



Annual Report
2017 / 2018

CELEBRATING YOUR IMPACT FOR ANIMALS



WE'RE TURNING UP THE VOLUME

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**FOR
THOSE
WITHOUT
A VOICE**



CHANGE FOR ANIMALS

Mark Rocket SAFE CHAIR
(on behalf of the SAFE Board)



Kia ora, and welcome to SAFE's Annual Report for 2017/18.

It's been another significant year for SAFE, marked with real progress for animals. I'm excited to share this report with you and to highlight just how successful we can be when we stand together for animals.

It's because of supporters like yourselves that SAFE is able to keep working to improve the lives of animals in New Zealand. Your continued support and generosity allows us to keep doing our important work, both in and out of the spotlight.

This year, an extensive public campaign enabled us to illustrate the broad public opposition to farrowing crates. Through our supporter networks and public channels, SAFE was able to hand a petition of more than 112,000 signatures to parliament, demanding the government ban these brutal crates. It was the biggest petition handed to parliament in five years and we now wait to hear back the result.

In January, we were also pleased to launch Farm360 – a virtual reality tool giving people a first-hand experience of what life is like for animals suffering

in factory farms. SAFE staff and volunteers used 360-degree filming technology, which is proving to be a hugely effective way of informing the public about the grim reality of factory farming.

We've also continued to fight for an end the cruel and outdated practice of rodeo. Ongoing pressure through targeted campaigning and public protests led to the former Associate Minister of Agriculture, Meka Whaitiri, asking officials to investigate animal welfare issues in the 'sport'. While there's still a way to go on this, it's a clear example of aligned groups working effectively to drive change.

Our Eat Kind programme is proving popular with those wanting to adopt more compassionate ways of eating and the SAFE Animal Squad is ensuring our youngest supporters are engaged on the best ways to help animals.

Our Animals & Us textbooks continue to be used widely in New Zealand's education system and feedback from schools tells us these books are valuable resources.

I'd like to extend a huge thank you to SAFE's talented, hardworking

and passionate staff. Debra Ashton is doing a fantastic job as CEO, working tirelessly to advocate for animal rights at the highest level. Hans Kriek also continues to speak up for animals in his role as SAFE Ambassador, acting as a knowledgeable voice for animals throughout the country. We are proud that SAFE has become the 'go-to' organisation for media on topical animal issues.

**“NEW ZEALAND
SOCIETY IS CHANGING.
IT'S EXCITING TO IMAGINE
WHERE OUR COUNTRY WILL
BE IN TEN YEARS TIME AS
WE CREATE A NEW ZEALAND
WHERE RIGHTS OF
ANIMALS ARE ASSURED.”**



Debra Ashton
SAFE CEO

It has been another busy year for SAFE and I would like to extend my sincere thanks to all of our supporters – it is your volunteer time, your generous gifts, your petition signatures and your letters to the editor, your choices at the checkout and your voice on social media that means New Zealand is becoming a better place for animals every single day.

I was honoured to be appointed as SAFE's new CEO in May and wish to acknowledge and thank the outgoing CEO Jasmijn de Boo for her hard work during her time at SAFE.

New Zealanders are increasingly asking for more accountability from suppliers and manufacturers of our food. Whether it be assurances that the eggs they're buying are cage-free, or the knowledge that mother pigs aren't suffering in farrowing crates, caring Kiwis are demanding that animals are treated fairly and that product labelling is honest. We are proud to say our cage-free campaigning now means all New Zealand supermarkets have a commitment to stock only cage-free eggs by 2027, sparing more than 1.5 million hens from a short miserable life in a cage.

More than 112,000 of you signed SAFE's petition to ban farrowing crates, the cruel narrow containment system for mother pigs. The reality of these crates was exposed when we released hidden footage of a mother pig, pressed against the sides of the crate and barely able to move as her babies were taken from her.

We called for your help, and tens of thousands of you answered – you gave generously and wrote letters, you called your MPs and you signed the petition. It was a privilege to present this petition to Parliament on behalf of all of you, and we followed this with a research submission on the true impact these crates are having on mother pigs.

We once again confronted the NZ Rodeo Association over their continued cruel and unnecessary practices – in particular, roping young calves around the neck for entertainment, which has been proven to cause damage and distress to these baby animals. We don't accept that this is causing minimal harm or that this cruelty is justifiable – and we will continue to speak out for these calves who cannot speak for themselves.

We refused to turn a blind eye when live export was exposed just across the Tasman, and once again we are calling for a complete ban on any kind of live export from New Zealand.

Our education programme grew from strength to strength with the Animals & Us curriculum text book series reaching a ten-year milestone in classrooms. The children's SAFE Animal Squad club launched online, and we have seen more children joining every week. New Zealand's children will be the next generation of animal advocates and we are committed to teaching compassion and understanding of the animals we share our lives with – be they cows and chickens, or cats and dogs.

SAFE's volunteer team have connected with people from all walks of life through our street actions and presence at high profile events and expos. So many of you have generously volunteered your time to gather petition signatures, share the reality of factory farming through the virtual Farm360 programme, or give advice and guidance on the popular Eat Kind 100% Vegetarian Challenge.

Once again, it has been another challenging year and I'm proud of what you've helped SAFE achieve.

“THE FIGHT FOR ANIMALS IS FAR FROM OVER, BUT BECAUSE OF YOU EVERY DAY WE ARE A STEP CLOSER TO A BETTER NEW ZEALAND FOR ALL ANIMALS.”

Hans Kriek
SAFE AMBASSADOR



**“HAVING BEEN INVOLVED WITH SAFE FOR
OVER 30 YEARS MAKES ME REALISE THAT
CHANGE FOR ANIMALS ONLY COMES WHEN
GOOD PEOPLE STAND UP FOR THEM.”**

As I reflect on another successful year for animals, I am once again so proud of SAFE's supporters who have stood up for animals when it counted and backed us all the way. Thanks to your support of SAFE's cage-free campaign, around 1.5 million hens will be spared from life trapped in a cage. This kind of victory is hard-won and shows how much your voices count for animals.

Your generosity has put SAFE in a better place to help animals than ever before, and we thank you so much for standing strong for animals, even when the going gets tough.

In my new role as SAFE Ambassador it has been a real privilege to meet up with some of our fantastic supporters. Many of our loyal supporters have also joined our legacy programme, SAFE Animal Guardians, ensuring that their support for animals continues long after they have gone. If you are interested in more information about SAFE Animal

Guardians, I would be happy to discuss with you more – please get in touch.

I recently adopted three rescued pigs who now live a life of luxury. They love their food and a good cuddle. When I look into their eyes and they look back at me I see the eyes of the millions of animals still crated, caged, and mistreated, and I know that I will be in their corner for the rest of my life.

Please join me and continue to support SAFE to achieve many more victories for the animals.



CAMPAIGNS WITH FOCUS



Mandy Carter
CAMPAIGNS DIRECTOR

**“FACTORY FARMING IS
THE BIGGEST, MOST URGENT
ANIMAL WELFARE ISSUE
OF OUR TIME.”**

Factory farming is the biggest, most urgent animal welfare issue of our time, based on the number of animals involved - upwards of one hundred million - and the amount of suffering they experience on a daily basis.

These animals go through a life of hell for industry profit.

Animal welfare is also increasingly becoming an important issue, domestically and internationally. While improving the lives of animals may come at some cost, the cost of ignoring the plight of animals is far higher.

That's why SAFE's campaigns against factory farming remain the primary focus for the campaigns team.

In the past few months Kiwis have helped create meaningful change for animals - more than 112,000 signed SAFE's petition to ban farrowing crates (the largest petition Parliament has seen in five years), thousands wrote to the supermarkets asking them to go cage-free (and succeeded!) and thousands more took action via our SAFE Animal Action Network (SAAN).

Through releasing investigations, strategic campaigning, public awareness, education and your support, we are creating a kinder New Zealand for animals.

FARROWING CRATE CAMPAIGN

Calling on changemakers for kinder conditions for mother pigs

Farrowing crates are where mother pigs are kept just before they give birth and for the following weeks. These cruel crates subject mother pigs to mental deprivation and emotional stress - even depriving them of the ability to turn around.

Sadly, this treatment of pigs is routine and ongoing. After five weeks in the farrowing crate, the cycle of abuse begins again. It is difficult to imagine a less humane way to treat a highly intelligent, social and sensitive animal.

The odds are stacked against animals. That's why, with your help, we're ensuring they have a voice at the table in Parliament.

2017-18 STATISTICS

112,000+

signatures on Farrowing Crate Petition, the largest petition to Parliament in five years

70%+

More than 70% of Kiwis support a ban - Horizon national poll, 2017





**In the past year,
your support of SAFE
has allowed us to:**

- Secure pre-election commitments from Labour and the Greens to put in place a ban on farrowing crates
- Present a comprehensive submission with solid, scientific evidence that farrowing crates are simply wrong
- Reveal the truth about pig cruelty through investigations with Farmwatch
- Submit a petition signed by over one hundred thousand people - the largest petition to Parliament in five years
- Poll nationally to prove Kiwis support a ban
- Work with groups internationally who already have farrowing crate bans.

**“WE WILL CONTINUE TO
PUT PRESSURE ON THE
GOVERNMENT IN THE COMING
MONTHS TO TAKE THE VOICES
OF THE PEOPLE SERIOUSLY
AND TO BAN CRUEL
FARROWING CRATES,”**

**MANDY CARTER,
CAMPAIGNS DIRECTOR**

CAGE-FREE CAMPAIGN

All New Zealand supermarkets commit to a cage-free future!

2017/2018 turned out to be a truly epic year for the animal protection movement.

For the last year a revolution has been building. SAFE's campaigning in 2017 and 2018 saw supermarket giants New World, Pak'nSave and Four Square join Countdown in announcing cage-free commitments. We were also delighted that FreshChoice and SuperValue supermarkets made similar announcements after negotiations with SAFE in early 2018.

This brings all major New Zealand supermarket chains together, united against the cruelty of cage-eggs.

The supermarkets' combined decision makes a difference for nearly 50% of New Zealand's caged hens - more than 1.5 million of them.

A series of negotiations over many months between SAFE and the supermarkets, and reinforced with action and support from you, led to these landmark wins.

"Thankyou to each and every one of you for being part of the movement that is bringing to an end one of the cruellest factory farming practices in the world," says Campaigns Director Mandy Carter. "We are at a pivotal moment in history. Now all the major supermarkets have decided to go cage-egg free, the market for such cruel products is decreasing to the point that the egg industry will be rethinking any decision to build new colony cages. It shows that together we can create real, meaningful change for those that suffer the most - farmed animals."

2017-18 STATISTICS

100%

of NZ's major supermarket chains united against caged eggs

50%

of New Zealand's caged hens will now be cage-free.

1.5m+

This decision affects more than 1.5m hens





Campaigns Team Mandy and Jennifer at Open Wing Alliance Conference in Prague, April 2018

Open Wing Alliance partnership opens cages

SAFE is honoured to be in partnership with international coalition Open Wing Alliance. Thanks to their generosity and support SAFE was able to focus on the cage-free hen campaign in New Zealand for another year.

Initiated by the United States' Humane League, the Open Wing Alliance brings member organisations together to create a unified front in the shared campaign to free egg-laying hens from cages. Cruel battery and colony cages are one of the most extreme forms of legalised animal cruelty that are still around today — and ridding the world of this horrific out-dated abuse is a vital step in the journey towards a future where all animals are valued as individuals, not commodities. SAFE is proud to be a part of this international team who share campaign strategies, tactics and resources around the world

in the march toward our shared objective.

In late 2017, following the first major victory with Progressive's Countdown supermarkets, Foodstuffs (which owns Pak'nSave, New World and Four Square) also committed to be cage-free. In early 2018, Progressive's other brands FreshChoice and SuperValue also released a cage-free policy, as did Foodstuffs' other grocery brands On The Spot, Gilmours, Trents Wholesale, Write Price, Shopwrite and Raeward Fresh.

In April 2018, over 120 campaigners and activists from across the world gathered at the annual Open Wing Alliance Conference to learn and collaborate on the shared focus of eliminating cruel cage eggs. Thanks to the international grant, SAFE staff were able to attend on

behalf of caring Kiwis, alongside representatives from over 50 other nations.

The campaign to have corporate brands commit to a cage-free future continues, and SAFE will be working tirelessly to secure commitments from food manufacturers and convenience food outlets.

We owe it to caged hens every-where to ensure that cages are confined to the history books forever.



ANTI-RODEO CAMPAIGN

Anti-rodeo campaign hits the headlines

Everyone's talking about rodeo – and not in the way rodeo supporters would like. The six-month 2017/18 rodeo season was met with an upsurge in public condemnation.

SAFE ensured that the animal cruelty remained in the spotlight by launching a hard-hitting national ad campaign. This included cinema advertisements and striking billboards, comparing the cruelty of calf roping with the same treatment if it were done to a dog. Alongside the marketing campaign, locals held peaceful protests outside rodeos, footage was exposed,

companies withdrew their sponsorship after hearing from SAFE, and there was vigorous debate across the breadth of New Zealand.

Attention on rodeo led to the former Associate Minister of Agriculture Meka Whaitiri releasing an unprecedented statement stating the Government was investigating the use of animals in rodeo.



DAIRY CAMPAIGN

Exposing unseen suffering – dairy cruelty

Over the last two years, there has been widespread public outrage and vigorous debate at the brutal treatment of calves and cows. These shocking practices were exposed during SAFE's investigations with Farmwatch, and the issue attracted attention globally.

The industry has been in damage control mode ever since; pouring money into extensive advertising and celebrity endorsements.

That's why we're determined to keep the plight of dairy cows in the spotlight.

In the past year, your support of SAFE has allowed us to:

- See the latest conviction of a dairy farmer following the now infamous case of the mistreatment of a cow filmed suspended from a 'hip clamp'. This is the fifth prosecution to result from footage filmed by Farmwatch volunteer investigators and released by SAFE
- Install a giant, thought-provoking billboard in Auckland's CBD that attracted significant interest and attention
- Release a viral video that was viewed millions of times around the world
- Publish new research that shows most Kiwis are unaware what really goes on in the dairy industry.





Farm360 Action - Viaduct Basin, Auckland

INTRODUCING FARM360

Behind closed doors: Farmed animals' lives revealed

A factory farm is a place most people will never visit, but now people can see for themselves what it's like to be a farmed animal in New Zealand.

Farm360 is SAFE's high impact nationwide 360-degree virtual reality programme which reveals, from the animals' eye view, the inside story of animal suffering in factory farms.

The new initiative is the first time that 360-degree technology has been used with the public by an animal organisation in New Zealand.

Filmed by investigators from Farmwatch, the footage shows chickens bred for meat, layer hens in battery and colony

cages, and pigs in farrowing crates.

With the Farm360 headsets, people can now see and experience for themselves the conditions inflicted on animals in factory farms.

The sheer scale of intensive factory farming in New Zealand would shock most Kiwis. Over one hundred million animals are imprisoned in inhumane conditions every single day. We're using this technology to help people make a connection with farmed

animals, and expose and challenge old-school farming practices where animals are treated as if they are objects rather than living, feeling individuals.

Farm360 forms part of SAFE's core campaign against factory farming which works to end the exploitation of living, sentient animals in intensive, cruel conditions.

PETITIONS

SAFE

112,884

SIGNATURES FOR
PETITION TO BAN
FARROWING CRATES



(The largest petition received
by parliament in five years)

SAAN (SAFE ANIMAL ACTION NETWORK)

1,555



SAAN SUBSCRIBERS
AT END OF MARCH 2018

(Most subscribers are Kiwis)

11



ACTION
ALERTS SENT

801



CLICK-THROUGH
ACTIONS TAKEN

(Facebook comments, emails
to decision makers, tweets,
customer feedback forms)

139



ECARDS
SENT

3051



PLEDGES
RECIEVED

SOCIAL MEDIA

SOCIAL POTENTIAL REACH

170.3m  POTENTIAL REACH
IN NZ AND AUS

498.8m  POTENTIAL REACH
GLOBALLY

FACEBOOK STATS

FROM

165,250  FACEBOOK LIKES

TO

174,640  FACEBOOK LIKES

MOST POPULAR SOCIAL MEDIA POSTS



3.176m REACHED
1.571m VIEWS



821,716 REACHED
397,694 VIEWS



553,522 REACHED
179,531 VIEWS

MEDIA EXPOSURE



Our most popular story in New Zealand and Australia was our Caged Being event.

291

INSTANCES OF
MEDIA EXPOSURE
IN NZ AND AUS

425

INSTANCES OF
MEDIA EXPOSURE
GLOBALLY




Globally, our most popular story it was our video of the mother cow chasing calves on the trailer, which was also one of our most shared media posts.

\$1.58m (NZD)

AVE. ADVERTISING VALUE IN NZ & AUS

\$4.61m (NZD)

AVE. ADVERTISING VALUE GLOBALLY



EDUCATING THE PEOPLE

Nichola Kriek
HEAD OF EDUCATION



**“WHAT A FANTASTIC YEAR
IT’S BEEN FOR SAFE’S
EDUCATIONAL PROGRAMMES.
WITH YOUR HELP, WE’VE BEEN
ABLE TO KEEP SENDING OUR
EXCELLENT RESOURCES INTO
SCHOOLS, AS WELL AS
EXTENDING OUR REACH
TO SOME OF OUR YOUNGEST
SUPPORTERS.”**

This year marked a decade of the Animals & Us textbooks’ use in schools. The resources, which promote and foster compassionate attitudes towards animals, cover topics including animal rights, factory farming, and animal experimentation and are designed for use within the NCEA curriculum. They’re currently provided as a free resource to every secondary school around the country and I’m really excited to mark 10 years of their use in schools.

To mark the decade, we commissioned an evaluation of the textbooks. The reviewers interviewed teachers and students, and their answers revealed how hugely valuable the books are in schools.

SAFE also extended its programme for its youngest supporters, with the development of the Safe Animal Squad website. The programme, aimed at Kiwi kids aged 8-14, now has 540 members, and its regular newsletter is sent out to more than 2000 New Zealand primary schools. Getting the squad online means even more young animal-lovers can access the Animal Squad resources – which are fun, educational and interactive.

On top of this, SAFE’s Eat Kind programme is also providing Kiwis with valuable information on how to keep animals off their plates – with thousands of vegetarian guides distributed throughout the country. This year, the Eat Kind team handed out its first awards to the country’s top plant-based eateries, developed new nutrition leaflets, and maintained a strong presence at public events around the country.

It’s fantastic to see people so eager to learn how they can help animals, and we’re really excited to keep expanding on this.

Celebrating ten years of compassionate education


It's been just over ten years since the first Animals & Us textbook was published. Since then, five textbooks have been produced and distributed as a free resource to secondary schools. SAFE recently commissioned an evaluation of the Animals & Us textbooks. This included interviewing educators and students throughout New Zealand about their knowledge and use.

This was valuable in helping us to ensure we are engaging with a variety of different schools, age groups, and teaching styles.

Learners found the content interesting, topical and relevant to the curriculum, and teachers were keen to grow their use.

The Animal & Us textbook series continues to be widely requested by schools across the country.

As use of devices becomes more common in the classroom, we are looking at how we can reach more teachers and more students through the use of applied technology.



“THE SHOCKING THING IS, I WASN'T THAT SURPRISED. EVERYONE'S AWARE OF IT [ANIMAL ABUSE] HAPPENING BUT THEY THINK IT'S NORMAL. NOW I KNOW IT'S NOT NORMAL.”

**YEAR 13 STUDENT, NOW AT UNIVERSITY.
STUDENT RESPONSE FROM ANIMALS & US
EVALUATION**



“IT’S ALWAYS GRATIFYING TO WATCH THE CLASS START TO CHALLENGE THEMSELVES AND ONE ANOTHER, AND TALK ABOUT HOW THEY’RE TAKING UP THE ISSUES AT THE DINNER TABLE, SO YOU KNOW YOU’VE HAD AN IMPACT BEYOND THE CLASSROOM.”

TEACHER RESPONSE FROM ANIMALS & US EVALUATION

Evaluation Findings

Use and Value

- Used and appreciated widely across at least 170 secondary schools in New Zealand, not only in the four subject areas at which they were targeted but at least a dozen other subject areas
- The majority of teachers were overwhelmingly positive about the value of the textbooks – many had been using them for a decade and are keen to know about new publications as they are produced
- The resources filled a gap in materials available and are especially valued because they are relevant to New Zealand.

Impact

- Students reacted emotionally and particularly enjoyed the ethical debates that emerged
- There was a strong impact in students developing awareness of animal rights, empathy and sense of responsibility for animal welfare
- Around half of each class using the resources develop and accept a concept of animal rights and 10-15% made a commitment to animal rights
- Almost all students undertook actions ranging from passive to active/public with potential for much more overt action and behaviour change.



Academic reports

SAFE's campaign to ban farrowing crates has taken centre stage this year. Professor of Animal Welfare and Ethics, Andrew Knight, wrote an extensive report on the use of farrowing crates in New Zealand titled, 'Uncaging New Zealand's Sows: Scrutinising Farrowing Crates.'

The report discusses the reproductive and social behaviour of pigs, the key welfare concerns and behavioural deprivations experienced by pigs housed in farrowing crates, and causes of piglet mortality. This report was presented to Parliament as part of a submission in the campaign to ban farrowing crates in New Zealand.

Kiwi kids mobilise for animals!

SAFE's education programme for kids, SAFE Animal Squad, has grown in leaps and bounds this year! Animal-loving young Kiwis aged 8-14 years have been learning and growing their passion for animals, with more than 540 members and 215 classrooms now making up the Squad.

The regular 'Animal Bites' newsletter – sent to more than 2000 primary schools nationwide – is complemented by our popular colouring competitions, encouraging children to engage with educational topics about animals while expressing their creativity. The new

Animal Squad website features the 'Animal Tales' interactive game and is packed with information, resources, and recipes designed to entertain and educate any young animal lover.

Animal Squad kids have also been getting out and about in the community – a highlight being the KidsFest Beach Clean Up where Animal Squad members and their families picked up rubbish on Christchurch's New Brighton beach, cleaning up the coastline for aquatic animals.





Isla-Rose, age 7, Christchurch, with cupcakes from her Vegan Bake Sale stall

Kiwis jump on Eat Kind bandwagon

SAFE's Eat Kind programme had a busy year thanks to increased interest in what it means to live a kind life.

World Vegetarian Month celebrations went nationwide as libraries across New Zealand proudly displayed SAFE's Eat Kind resources, helping Kiwis to leave animals off their plates. International cruelty-free champion The Body Shop supported World Vegetarian Month, placing an

Eat Kind 100% Vegetarian Starter Guide and an Eat Kind Vegetarian Challenge sign-up sheet in each store nationwide.

SAFE's Eat Kind Awards, recognising excellence in plant-based food retailing, featured on TVNZ's 'Seven Sharp' programme alongside Auckland's own Tart Bakery. This mainstream coverage of Eat Kind is a reflection of the increasing popularity of a kinder, plant-based lifestyle.

SAFE was proud to represent New Zealand as a partner organisation of the 10th World Vegan Bake Sale, organised by ProVeg International. Supporters and volunteers dusted off their aprons to hold bake sales across the country. This community focused event introduced compassionate foodies to vegan baking, while raising funds for SAFE to help animals.

SUPPORT EQUALS SUCCESS



SAFE volunteers are essential to achieving victories for animals. From petitions, street actions and stalls, to fundraising, letter writing and online actions, volunteers drive SAFE's key actions and make a real difference every day for the millions of animals suffering in factory farms.



In January we were excited to launch Farm360, a virtual reality experience allowing people to step inside the horrific world of pigs, egg laying hens, and chickens bred for meat in New Zealand's factory farms.

Specially trained volunteers have taken Farm360 to the streets, universities, and expos, reaching thousands of people in doing so.



SAFE volunteers have also spoken out for animals at many large events this year, including The Vegan Expo, Go Green Expo and Women's Lifestyle Expo.



In Auckland, Wellington and Christchurch we have seen an increased demand for our Dairy-Freedom events, which are now happening more often, attracting new people, and proving that you can eat with kindness and still have your favourite foods!



We've also been delighted to host movie nights for our volunteers and their friends, including Kedi, The Last Pig, Carnage, and the Netflix hit, 'What the Health'.

**IT'S BEEN AN INCREDIBLE YEAR,
AND OUR PASSIONATE AND
DEDICATED VOLUNTEERS HAVE
MADE PROGRESS FOR ANIMALS
POSSIBLE. THANK YOU FOR YOUR
GENEROSITY AND FOR PUTTING
ANIMALS FIRST.**

FINANCIAL SUMMARY

Joanne Child
TREASURER



**“SAFE’S CORE OPERATIONAL
WORK WILL CONTINUE
TO BE FUNDED WITH THE
GENEROUS SUPPORT OF
EVERY DAY NEW ZEALANDERS
WHO GIVE A VOICE TO THOSE
WHO CANNOT SPEAK
FOR THEMSELVES.”**

As we complete another financial year, I wish to extend my sincere thanks to all of SAFE’s loyal supporters who continue to make the fight for animals possible.

This year the Board are excited to announce the creation of the SAFE ‘For Animals Foundation’ – a \$5 million endowment that provides a degree of security for the fight for animals in the longer term. While SAFE’s immediate campaign needs are still met through core fundraising activity, the ‘For Animals Foundation’ means SAFE can continue to be the loudest and most permanent voice when it comes to animal advocacy.

We are very grateful to the generous philanthropist whose heart sits firmly with animals and whose belief in SAFE’s transformational work has made this fund possible.

As SAFE approaches 86 years in operation, the ‘For Animals Foundation’ is wonderful for establishing SAFE as a force that will be present in New Zealand for many years to come. However, the extent of exploitation and abuse of animals is something that cannot be underestimated. SAFE’s core operational work will continue to be funded with the generous support of every day New Zealanders who give a voice to those who cannot speak for themselves.

SAFE FINANCIAL SUMMARY for the year ended 30 June 2018

INCOME

| | |
|--------------------------|------------------|
| Donations | 584,897 |
| Gifts in Wills | 447,070 |
| Interest | 71,759 |
| Grants | 17,791 |
| Other | 5,278 |
| Merchandise Sales | 5,275 |
| Membership Subscriptions | 879 |
| | 1,132,948 |

EXPENDITURE

| | |
|-----------------------------|------------------|
| Animal Cruelty Campaigns | 802,145 |
| Animal Education Programmes | 541,037 |
| Volunteer Outreach | 148,927 |
| Supporter Engagement | 126,791 |
| Governance | 27,132 |
| Depreciation | 26,789 |
| | 1,672,820 |

ENDOWMENT FUND

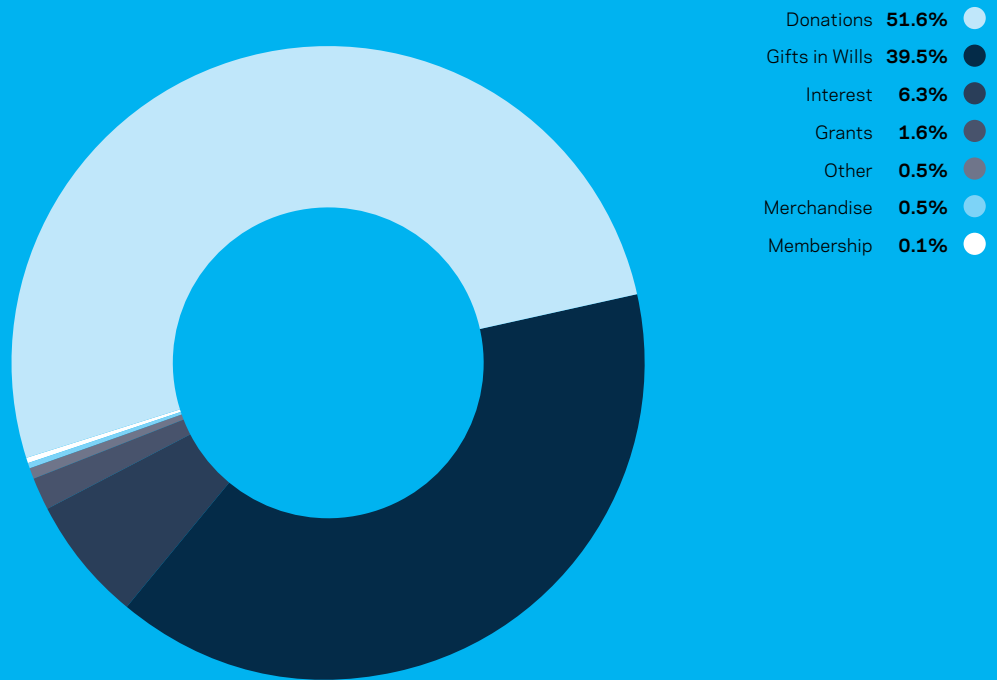
| | |
|-------------------------------|------------------|
| SAFE 'For Animals Foundation' | 5,000,000 |
| | 5,000,000 |

NOTES

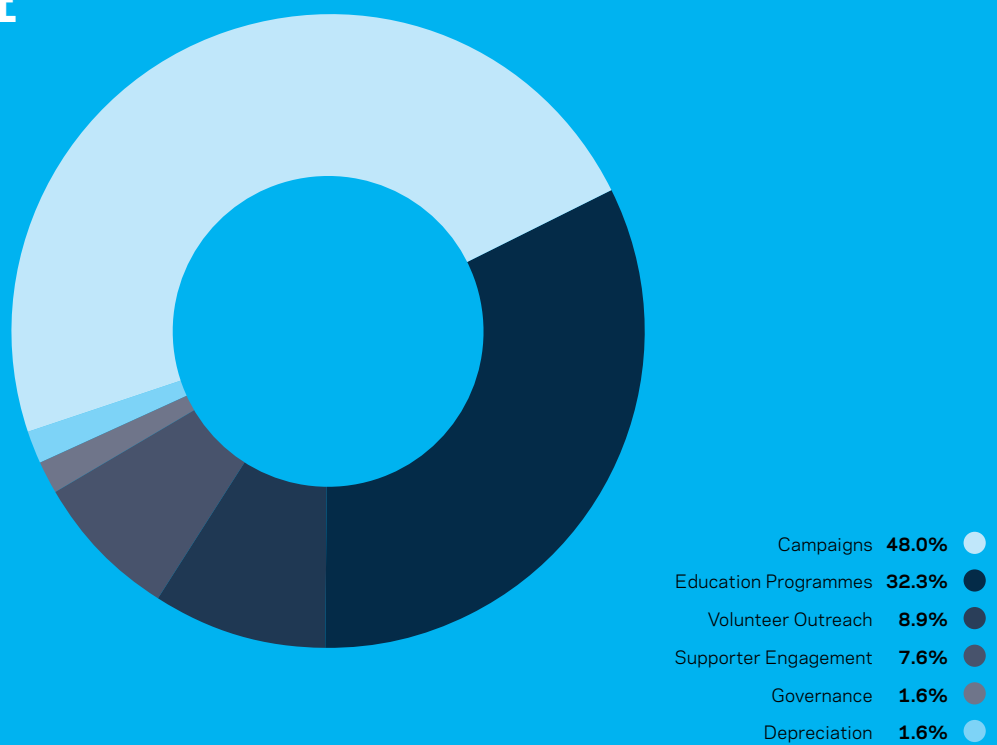
Support overhead costs e.g. administration and fundraising have been allocated out to our core services to show the true cost of providing those services.

SAFE's full financial statements have been audited by Staples Rodway Audit Ltd and are available for viewing on the Charities Services website.

INCOME



EXPENDITURE



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Report design by Georgia Siggelkow | www.plantation.nz



safe.org.nz