

Farm Animal Rescue Inc.
2018 ANNUAL REPORT

We're all about farmed animals





Bubble & Squeak



Annie



Worf & the broiler babies

Our Story

Farm Animal Rescue (FAR) is all about farm animals. FAR is a registered charity, and a free-roaming animal sanctuary in Dayboro, Brisbane. FAR is the forever home to around 80 farm animal residents including sheep, goats, hens, roosters, chickens, cows, steers, calves, one duck and one turkey. Our education and “best in class” animal care enables people to meaningfully connect with farm animals, and experience the personalities, antics, friendships and life stories of individual animals.

Founded in 2012 with two rescued farm animals –a rooster named Bubble and a duck named Squeak– the volunteer-run charity was established by Brad King and Carol Slater, in an effort to address the deep-seated cruelty to farmed animals in Australia, and to provide sanctuary for abused, neglected and unwanted farm animals. The animals are at the heart of our work, and what we believe has made FAR the charity it is today. In the past six years, we have grown from strength-to-strength.

Our approach to creating a kinder and more compassionate world for animals is to create personal experiences that educate people about farm animals, and to support consumers in making more compassionate choices. The meaningful experiences that people have shared with the amazing farm animal residents of FAR has resulted in an extraordinarily loyal and highly engaged following with more than 21,000 FAR supporters across South East Queensland, Australia-wide and from around the world.

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1. *Our Vision*

To create a compassionate world that understands the impact of animal agriculture on animals and rejects the cruel treatment of farm animals by organisations that use animals to benefit humans.

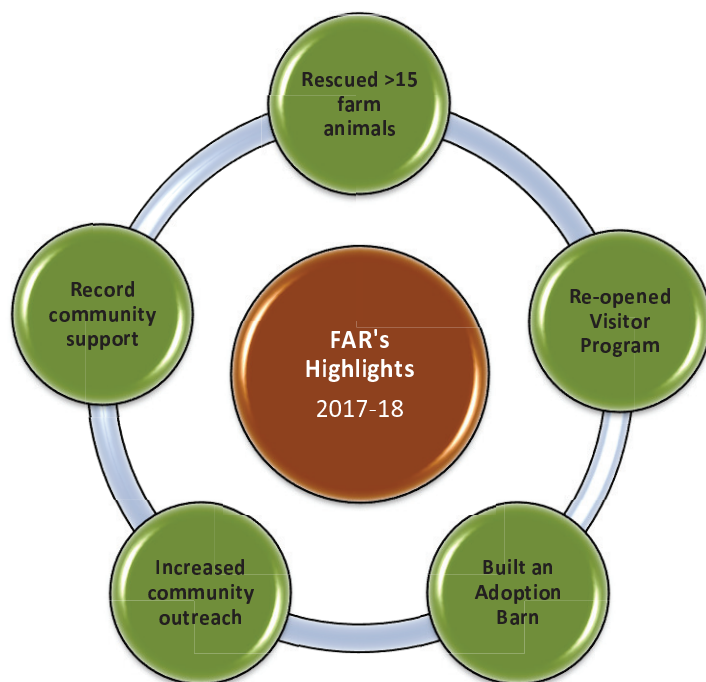
2. *Our Mission*

1. Rescue, rehabilitate and rehome abused, homeless and neglected farm animals by providing emergency shelter and direct care.
2. Provide long-term permanent homes for mistreated and abandoned farm animals, and develop an adoption program through education and example.
3. Promote awareness of a cruelty-free, responsible and humane treatment towards farmed animals through a provision of community advice, education and information.
4. Operate a free-roaming farm animal sanctuary that is renowned for best practice animal care in Australia, that is open to the public to educate and enable the community to personally connect with farm animals.

3. *Our Purpose*

- Demonstrate the unnecessary suffering of all animals used for commercial purposes, regardless of confinement system.
- Reinforce that animals used for food and clothing products are genetically damaged from birth and suffer from a poor quality of life, both physically and as a result of improper socialisation and unnatural environments.
- Build an education program that helps people see a world that does not rely on the suffering of animals for food, clothing and medical advancement.
- Efficient, dynamic sub-committees to enable financial and outreach targets to be met, and to enable sustainable growth.
- Provide safe, comfortable and exemplary housing and healthcare to all animal residents.
- Provide a comprehensive adoption program to stem the currently unaddressed issue of unwanted farm animals.
- Provide the framework for a supportive and inclusive community for those who have recently become vegan or are contemplating the transition.

4. *Highlights of 2017-18*



Record community support

We have been humbled by the unprecedented community support from >43,500 people who signed our Petition in August 2017 against the State Government's demands for FAR to fund Dayboro Road works. This resulted in the State Labour Government's launch of a \$1m Charity Infrastructure Development Fund.

Rescued more farm animals

We rescued more than 15 abandoned and abused farm animals who will live out their natural lives here at FAR, or who we lovingly provided palliative care for to end their pain. Rescued animals include: Amanda (broiler), Bambi (cow), Candi (kid), Davis (lamb), Elvis (bobby calf), George (bobby calf), Noah (bobby calf), Scarlett (lamb), Tofu (turkey), Winston (bobby calf), Worf (broiler) and several other broiler chickens who will be named by Sponsors.

Re-opened our Visitor Program

We re-opened our farm gates to the community after nine months of the State Government's imposed Visitor Ban. This has enabled us to resume our community education program via our popular Open Days.

Built and launched a large Adoption Barn

In readiness for the launch of our new Farm Animal Adoption Program in 2018-19, we built a 11m x 19m barn. Officially opened in July 2018, the barn currently houses goat and sheep residents and is crucial to our new Adoption Program which is now in planning. The new program will enable us to rescue and rehabilitate even more animals, and find compassionate, kind and responsible forever homes for some of the FAR residents.

Increased community outreach

Without the ability to invite the community to FAR, we augmented community outreach with additional education and fundraising events throughout the year. This has resulted in thousands of educational conversations that have changed hearts, minds and behaviours, and has sustained fundraising that has enabled best practice animal care at the sanctuary.



Brad King – President and Founder of Farm Animal Rescue

Noah & Brad

5. *President's Report*

Dear Members,

The 2018 financial year was one of incredible progress for Farm Animal Rescue. While much of the year was overshadowed by the sanctuary's dispute with the Queensland Government over road works and the closure of our visitor programs, the charity has built two new animal habitats and taken on 15 new residents.

Community Support

While our days as a uniquely free-roaming sanctuary are long and our work is hard, we take comfort in the loyalty of our supporters and members. As we continue to work towards a Better World for Farmed Animals, we are encouraged to know that our supporters are there with us as well. And we are doubly-encouraged that they stand fast to our core value of ending the use of animals, rather than finding bigger cages.

With over 35,000 people following our social media, we have improved the quality of our online content, increased engagement and educated thousands on farmed animal issues. Our visitor programs educate the community and we forecast that an estimated 1,000 visitors will attend the sanctuary to meet the animals over the next twelve months.

The charity continues to build community support and manage funds responsibly with revenues up 59% year on year. These funds been invested back into the farm, enabling us to build new habitats, consolidate animal care resources and secure the resources necessary to meet our statutory requirements as a registered charity.



In Memory

While we have celebrated our victories and taken comfort in our ability to continue despite the Queensland Government obstacles, the 2018 financial year has been one of particular heartache. We have had to say a fond adieu to Mary and Joshua, two of the most popular and affectionate residents, and deeply loved by our sanctuary team. More recently we were devastated to lose little Rhett at just 27 days old to an incurable metabolic issue. All three however continue to be amazing advocates for the animals still trapped in the agriculture industry.

Our Future

FAR has started the new financial year from a position of stability, strength and rejuvenated rigour to realise our Vision. Now in our sixth year, our future focus is growth. We aim to build on the strong foundation we have developed over the past few years, and will dedicate 2018-19 to:

- develop a purpose-built visitor facility via the Queensland Government Grant that was awarded to Farm Animal Rescue
- secure Deductible Gift Recipient status with the Tax Office and will be able to offer supporters tax benefits on donations
- embed the new Adoption Program to enable us to rescue more farm animals, and rehome animals that would otherwise be destroyed
- grow our community education program to include education for those wishing to care for farm animals
- increase the level of community outreach year-on-year to change more hearts and minds
- continue to deepen engagement with FAR supporters by enhancing our digital presence, including the launch of a new website
- expand the size and capability of our Volunteer Squad to reinforce operations
- grow our fundraising revenue to invest back into our animal care, advocacy and adoption programs.

We achieved so much throughout the 2018 financial year against a background of complex government issues and uncertainty. In 2019 just watch us soar.

Brad King

Brad King
President



6. *Our People*

Volunteers

FAR is a volunteer-run charity operating to the demand for 143 volunteer-days per month, seven days a week, 24 hours a day, and 365 days per year. Our FAR Volunteer Squad comprises 60 active volunteers and is underpinned by one full-time and two part-time staff. All our people are 100% committed to creating a kinder world for animals and dedicated to FAR residents, who often require 24-hour care and who are all genetically modified to suffer chronic medical conditions.

Management Committee

President – Brad King

Brad King is the founder and President of FAR – responsible for all operational and strategic functions. Brad provides oversight and direction for FAR's Animal Care Program, farm operations, Fundraising and Engagement Program, and Volunteer Program. His experience spans senior and strategic corporate management as well as animal care and farm operations in international farm animal sanctuaries including the USA's Farm Rescue. Brad is a key influencer in Australia's animal rights movement, frequently called-on by the community and media to speak as a subject matter expert on caring for farm animals, on animal sanctuaries and on institutional cruelty.

Treasurer – Carol Slater

Carol Slater has been with FAR since its inception in 2012 - responsible for FAR's advocacy, outreach and investigative portfolio. A renowned member of Australia's vegan community and professional photographer and videographer, Carol is an active agent of social change. She works pro bono for a range of animal rights organisations and captures hearts and minds with rare and beautiful images of FAR residents, as well as heart-wrenching images of factory-farmed animals to raise community awareness and foster behavioural change.

Scott McDonald resigned as Treasurer April, 2018.

Communications Director – Joanne Webb

Joanne joined the FAR Volunteer Squad to assist with our campaign against the State Government imposed visitor ban. With 20 years' experience in brand management, communications, stakeholder relations and engagement, as well as degrees in Communications and Business, Joanne was appointed to the Committee at the 2017 Annual General Meeting. Dedicated to communicating social change, Joanne is an active member of South East Queensland's vegan community and is studying for her Masters in Governance & Public Policy to progress animal rights in Australia.

Animal Sponsors

FAR Animal Sponsors are the lifeblood of the sanctuary. The reliable and generous monthly donations of Sponsors helps to fund the food, bedding and veterinary care for individually sponsored animals. Importantly, Sponsors have traditionally been able to visit the farm freely for private tours. While this access was quashed in 2017-18 by the visitor ban, we retained the majority of Animal Sponsors for the year, and are eternally grateful for the support, trust and faith that Sponsors invested in FAR. The ongoing financial support was pivotal to our success.

Supporters

FAR supporters include both one off donors as well as our regular donors within our Supporters' Club. The generous donations from this extraordinarily large group of people has enabled FAR to continue our Animal Care Program despite the uncertainty of Dayboro roadworks and the visitor ban. When we asked for support to sign our Petitions, when we asked people to help save FAR, when we invited people to celebrate our re-opening, supporters donated beyond expectation.

Corporate alliances

FAR is part of a generous local vegan community which continuously and reliably supports our work. From gifting vegan products to providing in-kind support, wholesale provisions or hosting our Donation Boxes on their counters, these Corporate Alliances enable FAR to share our message, engage and fundraise.

Special Thanks...

Ana Radic – Volunteer of the Year	Karina Davis
Angela and Dirk	Kirk Fanning
Animal Justice Party Queensland	Laurence Lewis
Animal Liberation Queensland	Marilyn and Dave Orr
ARC Surveys	Nikki Boyd MP
Billy Simmonds	Neil Martin
Brisbane Vegan Markets	Nurcha
Carla Benzie	Pog Balls
Christine and Wayne Bassett	Ray Ison
Dayboro Produce and Hardware	Rob and Linzi Wilkinson
Dr Leah Coutts	Sunshine Coast Vegan Activists
Eco Superfoods	Sunshine Coast Vegan Markets
Edmiston and Taylor	The Cruelty Free Shop
Eugene Rubuls	The Green Edge
Fenn Foods	The Hallows Tattoo
Flour of Life Bakery	Vegan Made Delights
Janelle Donaldson – 2018 Volunteer of the Year	Vincenza Benzie
Jo Frederiks	Vegan Australia
Johnny Garrison	Where Pigs Fly Sanctuary
Joshy and Kat	

7. *Financial Report*

In 2017/2018 Farm Animal Rescue grew revenues by 62% to achieve nett revenue of \$266,000. These funds have been used to stabilise the charity and improve facilities for the animals by:

- Securing Brad King as full time Shelter Manager, with responsibility for animal care, new animal admissions, health assessments and budget management.
- Securing a part time Bookkeeper to ensure accounting accuracy and compliance with government requirements.
- Securing a part time Animal Care Supervisor to ensure continuing improvements in animal care standards and animal care volunteer management
- Establishing four yards where compromised animals can be contained and medical treatment can be provided

Farm Animal Rescue benchmarks our expense effectiveness against Farm Sanctuary, considered to be an excellent example of effectiveness.

Cost Type	Farm Animal Rescue	Farm Sanctuary
Care and Advocacy program	86.5%	76%
Administration	9.8%	9%
Fundraising	3.7%	15%

With the burden of the farm being closed to visitors, Committee are very grateful for the support that we received from the community and this positive financial position is a direct reflection of that.

Going forward committee expects only a very small increase to 2018/19 revenues as the sanctuary re-stabilizes the visitor programs and looks towards the establishment of our adoption program. With the establishment of the adoption program will most likely come ATO endorsement for charity DGR status, providing tax benefits to donors and supporters.

We have been reminded by a number of surveys this year that charitable giving in Queensland falls well below that of other states, with some surveys stating that animal charities receive only a half of the donations per capita that NSW and Victorian charities do. Committee believes that this is a misrepresentation and that giving in Queensland is higher than recorded, but that a lot of the contributions made are going to organisations not registered as charities or licensed to operate fundraising programs.

This of course represents a risk to all Queensland charities as unlicensed organisations are not required to publish or have audited their accounts and when prosecuted affect the community's confidence in charities in general.

On the cost side, there are concerning trends many of which have come from the all-pervasive drought across the eastern seaboard. We have seen increases in hay costs of 40% and in grain costs of 20%. Fuel is of course running around 25% higher and water costs have increased by 17%. Committee are carefully watching these price increases which are rising much faster than our expectations for donation revenue.

We move forward into 2019 confident of the stability of our charity and our objectives, and ready to meet the challenges of moving to a more compassionate world.

8. Auditor's Report

Farm Animal Rescue Inc.

ABN 12 960 709 467

Financial Statements

July 2017 to June 2018

The records for this organisation have been examined in relation to the statements provided and show a true and fair view of the activities from July 2017 to June 2018

A.R. Allpress A.R. Allpress 14 October 2018

Approved by the Office of Fair Trading

Farm Animal Rescue
Balance Sheet
As at 30/06/2018

30/06/2018

Assets

Current Assets

Accounts Receivable	11,964.64
Cash Float	390.50
Inventory - Food Products	962.00
Inventory - Merchandise	6,075.59
PayPal Account	523.16
Prepaid Expenses	2,006.51
Westpac 154600 - Day to Day	29,604.92
Westpac 154619 - Long Term Savings	21,224.10
Westpac 154627 - Cash Bonus	3,000.21
Total — Current Assets	75,751.63

Less: Liabilities

Current Liabilities

Accounts Payable	8,330.63
BAS Liabilities Payable	(2,123.20)
Fundraising Revenue - Specific	4,323.21
Grants Received	1,312.34
Other Current Liabilities	3,515.54
Payroll Liabilities	14,530.61
Total — Current Liabilities	29,889.13

Net assets	45,862.50
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Equity

Net Income	23,897.49
Retained earnings	6,481.52
Starting balance equity	15,483.49
Suspense	-
Total — Equity	45,862.50

Total equity	45,862.50
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Farm Animal Rescue
Profit and Loss Statement
For the period from 01/07/2017 to 30/06/2018

30/06/2018

Income	
Appeals	9,766.79
Business Donations	7,772.00
Cost of Sales	(840.51)
Crowd Funding	12,526.04
Donation Boxes	16,471.47
Donations - Online	39,527.02
Events	75,456.39
Merchandise Sales	13,550.54
Official Opening of Adoption Barn	1,100.32
Open Days	5,252.40
Other Income	
Government Grant Revenue	32,905.04
Interest	200.56
Total — Other Income	<u>33,105.60</u>
Private Visits	1,227.24
Product Income	8.18
Sponsorship	43,140.00
Supporters Club-Recurring Donations	8,850.00
Total — Income	<u>266,913.48</u>
Less: Expenses	
Administrative Expenses	7,634.50
Animal Costs	55,564.60
Donations	85.00
Infrastructure Expenses	39,647.47
Motor vehicle expenses	4,268.27
Other Expenses	
Appeals Expenditure	9,766.79
BAS Roundoff Loss/Gain	(0.29)
Grant Expenditure	32,905.04
Total — Other Expenses	<u>42,671.54</u>
Other Expenses	8,139.28
Payroll Expenses	75,233.17
Volunteer Expenses	9,772.16
Total — Expenses	<u>243,015.99</u>
Net profit (loss)	<u>23,897.49</u>