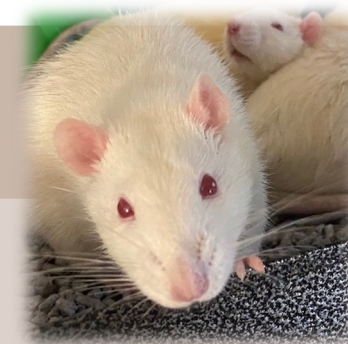
- » Second full year of fundraising completed – 2021-22 raising over \$18,000 in funds
- » Rehomed 116 animals in one year – our highest annual total to date



Financials



Our Directors



Annual Income Statement - 1 July 2021-30 June 2022

Income	
Adoption Fees	\$2,580
Donations/Memberships	\$14,557.41
Fundraising - Other	\$849.77
Interest	\$13.28
Total Income	\$18,000.46
Expenses	
Equipment	\$2,005.93
Fuel	\$2,540.77
Insurance	\$780
IT/Digital	\$1,497.79
Marketing	\$702.42
Miscellaneous	\$0.90
Postage	\$144
Processing Fees (credit card transactions)	\$194
Rehoming Services (interstate)	\$2,000
Rent/Storage	\$730
Supplies (foster care)	\$2,201.07
Travel	\$510.03
Veterinary Fees/Boarding	\$5,725.31
Total Expenses	\$19,032.22
Net Profit	(\$1,031.76)

Paula Wallace

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

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

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 has been involved with the boards of numerous animal welfare and political organisations in Australia.



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