

# ANNUAL REPORT 2024-2025



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## President's Message



It is with great pride that I share this year's Annual Report on behalf of the Board of the Animal Welfare League NSW (AWL NSW).

This past year has been one of significant progress, both in the scale of our impact and in the foundations, we are laying for the future. The numbers in this report are far more than statistics, each one represents an animal whose life has been changed through the dedication of our inspectors, veterinary staff, shelter and foster carers, volunteers, branches, partners, and supporters.

As a Board, we are committed to ensuring that AWL NSW remains strong, sustainable, and accountable – and continues to be the best animal welfare and rehoming organisation it can be.

One of the most exciting milestones this year has been the progress on the Precinct for Animal Welfare at Rossmore. This landmark development will greatly expand our reach and capability, with purpose-built facilities including an Inspectorate

Command Centre, a Domestic Violence Respite Centre, and a Rehoming Centre for Research Animals. While our core operations will continue at Kemps Creek and across our branch network, the Rossmore precinct will significantly enhance our ability to protect, care for, and rehome animals in need.

On behalf of the Board, I'd like to thank everyone who has contributed to this year's achievements. Whether you gave your time, your expertise, or your financial support, you have helped AWL NSW continue its mission of protecting animals and giving them the chance of a safe, loving home.

I would especially like to thank our CEO, Stephen Albin, for his outstanding leadership and commitment to the organisation's vision.

I also thank my fellow Board members for their dedication, insight, and ongoing support throughout the year. Together, we remain focused on building a strong and sustainable future for AWL NSW and the animals we serve.

**LINDA GEDDES**  
PRESIDENT

## CEO's Message



This past year has been one of the strongest in AWL NSW's 67-year history.

Thanks to the dedication of our staff, volunteers, branches, and the generosity of our donors and partners, more animals than ever were rescued, cared for, and rehomed. We found homes for over 3,647 animals, a record in our history, while our Inspectorate grew in size to respond to more cruelty cases across NSW.

Our veterinary teams provided over 8,600 consultations, and our Animal Care Truck delivered essential services to more than 2,000 animals in 33 towns.

We are proud of these results, especially in a year when many charities faced falling donations and volunteer numbers. At AWL NSW, we have grown our fundraising income, strengthened community support, and ensured volunteers remain central to our work. These achievements mean we can not only meet the urgent needs of animals today, but also build the capacity to protect more animals in future.

We have also invested in modern systems and refreshed our brand, showing that our work is about more than rescue, it's about giving every animal the chance to move from hope to a loving home. This has helped us sustain and attract strong partnerships with organisations such as Purina, Saatchi & Saatchi, Paramount+ and many others, while deepening the trust of our supporters.

Like all charities, we face challenges. Rising cruelty reports, financial hardship facing pet owners, and reduced intake by other organisations have placed greater demand on AWL NSW than ever before. But by staying focused, making plans, and following them through, we've been able to turn things around. Instead of running at a loss, we are now reinvesting in the daily care of animals and securing our future.

To our staff, branches, volunteers, donors, and corporate partners, thank you. Your commitment is the reason AWL NSW is stronger than ever and ready to protect even more animals in the years to come.

**STEPHEN ALBIN**  
CHIEF EXECUTIVE OFFICER

# 1

## The Hope to Love Journey

The Hope to Love Journey is the framework that guides every animal through our care. It's the lived experience of every animal from the first moment of rescue to the joy of adoption.

This journey reflects the combined efforts of inspectors, veterinary staff, shelter and foster carers, volunteers, branches, partners, and supporters across New South Wales (NSW).

Together, they ensure that every animal receives the care, protection, and second chance they deserve. The numbers opposite represent the real animals whose lives were changed this year.



### ANIMALS REHOMED

**3647** pets found new homes from Kemps Creek and through our Branch network

### PROTECTING ANIMALS

**2383** cruelty reports

**2259** follow-ups

**424** dispatches

**447** routine inspections

**184** animals seized

### ANIMAL AMBULANCE

**372** jobs attended, providing urgent assistance for animals in need

### VETERINARY CARE

**8630** veterinary consults

**3005** vaccinations

**1261** desexings

**456** dental procedures

**226** surgeries

### HUMANE OUTCOMES

**9** animals euthanised for behavioural reasons

### ANIMAL CARE TRUCK

**10** trips

**33** towns visited

**2080** health checks

**1783** vaccinations

**775** microchips

**160** desexings

### FOSTER CARE

**1139** animals supported in foster homes by

**447** carers at Kemps Creek

### BRANCH IMPACT

**19** Branches

**2** Dog Training Clubs

**4** Op Shops

**6000+** desexing vouchers issued helping families in need prevent unwanted litters

### OUR PEOPLE

**110** staff across Inspectorate, Kemps Creek Shelter, Clinic, Business and Admin roles

**56** Volunteers at Kemps Creek

**360+** Volunteers across regional NSW

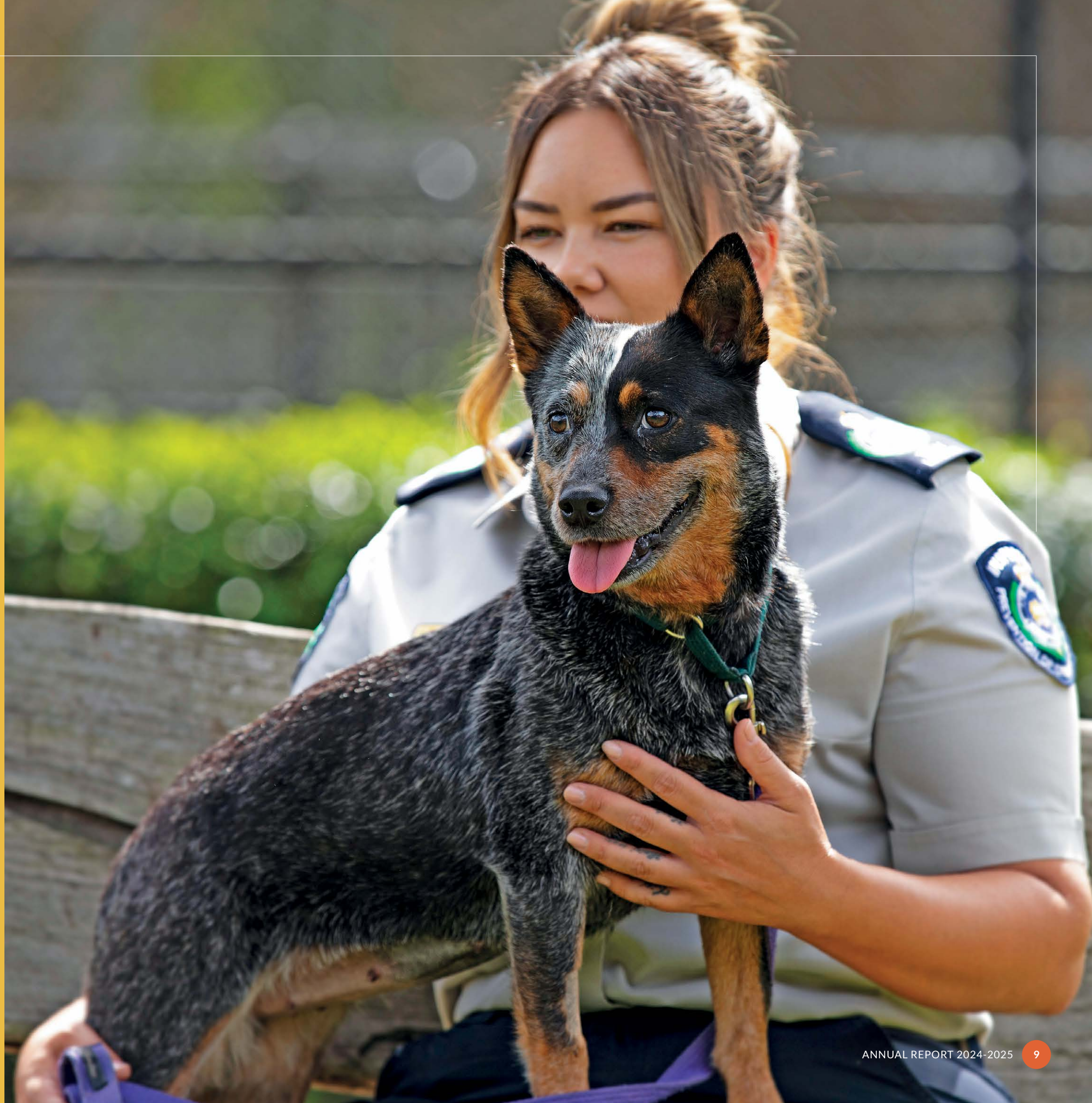
### AWL NSW COMMUNITY

**1566** members standing with us in the mission to give every animal a better tomorrow

# 2

## Protecting animals from cruelty and neglect across NSW

Our Inspectors, Animal Ambulance and Regional Centres work together to respond to animals in urgent need, ensuring protection and care reach across NSW.





## Inspectorate

Our Inspectorate is the frontline of animal protection in NSW. This year was marked by significant growth and meaningful achievements, as the team rose to meet new challenges. A surge in cruelty reports and distress calls tested our resources, but it also reinforced the importance of our work. In response, we expanded our capacity with additional metro inspectors, new administrative support, and regional appointments in Bega, Orange and Glen Innes.

Internally, leadership roles were introduced to provide clearer direction and help manage the rising workload during this period of rapid change. With seven metropolitan inspectors and three regional inspectors, AWL NSW now provides stronger coverage than ever before. Their work is not only about enforcement, but also about intervention, education and giving animals the chance of a better life.

Our Inspectorate also play a role in shaping better laws. Their frontline insights feed into government submissions and help ensure policies reflect the realities animals face. Stronger legislation, combined with consistent enforcement, is key to driving cultural change.

The team responded to 2,383 cruelty reports, carried out 2,259 follow-ups, managed 424 dispatch requests, and conducted 447 routine inspections. A total of 184 animals were seized from neglectful or harmful situations.

Alongside these numbers are important achievements: complex cases successfully resolved, stronger outcomes for animals, and a team that showed resilience, professionalism and compassion every step of the way. While there is still work to be done, particularly around strengthening systems and the ongoing construction of the Precinct for Animal Welfare that will serve as the Inspectorate command centre, the foundation laid this year puts the Inspectorate in a stronger position heading into 2026.



**TOP:** Chief Inspector Gray with Atlas during his time at shelter.  
**ABOVE:** Atlas settling into his new home onside his new companion, Didi

## Atlas' story

In late 2024 our Inspectors responded to a distress call about a young dog named Atlas. When our Inspectorate team found Atlas, a German Shepherd cross Staffy, he had been abandoned on a veranda without food or water. Malnourished and neglected, Atlas had only known life confined to a small space. Yet when inspectors arrived, he greeted them with warmth as if he knew his chance at a new life had finally arrived.

Brought to our veterinary clinic, Atlas received urgent care and, for the first time, the love and attention every animal

deserves. Just two months later, he was adopted into a loving home where he has flourished alongside his new dog companion, Didi, and four cats.

"Didi is so much happier now that she has a friend to goof around with. If they aren't playing, they're running around or sunbaking together," his new family shared.

Atlas' journey is one of many that show the life-changing impact of our Inspectors, removing them from harmful situations and giving them the chance to experience the safety, love and joy of a real home.



Member for Bega Dr Michael Holland, AWL NSW President Linda Geddes and AWL NSW Bega Regional Coordinator Olivia Forge.

## Regional Companion Animal Centres

Expanding our reach into regional areas has been essential in meeting demand and responding faster to cruelty cases. With support from the NSW Government, AWL NSW established three new Companion Animal Centres in Glen Innes, Orange and Bega, bringing services closer to communities that have traditionally had limited access to animal welfare support.

These facilities serve as hubs for our regional inspectors and local branch volunteers and aim to reduce animal cruelty and neglect by strengthening enforcement, raising public awareness and building stronger community partnerships.

Inspectors carried out 159 jobs in Bega, 180 in Glen Innes and 71 in Orange over the past year. With dedicated centres now in place, we are better positioned to build on this work and

respond even more effectively. The Bega centre was officially opened on 7 November 2024 by Member for Bega, Dr Michael Holland.

Bega's Regional Coordinator Olivia has already seen the difference this presence makes: "Having an inspector, and the centre, based here has made a huge difference. People now have a clear place to go if they need help or advice, and that visibility means we have been able to step in early in many situations. The result is that many animals have been saved from suffering."

The Glen Innes and Orange centres are due to open to members of the public in late 2025.



ABOVE: The Bega Companion Animal Centre. BELOW: AWL NSW Animal Ambulance, a lifeline for animals.



## Animal Ambulance

Supporting both the Inspectorate and our shelter, the AWL NSW Animal Ambulance ensures urgent cases are never left waiting. In 2024-25, the Ambulance attended 372 jobs, providing safe and immediate transport for sick, injured or seized animals.

From ferrying animals to our veterinary clinic, to backing up inspectors in the field, and transporting animals from regional branches to Kemps Creek, the Ambulance is a critical link in the chain of protection. It ensures animals in crisis reach safety and care as quickly as possible.

# 3

## Healing sick and injured pets across NSW

Our veterinary teams provide life-saving treatment for animals every day, from urgent care at our Kemps Creek Veterinary Clinic to mobile veterinary services delivered by our Animal Care Truck across regional NSW.





AWL NSW Veterinary Clinic in Kemps Creek.

## Veterinary Clinic

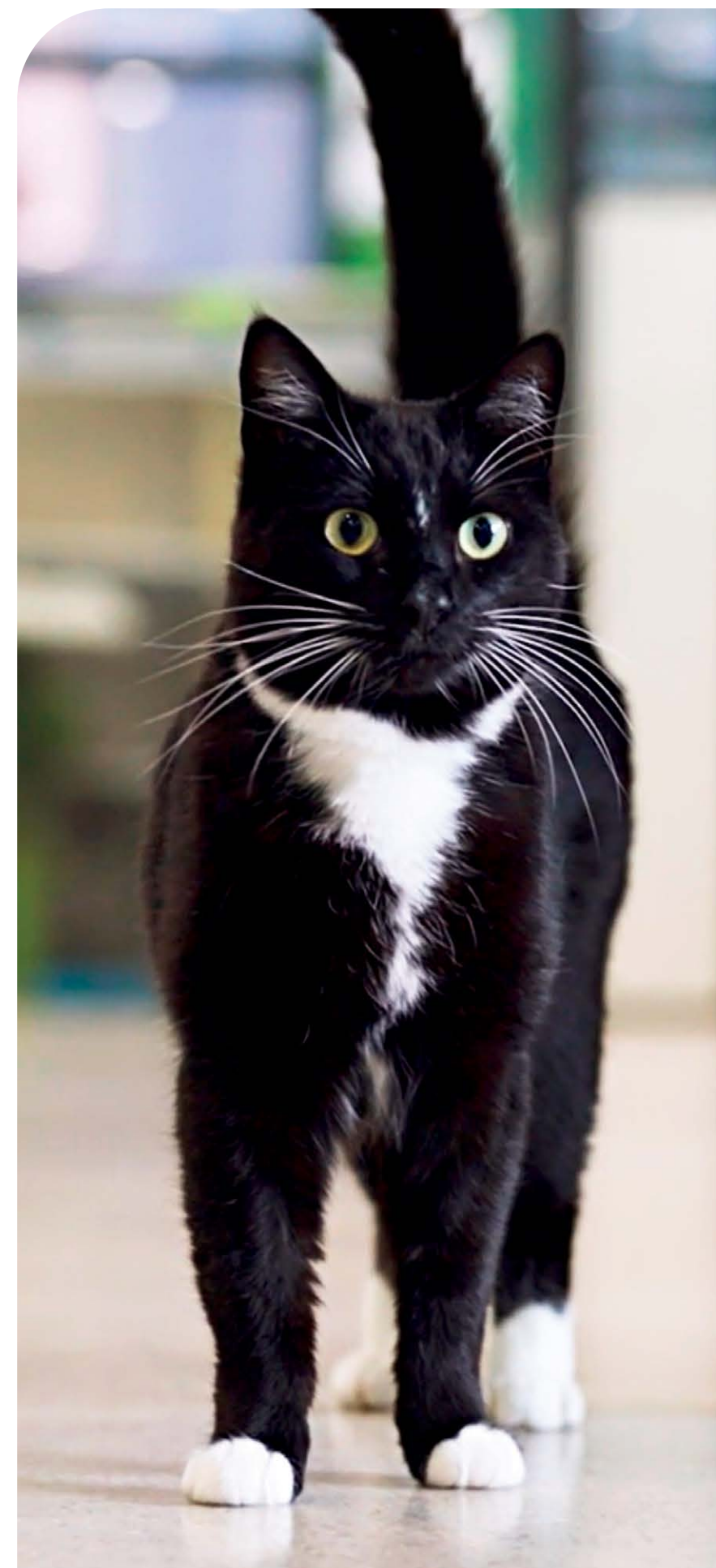
The AWL NSW Veterinary Clinic at Kemps Creek delivered thousands of treatments, surgeries, and preventative procedures to give animals across NSW the best chance at recovery and long-term wellbeing. Over the year, the team carried out 8,630 consultations for both shelter and private clients, including 3,005 vaccinations, 1,261 desexing procedures, 456 dental treatments, and 226 other surgeries, each one protecting an animal from illness, relieving pain, or supporting their journey to a healthier life.

Recent renovations have transformed the clinic into a more functional and better equipped facility. Combined with new equipment and expanded surgical capability, the clinic is now positioned to deliver an even higher standard of care and take on more complex cases.

This year also saw continued investment in clinical expertise. Regular training and professional development in areas such as dentistry, ultrasound and emergency care have enhanced the skills of our veterinary team, expanding our capabilities to deliver high-quality care and reduce waiting times for urgent procedures.

The demand for services has never been greater. More animals have arrived through inspector seizures, medical surrenders and as injured strays, reflecting both the financial pressures facing pet owners and reduced intake by other major welfare organisations.

AWL NSW has stepped up to fill this gap, ensuring that animals with nowhere else to turn still have access to expert veterinary support.



## Calabro's story

Calabro is one of many animals who owes his life to the compassion and skill of our veterinary team this past year. When he arrived at our veterinary clinic, he was in critical condition. Drenched by rain, he was severely dehydrated, hypothermic and suffering from flaccid paralysis. With no clear cause for his condition, our veterinary team provided intensive, round-the-clock emergency support, diagnostics and constant monitoring.

After a week, Calabro made incredible progress and regained the ability to walk. Over the following month, with ongoing care at our clinic and then our shelter, he continued to recover until he was ready for adoption.

Two months after arriving, Calabro found his forever home and is now thriving as "Leo." His new family shared, "He immediately made himself at home, sitting in the office chair instead of hiding. That night, he curled up on my stomach. He is a very smoochy boy. It was a perfect start."

Behind Calabro's recovery is a veterinary team committed to doing whatever it takes to ensure animals can heal and move forward into a brighter future.

Calabro in the cattery after completing his recovery.



The team celebrates assisting its 5,000th pet, Lola (pictured second from left).

## Animal Care Truck

The AWL NSW Animal Care Truck continues to bridge the gap in access to veterinary care across regional and remote communities. In 2024–25, the Truck visited 33 towns across 10 trips, reaching 2,080 animals with vital preventive vet care.

Its impact has been far-reaching. More than 1,700 vaccinations protected dogs and cats from preventable disease, 775 animals were microchipped to ensure they can be safely returned if lost, and 160 desexing procedures helped reduce unwanted litters and future abandonment.

A major milestone was reached in October 2024 when the truck treated its 5,000th patient, a much-loved dog from Griffith named Lola, since beginning regional trips in 2023.

For many families, particularly pensioners and those facing financial hardship, this service has provided peace of mind and kept much-loved pets healthy and safe at home.

“We’ve seen owners in tears, overwhelmed with relief and gratitude, simply because help finally arrived in their town,” says Derek Thompson, AWL NSW Animal Care Truck Coordinator.

The difference this service makes to individuals is clear. One Lockhart local told us: “The people who we dealt with were all extremely professional, friendly and helpful. My dog, Wally, can at times have difficult behaviour, but that didn’t faze them. In no time at all, he was vet checked and vaccinated and we were on our way home. Because we usually have to travel for an hour to our nearest vet clinic, this service was greatly appreciated.”

The Truck underwent practical upgrades, including new cabinetry and stainless steel bench tops, improving functionality for staff on the road. Ten desexing licences were approved by the Veterinary Practitioners Board, enabling more surgical services to be delivered directly in regional towns.

With the support of the NSW Government, we look forward to delivering even more high-quality veterinary care where it’s needed most, helping animals in regional NSW receive the care they need and protection they deserve.



A Bathurst local receives veterinary care for her two beloved dogs during the Animal Care Truck’s visit.



ABOVE: The Animal Care Truck rolls into Weethalle.  
LEFT: Bringing care to the outback: our clinic staff on the road near Lightning Ridge.

## Hope for Tinkerbell

In remote Hillston, a pensioner couldn’t get his beloved Pomeranian cross, Tinkerbell, to a vet. The nearest clinic was 90 minutes away and he had no transport. When Tinkerbell began fainting, he feared the worst. When our Animal Care Truck arrived in town, our vets diagnosed likely heart disease, arranged treatment and helped her get specialist care. Tinkerbell’s life was saved.

Tinkerbell’s treatment symbolises the purpose of the service: bringing professional, free veterinary care to communities where it would otherwise be out of reach, and giving animals the chance for healthier, happier lives.

# 4

## Giving hope to pets without homes

Every animal deserves the safety, love and stability of a home. Our shelter, volunteers, foster carers and branches work together to give pets that second chance. From the daily care provided at Kemps Creek to the efforts of our branches across the state, each adoption represents a new beginning and a life transformed.





**Forever Home Festival Adoption Day at our Kemp's Creek Shelter.**

## Kemp's Creek Shelter and Foster Care

For many animals, our shelter is the first safe place they've known for a long time. 1,774 animals came into care at our Kemp's Creek Shelter and 1,502 found new homes this year. Behind each adoption is a story of resilience and new beginnings, made possible by our staff, volunteers and foster carers.

The year also marked milestones we are proud to celebrate. Our first-ever Adoption Day event was a resounding success, with 43 animals finding families in a single day. New partnerships with two Petbarn stores and Family Pets Penrith have expanded our reach, giving cats and kittens more opportunities to be rehomed.

Foster care has been just as crucial to this success. With 447 carers providing temporary homes for 1,139 animals, foster families gave neonates, seniors and recovering pets the chance to heal in a loving environment. The program has grown significantly, with dog foster placements increasing by 19 percent. Every foster home not only provides respite, but it creates space at the shelter for the next pet in need.



**From foster care to forever home, Slugger with his adopter, Sandra.**



## Slugger's journey from hope to love

Slugger's story is a powerful reminder of the pivotal role our shelter, clinic and foster families play in giving animals the chance to heal, grow and find their forever homes.

Slugger, an eight-month-old crossbreed, arrived at our veterinary clinic as a stray needing urgent medical attention. After initial treatment, he moved into foster care, where he began to experience the comfort of a home for the first time.

Just as he was settling in, Slugger became gravely ill again. Diagnosed with a congenital liver abnormality, his only

chance at survival was specialist surgery. Thanks to the generosity of our community, funds were raised for the lifesaving operation he desperately needed.

With expert care from our vets and the support of his foster family, Slugger made a remarkable recovery.

His foster carers shared: "Slugger puts a smile on everyone's face who meets him. He's so in tune with human emotions and has become a very heavy lap dog. He has brought so much happiness to us, and it looks like a first-time foster fail!"



Kemps Creek Volunteer Patrick with Baloo.

## Volunteers

Our volunteers are the quiet force behind so much of our work. From walking dogs and caring for cats to fundraising at community events, driving animals to appointments and assisting with administration, every hour given is an act of kindness that directly improves animal welfare.

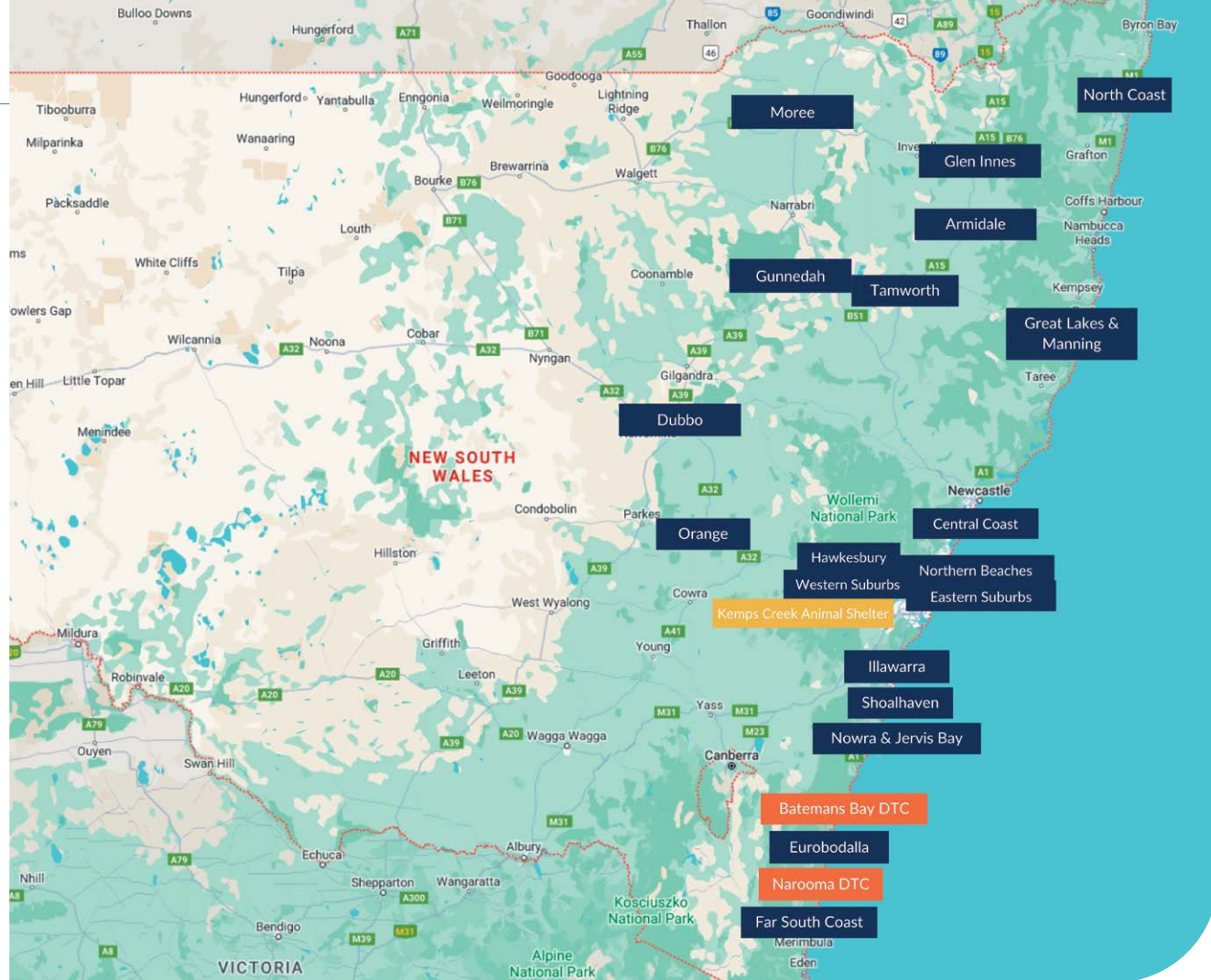
This year 56 dedicated volunteers supported daily operations at Kemps Creek, while more than 360 volunteers across our branches gave their time to fundraise, transport animals, run community programs, foster and rehome. They expanded our reach and strengthened our capacity to care for animals across NSW.

The trust volunteers build in their local communities is just as important as the practical work they do with animals. When people see neighbours giving their time, it deepens the connection between AWL NSW and the wider community. That trust inspires others to adopt, foster or donate, multiplying the impact volunteers already make.

Looking ahead, we will expand training and create more flexible opportunities to volunteer. As the world changes, so too will the ways people give back and with the right support, our volunteer base will remain strong and ready to help even more animals in need.



Kemps Creek Volunteer Andy holding Cluedo the kitten.



## Branches across NSW

AWL NSW is proud to have 19 volunteer-run branches and 2 dog training clubs working in their local communities. Collectively, these branches rehomed more than 2,145 animals in 2024–25, giving pets a second chance and bringing joy to the families who adopt them.

Grounded in local knowledge and driven by volunteers, branches are where our Hope to Love Journey takes shape in communities. From long-term rehoming success stories to record adoption numbers, their work is invaluable to our mission.

In Gunnedah, persistence and compassion meant three kelpies that had been in care for nearly two years were finally placed into loving homes, proving that no animal is ever given up on. In Illawarra, volunteers achieved record adoption numbers, completing 397 adoptions and caring for more than 400 cats across the year.

Branches also dedicate countless hours educating their communities on responsible pet care. Armidale's weekly "Pat and Chat" sessions at their op shop are a creative way to combine adoption opportunities with education, while our Narooma and Batemans Bay dog training clubs continue to play an important role in supporting dog owners and promoting responsible pet ownership through training and advice.

Fundraising was another strong focus this year, with branches showing creativity, enthusiasm and commitment to sustaining their work. In Glen Innes, a packed calendar of raffles, community events, market stalls and adoption days

helped raise tens of thousands of dollars. They also embraced the AWL NSW peer-to-peer fundraiser, the Hope to Love Challenge in March 2025, raising \$2,700 while engaging their community in a fun and meaningful way. In Nowra & Jervis Bay, support from local businesses and community events such as the Besties at the Brewery fundraiser, Christmas campaigns and donation drives, generated thousands of dollars and supplies for animals in need. These efforts not only raised funds but built awareness of AWL NSW's mission and strengthened community ties.

Collaboration with local organisations is equally important. In Orange, partnerships with Petstock Bathurst and Parkes have been an incredible support for adoptions, giving animals in care greater public visibility and leading to more successful rehoming outcomes.

Supporting their communities in practical ways, branches had another successful year distributing subsidised vouchers through the AWL NSW Companion Animal Desexing Scheme. These vouchers made desexing affordable for pensioners and owners under financial strain, helping to prevent unwanted litters and break the cycle of neglect. Branches work collaboratively with local vets to deliver this initiative and help promote responsible pet ownership.

Our branches are a vital part of AWL NSW's presence across the state. Their commitment ensures animals are cared for, families are supported, and communities remain connected to the cause of animal welfare.



**LEFT:** Shoalhaven Branch volunteers working with a local Petstock to help adoptable animals find forever homes

**SECOND ROW:** Northern Beaches Branch volunteers engaged the local community through an adoption day (left) and a fundraising event (right).

**THIRD ROW:** Hawkesbury Branch volunteers supporting local pet owners through a vaccination day at their Op Shop (left), and Western Suburbs Branch volunteers raising funds and community spirit at their local Bunnings store (right).

**BOTTOM:** Nowra & Jervis Bay volunteers celebrating 107 adoptions at Fins Fangs n Feathers Nowra.



### BRANCH IMPACT AT A GLANCE 2024-25

**2145+** animals rehomed  
**360+** volunteers across NSW  
**19** branches, and  
**2** dog training clubs  
**4** op shops generating funds  
**6000+** desexing vouchers issued

# 5

## Shaping a better tomorrow for animals across NSW

Animal welfare is deeply connected to social and economic factors. For many families, the rising cost of living makes even basic veterinary care difficult to afford. When access to affordable services is out of reach, animals are at greater risk of neglect, surrender, or untreated illness.



By focusing on supporting low-income communities, we aim to address the root causes of animal suffering. Making veterinary care and desexing accessible helps keep pets with their families, reduces unwanted litters, and prevents future cases of neglect. This proactive approach not only spares animals from hardship but also eases the burden on shelters, councils, and the wider community. Investing in prevention is one of the most powerful ways we can shape a better tomorrow for animals across NSW.

## Companion Animal Desexing Scheme (CADS)

Through the Companion Animal Desexing Scheme (CADS), we put prevention into action by making pet desexing accessible for pensioners and people facing financial hardship.

Our CADS program is delivered through our branches. Over 6,000 subsidised desexing vouchers were issued to members of the community, helping pet owners on low incomes take responsible steps to care for their pets.

The Western Suburbs & Hills District Branch made a particularly significant contribution, issuing 3,859 vouchers, with 2,411 redeemed during the year. As a densely populated part of Sydney, this area experiences high numbers of stray cats. The branch's efforts go a long way in reducing those numbers, preventing unwanted litters, and improving outcomes for both animals and the wider community.

## Companion Animal Assistance Scheme (CAAS)

The Companion Animal Assistance Scheme (CAAS) provided direct help for families during moments of crisis, with financial contributions towards critical veterinary treatment that would otherwise have been out of reach. Through this program, AWL NSW helped cover portions of pet owners' veterinary bills, ensuring animals received the care they needed when it mattered most.

In Jervis Bay, assistance with surgery costs meant a distraught owner could keep her beloved dog after already spending thousands on emergency treatment.

In Illawarra, a cancer patient whose cat, Pickles, needed surgery, received financial assistance through CAAS, with the branch also fundraising beyond the scheme to cover the remaining costs. Thanks to this support, Pickles was able to undergo the operation and return home to his loving owner.

In Hawkesbury, when a small dog was attacked by another dog, emergency surgery was urgently needed to save its life. With support from CAAS and the compassion of the local branch, the dog received the care it needed and survived.

These are just a few of the many lives changed by CAAS. Every grant not only saves an animal, but brings relief, dignity and hope to the people who care for them.

# 6

## Ensuring the organisation is future-proofed

To continue delivering on our mission, AWL NSW must keep pace with a changing world, ensuring that our systems, governance, and funding are robust and sustainable. This year we invested in new technologies, strategies, and facilities that ensure our mission can endure, even as the challenges facing animals and their communities continue to grow.





Progress underway on the refurbishment of the first two dog kennel rows at the new Precinct for Animal Welfare (PAW) in Rossmore.

## Digital Transformation

Our digital transformation program gathered momentum with new systems introduced to improve efficiency, transparency, and animal outcomes. These included upgraded accounting and compliance platforms, an improved CADS reporting system, and the commencement of a new, user-friendly website designed to be more accessible for our community.

Most significantly, we laid the groundwork to introduce AnimalOS, a Salesforce-based animal management system that will enable more precise tracking of every animal in care and improve outcomes in our shelter and branches.

## Precinct for Animal Welfare (PAW)

One of the most exciting developments of the year was progress on our new Precinct for Animal Welfare (PAW) at Rossmore, supported by the NSW Government. This facility will house an Inspectorate Command Centre to coordinate welfare enforcement across the state, a Respite Centre for animals of domestic violence victims, and an Assistance Centre to help rehome research animals. With site works already underway, the precinct is due for completion in mid 2026 and will transform the way AWL NSW delivers services for decades to come.

## Governance

Strong governance underpins all this progress. Our Board and leadership team worked together to refine strategy, strengthen oversight, and ensure AWL NSW operates to the highest standards of accountability and care. These measures not only safeguard the trust placed in us but also provide a firm foundation for growth.



# 7

## Sustainable funding for today and tomorrow

Securing sustainable funding is essential to ensure that we can continue to protect, heal, and rehome animals well into the future.





Our efforts combined strong fundraising campaigns, diverse income streams, government support, and the generosity of individuals and partners.

## Marketing & Fundraising Highlights

Our appeals achieved excellent results this year, raising more than \$1.14 million to directly support our operations. The Hope to Love Challenge, Tax Appeal, Pawfect Match Giving Day, and Christmas Appeal each inspired thousands of people to donate, with the Hope to Love Challenge and Tax Appeal showing strong improvements on the previous year. Every donation contributed to better outcomes for animals across NSW.

## Revenue Diversification

To safeguard our mission for the long term, AWL NSW continued to strengthen and diversify income. The AWL NSW Raffle program raised over \$800,000, while new merchandise ranges provided fresh ways for supporters to contribute.

In recent years, AWL NSW has been the grateful recipient of several NSW Government grants. The Office of Local Government and the Department of Primary Industries have provided on-going and substantial funding that has been critical to supporting and expanding our work across the state.

This investment has enabled the development of the new Precinct for Animal Welfare (PAW) at Rossmore in Sydney, the enhancement of Inspectorate operations across metropolitan Sydney and key regional areas including Bega, Orange, and Glen Innes, and the continued delivery of our highly visible Animal Care Truck program.

These grants have strengthened our capacity to deliver essential animal welfare services and extend our reach to more communities across metropolitan and regional NSW.

Finally, our partnership with Safewill has made leaving a gift to AWL NSW in a Will easier and more accessible, strengthening our bequest program and ensuring future generations of animals will benefit from the generosity of today.

We are deeply grateful to the 51 individuals whose estates provided a bequest to AWL NSW this year. We wish to honour their generosity. It creates a lasting legacy that will continue to safeguard and care for animals for years to come.

## Thank You to Our Donors

Behind every achievement this year has been the steady support of our donors at every level. They are the people and organisations who share our vision for a NSW where every animal is safe, healthy and loved. We are grateful for your trust and support, which has helped us rescue, care for, and rehome countless animals.

Local businesses once again stepped up. From vets who offered discounted services, to cafes and gyms who hosted fundraisers, to clubs and service groups who made donations, every act of generosity added up.

Our major donors and philanthropic supporters made a profound difference. Their contributions funded essential equipment and covered veterinary costs. Many of these philanthropists prefer to remain behind the scenes, but their impact is visible in every animal rehomed, every surgery performed, and every rescue made possible.

## Corporate Sponsors and In-Kind Donors

Our corporate sponsors play a crucial role in keeping AWL NSW strong. Their support allows us to direct more of our funds to our daily operations, and their backing brings awareness, credibility and practical assistance that multiplies our impact. This year, our network of corporate supporters grew, with each partnership contributing something unique to advance animal welfare across the state.

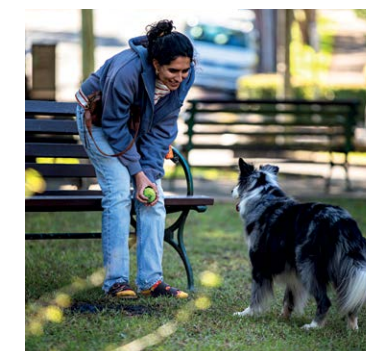
### PLATINUM PARTNERS



#### NESTLÉ PURINA

As one of our cornerstone partners, Nestlé Purina continues to demonstrate their commitment to animal welfare by providing a consistent supply of high-quality food for the animals in our care. This year, their support ensured that every dog and cat in our shelters and foster homes received the nutrition they needed to support their wellbeing and maintain optimal health.

Beyond easing financial pressures, Purina's generosity allows AWL NSW to direct more funds into veterinary care, inspectorate work, and outreach programs. Their belief that "pets and people are better together" reflects our mission perfectly, making them an invaluable part of the AWL NSW family.



#### SAATCHI & SAATCHI & SCOUNDREL

This year we were incredibly fortunate to collaborate with Saatchi & Saatchi, whose world-class creative expertise helped us craft a bold new strategy and supporting campaigns. Saatchi & Saatchi's blend of humour and humanity

in storytelling has strengthened the way AWL NSW connects with new audiences, ensuring our message cuts through in a crowded charity landscape.

Bringing this vision to the screen was made possible by the outstanding team at Scoundrel. With professionalism, energy, and genuine passion for the cause, Scoundrel dedicated a full day to filming and brought every detail to life. Their artistry and commitment ensured the final production was not only visually striking but also deeply moving, capturing the heart of our mission and the animals we serve.

Looking ahead, we anticipate this partnership will significantly increase brand awareness, inspire adoptions, and drive stronger donor engagement.

### GOLD PARTNERS



#### PARAMOUNT+ THE DOG HOUSE AUSTRALIA

The Dog House Australia, produced by Paramount+, continues to be one of the most powerful platforms for raising awareness of our work. Season 5 aired this year, introducing viewers to

animals in our care and the people who open their hearts to them. Each episode offered a window into a dog's journey from hope to love, showing the life-changing impact of adoption in real time.

The series has helped millions of Australians see the value of adoption first-hand, driving greater public recognition of AWL NSW and directly contributing to increased adoption enquiries and community support. The visibility created by this partnership continues to be transformative, strengthening our role as a trusted organisation for animal welfare and rehoming.

### SILVER PARTNERS



### BUSINESS AMBASSADORS



As we look ahead, we plan to deepen these relationships and welcome new partners. Together, we can keep building a NSW where compassion for animals is part of everyday life. For more information on our Partnership Program, please contact [partnerships@awlsw.com.au](mailto:partnerships@awlsw.com.au). We're currently accepting new partners at every level.

**ANIMAL WELFARE LEAGUE NSW**

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