



Annual Update 2024-25



WWW.LIBERTYFOUNDATION.ORG.AU



At the time of writing this year's report, Liberty Foundation Australia (LFA) is at a pivotal stage in its development. It's truly been a privilege to witness the progress of the charity over the past eight years, from its humble beginnings, to now being on the precipice of expansion.

Specifically, the opportunity presented to us by grant funding awarded by the NSW Government. Our successful application under the Research Animal Rehoming Grant will enable us to deliver our Coming Home project, which commenced in May and will continue until 2027.

The centre piece of this project is to deliver a pilot adoption centre for small animals from research on the Central Coast of NSW. And, to investigate options for sustaining the centre at the end of the project.

As you're probably aware there are many 'moving parts' in animal rehoming. We need to have relationships with research establishments to secure the safe release of animals. We need somewhere for the animals to go while we find them permanent homes.

We need people to help with foster care, cleaning, socialising and providing the animals with the support they need to transition from research into the community.

We need people to make donations and most importantly, adopt our animals into their homes and families.

If any one of these 'parts' isn't moving, it tends to slow everything down and stop us from helping more animals.

The cost of living crisis has really bitten hard in recent years, with adoption rates plummeting. We're hoping the recent interest rate cuts, will lead to a drop in our average wait times for animals to get on with the next stage in their lives as pets and companions.

Expanding our services through establishing a 'home base' for our animals and doing more advertising and community outreach, will all make it easier to keep the wheels turning.

Looking back over the past year, there have been several big changes and lots of new faces at LFA, mostly furry ones!

From July 2024 to June 2025, we rehomed 131 animals (down from a record 169 animals in 2023-24) – mostly rats, mice and guinea pigs. By the end of the financial year we had rehomed around 920 animals since we commenced operations in late 2017.

We couldn't achieve these results without the help of other charities and their dedicated volunteers who support our rehoming mission.

We'd like to acknowledge some special people who have made such a difference over the past year, including Ali, Anna, Ann, Arrabella, Ben, Jane, Kaitlyn, Liz, Sally, Sophie, Tam, Terry, Tiffany, and Dr Kat. As well as our wonderful adopters.

We've also made changes to our Board over the past year with five new directors joining in April and May, bringing the total to seven. There were 11 meetings of the Board during 2024-25.

We were saddened to receive the resignation of one of our founding directors, Michelle, who played such an important role over the years. We wish her all the best and extend our sincere thanks for her dedicated service.

While we don't know what the next year will bring and if all our plans will come to fruition, we can guarantee we'll give it our best shot... for ourselves, for our loyal supporters and for our precious animals from research who need us more than ever!

Please connect with us online for all the latest updates.

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



Highlights 2016-25



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

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 supporter video

2020

- » Received Deductible Gift Recipient status from Australian Taxation Office
- » First email newsletter sent
- » Received first donations and members
- » Website upgrades completed
- » Joined Instagram

- » 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
- » Rehomed 116 animals in one year

2023

- » Third full year of fundraising completed
- » Rehomed 148 animals in one year including a large colony of guinea pigs

2024

- » Fourth full year of fundraising completed
- » Rehomed 169 animals in one year, the highest number on record!

2025

- » Fifth full year of fundraising completed
- » Rehomed 131 animals in one year
- » Successful application for funding under the Research Animal Rehoming Grant - \$825,000
- » Commencement of two-year Coming Home project using grant funding

Financial results



Core activities

Income	
Adoption fees	\$798.18
Donations and Memberships	\$11,405.30
Fundraising - other	\$653.69
Interest	\$108.16
Total income	\$12,965.33
Expenses	
Administration	\$314.41
Bank fees (including processing fees)	\$152.71
Equipment	\$2093.93
Food and bedding	\$3338.01
Insurance	\$2054.38
IT/Digital	\$1040.15
Marketing	\$292.02
Travel (animals)	\$247.97
Veterinary fees	\$4502.43
Total expenses	\$14,036.01
Net profit	-\$1070.68

Grant-funded activities

Income	
Grant income	\$2924.37
Interest	\$57.78
Total income	\$2982.15
Expenses	
Accounting	\$588.00
Consulting	\$2272.73
IT/Digital	\$63.64
Total expenses	\$2924.37
Net profit	\$57.78

The *Coming Home* project is supported by funding under the Research Animal Rehoming Grant

Proudly funded by



Our Directors



Paula Wallace

Paula has 30 years' experience in communications, marketing and business journalism. Paula was a member of the Animal Research Review Panel, appointed by the NSW Government, from 2016-2024. She has been developing Liberty Foundation since 2016 and actively rehoming animals from research since 2017.

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.

Benjamin Rowlands

Ben is an experienced animal facility project manager with a track record in overseeing large-scale animal research operations. Skilled in managing animal care facilities, ensuring compliance with regulatory standards, and leading multidisciplinary teams, Ben has a commitment to promoting the highest standards of animal welfare.

Ana Kraucher Viles

Ana is an experienced finance executive with expertise in governance, risk management, and strategic financial oversight. She has worked with boards, senior leaders and stakeholders to shape strategy and enhance governance, and is passionate about contributing to mission-driven organisations.

Laura Greaves

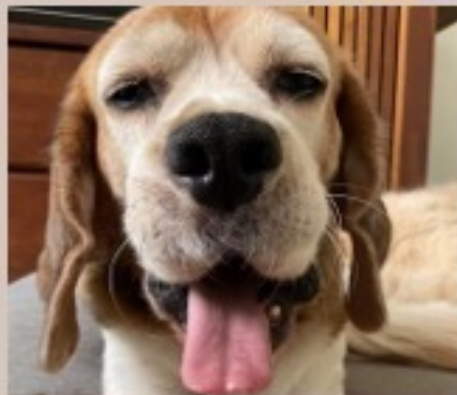
Laura has more than 25 years' experience in media, marketing, communications, and the not-for-profit sector, including leadership roles in animal welfare organisations. An award-winning author, Laura has long been a dedicated advocate for the ethical treatment and rehoming of animals.

Stephen Trevillian

Stephen has more than 15 years' senior leadership experience across aviation government, and financial services, with a focus on commercial strategy. Passionate about improving awareness and support for animals, Stephen brings to LFA expertise in governance, commercial management and organisational strategy.

Michaela Sunarso

Michaela has extensive experience in legal, policy, governance, and project management, with a strong commitment to advancing animal welfare causes.



Facebook @LibertyFoundationAustralia

YouTube @Liberty Foundation Australia

Instagram #libertyfoundationaustralia