



ANNUAL REPORT

2025-26

safe

Here for Animals

OUR MISSION

**Kia whakamutua atu te
whakahāwini kararehe**

**To end the exploitation
of animals**

For nearly a century, SAFE has been the nation's leading voice for animal rights. Our goal is to inspire institutional, political, and societal shifts that reduce animals' suffering, improve their lives, and ultimately, end their exploitation.

We're a group of everyday New Zealanders who are empowering people to choose a different path – one that values compassion and respects the health of people, animals, and the planet.



SAFE

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FROM OUR CHAIR



Kat Macmillan
SAFE Chairperson

As Chair, I'm proud of how SAFE has secured important victories in a challenging political landscape while standing firm against decisions that continue to fail animals.

Across Aotearoa New Zealand, millions of animals, especially those in farming systems, still suffer within systems meant to protect them. Yet together, we are driving change. Through research, advocacy, and community support, we challenge institutions, influence decision-makers, and build momentum towards a world where animal rights are valued.

This year brought two significant milestones. After years of campaigning, legislation to end greyhound racing passed its third reading. We also defended New Zealand's ban on live exports. Despite attempts to overturn it, the ban remains because animal welfare at sea cannot be guaranteed.

Lasting change also means strengthening the systems that protect animals. We're proud to be a leading member of the Commissioner for Animals Alliance.

More work remains. The Government's decision to retain farrowing crates and mating stalls for pigs was depressing, especially after the High Court's findings that aspects of these standards were unlawful. This setback reinforced our determination to hold decision-makers

accountable and challenge systems that enable factory farming.

One of SAFE's strategic pillars is transforming the food system by raising awareness of plant-based eating and its benefits for animals, the planet and human health. As interest grows across Aotearoa, we're helping more people see how everyday choices can improve animals' lives.

Since 1932, SAFE has been powered by people who believe animals deserve better. To our supporters, members, volunteers, partners, and staff: your commitment strengthens this movement and makes progress possible.

Thank you for standing with us from the streets to the High Court. Together, we'll deliver a world where animals live free from exploitation. We couldn't do this without you.

Ngā mihi maioha,

A handwritten signature in blue ink, appearing to read 'Kat Macmillan', written in a cursive style.

Kat Macmillan

FROM OUR CEO



Debra Ashton
SAFE Chief Executive Officer

Thanks to you, the past financial year at SAFE has been one of real progress and renewed determination, but we still need to work to ensure the rights of animals remain at the forefront of public and political attention, and that key decision-makers are held to account.

The reality is that the animal welfare system is broken, which is why animals continue to suffer. To help address this, we joined members of the Commissioner for Animals Alliance to launch a report, authored by Alison Vaughan and commissioned by NZALA, calling for a Commissioner for Animals. Several months later, we collectively presented a petition of more than 30,000 signatures to Parliament, demonstrating growing public demand for independent oversight of animal welfare.

Alongside our important campaign work, we've invested in strengthening SAFE for the future. We reviewed our strategy, refined our campaigns, and refreshed our brand to ensure we continue with bold, trusted, and effective advocacy for animals.

Off the back of this, we've also seen encouraging signs that attitudes are shifting. There's been a significant increase in the number of people visiting SAFE's website for animal-friendly food choices and alternatives to animal products, and our successful campaign to remove cage eggs

from major supermarket shelves demonstrates that food service providers are listening and consumers are making their voices heard.

None of this would be possible without you. Whether you donated, signed a petition, shared a campaign, joined us at Parliament, or spoke up for animals in your own community, you've been part of every step forward.

Together, we're building a future where animals are recognised not as commodities, but as sentient individuals deserving respect, protection, and justice.

Whakawhetai ki a koe mō tō tautoko
– thank you for standing with us and for helping create a kinder future for animals.

A handwritten signature in blue ink that reads "Debra Ashton".

Debra Ashton

OUR YEAR AT A GLANCE



Above: The SAFE team running a Mud Farming activation in Cuba Mall, Wellington.

This year, together with our supporters, SAFE continued driving meaningful change for animals across Aotearoa. From securing historic wins to exposing hidden cruelty and holding decision-makers to account, every campaign brought us closer to a future where animals are valued as sentient individuals, not commodities.

Live export ban: One of the year's defining achievements was the successful defence of New Zealand's ban on live animal exports by sea. When the ban came under threat, more than 57,000 people joined the call to protect it. Thanks to sustained advocacy and public pressure, the Government confirmed the ban would remain in place, sparing countless animals from gruelling sea voyages and uncertain futures overseas.

Greyhound racing ends: We also celebrated another landmark victory: the end of greyhound racing in Aotearoa. Following years of campaigning and continued advocacy throughout the legislative process, greyhound racing is now illegal in New Zealand. This historic achievement means future generations of greyhounds will no longer be forced to race for profit at the expense of their welfare.

Mud farming: SAFE continued exposing the realities of factory farming through investigations, public awareness campaigns, and advocacy. Our mud farming campaign uncovered ongoing animal suffering on farms in Southland and at Lincoln University's Dairy Demonstration Farm, reaching communities across the country through national media, billboards, digital advertising, and events. As a result, more than 20,000 people signed our petition calling for an end to mud farming.

Farrowing crates: We also challenged the Government's decision to continue allowing the use of farrowing crates and mating stalls for mother pigs, which were set to be banned at the end of 2025. Thousands of New Zealanders stood with SAFE, and nearly 90% of people supported a ban on these cruel systems. While the legislation was pushed through, this campaign reinforced the urgent need to reform New Zealand's animal welfare framework.

Right: SAFE protesting the rodeo finals in Kihikihi, Waikato. From left to right: Emily, Isa, Charlotte, and Emma.

Commissioner for Animals: Together with the Commissioner for Animals Alliance, we presented a petition signed by more than 31,500 supporters, calling for an independent Commissioner for Animals to strengthen oversight and accountability across New Zealand's animal welfare system.

Our work also continued for hens, fishes, and animals used in rodeo. We mobilised businesses across New Zealand to remove cage eggs from their supply chains, challenged misleading cage egg labelling, intensive salmon farming, prepared for the next phase of our rodeo campaign, and continued to engage directly with communities through events, expos, and outreach across the country.



None of these achievements would have been possible without our supporters. Every donation, petition signature, submission, email, conversation, and act of compassion strengthened our ability to advocate for animals. Together, we're building a stronger movement and creating lasting change for animals across Aotearoa.



57,000

People joined the call to protect the live export ban.

20,000

Signatures to end mud farming.

31,500

Supporters calling for a Commissioner for Animals.

Left: Supporter at the Pigs Parliament Rally, calling for an end to farrowing crates.



CREATING CHANGE ACROSS THE SYSTEMS THAT IMPACT ANIMALS

While some campaigns have delivered major milestone victories this year, SAFE has continued working across a wide range of issues to challenge the systems that allow animals to be exploited and harmed.

Above: Representatives of the Commissioner for Animals Alliance at the launch of the Report at Parliament.

Members include: New Zealand Animal Law Association, HUHA, Animals Aotearoa, World Animal Protection Aus/NZ, SAFE, NZAVS, Wellington Rabbit Rescue, Companion Animals NZ, Animal Evac NZ, Animal SAVE NZ, Australian Alliance for Animals, Cats Protection League Canterbury, Chained Dog Awareness, Community Cat Coalition Inc, Goat Welfare NZ, Greenpeace, Greyhound Protection League of New Zealand, Maui & Hector Dolphin Defenders, Orca Research Trust, Vegan FTA, Voiceless.



Building a Stronger Animal Welfare System

SAFE continued advocating for an independent Commissioner for Animals to strengthen accountability and address failures within New Zealand's animal welfare system.

In December, SAFE and the New Zealand Animal Law Association (NZALA) launched their report, 'A Commissioner for Animals in New Zealand,' at an event in the Grand Hall of Parliament. This event was attended by representatives of the Commissioner for Animals Alliance, along with MPs from the Green and National parties.

In March SAFE led the alliance's petition handover at Parliament. Signed by over 31,500 people, the petition was formally accepted by Green Party animal welfare spokesperson Steve Abel and calls for independent representation for animals at parliamentary level.

Top: Supporters and members of the Commissioner for Animals Alliance at the CFA Petition Handover, with Steve Abel, Green Party Animal Welfare Spokesperson.

“... We need more independent oversight and enforcement to protect animals from harm.”

—Steve Abel, Green Party
Animal Welfare Spokesperson

85%

Support decisions on animal welfare being made by an independent body rather than one with vested interests.

Findings from a nationally representative survey of 1,000 New Zealanders conducted by Verian, September 2025.

EXPOSING THE COST OF INTENSIVE FARMING

SAFE continued challenging the systems of intensive farming that restrict animals' ability to live natural lives.

Our Mud Farming campaign revealed ongoing animal suffering on farms where animals are left exposed to harsh conditions. After previously exposing a Southland mud farm, SAFE helped expose further suffering at the same property. We also exposed conditions at Lincoln University's Dairy Demonstration Farm. We are grateful to Matt Coffey, whose dedication to documenting mud farming has helped expose this cruelty to the public.

“No animal should suffer and die in the mud while those responsible look the other way.”

—Emma Brodie,
SAFE Campaign Manager



MORE THAN

**20,000
PEOPLE**

**SIGNED OUR
PETITION**

CALLING TO

**END
MUD
FARMING.**

FIGHTING FOR MOTHER PIGS

“We were absolutely devastated when we heard the news that mother pigs would continue to be confined in farrowing crates. We will continue to challenge this decision.”

—Debra Ashton, SAFE CEO

SAFE continued fighting for mother pigs confined in farrowing crates and mating stalls, following the Government’s decision to allow these systems to continue despite previous legal findings, expert advice and a planned phase-out date of December 2025.

Nearly 90% of public submissions opposed the Government’s proposed changes, and Verian polling showed that 74% of New Zealanders oppose the use of farrowing crates. While this campaign highlighted serious failures in the current animal welfare system, we remain committed to achieving meaningful change for mother pigs.

Right: A mother pig inside a farrowing crate on a Taranaki pig farm, 2025.

Below: SAFE, SPCA, HUHA, Labour’s Rachel Boyack, Green’s Steve Abel and supporters gathered at Parliament.



A photograph of a pig in a farrowing crate. The pig is pink and has its head pressed against the metal bars of the crate. The crate is made of dark metal bars and has a metal grate floor. The background is a plain, light-colored wall.

74%

**Of New Zealanders
oppose the use of
farrowing crates.**

Findings from a nationally representative
survey of 1,000 New Zealanders conducted
by Verian, September 2025.

A historic win
for greyhounds

RACING ENDS IN AOTEAROA

After years of campaigning, public pressure and tireless advocacy, SAFE has helped achieve a historic victory for dogs: the end of greyhound racing in Aotearoa.

This landmark decision represents one of the most significant animal protection achievements in our history. From 1 August 2026, greyhound racing will be illegal, meaning no more dogs will be forced to endure an industry that has caused thousands of injuries, painful deaths, and ongoing suffering.

This win did not happen overnight. For years, SAFE has worked alongside supporters, advocates, and other animal protection organisations to expose the reality of greyhound racing and urging key decision-makers to act.

72%

Of New Zealanders
supported the
decision to ban
greyhound racing.

Findings from a nationally representative
survey of 1,000 New Zealanders conducted
by Verian, September 2025.





Our supporters were a driving force behind this change. Thousands of people across Aotearoa acted by signing petitions, contacting decision-makers, submitting legislation, sharing campaign messages, and standing alongside SAFE as we called for an end to an industry that failed these dogs.

Throughout the stages of this ban becoming law, we played a key role in advocating for strong legislation and a responsible transition. The evidence supporting the need for a ban was undeniable.

Behind every statistic is an individual animal who experienced pain, fear, and/or suffering. This campaign has always been firmly rooted in the recognition that greyhounds are sentient beings who deserve lives beyond the racing industry, where they can be safe and cared for.

SAFE also remained committed to protecting the integrity of the ban. Public support for ending greyhound racing continued to grow throughout 2025. Verian polling in December 2025 found that 72% of New Zealanders supported the Government's decision to ban greyhound racing, and 66% agreed that greyhound racing does not reflect New Zealand's values. This achievement also builds on the dedication of others who have fought for greyhounds over many years.

The final day of racing is a moment to celebrate what collective action can achieve.

Top: Supporter with greyhound at the Greyhound Petition handover in 2021.

Above: Aaron Cross from the Greyhound Protection League of New Zealand, and SAFE's Debra Ashton with a rescue greyhound at Parliament, 2021.

Greyhound Racing By The Numbers

22 greyhounds killed in racing-related incidents since the ban announcement

1,125 injuries recorded since the ban announcement

143 fractures recorded since the ban announcement

664 injuries recorded during the 2025/26 racing season

Statistics source: Greyhound Racing New Zealand Stewards Report

Protecting a hard-won victory for animals

NEW ZEALAND'S LIVE EXPORT BAN

After years of advocacy, public pressure, and determined campaigning, Aotearoa New Zealand achieved a world-leading milestone for animal protection. In 2023, New Zealand became the first country in the world to ban the live export of cows, sheep, deer, and goats by sea.

This was a historic victory for SAFE, made possible by the persistence of animal advocates and tens of thousands of New Zealanders who refused to accept that animals should be subjected to long, dangerous journeys where their safety couldn't be protected.

But victories for animals must be defended. When the coalition Government signalled plans to revive live animal exports by sea, SAFE stepped forward to protect the ban and ensure the voices of animals remained at the centre of decision-making.

“The way to uphold high standards of animal welfare is to implement them, and protecting the ban was the only option.”

—Debra Ashton, SAFE CEO

Working alongside our supporters, we mounted a strong campaign to keep the ban in place. We challenged attempts to reopen the trade, highlighted the serious welfare risks associated with live export, and made sure decision-makers understood that New Zealanders expected animals to be protected.

PROTECT THE BAN!



The world is **watching**

Take action against Live Export

safe.org.nz



More than 57,000 people signed a petition calling on the Government to maintain the ban, while thousands more acted by contacting politicians, sharing campaign messages, attending public actions, and standing up for animals who have no voice in political decisions. This immense public support showed that the ban was not simply a policy decision, but a protection that people across Aotearoa wanted to preserve.

In 2026, the Government confirmed it wouldn't move forward with reinstating live exports by sea. This was a major win for animals and a powerful reminder of what collective action can achieve.

Why live export by sea puts animals at risk

Transporting animals across oceans for weeks at a time creates serious welfare issues that can't be eliminated. During these journeys, animals are confined in unfamiliar environments, often alongside thousands of others, and exposed to conditions that can cause fear, stress, injury, illness, and death.

The welfare concerns also continue after animals reach their destination. Animals exported from New Zealand were sent to countries with little to no animal welfare protections or enforcement. Once overseas, New Zealand has no ability to monitor how animals are treated, handled, or killed.

For years, SAFE has worked to expose the risks of live export and advocate for stronger protections. Every petition signature, donation, email to a decision-maker, social media share, and conversation helped build pressure and demonstrated that New Zealanders do not want to see the welfare of animals compromised for industry interests.

Together, we're building a future where animals are treated with the care, compassion, and respect they deserve.

57,000+

People signed a petition calling on the Government to maintain the ban.

SAFE Youth Ambassador Lily protecting the ban at Parliament.



CHALLENGING HARMFUL INDUSTRIES AND PRACTICES

“No animal should have to suffer psychological trauma, significant injury, or the risk of death for the sake of entertainment.”

—Emily Hall, SAFE Campaign Manager

SAFE continued campaigning against industries where animals are used for entertainment, profit, or consumption at the expense of their wellbeing.

Rodeo

Our rodeo advocacy continued behind the scenes as we prepared for the next phase of public campaigning. SAFE raised concerns about animal welfare issues within rodeo, secured information on animal deaths during the 2025/26 rodeo season, and called for an end to rodeo.

57%

Of New Zealanders think the rodeo Code of Welfare should be updated to better prevent harm to animals. Just 7% disagree.

Findings from a nationally representative survey of 1,000 New Zealanders conducted by Verian, September 2025.





Farmed fishes

SAFE also challenged intensive fish farming and the regulators responsible for overseeing animal welfare within the industry. We filed a formal complaint with MPI following repeated mass fish deaths on New Zealand King Salmon farms, highlighting concerns about fish welfare, accountability, and enforcement of animal welfare laws.

Protecting animals through stronger consumer choices

SAFE continued building on years of work to end the caging of hens. We also challenged misleading labelling used to market cage eggs by submitting a formal complaint to the Commerce Commission. After securing commitments from major players within New Zealand's foodservice industry to remove cage eggs from their supply chains, we continued to hold companies accountable by monitoring progress and pushing for greater transparency.



Across all these campaigns, one message remains clear: change is possible when we come together. Every investigation, submission, petition signature, donation and conversation helps build a stronger movement for animals.

Thank you to every supporter who continues to stand with SAFE as we challenge exploitation and work towards a future where all animals are recognised as individuals deserving compassion and respect.

SOCIAL MEDIA IN NUMBERS

“Through strategic, purposeful storytelling, social media continues to strengthen the reach and impact of our campaigning.”

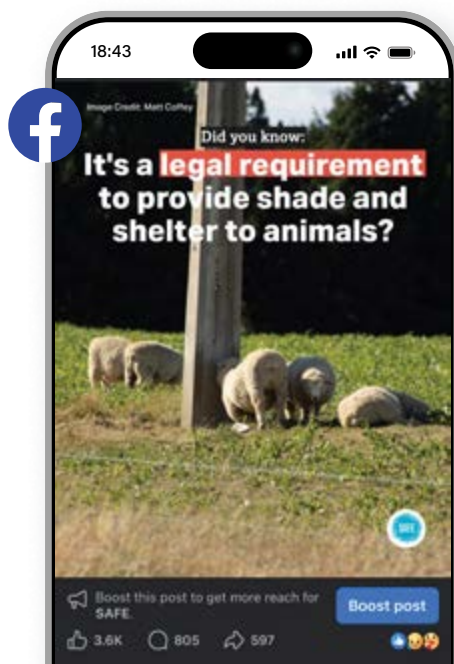
—Ian Munro, SAFE Social Media Manager

SAFE’s social media channels continued to help bring animal rights issues to a wider audience and connect more people with our campaigns throughout the year. Together, our platforms reached more than 2.2 million people, helping shine a light on injustices, amplify our campaign wins and inspire more people to take action for animals.

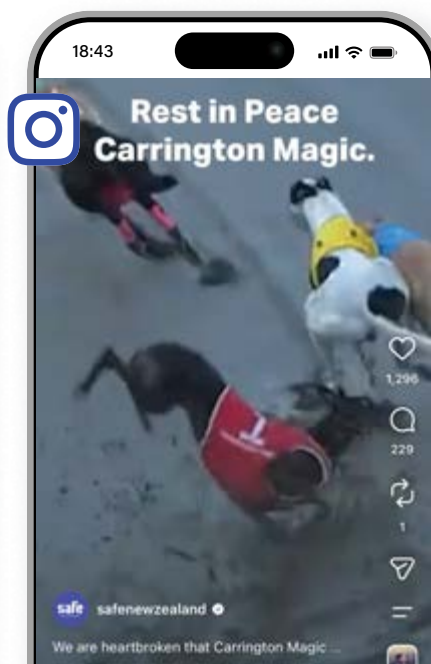
On Facebook, our organic content was seen by over 1.8 million people, increasing on the previous financial year’s reach. Over 195,000 interactions with our content showed the strength of our largest online community and its role in driving awareness and engagement with our campaigns.

On Instagram, we reached more than 400,000 accounts and generated more than 35,000 engagements. While engagement was lower than the previous year, following unusually strong viral performance in 2024–25, engagement remained strong, reflecting meaningful connections with our audience.

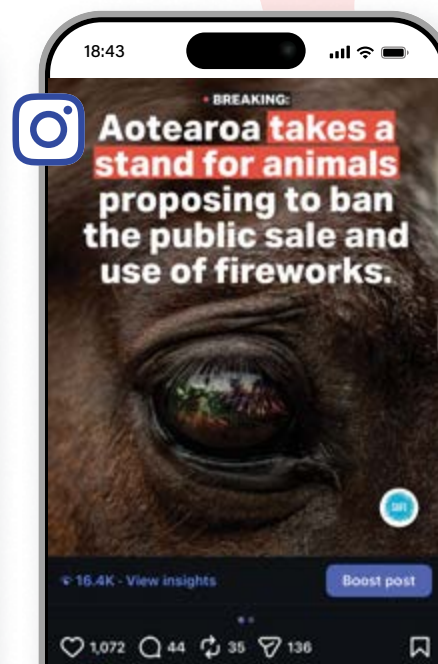
The stories that resonated with New Zealanders



Our post covering the legal requirements to provide shade and shelter for animals stirred up conversations nationwide.



Carrington Magic's tragic story helped drive awareness of the cruelty of greyhound racing in Aotearoa.



We joined New Zealanders in celebrating political steps to protect animals.

2.2 MILLION+

People reached
across all platforms.

In the final quarter alone, SAFE reached more than 194,000 people across our social channels. Content about live animal exports, empathy for animals and International Women's Day was among the strongest performing, sparking engagement and conversations about animal rights.

By the end of the financial year, SAFE's social media communities had grown to approximately 175,000 Facebook followers, 14,000 Instagram followers, 2,000 YouTube followers, 1,500 LinkedIn followers and 1,000 TikTok followers.

These channels remain an important part of how we reach people across Aotearoa, build public support for animal rights and bring more people into our movement. Through strategic, purposeful storytelling, social media continues to strengthen the reach and impact of our campaigning.

1.8M+

People reached on Facebook

195,000+

Interactions on Facebook

400,000+

Accounts reached on Instagram

35,000+

Engagements on Instagram

194,000+

People reached in Q4 alone



Facebook followers

175,000



Instagram followers

14,000



YouTube followers

2,000



LinkedIn followers

1,500



TikTok followers

1,000

ACTIVE FOR ANIMALS

Alongside our social media work, SAFE remained a leading voice for animals, working with key media outlets to keep animal cruelty and animal rights firmly on the national agenda.

Throughout the year, SAFE featured in television interviews, radio programmes, print and online media, bringing critical animal issues to public attention. This included campaigning against the use of cruel farrowing crates, protecting New Zealand's live export ban and campaigning to end greyhound racing.

SAFE also took action directly in our communities and at Parliament. We presented a petition alongside the Commissioner for Animals Alliance, organised a report launch and held public information stalls to raise awareness and encourage people to take action. At Parliament, we held a rally calling for an end to farrowing crates, supported by a wider advertising and marketing campaign.

We continued to advocate for animals through the political process, making both written and oral submissions to select committees on key animal welfare issues. These submissions helped ensure the voices of animals and the people who stand up for them were heard where decisions affecting their lives were being made.

Our work was strengthened through collaboration with like-minded organisations, including NZALA (New Zealand Animal Law

Media coverage



New farrowing crates rules at piggeries progress, amid undercover footage release

Monique Steele
Journalist



Association), HUHA (Helping You Help Animals) and SPCA New Zealand. We also acknowledge the many other organisations, advocates and individuals across the whenua who took action alongside us. Together, we helped build momentum for meaningful change.

25

media releases

192

media items mentioned

PAID MARKETING

Paid marketing helped SAFE reach new audiences, raise awareness and turn public concern into meaningful action.

Across our mud farming and pigs campaigns, Google and Meta advertising generated nearly 18,000 measured conversions, including petition signatures, public submissions and emails to MPs. Our mud farming campaign alone generated more than 12,000 conversions. Improvements to creative, targeting and channel investment also reduced the average cost per conversion by \$0.84 compared with earlier activity, helping us reach more people and drive greater action from our investment.

Our awareness campaigns took SAFE's messages into trusted, high-attention spaces and reached audiences well beyond our existing supporter base.

Our pigs campaign reached more than one million people through MediaWorks Omnichannel activity, while radio advertising reached an estimated 1.6 million people aged over 10. SAFE's dairy campaign featured before 14,420 cinema screenings, reaching an estimated 424,534 people. Digital billboards and nationwide outdoor advertising further increased visibility in central cities, commuter hubs and other high-foot-traffic locations.



End Mud Farming poster spotted in Christchurch.

Paid marketing also helped deepen people's connection with SAFE and create pathways into longer-term action. Approximately 6,068 Commissioner for Animals petition signatures came through referrals from campaign activity, while around 2,433 people joined SAFE's mailing list.

Figure	Detail
~18,000	Measured conversions across Mud Farming and Pigs advertising
1M+	People reached through MediaWorks Omnichannel
1.6M	Estimated people reached through radio
424,534	Estimated cinema audience
6,068 / 2,433	Secondary petition signatures / mailing-list sign-ups
-\$0.84	Reduction in average Mud Farming cost per conversion



Our top performing ad called to end the practice of mud farming.

PUBLIC SUPPORT FOR STRONGER ANIMAL PROTECTION CONTINUES TO GROW



In 2025, SAFE commissioned independent nationwide research to better understand New Zealanders' attitudes towards animal issues. Conducted by Verian, the survey of 1000 participants provides a picture of where public opinion stands.

The research confirmed what we already believed to be true: compassion for animals is a value shared by almost all New Zealanders. An overwhelming 96% believe it is important to protect animals from cruelty and neglect, while 78% are concerned that farmed animals experience suffering due to poor living conditions or inadequate care. Yet only 38% trust the farming sector to prioritise animal welfare, highlighting a significant gap between what the public expects and the confidence they have in the current system.

Support for stronger protections was evident across every area of the research; 93% of respondents believe New Zealand's animal welfare codes should be regularly reviewed to reflect the latest science; 90% believe the Government has a duty to ensure those codes align with the Animal Welfare Act; and 85% support decisions on animal welfare being made by an independent body rather than one with vested interests.

The findings also reinforce growing concern about intensive farming; 78% of New Zealanders are concerned about the welfare of animals raised in factory farming systems; 72% oppose confining animals in these systems; and 60% support a ban on factory farming altogether. Almost nine in ten people believe farmed animals should be able to go outside whenever they want.

Public concern extends to specific farming practices; 74% of respondents oppose the use of farrowing crates for mother pigs. Similarly, 81% of people believe pain relief should be mandatory for all painful husbandry procedures, demonstrating that the public feels strongly about the treatment of animals in Aotearoa.

Perhaps most encouragingly, the research shows that concern for animals is increasingly influencing public behaviour. Half of New Zealanders said they are more likely to vote for a political party that supports stronger animal welfare legislation, which, as we step into an election year, demonstrates that compassion for animals is becoming an increasingly important value shaping political decisions.

These findings reinforce what we see every day: New Zealanders expect better for animals. They also provide powerful evidence that our campaigns reflect the values of the communities we serve, helping shape our future strategies for creating meaningful, lasting change.

The research confirmed what we already believed to be true: compassion for animals is a value shared by almost all New Zealanders.

96%

Believe it's important to protect animals from cruelty and neglect.

93%

Think NZ's codes of welfare should be reviewed/updated regularly to reflect the latest animal welfare science and public concerns.

90%

Think the government has a duty to ensure that the welfare codes align with the Animal Welfare Act.

85%

Think it's important that decisions on animal welfare laws should be made by an independent and impartial party not directly profiting from the use of animals.

74%

Oppose farrowing crates.

59%

Think having a Commissioner for Animals would have a positive impact on NZ's international animal welfare reputation.

All findings from a nationally representative survey of 1,000 New Zealanders conducted by Verian, September 2025.

A LEGACY OF COMPASSION

Continuing Lee Lee's commitment to justice for animals



Becoming an Animal Guardian

Every year we receive emails or phone calls with incredibly generous and kind words explaining that SAFE has been left a gift in a supporter's Will. We honour all those people who have thought of SAFE, and their legacy of kindness helps us continue our life-changing work for animals.

One person who deserves a special mention is Lee Lee Heah.

For Lee Lee, justice was never only about people. Her compassion extended to all living beings, and through the legacy she left behind, her values will continue to make a remarkable difference for animals.

Born into a Malaysian Chinese family, Lee Lee moved to Aotearoa New Zealand at 18 to study at university. She later became a criminal lawyer, following her deep passion for justice and fairness. Throughout her life, she believed in standing up for those who needed a voice, especially vulnerable animals.

Lee Lee loved spending time outdoors and connecting with nature and wildlife. The natural world was a fundamental part of who she was, and her deep respect for animals reflected her belief that they deserved to be valued for who they are, not simply for what they could provide.

When Lee Lee began thinking about her Will, she considered the decision carefully. She spent time thinking about the causes she wanted to support and the kind of future she wanted to help create. She chose SAFE because of our work to protect animals and our advocacy for a world where they are treated with compassion and respect. Lee Lee was a dedicated supporter of SAFE, giving regularly throughout her lifetime. In one final act of extraordinary generosity, she chose to leave 80% of her estate to charitable causes, ensuring her compassion and commitment to justice will make a difference for years to come.

“She really thought carefully about causes that would create and advocate for a future where there is no harm to animals,” her sister shared. “She trusted SAFE to use that money responsibly and to do whatever it takes to continue this important work.”

Lee Lee lived life to the fullest – mountaineering, surfing and fighting for justice.



Her sister, Jenny, describes Lee Lee as a humble and thoughtful person who was never motivated by recognition. What mattered to her was knowing that her contribution would help an organisation continue making a difference.

Having grown up with experiences of hardship, Lee Lee always felt a strong connection to those who were vulnerable. She was committed to fighting for the underdog and creating a fairer world for people, animals, and the planet.

Lee Lee’s story is a reminder that the difference we make doesn’t have to end with our lifetime. A gift in a Will is a powerful way to ensure your values live on.

Lee Lee believed every living being deserved justice and compassion. Thanks to the legacy she left behind, that belief will continue to drive change, giving animals a stronger voice and helping build a future where they are treated with the respect they deserve.

Thank you to our **Animal Guardians**, whose love for animals will be felt well beyond their lifetime.

If you would like to discuss leaving a gift in your Will, please contact:

- lyn@safe.org.nz
- or visit safe.org.nz



THE HEART BEHIND EVERY CAMPAIGN

Each month, nearly 1000 compassionate people choose to support a better future for animals through our regular giving Heart for Animals community.

Their ongoing support gives SAFE the confidence to plan towards the future, respond quickly when needs arise and keep advocating for lasting change for animals across Aotearoa.

Every month:

Regular gifts provide predictable, dependable funding that keeps our work moving forward all year round.

Long-term change:

Campaigning for systemic change takes persistence. Regular giving enables us to stay the course, no matter how long it takes.

A community of compassion:

Heart for Animals givers are a key part of a growing movement that is creating a kinder future for animals.

To every Heart for Animals member, *thank you.*
Your commitment makes the movement for a better world for animals stronger every single month.

If you're not yet a Heart for Animals member, please consider joining today. We need to increase our Heart for Animals membership to more than 1000 people in 2026 to keep this movement strong and sustainable.

Visit safe.org.nz/donate-now/heart-for-animals
or email safe@safe.org.nz to find out more.

TREASURER'S REPORT



Dee Lodhia
SAFE Treasurer

SAFE entered the year with a clear commitment to put our financial resources to work for animals. We acknowledged the hardship in the monetary giving environment, with the deficit budget conscious and reflective of that. Our reserves give us the capacity to invest in our mahi today while maintaining a strong financial foundation for the future.

For the year, SAFE recorded revenue of \$2.328 million and expenditure of \$2.732 million, resulting in a deficit of \$404,000. At year end, net assets remained strong at \$4.028 million, including cash of \$1.539 million and investments of \$2.074 million.

During the year, SAFE completed the sale of a property received through a legacy, with the resulting financial treatment reflected in accordance with applicable accounting standards and our auditors' guidance. We also worked alongside other for-purpose organisations on a submission advocating for changes to the tax credit treatment of donations above \$100,000.

Looking ahead, a key priority is confirming our capital investment portfolio and ensuring SAFE's resources are positioned to support our mahi and long-term financial sustainability.

My thanks to our auditors and the SAFE team, especially Sarah Barnes, Finance Manager, who goes above and beyond in supporting our financial stewardship.

Above all, we remain deeply grateful to our donors and funders. Your generosity gives SAFE the financial strength to continue advocating for animals and pursuing lasting change.

With gratitude, ngā mihi.

A handwritten signature in blue ink, appearing to read 'Dee Lodhia'.

Dee Lodhia

FINANCIAL SUMMARY

STATEMENT OF COMPREHENSIVE REVENUE AND EXPENSES

Year ended 31 March 2026

REVENUE	Note	2026	2025
Revenue from non-exchange transactions	1		
Donations and other fundraising		2,069,038	2,275,526
Grants		154,350	300,000
Total from non-exchange transactions		2,223,388	2,575,526
Revenue from exchange transactions	2		
Memberships		293	1,061
Interest received		103,929	187,294
Total from exchange transactions		104,222	188,354
Total revenue		2,327,610	2,763,881
EXPENSES			
Employee related expenses		1,872,547	1,664,917
Expenses related to provision of goods and services		735,478	642,168
Lease payments		–	12,458
Donations made		7,580	5,480
Depreciation and amortisation	5/6	8,517	9,279
Impairment expense	13	65,574	–
Other		42,142	6,463
Total expenses		2,731,839	2,340,765
Total comprehensive profit/(loss)		(404,229)	423,115

STATEMENT OF CHANGES IN EQUITY

Year ended 31 March 2026

	2026	2025
Balance at 1 April	4,432,553	4,009,438
Total comprehensive profit/(loss) for the year	(404,229)	423,115
Balance as at 31 March	4,028,323	4,432,553

STATEMENT OF FINANCIAL POSITION

Year ended 31 March 2026

ASSETS	Note	2026	2025
Current assets			
Cash and cash equivalents	3/9	1,538,788	1,175,200
Investments	4	2,074,077	2,878,743
Receivables from exchange transactions	9	63,885	46,660
Prepayments		79,101	87,958
Assets held for sale	13	501,826	–
GST		8,898	35,549
Total current assets		4,266,574	4,224,112
Non-current assets			
Property, plant and equipment	5	18,791	595,830
Intangibles	6	227	455
Total non-current assets		19,018	596,285
Total assets		4,285,592	4,820,397
LIABILITIES			
Current liabilities			
Payables under exchange transactions	9	83,474	218,173
Employee entitlements	7	169,487	169,671
Other current liabilities	9	4,308	–
Total current liabilities		257,269	387,844
NON-CURRENT LIABILITIES			
Total non-current liabilities		–	–
Total liabilities		257,269	387,844
Total assets less total liabilities (net assets)		4,028,323	4,432,553
ACCUMULATED FUNDS			
Accumulated comprehensive revenue and expenses		4,028,323	4,432,553
Reserves		–	–
Total accumulated funds		4,028,323	4,432,553



Kat MacMillan
Chairperson

17/08/2026



Deepika Lodhia
Treasurer

17/08/2026

STATEMENT OF CASH FLOWS

Year ended 31 March 2026

CASH FLOWS FROM OPERATING ACTIVITIES

Cash was received from:	2026	2025
Donations, fundraising and other similar receipts	2,223,388	2,575,526
Membership fees	293	1,061
Interest	103,929	187,294
Net GST	26,652	(23,734)
Cash was applied to:		
Payments to employees	1,872,547	1,531,895
Payments to suppliers	906,521	645,073
Donations made	7,580	5,480
Net cash flows from operating activities	(432,386)	557,698

CASH FLOWS FROM INVESTING AND FINANCING ACTIVITIES

Cash was received from:		
Receipts from the sale of investments	804,666	–
Cash was applied to:		
Payments to acquire property, plant and equipment	8,693	14,579
Payments to purchase investments	–	162,400
Net cash flows from investing and financing activities	795,973	(176,979)
Net increase / (decrease) in cash	363,587	380,719
Opening cash	1,175,200	794,481
Closing cash	1,538,787	1,175,200
This is represented by:		
Bank accounts and cash	1,538,788	1,175,200

NOTES TO THE FINANCIAL STATEMENTS

Year ended 31 March 2026

	2026 \$	2025 \$
1. REVENUE FROM NON EXCHANGE TRANSACTIONS		
Donations received	1,434,978	1,398,276
Grants	154,350	300,000
Legacies	634,060	877,250
Total revenue from non exchange transactions	2,223,388	2,575,526
2. REVENUE FROM EXCHANGE TRANSACTIONS		
Membership Fees	293	1,061
Interest Received	103,929	187,294
Total revenue from exchange transactions	104,222	188,355
3. CASH AND CASH EQUIVALENTS		
Current accounts	1,534,037	880,458
Savings accounts	4,751	277,773
Credit Card	–	16,970
Total transactions cash and cash equivalents	1,538,788	1,175,200
4. INVESTMENTS		
Long Term Deposits (Maturing in less than 12 months but more than 3)	2,074,077	2,878,743
Total investments	2,074,077	2,878,743

NOTES TO THE FINANCIAL STATEMENTS

Year ended 31 March 2026

5. PROPERTY, PLANT AND EQUIPMENT

2026

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Office equipment	–	–	–	–	–
Computers	17,399	7,616	42	8,082	16,891
Other equipment	1,031	1,077	–	208	1,900
Land and building	577,400	–	577,400	–	–
Total	595,830	8,693	577,442	8,290	18,791

2026

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Office equipment	869	869	–
Computers	109,070	90,117	18,953
Other equipment	39,657	39,819	162
Land and building	–	–	–
Total	149,596	130,805	18,791

2025

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Office equipment	–	–	–	–	–
Computers	11,182	14,579	–	8,362	17,399
Other equipment	1,292	–	–	261	1,031
Land and building	577,400	–	–	–	577,400
Total	589,874	14,579	–	8,623	595,830

2025

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Office equipment	869	869	–
Computers	101,496	82,035	19,461
Other equipment	38,580	39,611	1,031
Land and building	577,400	–	577,400
Total	718,345	122,515	595,830

NOTES TO THE FINANCIAL STATEMENTS

Year ended 31 March 2026

6. INTANGIBLE ASSETS

2026

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Intangible assets	455			227	227
Total	455	-	-	227	227

2026

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Intangible assets	130,680	130,453	227
Total	130,680	130,453	227

2025

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Intangible assets	1,111			656	455
Total	1,111	-	-	656	455

2025

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Intangible assets	130,680	130,226	454
Total	130,680	130,226	454

7. EMPLOYEE ENTITLEMENTS

	2026 \$	2025 \$
Wages payable	23,223	43,965
Leave liability	146,265	125,706
Total	-	-
	169,487	169,671

Wages Payable represents wages that relate to the current year but are paid out the week of the following year. Leave liability is the amount due to be paid to an employee when they leave representing annual leave earned but not taken.

NOTES TO THE FINANCIAL STATEMENTS

Year ended 31 March 2026

8. COMMITMENTS AND CONTINGENCIES		2026 \$	2025 \$
Commitment	Explanation and timing		
Commitments to lease or rent assets	Later than 1 year	2,898	10,095
	Ricoh – Photocopier lease to December 2026	2,898	10,095

Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at balance date (Last Year – nil)

9. FINANCIAL INSTRUMENTS	Financial assets, loans and receivables	Financial liabilities
2026	\$	\$
Cash and cash equivalent (assets)	1,538,788	–
Trade and other receivables	63,885	–
Term investments (maturities more than 3 months but less than 12 months)	2,074,077	–
Trade and other payables	–	83,474
2025	\$	\$
Cash and cash equivalent (assets)	1,175,200	–
Trade and other receivables	46,660	–
Term investments (maturities more than 3 months but less than 12 months)	2,878,743	–
Trade and other payables	–	218,173

10. RELATED PARTY TRANSACTIONS		2026 \$	2025 \$
Description of related party relationship	Description of the transaction (whether in cash or amount in kind)*	Value of transactions	Value of transactions
Future Foods Foundation – Commonality of some Trustees during the reporting period and SAFE being a settlor of Future Foods Foundation.	Annual Grant Application	150,000	300,000

11. EVENTS AFTER BALANCE DATE

The sale of the property located at 10 Chilton Grove, Palmerston North went unconditional prior to 31 March 2026 and settled subsequent to balance date on 17 April 2026. (Last Year – nil). Net proceeds of \$476,183.47 were received by SAFE through its solicitors' trust account. The settlement calculation is supported by the trust statement and settlement documentation. The property has been classified as an Asset Held for Sale at 31 March 2026 and was measured at fair value less costs to sell at balance date

12. KEY MANAGEMENT PERSONNEL	2026	2025
Total individuals	6	7
Total amount	695,145	\$639,168

NOTES TO THE FINANCIAL STATEMENTS

Year ended 31 March 2026

13. ASSET HELD FOR SALE

During the year, SAFE reclassified the property located at 10 Chilton Grove, Palmerston North as an asset held for sale following execution of an unconditional sale agreement prior to 31 March 2026. Settlement of the sale occurred on 17 April 2026.

In accordance with PBE IFRS 5 Non-current Assets Held for Sale and Discontinued Operations, the property was reclassified from Property, Plant and Equipment to Current Assets and measured at fair value less costs to sell.

The carrying amount of the property at 31 March 2025 was \$577,400. Based on the executed sale agreement and subsequent settlement documentation, the estimated net proceeds attributable to SAFE were \$476,183 after deduction of selling costs and amounts payable to the life tenant and co-owner. Accordingly, an impairment loss of \$65,574 and property sale related expenses of \$35,643 were recognised during the year ended 31 March 2026.

	\$
Carrying value at 1 April 2025	577,400
Impairment loss recognised during the year	(65,574)
Carrying value at 31 March 2026	501,826
Less costs to sell and settlement adjustments accrued at year end	(35,643)
Asset Held for sale at 31 March 2026	476,183

* Policies and Auditors Report excluded. Please refer to Charities Services for the full financial statements.

Board of Directors

Kat Macmillan (Chair)
Dee Lodhia (Treasurer)
Benoit Auvray (Secretary)
Gareth Hughes
Liz Gosling
Olivia Pierre
Jesse Chalmers
Courtenay Lacey (Secretary)
Troy Coyle

Staff

Debra Ashton (CEO)
Jessica Chambers
Elise Herrera
Michelle Perkins
Greg Simpson
Emma Brodie
Ian Munro
Gabriel Herrera
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Courtney Tainui
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Lily Carrington
Lyn Thomas
Emily Hall
Isa Kliewer
Charlotte Parker
Samantha Caughey
Sarah Barnes
Shar Garriock
Paula Feehan
Gerald Lee Jordan



To our SAFE supporters, thank you.

Every campaign, every victory,
and every step forward for animals
is possible because of people like
you. Your voice, generosity, and
determination are helping build a
future where animals are respected,
protected, and valued.



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