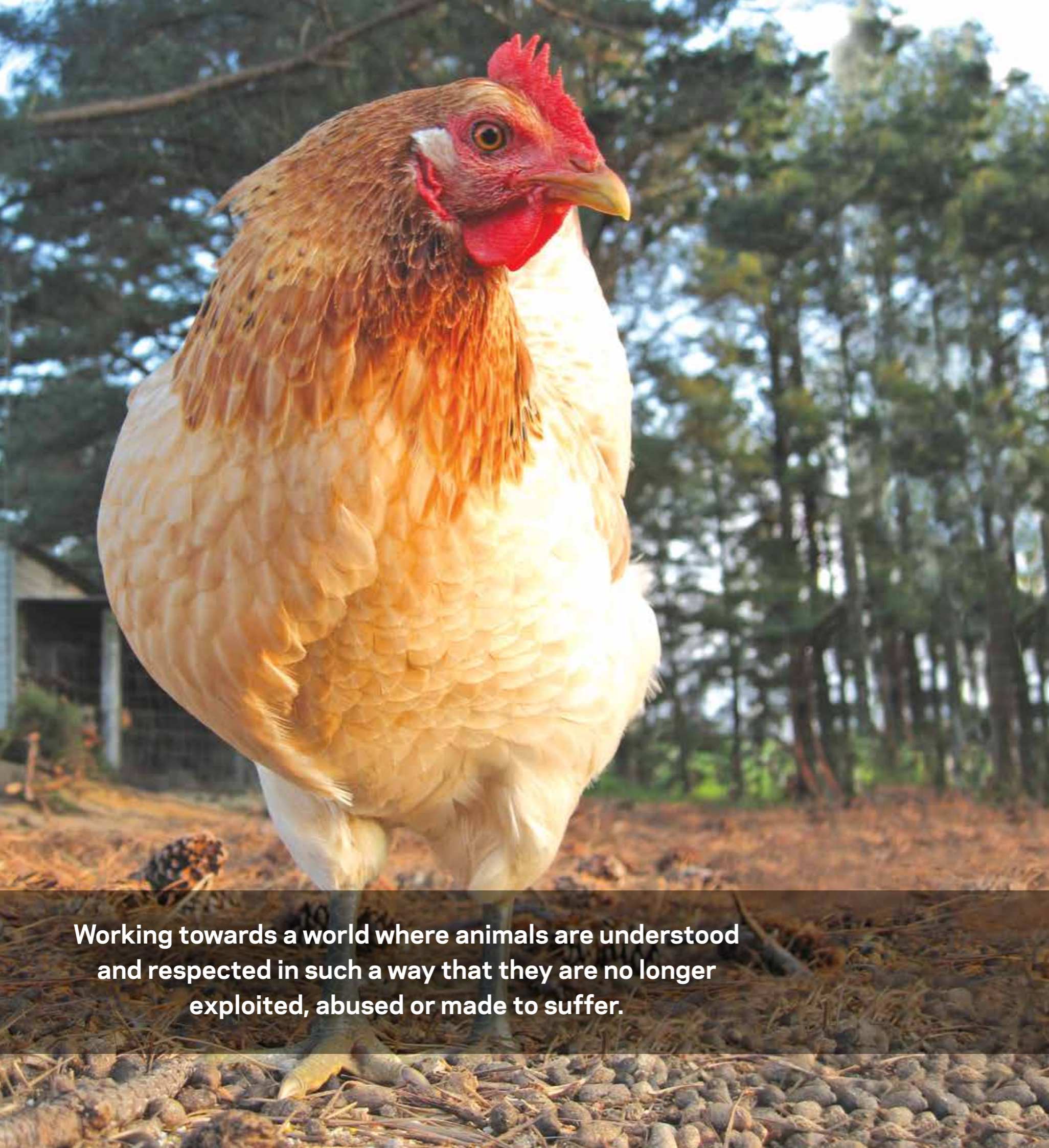


2015-16

ANNUAL REPORT





Working towards a world where animals are understood and respected in such a way that they are no longer exploited, abused or made to suffer.



FROM THE CHAIR

Welcome to SAFE's Annual Report for 2015-16.

Annual Reports traditionally look back at what was accomplished in the previous year – and this is no exception. However, I would also like to take this opportunity to peek a little into the future.

It has, without doubt, been another year of both successes and challenges and as we enter spring the outlook is one of change, growth, and optimism.

By the time you read this, we will have said farewell to our Managing Director, Debra Ashton, who steps down after four years in the role. Debra, along with Executive Director Hans Kriek, has overseen a significant maturation of SAFE into a powerful voice for animals. Later this year, Hans will also be standing down to take up a new role within SAFE that recognises his immense experience but also allows him some time to recover from over 10 years at the forefront of animal rights in New Zealand.

I would like to thank both Debra and Hans for their commitment and dedication to ending the abuse and exploitation of animals. Under their leadership SAFE has developed a team of immensely talented people who are not only resolutely dedicated to the cause but also incredibly effective agents of change.

Looking to the future, I am delighted to introduce our new CEO Jasmijn de Boo. Jasmijn holds a Master's degree in Animal Behaviour and Welfare and was most recently CEO of The Vegan Society in the UK. She has advocated humane solutions to the use of animals in research, and has led animal-related education and research programmes worldwide since 2000. We are thrilled to have Jasmijn on board and look forward to achieving even more for animals over the next few years.

Finally, and most importantly, I would like to thank you – our supporters – for your dedication to helping animals. We know that every time we speak up for animals we echo the collective voice of thousands of compassionate New Zealanders, and we could not do what we do without you.

For the animals

Glen Real
SAFE Chair on behalf of the SAFE Board

2015-16

A YEAR IN REVIEW

Thank you!

By sending e-mails, writing letters, signing petitions, collecting funds, posting on social media, becoming a member, lobbying MPs, donating to a campaign and adopting cruelty-free diets, you achieved some amazing things for animals last year! Here are just some of the highlights...



7,800 REGISTERED VOLUNTEERS



56,754 ONLINE ACTIONS TAKEN



39,516 E-MAIL SUBSCRIBERS



"For the last two years I have had the honour of acting as a volunteer for SAFE, and I have been deeply impressed with the work done to advance the welfare and rights of animals. This takes considerable moral courage and vision, and I applaud them and all who support them."

Apollo Taito Soldier and Health Manager



The Dark Side of New Zealand Dairy: EXPOSED

In an exposé that shocked the nation, SAFE and Farmwatch revealed shocking cruelty in the New Zealand dairy industry.

Footage of rough-handling of four-day-old calves during transportation and a slaughterhouse worker violently kicking and throwing baby animals was viewed by more than four million people and provoked blanket television, newspaper and radio coverage.

More than 500 of you generously donated towards placing an awareness-raising advertisement in the international media that not only helped us reach international consumers – 95% of all NZ dairy is exported overseas – but also played a vital role in putting pressure on the government and the dairy industry to talk to us about initiatives to improve the welfare of calves.

As a result, the abusive slaughterhouse worker was prosecuted and sentenced, the Ministry for Primary Industries (MPI) was forced to announce a review of the regulations on the treatment of bobby calves, and we were able to meet with MPI, Dairy New Zealand and Fonterra to discuss our concerns and gain a commitment to making improvements.

Colony Cage Con

Over the past year, you have been working hard to stand up for hens confined to a life of misery in cruel cages. Your disapproval of caging hens led to a phase-out of standard battery cages by 2022, and together we are making sure that factory farmers cannot simply replace them with new 'colony' cages.

Thanks to your pressure, New Zealand fast food restaurants including McDonald's and Burger King as well as several New World supermarkets have committed to going cage-free, and following a high-profile ad campaign funded by your donations, there are now signs that Countdown is beginning to understand the level of public concern about this issue.

SAFE has also filed a complaint and submitted evidence to the government that colony cages fail to meet the requirements of the Animal Welfare Act, and joined with Stop Craddock Farms and members of the public to protest against the building of New Zealand's largest colony cage farm.

DAIRY EXPOSÉ

207 DIRECT MEDIA HITS:

20 Television

68 Online

28 Radio

27 Overseas

56 Newspaper

8 Other



Facebook

3.3 MILLION reached

600K views

54K 'likes'

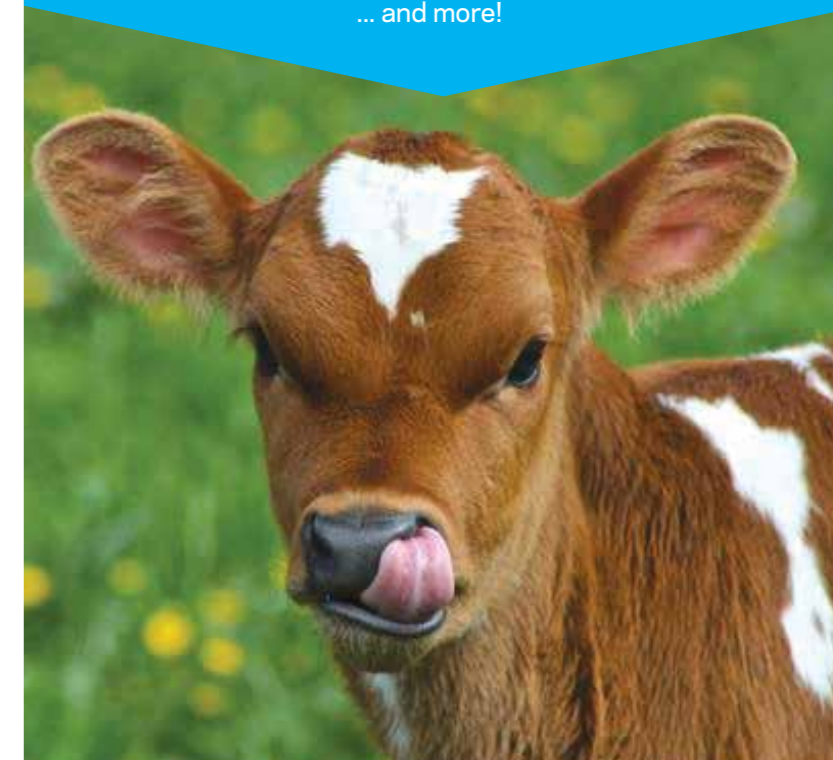


17,230 TAKE ACTION TO STOP DAIRY CRUELTY

SEEN WORLDWIDE

- FRANCE DENMARK IRELAND NETHERLANDS NEBRASKA U.K.
- PHILLIPINES CANADA SAUDI ARABIA NIGERIA MALAYSIA
- SINGAPORE INDONESIA GREECE AUSTRALIA AUSTRIA SPAIN
- U.S. PAKISTAN S.AFRICA GERMANY FINLAND ST.LUCIA
- SCOTLAND KOREA INDIA NORWAY

... and more!





OVER 62,000
SIGNATURES ON RODEO
PETITION



ALMOST 10,000
SAFESHOPPER APP
DOWNLOADS



THOUSANDS
PLEDGE TO STOP EATING
ANIMAL PRODUCTS



FROM 40,347 TO 87,709
FACEBOOK 'LIKES'

158,592
UNIQUE
VISITORS



563,661
WEB PAGE VIEWS



HIGHEST FACEBOOK REACH:
2.5 MILLION

'All animals want to be loved' video, showing that pigs and cows deserve our love just as much as dogs and cats.

Ending Rodeo Cruelty

More than 62,000 people signed a petition calling on the Government to end rodeo for good. As a result, Parliament is considering a ban for the very first time and representatives from SAFE, the SPCA and Farmwatch made a comprehensive submission demonstrating that rodeo has to go. The Government's decision is expected later in the year.

Thousands of you have written to companies that sponsor rodeo asking them to review their support. Rodeos would simply not be financially viable without sponsorship, so every company that commits to ceasing their support brings the end one step closer. Thanks to your efforts, companies including estate agents Harcourts, More FM, some New World supermarkets, MediaWorks, House of Travel and most recently Cyclone - the biggest sponsor of rodeo in New Zealand - have all pledged to no longer support rodeo.

In recent news, Richmond rodeo has been cancelled due to 'sponsorship issues' and 'lack of support'. This followed a sustained campaign by SAFE volunteers in Nelson, who wrote to sponsors, organised protests, and wrote newspaper articles.

Cruelty-Free Living

An important part of our work is providing caring New Zealanders with information and guidance on how to avoid cruelty to animals as part of their everyday lives.

SAFEshopper, our free guide to products not tested on animals, was expanded by an additional 18 cruelty-free companies, and almost 10,000 of you downloaded the mobile version of the guide from the App Store and Google Play.

We also worked hard on our brand-new, completely free, 100% Vegetarian Starter Guide, dedicated website and re-vamped Go Veg challenge, which were launched to coincide with World Vegetarian Day on 1st October.

Packed with tips, recipes and inspiration, the new resources are designed to support anyone interested in learning about a more compassionate diet.



SAFE Youth

Thanks to the support of some of our most generous donors, SAFE Youth was able to grow and develop over the last year. The group more than doubled in size, and members participated in a range of animal-related activities including: beach clean-ups, fundraising events, petition signings, designing posters, blogging, making speeches and encouraging schools to boycott caged eggs.

A new *Animal Activist Handbook* full of ideas for how young people can make a difference for animals was produced and sent free of charge to every primary school in New Zealand, as was the regular SAFE Youth newsletter, *Animal Bites*.

In the coming months, we will be launching a new SAFE Youth website complete with interactive games, educational videos and a range of child-friendly resources.

Animals & Us

Thanks to your generosity, sets of the fifth *Animals & Us* textbook *Animals in Factory Farms* will be sent free of charge to every secondary school in New Zealand in time for the start of the new school year.

The *Animals & Us* textbook and educational DVD series, which has received overwhelmingly positive feedback from teachers and students, encourages children to reflect and think critically about their relationship with animals, thereby developing empathy and compassion.

The fifth textbook includes curriculum-linked English, Biology, Science and Social Studies lessons on different aspects of factory farming.



"When I think about the awful things that humans do to animals, I can't sleep at night. I long for a world where animals are beings, not commodities, and I've seen SAFE make great progress in that direction each year that I've supported them."

Tracy Phua
Owner: Centre of Balance
Acupuncture Clinic



The 100% Vegetarian
STARTER GUIDE

FINANCIAL SUMMARY

Income

Donations	\$888,190.00	
Grants	\$5,509.00	
Gifts in Wills	\$426,771.00	
Membership Subscriptions	\$6,759.00	
Merchandise Sales	\$9,165.00	
Interest	\$34,257.00	
Other	\$3,300.00	
	\$1,373,951.00	

Expenditure

Administration	\$171,723.89	
Depreciation	\$64,833.74	
Wellington Office	\$41,024.70	
Christchurch Office	\$30,882.82	
Auckland Office	\$38,730.35	
Animal Cruelty Campaigns & Outreach	\$344,498.59	
Humane Education Programmes	\$94,012.86	
Animal-Related Policy Advice	\$42,514.66	
Supporter Engagement	\$96,749.03	
Fundraising	\$113,182.44	
Marketing & Communications	\$19,331.13	
	\$1,057,484.22	



FROM THE TREASURER

Thanks to some incredibly generous bequests, both large and small, last year's budgeted deficit was transformed into a significant surplus.

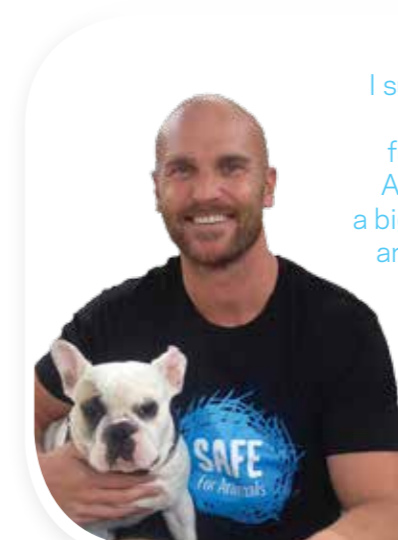
Gifts left to us in the Wills of caring New Zealanders play a vital role in ensuring that we are able to carry out our work for animals long into the future, and we are extremely grateful for the stability that such gifts provide.

Thanks to you, our generous members, donors and supporters, last year we were able to raise sufficient funds to expose the cruelty in the New Zealand dairy industry, raise awareness of the cruelty in rodeo events, educate consumers on the horrors of colony cages, and much more.

Aside from paying for advertising space, awareness-raising materials and educational resources, your gifts make our investigations into animal cruelty and abuse possible. Investigations require a great deal of research, planning, expensive equipment and time spent engaging with the media to make sure that members of the public know what is happening in their name, and we rely on your support to make it happen.

Thank you.

Joanne Child
Treasurer



I support SAFE because I believe that the treatment of animals is a fundamental measure of humanity. A strong relationship with animals is a big part of Kiwi identity, yet thousands are cruelly exploited every day in our farming and domestic practices. We can all help work towards a world where animals aren't made to suffer needlessly.

Ben Barrington
Actor





FROM THE EXECUTIVE DIRECTOR

SAFE has come a long way over the years.

I remember when we were a small group of volunteers with no resources who struggled to make a meaningful impact.

How things have changed.

We now employ around 20 staff who work hard to achieve real victories for animals, ably supported by many hundreds of volunteers who give up their time to help make the world a better place.

Your donations give us the ability to run high-profile, successful, hard-hitting campaigns and educational programmes, and the collective voice of all our many supporters makes it hard for us to be ignored by government and industry.

I am stepping down from my current role in the knowledge that there are even greater things to come. The future is exciting and I will continue to play my part helping SAFE help animals.

I would like to say thank you to all those who have supported me in my role as Executive Director: the staff and volunteers for their hard work and commitment, the SAFE Board for their encouragement and advice and you, our members and supporters, for all your kind words and for providing the financial backing to make our work for animals possible.



“The future is exciting and I will continue to play my part helping SAFE help animals.”

I am proud of what we have achieved together and I know that the best is yet to come, so please join me in continuing to support SAFE so that together we will be able to celebrate many more victories for the animals who so desperately need our help.



Hans Kriek
Executive Director



FROM THE MANAGING DIRECTOR

Whenever I hear about animal cruelty, like you, I take action.

From sending an e-card to attending a demonstration and adopting a compassionate diet, I try to make everyday choices in line with my beliefs and values.

With this in mind, I joined the SAFE Board back in 2008, and in 2012 took on the role of Managing Director to provide operational support for SAFE's dedicated team of staff and volunteers.

After four years I feel it is time to move on, but leave SAFE firmly in the belief that it has never been in a stronger position to carry out its work for animals. In the past year, we have been more successful than ever before in speaking up for animals on a range of important topics, and in educating the public so that more and more New Zealanders are in a position to make a difference.

Thank you to everyone who has kindly supported both me and the organisation to enable it to be as professional and as effective as it can be. You have helped SAFE deliver the message that it is not okay to harm animals and that there are compassionate alternatives.

Thank you.



DEBRA ASHTON
Managing Director

SAFE Board Members 2015-2016

Glen Real - Chair
Joanne Child - Treasurer (Joined September 2015)
Melanie Vivian - Secretary
Mark Rocket
Vernon Tava
Saar Cohen-Ronen
Brett Lahman
Troy Coyle (Joined February 2016)
Jade Irons (Joined February 2016)



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