



DONOR

IMPACT

REPORT

2020

Imagine a world in which
animals are treated with
respect and compassion.

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Voiceless acknowledges the Traditional Custodians of the land on which we work, the Gadigal people of the Eora nation, and we pay our respects to Elders past, present and emerging.



DEAR FRIENDS AND SUPPORTERS OF VOICELESS,

We can all agree that twenty-twenty has been quite the challenging year! From the devastating Australian bushfires in January to the ongoing global pandemic, it's been an unexpected, anxiety-ridden, emotional rollercoaster.

Despite the bumpy ride, I am truly delighted to report that throughout this year, Voiceless's animal protection work did not falter. With laser-sharp focus, we have pursued our goals and objectives and have kept our output high – producing an abundance of high-quality educational materials on crucial animal issues; delivering a variety of educational presentations; and convening key online animal law events. The positive feedback we've received has shown us that this work is

both valued and needed in the community.

Since 2004, Voiceless has prided itself on working closely with like-minded advocates and organisations, and this year we've been especially busy creating new partnerships, collaborations and friends to mutually expand our reach. We've joined forces with some stand-out organisations and companies including SAFE (NZ), the Center for Animal Law Studies (USA) and leading online educational platform, Education Perfect. Together, sharing ideas and resources, we can make a greater impact for the animals.

As always, Voiceless remains passionate about youth education and the power of the next

generation - our future decision makers and changemakers.

We remain committed to maintaining our powerful voice in the animal protection movement as we work towards a vision of a world where animals are treated with respect and compassion.

We are grateful to have a community of supporters who share our vision, and we're mindful of the hardships that many have experienced - and continue to experience - this year. Our hearts are sincerely with you. Despite the economic impact of COVID-19, which reduced our ability to fundraise, we've been buoyed by the loyalty that Voiceless has been shown during these difficult months.

On behalf of my co-founder and father Brian Sherman, and the entire Voiceless team, thank you for standing by us and supporting our work. Within the pages of this report, we will make clear that no matter the size of your contribution, Voiceless flourished, thanks to you.

We have an enormous responsibility to protect animals and nothing, not even a global pandemic, will slow us down.



Ondine Sherman
Co-Founder and Managing Director

“

WE HAVE AN ENORMOUS RESPONSIBILITY TO PROTECT ANIMALS AND NOTHING, NOT EVEN A GLOBAL PANDEMIC, WILL SLOW US DOWN.



OUR VISION

Voiceless envisions a world in which animals are treated with respect and compassion. We believe in the power of education to ensure a better future for animals.

OUR MISSION

Today's high school students and animal law students will become tomorrow's changemakers. Voiceless works to educate and inspire a new generation to think critically and make positive changes for animals.

OUR STRATEGY



ANIMAL PROTECTION EDUCATION

Professionally developed, beautifully designed, and aligned with the Year 7-10 Australian Curriculum, our teacher resources encourage students to think critically about important animal protection issues.



ANIMAL LAW EDUCATION

To improve legal protection for animals, we work to bolster the burgeoning field of animal law by fostering the animal law community, hosting key events, offering internships and creating tertiary teacher resources.



COMMUNITY EDUCATION

As thought leaders on key topics in animal protection and animal law, we are guiding the discourse in Australia via the Voiceless Blog, in our regularly updated Hot Topics pages, at conferences and community events and across our social media platforms.

KEY FOCUS AREAS



ANIMAL ETHICS



ANIMAL LAW & POLICY REFORM



ANIMALS IN CAPTIVITY



ANIMAL SENTIENCE



COMPASSIONATE CONSERVATION



FARMED ANIMALS



LIVE EXPORT



KANGAROO PROTECTION



HUMANE EDUCATION

2020 IN REVIEW



OVER 5K VIEWS ON
13 ANIMAL PROTECTION
BLOGS PUBLISHED
THROUGHOUT 2020



50% INCREASE
IN EDUCATORS ACCESSING
OUR ANIMAL PROTECTION
EDUCATION RESOURCES



APPROXIMATELY
1.5K ANIMALS IN
8 SANCTUARIES
ASSISTED THROUGH OUR
2020 VOICELESS ANIMAL
PROTECTION HEROES GIFTS



21K VIEWS ON OUR
REGULARLY UPDATED HOT
TOPICS PAGES SPANNING
KANGAROO PROTECTION,
LIVE EXPORT AND FACTORY
FARMING



80% UPTAKE
OF VOICELESS ALE
RESOURCES BY AUSTRALIAN
ANIMAL LAW COURSES
OFFERED SINCE 2018



65K REACHED
ON SOCIAL MEDIA

HIGHLIGHTS

ANIMAL LAW SERVICES LIST

To assist the Voiceless community and beyond, we compiled a list of animal law organisations and law firms offering animal law services across the country. We're pleased to offer a resource that assists people seeking legal advice on animal law issues and helps guide burgeoning animal lawyers to a range of internship and volunteering opportunities.



DONATE TO HELP ANIMALS AFFECTED BY THE BUSHFIRES

FARMED ANIMAL SANCTUARIES

A PLACE OF PEACE

DISPOSABLE HEROES ROOSTER SANCTUARY

Disposable Heroes Rooster Sanctuary is a sanctuary for rescued roosters. They are a place of peace and a place where roosters can live out their lives in comfort and safety.

LITTLE OAK SANCTUARY

Little Oak Sanctuary is a sanctuary for rescued and abandoned horses. They are a place of peace and a place where horses can live out their lives in comfort and safety.

LUCKY STARS SANCTUARY

Lucky Stars Sanctuary is a sanctuary for rescued and abandoned dogs. They are a place of peace and a place where dogs can live out their lives in comfort and safety.

PEARL'S WELLBEING SANCTUARY

Pearl's Wellbeing Sanctuary is a sanctuary for rescued and abandoned cats. They are a place of peace and a place where cats can live out their lives in comfort and safety.

WHERE PIGS FLY LAMB SANCTUARY

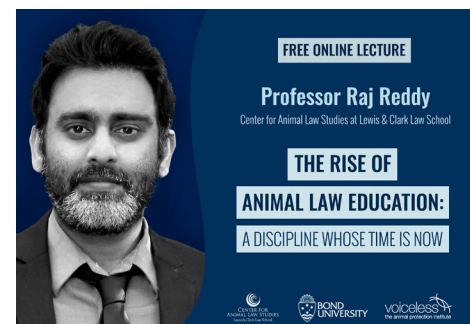
Where Pigs Fly Lamb Sanctuary is a sanctuary for rescued and abandoned lambs. They are a place of peace and a place where lambs can live out their lives in comfort and safety.

BUSHFIRE APPEALS

As bushfires swept through the country in early 2020, we received emails, messages and phone calls from our community looking to donate to farmed animal sanctuary owners and wildlife carers - the heroes of the animal protection movement. To make this process as easy as possible, we created an active list of bushfire appeals, which was reached by over 115,000 people!

THE RISE OF ANIMAL LAW EDUCATION

Attended by over 200 people, this international online public lecture was delivered by Dr Rajesh K. Reddy, the director of the world's first advanced animal law degree program. As part of our annual Animal Law Education Workshop, we were proud to present this public lecture in collaboration with our friends at the Centre for Professional Legal Education (Bond University) and the Center for Animal Law Studies (Lewis & Clark Law School, USA).



ON THE BLOG

The Voiceless Blog is a hub of opinions, news and analysis covering key topics in animal protection, animal law, education and cruelty-free living. Here are the top four blogs you loved the most in 2020!



ENCOURAGING CRITICAL THINKING IN THE CLASSROOM

The glowing reception from schools and educators around the country, coupled with your belief in our mission, has seen our Animal Protection Education program hit its stride in 2020.

As high school students around the world continue to lead action on climate justice, we are reminded that all age groups possess the power to enact meaningful change. When we equip young people with the tools they need to consider, analyse and debate the differing perspectives on thought-provoking and topical issues, we are helping them on their path to making informed ethical decisions and preparing them for life outside the classroom. Today's youth are the judges, politicians, artists, policymakers and lawyers of tomorrow and with

your help, we can inspire them to think critically about animal protection issues such as dolphins in captivity, fish sentience, factory farming and the legal status of animals.

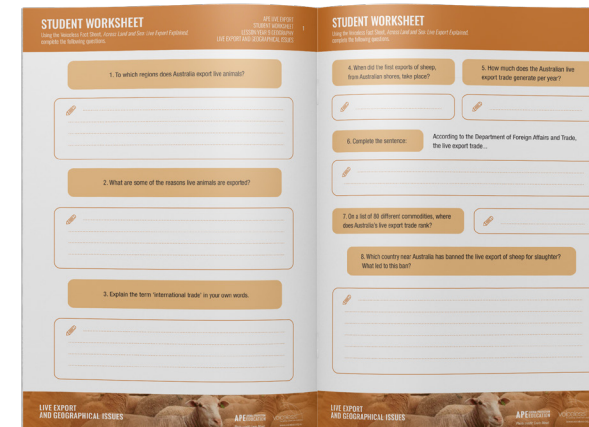
Our greatest achievement in the Animal Protection Education (APE) program this year has been the development of a full suite of Australian Curriculum aligned resources, which will enable teachers to educate their students about the live animal export trade while encouraging the class to question for themselves whether the trade is ethical.

With in-depth lesson plans, a beautifully designed fact sheet and a spectacular video to boot, this APE kit spans geography, English, visual arts, science, and civics and citizenship.

We're delighted to be sharing our live export resources with you - our Voiceless Community - as none of this would be possible without your fervent support.

As our in-house education expert likes to say: show don't tell!

Click through to our resources on the following page.



THIS YEAR'S GREATEST ACHIEVEMENT IN THE ANIMAL PROTECTION EDUCATION (APE) PROGRAM HAS BEEN THE DEVELOPMENT OF A FULL SUITE OF AUSTRALIAN CURRICULUM ALIGNED RESOURCES ON THE TOPIC OF LIVE ANIMAL EXPORT.

CULTIVATING YOUNG ANIMAL LAWYERS

Voiceless is one of few spaces where burgeoning animal lawyers can learn more about the field and apply their knowledge to real world animal protection issues. Voiceless law intern, Francesca Nyilas, reflects on her journey into animal law.

In 2018, I volunteered at an animal rescue centre in Peru where I assisted with the rehabilitation of Amazonian animals affected by a range of human impacts, including poaching and the illegal animal trade. This experience brought forth the essential role of animal law in regulating and preventing human interference with animals and wildlife, sparking my interest in animal law.

The following year my interest piqued again at a Voiceless sponsored Animal Law Conference. Speaking on behalf of Voiceless, Dr. Meg Good's

presentation outlined strategies students could employ to bring animal law to the forefront of their university's law faculty. In turn, this inspired me to create the Animal and Environmental Law Society of UNSW (AELSOC). Witnessing the incredible response from UNSW law students - and seeing their passion and enthusiasm for animal law in particular - has been a huge moment for me.

It is fitting that I'd go on to undertake a legal internship at Voiceless, where I've been creating a guide for law students looking to establish and run similar initiatives at

their own universities. Animal law societies are important spaces to share knowledge, to hear from prominent figures from the animal and environmental law community, and to inspire students to use their legal training to advocate for the protection of animals. A highlight of my time at Voiceless was attending and contributing to the Animal Law Education Workshop 2020 as it gave me the opportunity to learn from educators, PhD candidates, policymakers and lawyers, and helped expand my substantive knowledge of animal law.

Voiceless has endowed me with a wealth of new skills, most valuable being how to tailor my writing to a non-legal audience in order to better and more widely advocate for stronger animal protection laws. I am incredibly thankful to Voiceless for assisting me - an aspiring animal lawyer - and for their ongoing efforts in educating the public on animal protection.

For the last nine years, Voiceless has offered internship opportunities to UNSW Law Students as part of the university's Experiential Learning Program. Pictured here are our 2020 Voiceless Law Interns, Annice Savill and Francesca Nyilas.

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VOICELESS HAS ENDOWED ME WITH A WEALTH OF NEW SKILLS, MOST VALUABLE BEING HOW TO TAILOR MY WRITING TO A NON-LEGAL AUDIENCE...



MAKING A COMPASSIONATE COMMITMENT

By pledging a legacy gift to Voiceless, Louise Lovering has made a powerful commitment that will ensure her compassion will endure for generations to come. We sat down with Lou to discuss her vision for the future of animal protection.

Let's start with you! Could you please introduce yourself to our community?

I would love to! Originally from Adelaide, I now share my time between Albert Park and our farm in Central Victoria. I always have our 3 rescue kelpies in the back of the car for weekend visits, although my partner sometimes prefers to stay close to the comforts of home.

Could you tell us about your "aha" moment? What sparked your interest in animal protection?

I have always had an enormous level of compassion for animals as attested to by my mum, who would pack me off to school in

the mornings only to find me returning 10 minutes later with an injured bird.

It was the issue of animal testing in my younger years then in my early twenties, I remember sneaking off from work to collect signatures from local offices in an effort to ban duck shooting in Adelaide - remember the days of hand written petitions? Over time, I developed a gradual appreciation of how animals are farmed. More recently, having two ex-racehorses join our property has certainly provided a deeper appreciation of the (dis)connect between what the public are permitted to see and the reality of wastage.

'Wastage' was a term I was unfamiliar with but I soon learned it refers to horses that are unwanted by the racing industry. Ultimately, these horses often end up in sale yards (as with my two) generally destined for eventual slaughter. Live export also sealed it for me.

What inspires you to give to Voiceless?

I was drawn to Voiceless by the calibre and diversity of the Voiceless Patrons, and the focus on animal law and education. I feel that Voiceless brings a measured, evidence-based approach to a particularly emotive issue.

What does a legacy gift mean to you?

Animal welfare is gaining traction and I feel we are at a tipping point. So, to think that I can help maintain this momentum after I am gone, is incredibly important and reassuring for me.

How would you describe Voiceless to others?

Good question! Voiceless is an organisation dedicated to the welfare of animals with an evidence-based framework focusing on science, education and law. We donate to a number of organisations and my partner sometimes challenges me on the evidence behind the charity and exactly how they are effecting long-lasting change in the community. This is a great question and Voiceless is my go-to example to talk to.

What do you see as the most important changes needed to ensure our vision of a respectful and compassionate world for animals?

I see 3 key areas of focus to ensure long lasting change:

1. Continued discussions with our next generations, both here in Australia and overseas.
2. Respectful, evidence-based debate with interested parties. Easier said than done as animal welfare is an emotive topic, often for both sides. This can be especially true when people's livelihoods are in play.
3. Ensuring the public continues to receive information on the reality of animal welfare in a way that provides the facts and helps them understand the small but important role they can play in helping organisations like Voiceless achieve these objectives.

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[Learn more about leaving a legacy for the animals here.](#)



Against the tumult of this year, we have worked harder than ever towards our vision of a kinder world for animals. The generosity of our donors has emboldened our mission and allowed us to emerge strong so that we can continue to educate our youth, develop the field of animal law and maintain a strong voice as thought leaders in the animal protection space. Our vital work continues because of you.

Voiceless would like to extend our most sincere gratitude to the following people:

DONOR ROLL

Voices Community

Our Voices Community is made up of Gold and Silver Donors whose generosity we are truly indebted to.

Debbie Dadon AM

Jeffrey Kamins

Julian Tertini

Naomi and Ken Henry AC

Rosie Williams and
John Grill AO

Legacy Gifts

Anne Christine Labone

Margaret Elizabeth Grace

Monthly Donors

Voiceless would also like to extend our warmest thanks to the following, who have shown dedication to our work through their monthly donations.

Alison Weller

Ann Linsten

Asher Comeadow

Belinda Jones

Ben Smith

Charles Berman

Chloe Dempsey

Dale Keady

David Levy

David & Margaret Murray

Demi Brooker

Eamon Harty

Feargal Caley

Fiona Doolan

Fiona Hosier

Gillian Appleton

Greg B

Jacqueline Bullivant

Jeanette Farnell

Jenifer Millman

Julia Evans

Julie Hoar

Karen Chalmers

Katherine Sanderson

Liz Vagg

Lola Williams

Louise Elliot

Louise Lovering

Lynda Gordon-Squire

Madeleine Innocent

Maria Cinque SC

Mark Berriman

Mary Anderson

Matthew Pye

Michael Hedger

Michelle Ryan

Nicole Boldt

Peter Nickolas

Ruth Siems

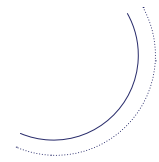
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Susan Robertson

Tess Carafella

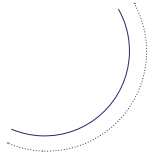
We would also like to recognise and thank the many generous donors and bequestors who have requested to remain anonymous.



WHO WE WORK WITH

Supporters, Collaborators and Friends





WHO WE ARE

Co-Founders and Managing Directors

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We mourn the loss of our dear friend and Voiceless Director, Dr Deidre Wicks who passed away this November. A passionate, articulate and dedicated animal advocate and academic, Deidre co-authored Voiceless's major report on the Australian dairy industry: [The Life of the Dairy Cow](#). Deidre was highly accomplished - writing, publishing and presenting on animal protection in Australia and internationally. She was in the midst of researching and writing a book about the dairy industry, which will be published in the Animal Publics series, Sydney University Press. Our loving thoughts are with her family.

MEET THE VOICELESS TEAM

In 2018, Nat James joined the Voiceless team as our Communications and Operations Manager. In addition to bringing her trademark warm, compassionate and well-researched style to all of our Voiceless communications, Nat is also the key point of contact for our loyal and supportive donor community.

Tell us about your work at Voiceless

I wear many hats at Voiceless including communications, website management, social media, fundraising and general operations.

What do you enjoy most about your job?

Speaking to our audience - whether they're donors, members of our wider community, animal advocates or educators!

We play an important role in keeping people up to date with the latest animal protection issues and I strive to do this with clarity and accuracy. The conversations that ensue are always enlightening and I'm grateful to be in a position where I can share knowledge with such an open and warm community.

Side note: I'm the person who runs our social media and responds to any of the questions you may have there. So next time you're scrolling past, please stop to say hello!

How has Voiceless developed since you first started?

Our education program has grown in leaps and bounds. When I started two or so years ago, the groundwork and passion were in place but the program began to truly blossom towards its full potential in 2019 with the addition of our Education Program Coordinator, Hanna. With a decade of experience behind her, teaching at public and private schools in Australia as well as internationally, Hanna has brought a wealth of invaluable wisdom to Voiceless. Coupled with the addition of Ashleigh -

our Program Analyst and intern-turned-employee - our Animal Protection Education (APE) program looks set to soar.

I've been impressed with how far it's come and our rising teacher engagement rates give me hope for the future!

What motivates you to work in animal protection, and what do you hope to achieve through your work?

I believe that animal oppression is an extension of the same framework that systematically oppresses minoritised groups and that treats the environment as a profitable resource to be trashed and consumed. I want to be part of the movement that enacts change, as incremental as that may sometimes feel.

Through my work, I hope to support both our Animal

Protection and Animal Law Education programs by communicating their value with you as effectively as I can. I truly believe that we're beginning to see a new generation of people with a reframed understanding of animal issues that takes into account the latest science and the most compassionate interpretations of the law.

What message do you have for our donors?

To echo the sentiments dispersed throughout this report, thank you so much for your support during 2020. Please don't hesitate to get in touch if you have any questions, or are seeking further information about the exciting work we do here at Voiceless.

I'd love to hear from you!
natalie@voiceless.org.au



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I TRULY BELIEVE THAT WE'RE BEGINNING TO SEE A NEW GENERATION OF PEOPLE WITH A REFRAMED UNDERSTANDING OF ANIMAL ISSUES

2021 AND BEYOND

With thanks to our community of donors, supporters and friends, we will advance into 2021 with the same energy, creativity and innovative thinking that has propelled us through the last 16 years.

We are currently working on strategically mapping out potential Animal Protection Education (APE) topics for the future, including: Australia's relationship with our native kangaroos; the plight of battery hens; and a deep dive into the world of animal sentience. We'll be investigating how to make our resources more accessible to those with diverse learning abilities, and we'll be seeking consultation to better include the voices of First Nations groups in our work. With the addition of more empathy-building and critical thinking exercises, we will help students

to build a strong connection to the animal world.

Our activities will expand to include student prizes and awards in order to encourage commitment and dedication in the animal protection education space as well as focusing on teacher development to help foster a deeper understanding of the need for humane education in our high schools. Animal Law Education (ALE) will remain a core aspect of our work, and we are delighted to continue collaborating with the Bond University Centre for Professional Legal Education and the Center for Animal Law Studies (Lewis & Clark). With a focus on comparative animal law, new resources will be created for budding lawyers, politicians, judges and policymakers in Australia and around the globe.

Our online presence and participation at key events will continue to see Voiceless as a trusted voice in the ever-intensifying debate and discussion around animal protection. The coming year will also be focused on expanding our partnerships and circles of friends and supporters; all with a view to achieving our vision – a world in which animals are treated with respect and compassion.

Finally, we offer our sincere thanks and appreciation to you, our treasured Voiceless community. None of this would be possible without your generous support and sincere engagement with our work. We look forward to sharing some of these exciting new projects and programmes with you in the very near future.





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