



# Save Our Wildlife Foundation Inc. ANNUAL REPORT

2022/2023



# CONTENTS

---

1. AN OVERVIEW OF SOWFI.....	3
1.1 OUR MISSION .....	3
1.2 OUR HISTORY.....	3
1.3 ABOUT US .....	3
2. GOVERNANCE .....	4
2.1 CHAIRPERSON'S REPORT .....	4
2.2 GOVERNANCE AND THE SOWFI BOARD .....	6
3. OUR MEMBERS .....	7
3.1 OUR VALUES .....	7
3.2 MEMBERSHIP ACTIVITY .....	7
3.2.1 'FRIEND OF SOWFI' MEMBERSHIP.....	7
3.2.2 CENTRELINK VOLUNTEERS .....	7
3.2.3 WILDLIFE RESCUE VEHICLE .....	7
3.2.4 MEMBERSHIP PLANNING .....	7
3.2.5 VOLUNTEER SUBSIDY SCHEME.....	8
3.2.6 MEMBERSHIP ACTIVITY .....	8
3.3 TRAINING AND EVENTS .....	8
3.4 MEMBER SURVEY .....	9
4. SOWFI OBJECTIVES .....	13
4.1 STRATEGIC OBJECTIVES .....	13
4.1.1 CONSERVATION – TO PROMOTE PRESERVATION AND PROTECTION OF NATIVE WILDLIFE AND ITS HABITATS .....	13
4.1.2 EDUCATION – TO CREATE AWARENESS AMONG SOUTH AUSTRALIANS ABOUT THE IMPORTANCE AND VALUE OF THEIR NATIVE WILDLIFE .....	13
4.1.3 RESEARCH – TO INITIATE, PROMOTE AND FUND RESEARCH THAT BENEFITS LOCAL NATIVE WILDLIFE .....	14
4.1.4 COLLABORATION – TO ENGAGE WITH KEY STAKEHOLDERS.....	14
4.1.5 CARE – TO RELIEVE THE SUFFERING OF INJURED, SICK OR ORPHANED NATIVE WILDLIFE THROUGH EFFECTIVE RESCUE, REHABILITATION AND RELEASE WHERE POSSIBLE .....	15
4.1.6 ADVOCACY – TO BE A VOICE ON BEHALF OF OUR LOCAL NATIVE WILDLIFE.....	15
5. OPERATIONS REPORT.....	15
5.1 WILDLIFE VOLUNTEERS – RESCUERS/CARERS/PHONES .....	15
5.1.1 24/7 RESCUE PHONE STATS .....	16
5.1.2 PHONE TO RESCUE/CARER/VET/OUTSOURCE .....	16
5.2 NESTING BOXES & INSTALLATION TEAM .....	17
6. FUNDRAISING AND MARKETING .....	18
6.1 BACKGROUND .....	18
6.2 MARKETING .....	18
6.3 FUNDRAISING .....	18
6.4 PLANNED PROJECTS .....	18
7. FINANCIALS .....	19
8. ADDITIONAL INFORMATION .....	22
8.1 SOWFI'S FUTURE .....	22
8.2 ACKNOWLEDGEMENTS – DONORS & SUPPORTERS .....	22
8.3 HOW YOU CAN HELP .....	22

# 1. AN OVERVIEW OF SOWFI

## 1.1 OUR MISSION

---

- We relieve the suffering of orphaned, sick, and injured native animals through effective rescue and rehabilitation and supporting research that will benefit them.
- We advocate on their behalf and create awareness amongst South Australians of their beauty and value to ensure they are here for generations to come.
- Our volunteers fulfil many varied roles which, collectively and in collaboration with other organisations, contribute to the short and long-term welfare of our native wildlife and the conservation of their habitat in South Australia.

## 1.2 OUR HISTORY

---

Save Our Wildlife Foundation Inc (SOWFI) was established in South Australia in 2018 by a small group of wildlife carers who were looking for an organisation to raise the bar on wildlife rescue and rehabilitation in South Australia. We provide science-led best practice training, an objective and active management structure, and both professional and personal support for all members. We are an Incorporated Association and registered charity.

- In 2020 we established a skills-based board to ensure best practice management and support for our volunteers. This new board focussed on membership support, policy and improving our governance framework.
- In 2021 we added Husbandry & Rehabilitation of Birds to our core training with over 50% of our calls being for birds. We launched our Caring for Wildlife Volunteers program designed for us by University of South Australia Occupational Therapy students.
- In 2022 we upgraded our technology and increased our team on phones to provide the South Australian community with a guaranteed 24/7 Wildlife Rescue & Advice hotline for all species. We launched our inaugural Walk4Wildlife Challenge in October.

In 2023 we will put our first dedicated Wildlife Rescue vehicle on the road 7 days a week to provide a timely response for wildlife in need and support our Wildlife Carers, allowing them to focus on the animals in their care.

## 1.3 ABOUT US

---

Save Our Wildlife Foundation Inc. (SOWFI) has been established by a group of people dedicating their time to ensuring the organisation is set up in a structure that will be sustainable and ensure fair and equitable treatment of all members and best practice management and animal welfare standards.

The [SOWFI board](#) is composed of dedicated individuals with skills and experience 'fit for position'. We have a great mix of professional skills and backgrounds, governance expertise and wildlife rehabilitation experience to ensure that SOWFI is professionally managed, and our wildlife volunteers are well represented and supported. Every member of SOWFI plays a critical role in helping the many birds and animals called into our 24/7 Wildlife Rescue & Advice hotline - this year over 5,500 calls. Our members are highly valued and form a supportive and positive community in the sector.

This year we approached, as part of a broader network called Wildlife United South Australia (WUSA), the State Government for funding but unfortunately, we have not been successful. Your support through



[donations, bequests](#) or joining our annual [Walk4Wildlife](#) Challenge in October is greatly appreciated with all funds supporting our cause.

Please enjoy this report and feel heartened with the knowledge that while our native wildlife is impacted every day by human activity and loss of habitat, there are many people in SOWFI dedicated to helping them and providing a free 24/7 service to the community of South Australia who also care.

## 2. GOVERNANCE

### 2.1 CHAIRPERSON'S REPORT

---

Another year has flown by and unbelievably with it came Save Our Wildlife Foundation Inc. (SOWFI)'s 5th birthday! It makes me immensely proud to highlight how over such a short duration, our amazing and diligent volunteers have built a wildlife rescue organisation that has succeeded in assisting more than 5,500 animals and birds in the past year alone – a significant increase upon the previous year.

Operating post-Covid has been interesting and not without some challenges. The exodus of people returning to the workforce has sadly left us struggling to recruit as many new wildlife volunteers as we would have liked. Consequently, this has put extra pressure on our current resources and volunteers availability. Irrespective of this, we have just completed our latest member survey and the results emphasise how the SOWFI culture maintains its high levels of support and learning to deliver the best outcomes for the wildlife and members.

Whilst we have become well-known within the wildlife rescue sector and grown our visibility amongst the public, the large increase in calls received this year by the 24/7 Rescue & Advice team was not stimulated by an increase in animals needing assistance across the state. The SOWFI board became aware that another prominent rescue organisation was also unable to fulfil the capacity of volunteers required and our concern for the welfare of the animals encouraged us to offer a solution. With the support of our Phone Team, a collaboration was arranged and the SOWFI phone number was added on their voicemail recording for incoming calls about possums or birds. Spring and summer time is normally busiest for possum and bird species. During this period, our incoming calls increased from 15-20 calls a day to a whopping 50-60 calls per day. It was inevitable that to continue to provide the desired service, we needed to increase our phone team capacity to 20 people (2 persons per shift).

With an exponential influx of calls, the pressure on our Wildlife Rescuers and Carers increased considerably. Continually innovating, we began to reach out to other organisations who were willing to assist and began the process of building new close working relationships. Evaluating the data later created an awareness that going forward, another solution was required to relieve the pressure and minimise the physical and mental impact on both ours and other organisations volunteers. After some brainstorming, an idea was born to purchase a Wildlife Rescue vehicle. Excitingly, our rescue vehicle will be the first dedicated multi-species service in the Adelaide Metropolitan and Hills locations. Dedicated volunteers will operate the vehicle from 9am to 5pm each day to assist with rescues and transport, relieving pressure on our other wildlife volunteers, particularly carers, many of whom will be feeding joeys around the clock.

With the increased workloads and volumes of animals needing care, we were extremely grateful for all the donations, grants and in-kind support that have been provided. Our unique volunteer subsidy program (VSP) system has been working with great value and enabled a reimbursement to our volunteers to the sum of \$12,500. Members are entitled to accrue points for each night of care per animal – relieving the burden of out-of-pocket expenses for wildlife foods and fuel. To create financial stability, we are operating our second Walk4Wildlife sponsorship event during the Nature Festival this coming October. We will be encouraging people to take up the challenge and walk 24km over 10 days or join one of our organised events. Registration is now open so please sign up, share the information, and ask your friends, family, and colleagues to support you, our wildlife, and our volunteers.

In closing, I have had the honour of being in the role of Chairperson of SOWFI for the last 4 years. It is now time for some new energy and business expertise to take the organisation into its next stage of growth. I'd like to thank those who have believed in the vision and supported me personally throughout my tenure and I thank every one of our volunteers who commits time to caring for wildlife in all your various roles. Of course, I'll be around assisting in many ways and will support the new Chairperson for the first 12 months as Deputy.

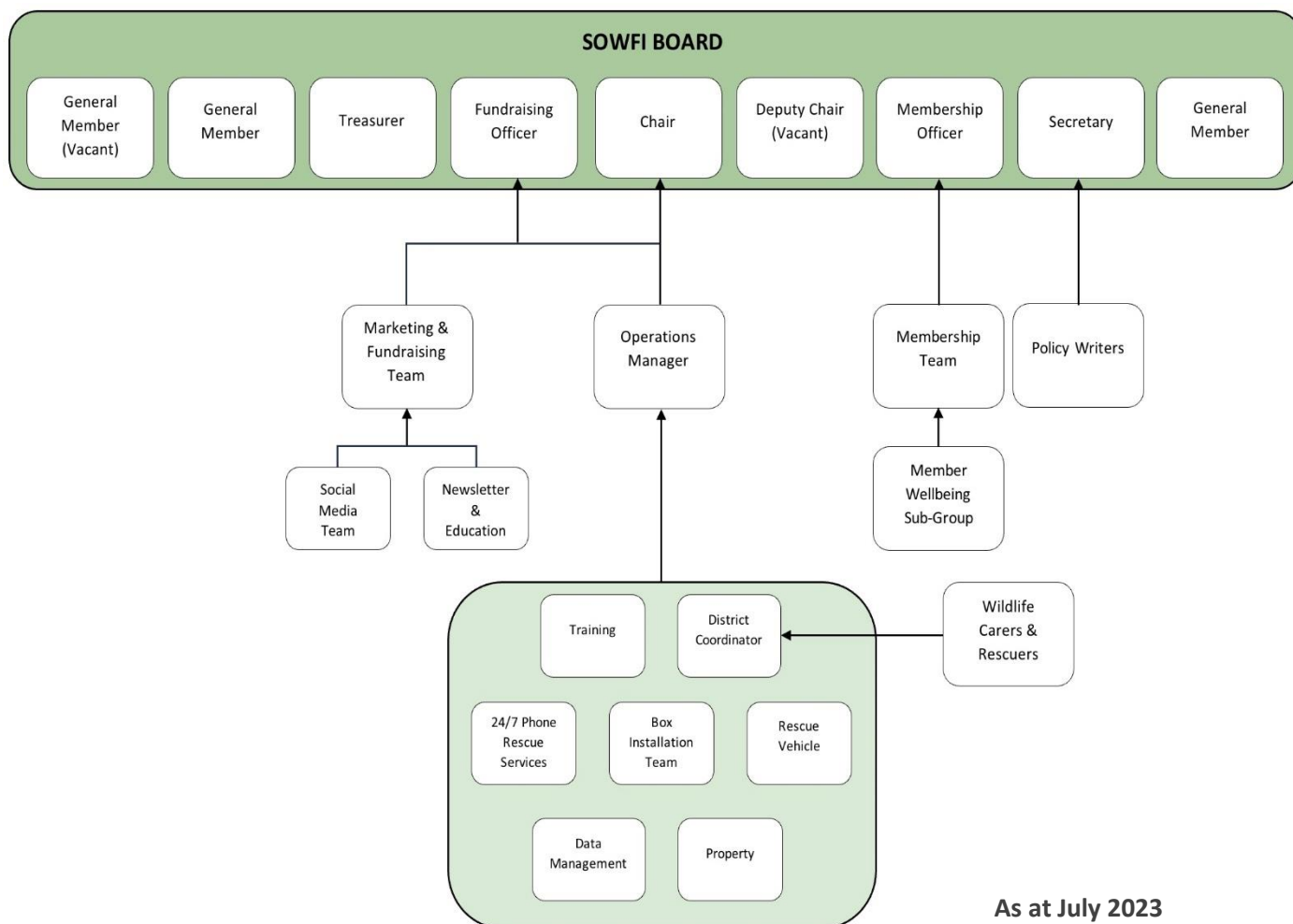
Looking after native animals and birds that are sick, injured, and orphaned, many because of human impact, is the responsibility of all. Thank you for caring enough to read our Annual Report and please consider either volunteering, donating, or participating in the Walk4Wildlife Challenge.



**Marian MacLucas, Chairperson  
SAVE OUR WILDLIFE FOUNDATION INC.**

## 2.2 GOVERNANCE AND THE SOWFI BOARD

To help achieve SOWFI's objectives, the Board has developed the following governance structure:



The SOWFI Board has overarching responsibility for the organisation and sits at the top its governance structure. Throughout 2022/23, the Board has continued a regular meeting cycle whereby it meets twice a month: one face-to-face Board meeting and one strategic discussion on a key topic via videoconference.

In 2022/23, the composition of the Board has been as follows:

Name	Position	Dates in Position
<b>Marian MacLucas</b>	Chair	April 2020 to present
<b>Tina Hart</b>	Secretary	August 2022 to present
<b>Angela Korng</b>	Treasurer	August 2022 to present
<b>Alida Parente</b>	Fundraising Officer	October 2021 to present
<b>Samantha Wilkinson</b>	Membership Officer	July 2020 to present
<b>Jane Kelly</b>	General Member	August 2022 to present
<b>Kaila Menz</b>	General Member	August 2022 to present
<b>Amanda Reader</b>	General Member	March 2021 to October 2022

SOWFI's constitution allows for a maximum of nine Board members, including Chairperson, Deputy Chairperson, Secretary, Treasurer, Fundraising Officer, Membership Officer and up to three General Member positions. The position of Deputy Chairperson has never been occupied, whilst the third General Member position is currently vacant. The Board has recognised the increasing workload as the organisation has grown and has agreed to actively pursue a full complement of members for the Board in the future.

The Board actively identifies and applies for grant opportunities and ensures timely response to public consultations on animal wildlife issues.

# 3. OUR MEMBERS

## 3.1 OUR VALUES

---

SOWFI's Values are important to us as they provide guidance for our decision-making, behaviours and also provide us with an ethical compass to guide our actions. Within the annual report term a set of SOWFI values have been developed by the Board with consultation feedback being sought from members.

The values will support the development of a common culture and experience for our members and stakeholders. Our SOWFI Values are:

- We are committed to the care and conservation of our native wildlife & habitat
- We will advocate on behalf of our native wildlife
- Our decisions are always made in the best interests of the animal
- We apply evidence-based knowledge and skill in our animal practices
- We act with a high degree of compassion, personal responsibility, accountability, and respect
- We see value in collaborating with like-minded people and organisations

## 3.2 MEMBERSHIP ACTIVITY

---

During 2022 and 2023 the Membership team have focussed on several priorities.

### 3.2.1 'FRIEND OF SOWFI' MEMBERSHIP

The 'Friend of SOWFI' membership category was approved by SOWFI membership last financial period, and a new process needed to be developed to support this category. In addition, the membership team created a process of volunteer membership conversion to 'Friend of SOWFI'. Process development will continue into the 2023/2024 financial year.

Achieving 19 new 'Friend of SOWFI' patrons for 2022/2023 FY.

### 3.2.2 CENTRELINK VOLUNTEERS

Towards the end of the 2021/2022 financial year SOWFI established a process to engage volunteers eligible for Centrelink support. This has been a highly successful initiative for attracting regular phone support volunteers in 2022/2023 and we hope will also attract drivers for our Wildlife Rescue vehicle.

### 3.2.3 WILDLIFE RESCUE VEHICLE

New to the organisation this Spring 2023 we are currently recruiting volunteers to be drivers and rescuers in our all-species Wildlife Rescue vehicle. The initial plan is to have it on the road 7 days a week from 9am to 5pm. With more volunteers we may be able to expand this to cover 8am to 8pm during busy months of September to February.

### 3.2.4 MEMBERSHIP PLANNING

The Board participated in a membership planning process which resulted in the setting of an annual target of 30 new SOWFI members. During the 2022/2023 financial year the Board is pleased to confirm the achievement of this target with attraction and recruitment of 34 new members. With the growing demand on our services we need to continue to grow our Wildlife Carer and Rescuer numbers to ensure we protect our members from burnout and compassion fatigue.

SOWFI Board are thankful for our amazing members (both new and existing) and look forward to continuing to build membership base capability and strength.

### 3.2.5 VOLUNTEER SUBSIDY SCHEME

The Volunteer Subsidy Program has now been running for over 24 months and has been a popular way for our volunteers to be rewarded with free wildlife food and fuel vouchers. The data we collect on every rescue and every night we have animals in care allows us to support the volunteers in an equitable way. Donations from the public contribute directly to this program.

### 3.2.6 MEMBERSHIP ACTIVITY

The SOWFI membership growth can be seen in the table below.



## 3.3 TRAINING AND EVENTS

SOWFI has reported another successful year of training activity, preparing, and facilitating courses to provide education opportunities for wildlife carers, vets, vet nurses and members of the public. Our training runs over the quieter months from February to September and provides a great starting point for people interested in working to help wildlife. In total we had 139 attendees at our courses (members of public, members of other wildlife groups and existing SOWFI members, vets, and vet nurses).

#### Half day courses:

- Introduction to Possum Care and Rescue
- Introduction to Bird Care and Rescue
- Introduction to Duckling Care and Rescue presented by Leonie Weaver
- Introduction to Advanced Possum Care and Rescue
- Wildlife Rescue 101 Practical
- Wildlife Box Installation
- Wildlife Rescue Vehicle Operator Training

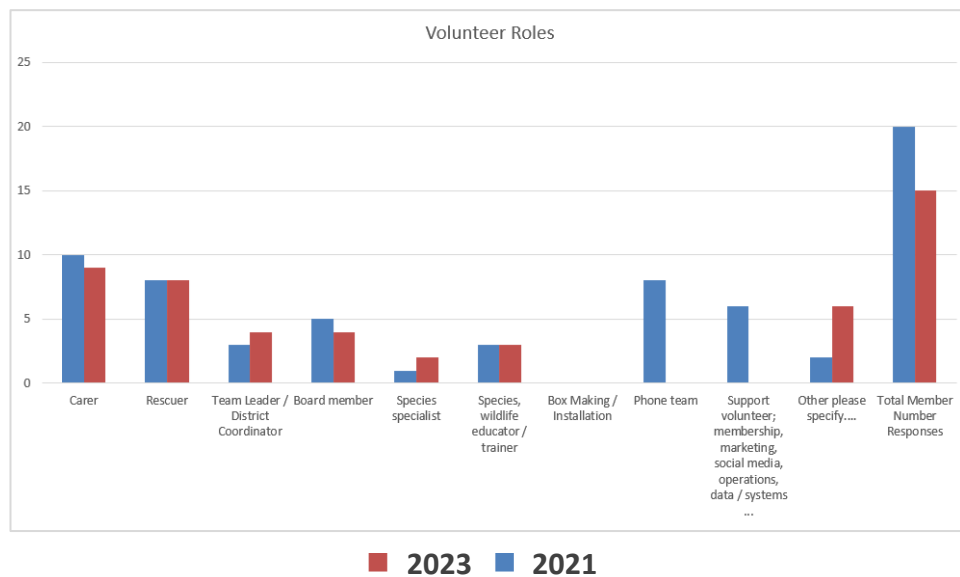
#### Full day courses:

- Husbandry & Rehabilitation of Possums presented by Dr. Anne Fowler
- Husbandry & Rehabilitation of Koalas presented by Dr. Anne Fowler
- Husbandry & Rehabilitation of Native Birds presented by Dr. Anne Fowler
- Husbandry & Rehabilitation of Orphaned Birds presented by Dr. Anne Fowler
- Assessment & Treatment of Burnt Wildlife presented by Dr. Anne Fowler

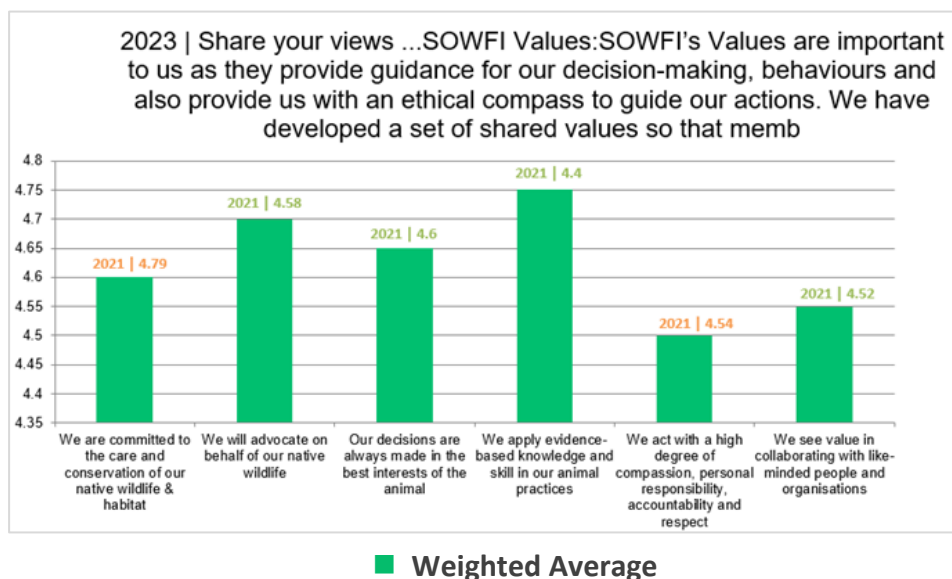


### 3.4 MEMBER SURVEY

Thank you to the SOWFI members who completed the 2023 Member Survey. Pleasingly we had a good spread of volunteering roles represented in the survey. The comparison between 2021 and 2023 Surveys really shows how SOWFI has grown in both numbers and also the type of volunteering we do!



In terms of the survey comparison between 2021 and 2023 we will need to be conservative as only 30% of this year's respondents also completed the 2021 survey. That said, you will see that the results and experiences shared by members are very similar.



SOWFI's six (6) Values are there to provide us with a framework and to assist us to guide our decisions and the way we interact with each other and our stakeholders. They also put front and centre what we want to be known for. Our SOWFI Values results were very strong. A weighted score of 5 is equivalent to 100%. In two instances the score were slightly below those achieved in 2021 but in 4 instances the values were higher. This result is particularly pleasing given their importance.

In terms of Member values comments I have added a selection in a list below.

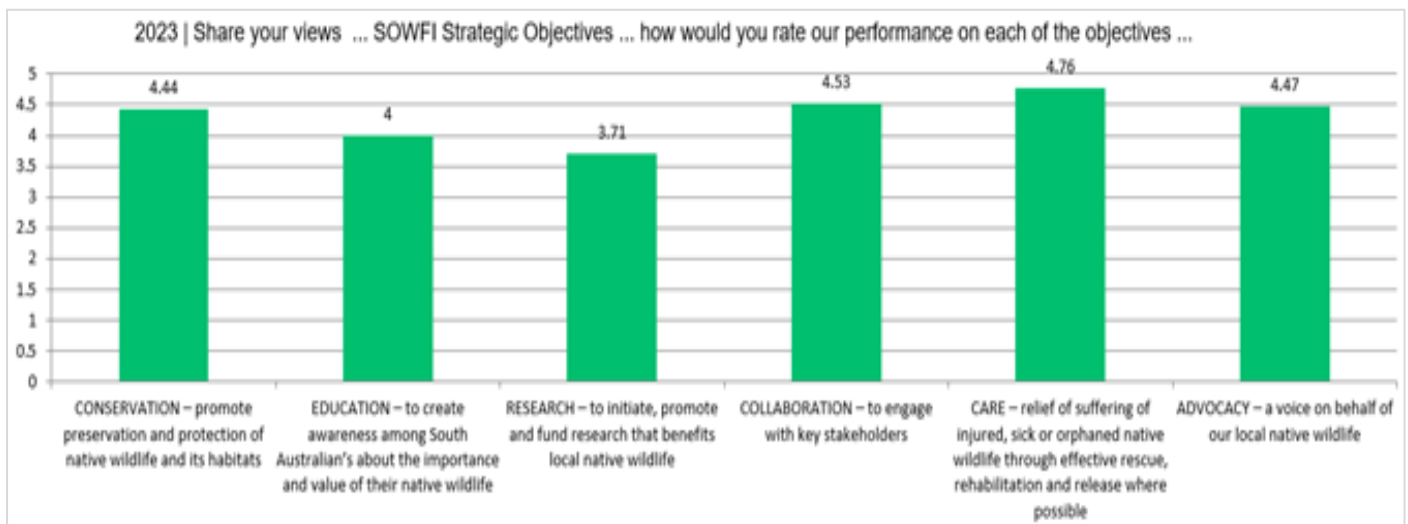
- This is my first year with SOWFI. I joined because you have these values in place and the values match my own.
- Volunteer dedication, whether on the hotline, rescuing or caring or other roles is exceptional.
- There have been instances where politics and personal opinions appear to have come first but for the most part, I believe members of the organisation lives by these values.

- I am a strong advocate for native animals and feel comfortable working as a carer with SOWFI as I believe other members practice these Values.
- SOWFI has a strong training programme and support ethos, so it is easy to check with others at times when additional knowledge and skills are needed - no need to make uninformed decisions.
- Sometimes volunteers can be triggered by their circumstances, and this has led to reactive behaviour, particularly on social media.
- I think it was a good idea to collaborate with other wildlife groups - too often precious resources are duplicated and not shared and there is a need to reduce conflict between groups to benefit our wildlife - the wildlife is what we are all working together for.
- Building relationships with other wildlife groups is not easy and requires persistence and patience.

You can see from member commentary that whilst we are doing a great job there is the opportunity for improvement in this coming 12 months.

In terms of the SOWFI Strategic Objectives. SOWFI performance or delivery to each objective is tracking well for 5 out of the 6 objectives. Research is an area members indicated we are not performing well in however interestingly members also indicated Research is the least most important Objective for SOWFI. SOWFI members rated 'Care' as our most important (and highest performing) Objective.

Qualitative comments for this question will be discussed at the upcoming Member meeting.



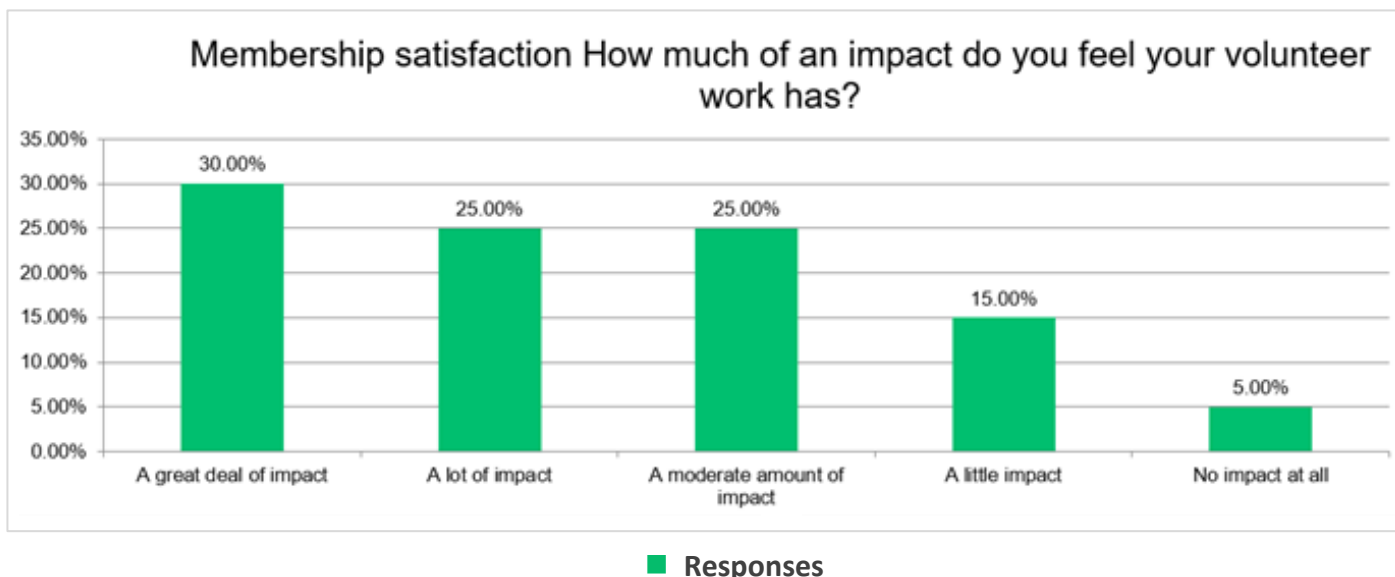
#### ■ Weighted Average

Pleasingly the volunteer subsidy scheme is supported by our members with a 4.5 out of 5 weighted average. SOWFI is committed to continuing this key benefit for members and will continue to work hard to apply for grants and fund raise so we can minimise out of pocket expenses associated with care, rescue etc.

Member comments on volunteer subsidy scheme.

- Great initiative.
- The only drawback is stocking up on initial supplies. I have always bought food before I have animals in care to ensure everything is ready to go when they come in. By this I mean the points scheme. The actual subsidised price of the food and other items is very helpful and well organised.

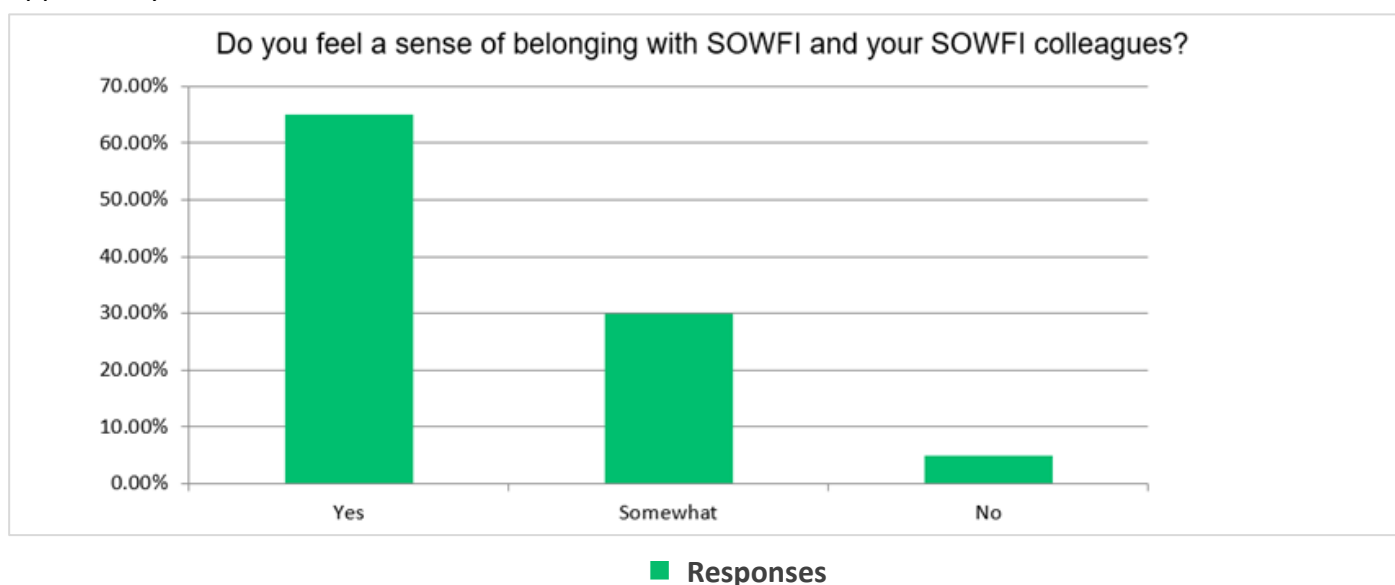
More than 50% of our members feel they have a great deal of impact or a lot of impact on wildlife. When the results were examined in more detail to roles with the highest satisfaction were roles in caring, rescue, phone operator and other direct wildlife volunteering roles.



Member comments on satisfaction of volunteer work.

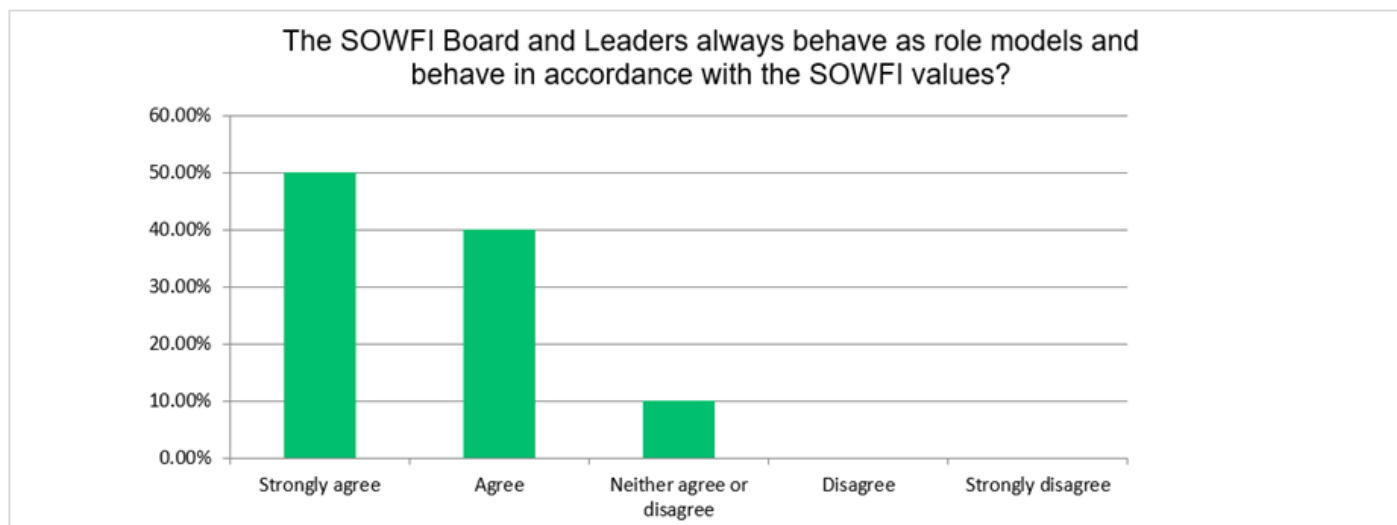
- The care and release is beneficial to the wildlife and gives me great joy. A significant part of caring is being able to advocate for conservation and the environment as most people are keen to find out more from witnessing one's work and enthusiasm.
- I have been less available for the hands-on animal rescue which is where a lot of the impact is felt however it has been good to apply my other skills in a useful manner.
- I believe my role as a member of the volunteer phone coordinators and that it has a huge impact for the member of public who call the SOWFI hotline. We provide advice and guidance to them on how and what to do regarding any injured, sick, or orphaned animal. We also assisting veterinary practices and other wildlife organisations who call the SOWFI hotline to place animals in care prior to release.

There are a small number of members who do not feel a sense of belonging and 30% who somewhat feel a sense of belonging. Sense of belonging is very important so please take the time to meet new members and share experiences outside of your normal volunteer areas. The upcoming AGM provides an ideal opportunity to make a start on this!



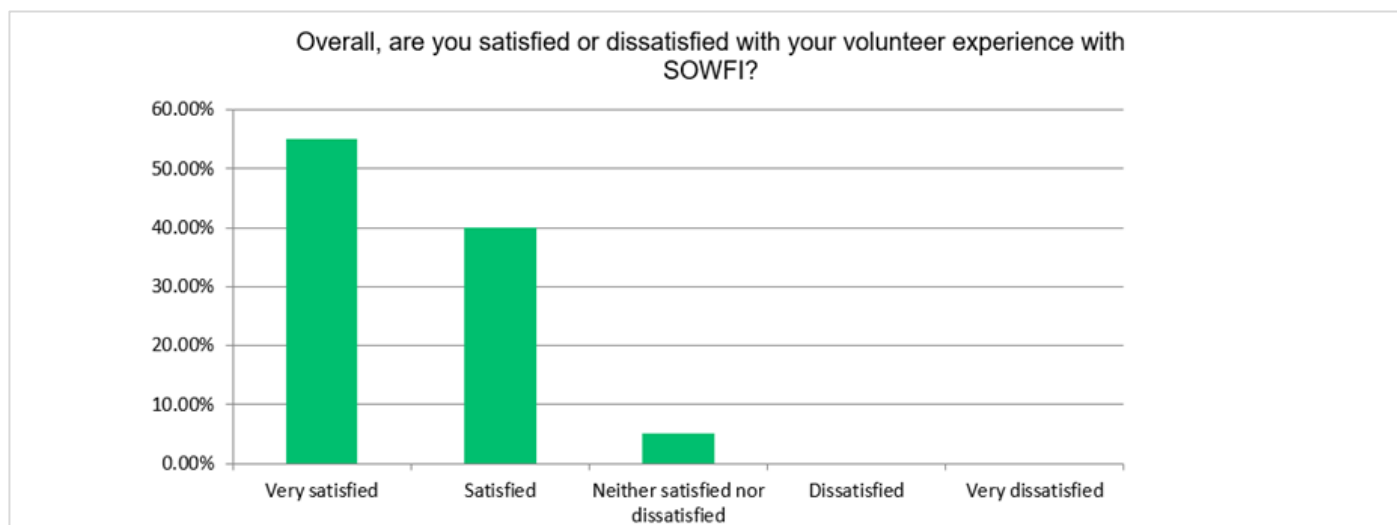
The SOWFI Board see the member survey as a great opportunity to get feedback from you on our demonstration of the SOWFI Values. Members indicate that we role model the Values 90% of the time. This will be a subject for further Board discussion and improvement opportunity. Thank you for your feedback.

“The Board are effective & knowledgeable communication always forthcoming.”



■ Responses

Finally, we have a SOWFI volunteer experience satisfaction rating of 95%. This is a wonderful reflection of how hard we all work to make SOWFI and the volunteer experience successful. Whilst this is a very strong result, we will continue to work hard to improve experiences for all existing and new members.



■ Responses

Thanks again for your contribution to the survey and for volunteering with SOWFI.



# 4. SOWFI OBJECTIVES

## 4.1 STRATEGIC OBJECTIVES

We are guided by our 6 strategic objectives and in the last 12 months our volunteers have contributed to the following remarkable achievements:

### 4.1.1 CONSERVATION – TO PROMOTE PRESERVATION AND PROTECTION OF NATIVE WILDLIFE AND ITS HABITATS

- July 2022 - Wildlife Food Tree Planting - 480 trees/shrubs - Laratinga Wetlands, Mount Barker - a collaboration between Mount Barker Council and SOWFI
- July 2022 - Wildlife Food Tree Planting - 160 trees/shrubs - Allendale North (near Kapunda) - a collaboration between Light Regional Council and SOWFI
- August 2022 - infill planting at Woorabinda Bushland Reserve site - a collaboration with Adelaide Hills Council and students from Specialised Assistance School for Youth (SASY)
- December 2022 - 15 pardalote boxes installed in Scott Creek Conservation park - funded by the Ecological Society of Australia, installed by SOWFI volunteers in conjunction with Friends of Scott Creek Conservation Park
- June 2023 - commitment by Tea Tree Gully Council to offer two sites with mature plantings - Golden Grove and Surrey Downs
- June 2023 - Salisbury Council offered a site at the Pledger Wetlands with mature plantings

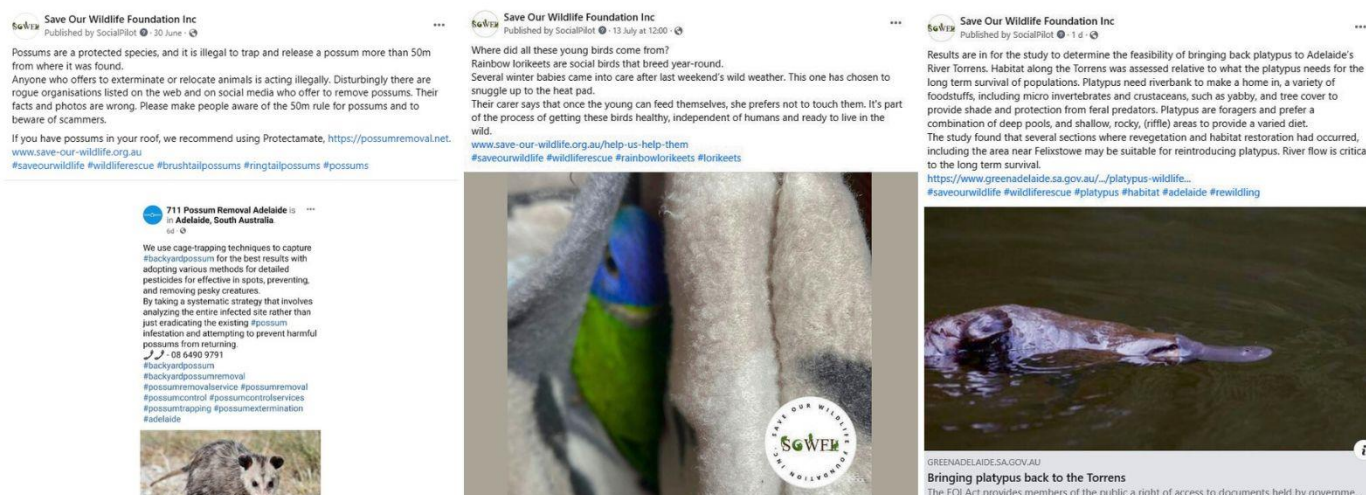


**Infill planting at existing site in Woorabinda to support local wildlife carers with safe food collection for their animals in care - a collaboration with Adelaide Hills Council and students from SASY.**

### 4.1.2 EDUCATION – TO CREATE AWARENESS AMONG SOUTH AUSTRALIANS ABOUT THE IMPORTANCE AND VALUE OF THEIR NATIVE WILDLIFE

Our goal is to offer wildlife carers and vet staff a selection of courses including wildlife rescue and rehabilitation of possums, birds, and koalas. SOWFI trainers offer half day courses to people that may be interested in becoming wildlife volunteers with SOWFI to get them started in the roles of rescuer or carer. Dr. Anne Fowler also delivered a number of full day courses for us again this year.

It was pleasing to see members of other wildlife organisations attend some of our courses and share that information with their own members, helping to raise the bar on education in the sector. For general public we offer the above plus a quarterly newsletter and social media across 3 platforms.



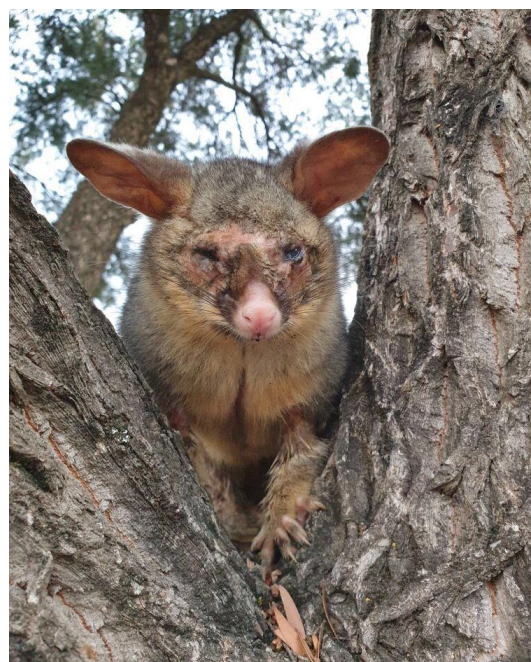
Social media posts from [@saveourwildlife](https://www.facebook.com/saveourwildlife) Facebook page, shared in line with our objective 'to create awareness among South Australians about the importance and value of their native wildlife'.

#### 4.1.3 RESEARCH – TO INITIATE, PROMOTE AND FUND RESEARCH THAT BENEFITS LOCAL NATIVE WILDLIFE

SOWFI established a Wildlife Research Fund in 2021 for donations specifically aimed at funding a scholarship for wildlife research. These funds will be used to support a research project that will benefit the wildlife we commonly have in care to ensure better outcomes and understanding of disease and treatment.

#### 4.1.4 COLLABORATION – TO ENGAGE WITH KEY STAKEHOLDERS

Since September 2022, SOWFI have been working in collaboration with Fauna Rescue of South Australia (FRSA) to help the South Australian community help possums and birds. At this time FRSA was unable to recruit enough volunteers to answer their phones or offer assistance for possums or birds. Concerned about the public finding another solution we offered our services and FRSA put our number on their answering machine. The impact was nearly 150% increase in phone calls compared to the previous year (see graphs on page 16).



**Wild Common Brushtail Possum with Exudative Dermatitis (ED).**

We were able to quickly increase our phone team to 20 who could then respond to all calls; however we didn't have the capacity to cover all rescues and/or transport or enough carers required. We are grateful to the support offered by Nalika from the RSPCA South Australia, and Sue Gredley from FRSA for assistance with rescues and transport and we collaborated with a number of other organisations to find enough wildlife carers. SOWFI rescuers and carers worked above and beyond over spring and summer for which we are all extremely grateful.



#### 4.1.5 CARE – TO RELIEVE THE SUFFERING OF INJURED, SICK OR ORPHANED NATIVE WILDLIFE THROUGH EFFECTIVE RESCUE, REHABILITATION AND RELEASE WHERE POSSIBLE

The rescue, rehabilitation, and relief of suffering of our wildlife is the driver behind everything we do. The obvious need for a service such as the one SOWFI provides can be seen in the growth figures since we began. With 100 active volunteers and now a phone team of 20 we provide a 24/7 service for the South Australian public which they have come to rely on for all species.

While the animals and birds that come into our care are mostly common species, they are valued by our community and there is definitely a desire to see them looked after and not suffering. Being able to raise or rehabilitate and give them a second chance at life is rewarding work (at times challenging!) and appreciated by the public that play a part in saving them.

#### 4.1.6 ADVOCACY – TO BE A VOICE ON BEHALF OF OUR LOCAL NATIVE WILDLIFE

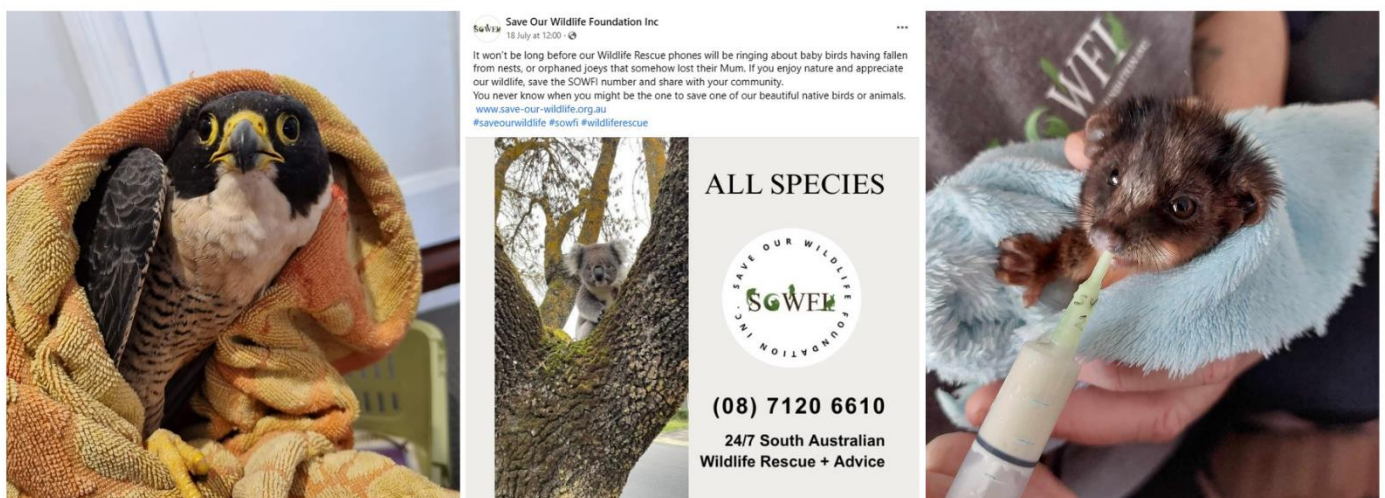
Wildlife United South Australia (WUSA) is an advocacy group made up of the 5 largest multi-species wildlife rescue organisations in South Australia - Save Our Wildlife Foundation (SOWFI), Wildlife Welfare Organisation (WWO), Fauna Rescue of South Australia (FRSA), Kangaroo Island Wildlife Network (KIWN) and Barossa Wildlife Rescue (BWR). We have continued to meet with the Department of Environment working toward improving the outcomes for South Australian wildlife and improving regulatory requirements placed on our members.

## 5. OPERATIONS REPORT

### 5.1 WILDLIFE VOLUNTEERS – RESCUERS/CARERS/PHONES

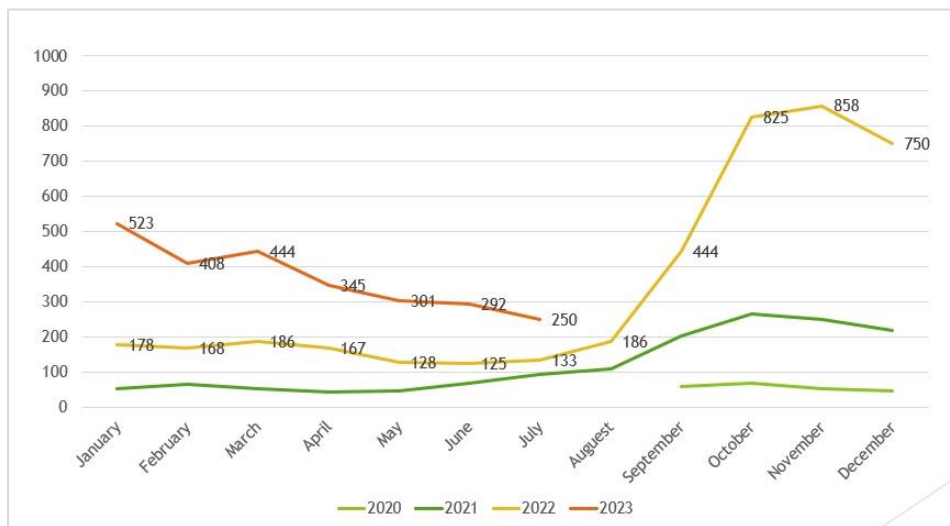
Most rescues start with a call to the SOWFI 24/7 Rescue & Advice hotline. Last year our calls doubled on the previous year as a result of increased awareness of our service. This year they have more than doubled as we support the sector when other organisations are struggling with lack of volunteers.

We also receive many calls from other wildlife organisations that only rescue single species e.g. Koalas/Wombats and vets call us when they have assessed a bird or animal that's ready for rehabilitation and hopefully release back to the wild.

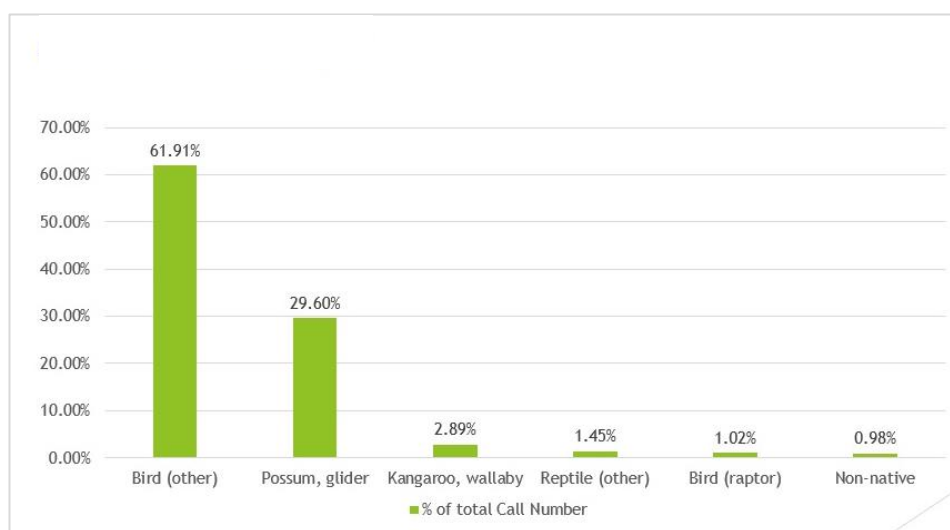


Left to right: Peregrine falcon that was attacked by a cat in a rural township 50km SE of Adelaide, sharable advertising the 24/7 number and an orphaned ringtail joey.

### 5.1.1 24/7 RESCUE PHONE STATS



**Total Rescue Calls.**



**Percentage of Total Call Numbers by Animals Groups.**

### 5.1.2 PHONE TO RESCUE/CARER/VET/OUTSOURCE

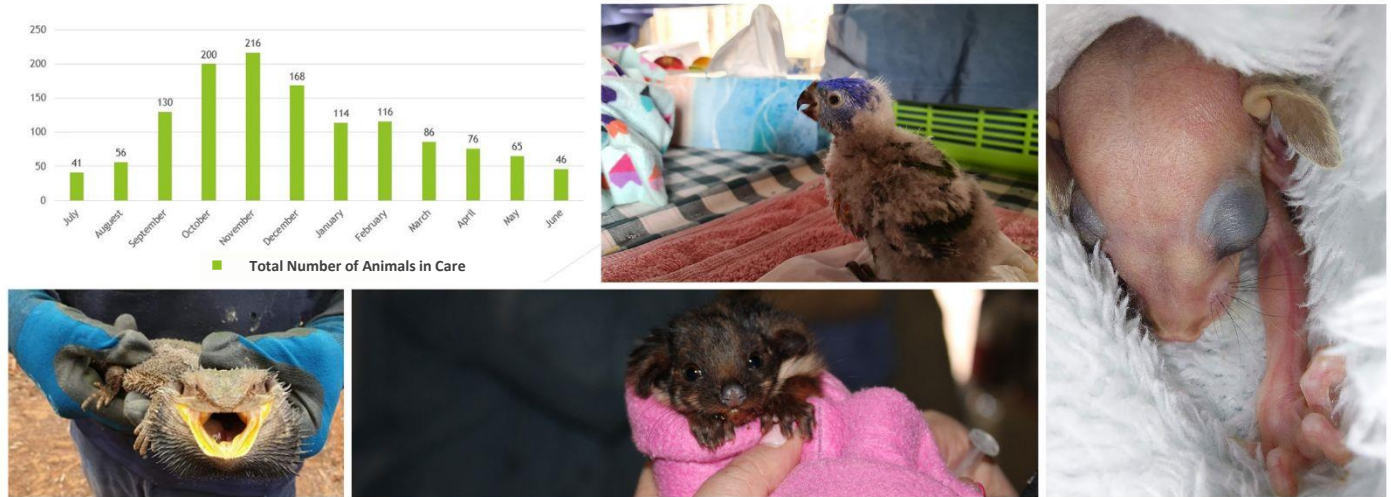
Our highly trained and experienced phone operators assess the situation with the caller, often are required to identify the species then choose the best and quickest course of action to benefit the creature. When required we use a paging system to send an alert to our volunteers if the bird or animal needs containing or transport. Where we can we encourage the caller to assist by taking to a vet or carer to reduce wait time and pull on our resources.

We couldn't do what we do without the help of our Vets and their staff. Big thank you to them and in an industry that is very short staffed across the nation, they are working long hours often under high pressure. Be kind to your vet and show your support for vets by signing the pledge for [Sophie's Legacy](#).

Our carers reached capacity early in the 'season' and we were then relying on other organisations across the region to assist by taking animals/birds and assisting with transport.



Every carer has a different ‘capacity’ and we encourage our members to only take on what they can comfortably rehabilitate to release. Here’s how many animals our carers had in care each month!!



Left to right, top to bottom: Total number of animals in care by month, orphaned rainbow lorikeet chick, displaced central bearded dragon, orphaned ringtail joey and an orphaned brushtail pinkie.

## 5.2 NESTING BOXES & INSTALLATION TEAM

- Our ringtail and brushtail possums are released in nesting boxes to give them the best chance of survival. Every couple of months we hold a workshop and with a handy group of people can produce 20 boxes in a couple of hours.
- Identified as a high risk early on, we recruited and trained a box installation team who are professionally harnessed and install our boxes. This year they have installed around 120 possum boxes, 15 pardalote boxes (Scott Creek CP) and 25 various nesting boxes (Upper Sturt Landcare).



Left to right: Nesting box production, box installation, a group of our box making volunteers after another productive workshop.

# 6. FUNDRAISING AND MARKETING

## 6.1 BACKGROUND

---

Our fundraising efforts this past year have remained committed to our overarching mission: providing a sustainable financial future for Save Our Wildlife Foundation by engaging in profit making events/fundraisers and expanding our network of supporters. Coupled with this is the objective to increase SOWFI's brand presence as the go to wildlife rescue organisation in South Australia.

During the 2022/23 financial year the fundraising and marketing team engaged in a number of initiatives to raise funds for SOWFI via the following channels:

- Events Walk4Wildlife
- Community Charity Lottery
- Crowdfunding (Facebook and online fundraising sites)
- Donations (originated from website visitors, gift cards and members)
- Grants (recipient of government and private grants)

## 6.2 MARKETING

---

Due to the modest marketing budget, the focus for the marketing team is to engage in activities that promote SOWFI to a wide audience at a minimal cost. SOWFI continues to engage in a digital marketing strategy to promote SOWFI on a variety of digital medium such as Facebook, Instagram, E-newsletters and LinkedIn. Facebook reach over the last financial year was 61,030. Facebook page visits reached a record 8,649 (295% increase from the previous year) and Instagram reach was 4,505 (34.7% over past year).

Marketing dollars spend on digital marketing is primarily spent on wildlife courses to the general public and occasionally to boost a post encouraging donations and the promotion of Walk4Wildlife.

## 6.3 FUNDRAISING

---

The lion's share of effort and time was spent on the preparation and execution of the inaugural Walk4Wildlife fundraising charity walk. Walk4Wildlife challenges registrants to walk, run or cycle, wheel 24 kms and raise funds for SOWFI. Over \$16,000 was raised during the 10-day challenge, which is an extraordinary amount for an inaugural event.

SOWFI once again registered for the People's Choice Credit Union lottery. A setback in the registration process resulted in SOWFI only able to promote the lottery for two weeks, however despite this SOWFI was still able to raise just under \$3,000 which is on par with previous year results when we were able to promote for the entire duration of the lottery. This is partly due to the increase in brand aware of SOWFI within the community.

SOWFI continues to be registered for Drakes Supermarket Community Dollars. Every time a customer shops and chooses SOWFI as their charity of choice, Drakes Supermarkets attribute dollars towards SOWFI.

## 6.4 PLANNED PROJECTS

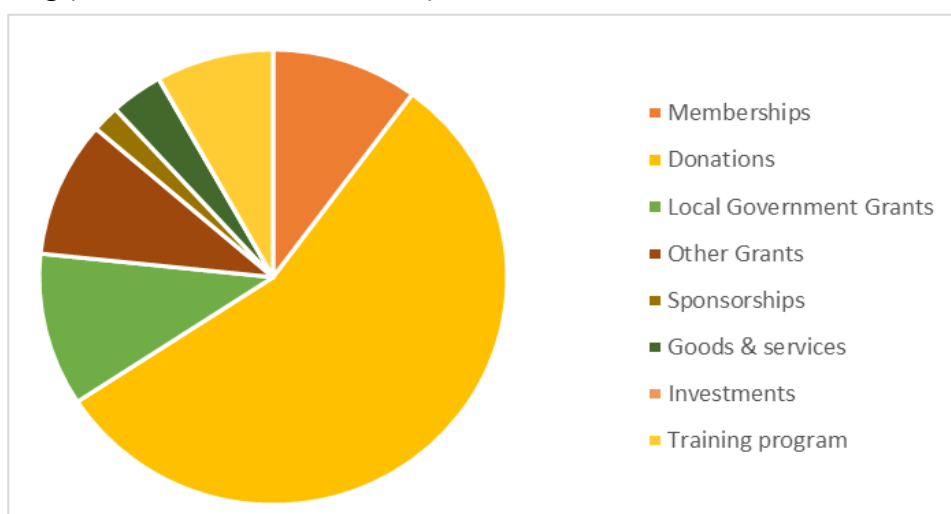
---

Save Our Wildlife Foundation Inc. (SOWFI) will continue to focus on building the profile and dollars raised for the Walk4Wildlife Challenge event to occur in October 2023. Coordination for such an event takes a great deal of preparations and negotiations with supporters.

Another key focus for SOWFI marketing is to build on the brand awareness of SOWFI to the general public. This will include an awareness table at Bunnings as well as a fundraising BBQ set for early December.

## 7. FINANCIALS

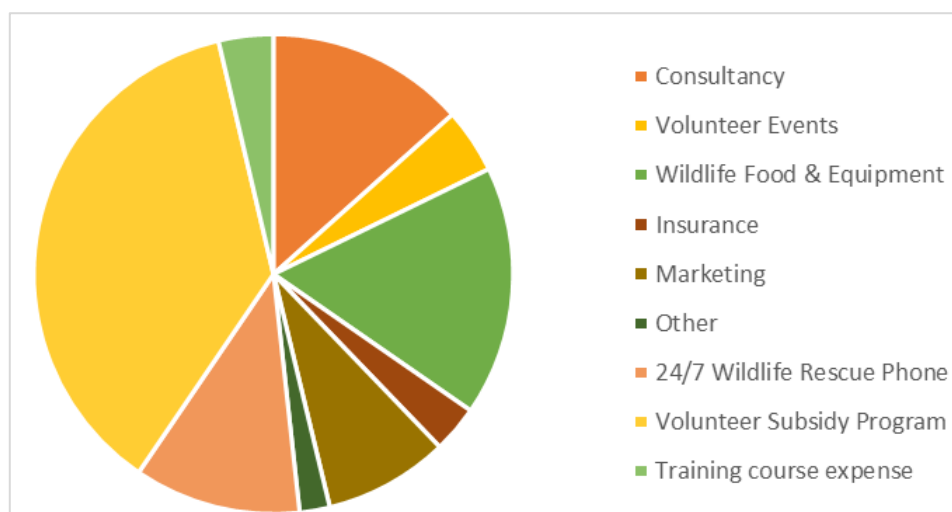
Save Our Wildlife Foundation Inc. (SOWFI) recognises the increased level of pressure on cost of living leading to the tightening of discretionary spend which ultimately impacts community donations, SOWFI's main source of income. This has been evident as donations have not increased as expected given the greater SOWFI brand recognition in the community. The board has placed particular focus around securing grant funding and in FY23 has successfully accomplished an upwards change of 325% in government and other grant funding (FY23 \$12,657, FY22 \$3,900).



**Revenue Analysis FY2023.**

- In FY23 SOWFI also held its inaugural fundraising event, Walk4Wildlife and with the support of the community has raised \$16,862. The aim is this annual event perpetually achieves financial resources to underpin the Volunteer Subsidy Program.

Save Our Wildlife Foundation Inc. (SOWFI) continues to deliver rescue support, wildlife advice and training courses with minimum operational expenditure with an increase of 1.4x in FY 2023, excluding the cost of the Volunteer Subsidy program. Thanks to the hard work of SOWFI members and the generosity of many, SOWFI is able to deliver our mission.



**Expense Analysis FY2023.**

# Save Our Wildlife Foundation

## Balance Sheet

### As at 30 June 2023

<b>Assets</b>	<b>2023</b>	<b>2022</b>
	<b>\$</b>	<b>\$</b>
Cash and cash equivalents	51,707	31,171
<b>Total Current Assets</b>	<b>51,707</b>	<b>31,171</b>
 <b>Total Assets</b>	 <b>51,707</b>	 <b>31,171</b>
 <b>Liabilities</b>		
<b>Current liabilities</b>		
Closing Value of Volunteer Subsidy Points	11,108	6,000
Grants received in advance	3,000	0
GST	-693	42
Loan	2,770	2,770
Wildlife Research Fund	1,152	1,152
<b>Total current liabilities</b>	<b>17,338</b>	<b>9,965</b>
 <b>Total Liabilities</b>	 <b>17,338</b>	 <b>9,965</b>
 <b>Equity</b>		
Retained earnings	34,369	21,207
<b>Total equity</b>	<b>34,369</b>	<b>21,207</b>



# Save Our Wildlife Foundation

## Statement of Profit and Loss

### For the year ended 30 June 2023

<b>Income</b>	<b>2023</b>	<b>2022</b>
	<b>\$</b>	<b>\$</b>
Donations	26,175	14,203
Goods & services	1,712	3,603
Local Government Grants	5,111	2,500
Investments	4	2
Memberships	4,769	4,434
Other Grants	4,545	1,400
Sponsorships	894	610
Training program	3,824	5,028
<b>Total income</b>	<b>47,036</b>	<b>31,780</b>
<b>Expenses</b>		
Consultancy	4,542	2,000
Volunteer Events	1,481	5,064
Wildlife Food & Equipment	5,708	5,982
Insurance	1,073	1,224
Marketing	2,853	2,374
Other	690	1,100
24/7 Wildlife Rescue Phone	3,814	520
Volunteer Subsidy Program	12,461	3,922
Training course expense	1,252	2,802
<b>Total expenses</b>	<b>33,874</b>	<b>24,986</b>
<b>Net income</b>	<b>13,162</b>	<b>6,793</b>

# 8. ADDITIONAL INFORMATION

## 8.1 SOWFI'S FUTURE

---

The biggest challenge for our organisation in the next 12 months will be recruiting new members as the volunteer sector finds itself impacted by tighter economic times.

While we offer a diverse range of roles and flexibility in many, there is still a level of commitment required when it comes to rehabilitating wildlife. With this commitment comes great satisfaction however in knowing you have impacted positively on the life of another creature. It's exciting to be putting our first Wildlife Rescue vehicle on the road with the goal of covering 7 days a week. This will provide great support for our Wildlife Carers, reduce the workload on our Wildlife Rescuers and importantly, provide quicker outcomes for the animals. We look forward to reporting on our progress with this project next year.

As stated in the Chairpersons Report, we were happy we could help the public and many animals and birds in the last 12 months by offering support to another organisation in the sector. The impact on our finances and volunteers however is not sustainable and we are regretful that we need to withdraw this offer for this reason. The well-being of our volunteers is paramount and without them we could not care for the wildlife that we do. Please continue to support us by taking up the Walk4Wildlife challenge which will greatly help with covering the technology costs of our 24/7 phone service and the running costs of the rescue vehicle.

See below for other ways you can support SOWFI and the wildlife of South Australia.

## 8.2 ACKNOWLEDGEMENTS – DONORS & SUPPORTERS

---

Thank you to the many people who donated money or gave 'in-kind' support to help our wildlife. Rest assured your donations are being used for the rescue and rehabilitation of our local wildlife.

### **Grants and funding**

Thank you for grant funding and support:

- Adelaide Hills Council
- City of Onkaparinga
- Mount Barker District Council
- People's Choice Community Lottery
- WIRES

### **Corporate and community partners**

Thank you to those businesses who have assisted SOWFI and continue to do so:

- Active Training
- Bunnings Mount Barker
- Garden Master Sheds and Aviaries
- U-Store It Mount Barker
- Woolworths Supermarkets

## 8.3 HOW YOU CAN HELP

---

If you're still reading to this point of our Annual Report, I would ask two things of you.

1. Consider supporting a wildlife organisation that does not discriminate between species and will assist any bird or animal that is injured, sick or orphaned. You can do this by:
  - [Donating](#) or participating in [Walk4Wildlife this October](#)
  - Leaving a bequest
  - [Becoming a corporate partner](#)

- [Becoming a Wildlife Volunteer](#) or [volunteering your time in other ways](#)
  - and telling your friends and family about SOWFI
2. Like/Follow us on social media to increase our reach on a platform that we can afford, and which allows us to educate the public on how to live better with our wildlife.