

Annual Report 2018 -2019



Project Hope Horse Welfare Vic.

Melbourne and Statewide

GPO Box 1991 Melbourne 3001

Information 1300 881 606

www.phhwv.org.au

PROJECT HOPE

HORSE
WELFARE VICTORIA

PHHWV is a non-profit, charitable organisation committed to providing hope for Victorian equines through education, rehabilitation and advocacy.

Our Mission.

Throughout Victoria, whenever and wherever possible:

- To assist owners through education, assistance and advice to rehabilitate their own horses.
- To provide emergency care, treatment and assistance to horses.
- To rescue and rehabilitate any horse found abandoned, sick, injured or mistreated.
- To find a suitable home for rehabilitated horses surrendered to the Association that, as far as possible, assures the horses' future well-being.
- To educate the community on the plight of neglected horses.
- To contribute to the development of improved government legislation and policy.



Strategic Focus for 2019/20 - Skills Wanted.

Our thanks to member Julia Edwards for facilitating a strategic planning day for the Committee and for producing a detailed report with findings from the day.

A plan has now been produced to give direction for the incoming committee so the organisation can achieve its goals.

The key focus for the coming year will be: attracting and maintaining members and fundraising – both of which are vital to support our work helping horses in need.

We hope to establish sub-committees to undertake the work that does not need horse welfare knowledge and skills.

So this is a great opportunity for people who are passionate about animal welfare who want to give back, to volunteer their skills for our cause.

We are looking for people with specific expertise in IT, web design, graphic design, volunteer coordination, marketing and communication, social media, business development, fundraising, legal and accounting.

So please spread the word to your friends, family, colleagues and networks and contact info@phhwv.org.au if you can help.

President's Report.

Project Hope has now been in operation for 46 years! This is an extraordinary achievement and a testament to the past and present committees and continued membership who have created a highly respected and trusted organisation that is leading the way in Horse Rescue throughout Victoria. This is what a small group of dedicated individuals with one passion can achieve.

2018/19 has seen 18 short term care horses find long term homes and 10 horses have undergone training, both groundwork and under saddle training. There are still 19 horses in short term care and receiving the best of care amongst our dedicated members.

4 horses have joined the Project Hope herd in 2018/19 and while there have been lower surrenders than in past years, the drought has affected the short-term care capacity and greatly increased feed costs. This has reflected in the number of requests from the public to surrender their horses to rescue centres due to the lack of feed available.

The committee recently approved a non-member assistance fund to support genuine horse owners with short term feed costs to enable them to keep their horses in good condition.

2018/19 has thrown up many challenges to the committee, the biggest being how to engage more resources to move forward with all the amazing ideas identified to secure a sustainable future for Project Hope. The current committee are specialist in Horse management and continue to deliver the best of care to horses in the program, however after managing the day to day operations, the committee is overloaded with additional responsibilities they are not skilled to undertake and that has created frustration and fatigue.

Sue Smith has been a powerhouse in securing Swinburne University projects, sourcing fundraising and donor opportunities while assisting with Facebook strategy, Angela Smith continues to manage the 1300 phone and Facebook, the ever reliable Shirley McPherson has taken on additional work in the treasurer role, Rhonda Petschel has added separate projects to her secretary role and Minda Blake has been undertaking 3 essential roles while still adjusting to the Presidency. This level of individual responsibility is not sustainable and after multiple call outs to the membership through Newsletters and email for additional help in specific positions, only a few members responded.

If anyone has been considering committing more time to help, please get in contact so the organisation can continue to grow and succeed. Your committee needs support and there are multiple positions available, so get in touch and be part of the future of Project Hope.

Minda Blake

Secretary's Report.

The past twelve months is my first in the role of Secretary for Project Hope Horse Welfare Victoria.

I have continued my longer term work with Project Hope horses along with the expansion into the administration of the organisation. The previous committee have done excellent work staying pace with modern technology; the central records and the updated website storing our membership list provides an excellent framework for efficient administration. This year we have also begun to conduct our meetings on line every second month. Keeping up with modern technology will need to continue into the future.

During the year I have worked on my secretarial skills, coordinated our representation at the Boneo Park classic, organised an open day for those at Swinburne University who generously donated their expertise on our online projects and also represented our wonderful organisation at Lawyers for Animals law week events.

I have enjoyed expanding my skill set, have had opportunities that would not normally come my way but what I have particularly enjoyed is working with the members who volunteer their time. As I have heard our ex president Sue Kirkgard state “ Project Hope Horse Welfare is a wonderful community of people.”

Rhonda Petschel



Rhonda's Project Hope Family
From left is Ava, Snip and Harmony.

Treasurer's Report

For the financial year 1st March 2018 to 28th February 2019

Overleaf you will find the formal Financial Tax Review conducted by the accounting firm Krammers Accountants. This Profit & Loss statement and Balance Sheet outline in detail the financial position of the association.

Briefly, a comparison between the 2018 and 2019 financial years is as follows:

Total Income: \$88,920 - an increase of \$15,401

Total expenditure: \$70,940 - a decrease of \$13,254

Admin expenses: \$27,158 - an increase of \$6,784

Horse expenses: \$43,782 - a decrease of \$22,525

Overall Net Income: + \$17,980 for the financial year.

Taking into consideration the loss shown last year (\$10,674), the profit this year, as well as the overall assets including cash at bank etc makes Project Hope's financial position still strong.

As always, the wonderful and generous support of our members, who provide Long Term Care and Short Term Care (sometimes at no cost to themselves) as well as receiving donations from Businesses and Charity Foundations, it's time to look forward to another challenging but rewarding year.

Shirley McPherson

Treasurer's Report continued.

For the financial year 1st March 2018 to 28th February 2019

KRAMMERS ACCOUNTANTS

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24th June 2019

The Members
Project Hope Horse Welfare Victoria

The financial statements for the year ended 28th February 2019 were extracted from the financial accounting system entered by your Treasurer, We have been reviewing the entries made throughout the year in conjunction with the preparation of quarterly BAS returns.

The ultimate responsibility for the accuracy of the figures rests with the Board. I have not carried out a full audit of the figures so cannot completely vouch for the correctness of them but have made a review of their contents and believe them to be materially correct and they present a true picture of the operations for the year.

Yours faithfully

KRAMMERS ACCOUNTANTS

Per:



Treasurer's Report continued.

For the financial year 1st March 2018 to 28th February 2019

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11/05/19

Cash Basis

Project Hope Horse Welfare Victoria Inc

Profit & Loss

March 2018 through February 2019

Mar 18 - Feb 19

Ordinary Income/Expense

Income

Donations & Bequests

| | |
|------------------------------|-----------|
| Appeal Donation | 8,038.00 |
| Bequests | 15,000.00 |
| Donation Boxes | 664.90 |
| General Donation | 34,200.54 |
| Member Donation | 8,100.50 |
| Periodic Donation | 215.00 |
| Donations & Bequests - Other | 10.00 |

Total Donations & Bequests 66,228.94

Fundraising

| | |
|---------------------|----------|
| Raffle | 5,568.00 |
| Fundraising - Other | 1,223.25 |

Total Fundraising 6,791.25

Interest Received

351.92

Memberships 15,038.06

Merchandise Sales 509.36

Total Income 88,919.53

Gross Profit

88,919.53

Expense

| | |
|----------------------------|--------|
| Accountancy Fees | 683.63 |
| Admin Travel Reimbursement | 56.62 |
| Advertising & Publicity | 346.60 |
| Audit fees | 51.73 |

Bank Charges

| | |
|----------------------|--------|
| Merchant Fee | 344.10 |
| Bank Charges - Other | 12.66 |

Total Bank Charges 356.76

Fundraising Costs

| | |
|---------------------------|----------|
| Raffle Costs | 819.28 |
| Fundraising Costs - Other | 3,719.39 |

Total Fundraising Costs 4,538.67

Insurance

| | |
|--------------------------------|----------|
| Management Liability Insurance | 1,690.91 |
| Personal Accident Insurance | 877.27 |
| Public Liability Insurance | 1,431.82 |

Total Insurance 4,000.00

Merchandise Costs

29.50

PayPal Expenses 298.54

Phone / Internet

| | |
|-------------------------------|----------|
| Phone - Other Charges | 408.43 |
| Phone - Priority 1300 Service | 1,362.80 |
| Phone - Answering Charges | 49.99 |
| Phone / Internet - Other | 660.82 |

Total Phone / Internet 2,482.04

Post Box Rental

-205.45

Postage 2,721.30

Printing 815.98

Software Costs 609.09

Stationery 1,085.81

Storage Unit 2,072.76

Venue Hire & Catering 1,011.36

Web

| | |
|-------------|----------|
| Web Design | 5,476.36 |
| Web Hosting | 438.50 |
| Web - Other | 288.00 |

Total Web 6,202.86

Total Expense

27,157.80

Net Ordinary Income

61,761.73

Treasurer's Report continued.

For the financial year 1st March 2018 to 28th February 2019

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Cash Basis

Project Hope Horse Welfare Victoria Inc Profit & Loss March 2018 through February 2019

| | <u>Mar 18 - Feb 19</u> |
|------------------------|-------------------------|
| Other Income/Expense | |
| Other Expense | |
| Agistment | 240.91 |
| Dentist | 1,202.92 |
| Euthanasia | 181.82 |
| Farrier | 1,047.25 |
| Feed | 5,860.65 |
| General Horse Expenses | 977.17 |
| Horse Training | 21,579.55 |
| Horse Transport Costs | 6,333.89 |
| Vet Fees | 5,903.33 |
| Wormer and Medication | 454.14 |
| Total Other Expense | <u>43,781.63</u> |
| Net Other Income | <u>-43,781.63</u> |
| Net Income | <u><u>17,980.10</u></u> |

Treasurer's Report continued.

For the financial year 1st March 2018 to 28th February 2019

Project Hope Horse Welfare Victoria Inc

Balance Sheet

As at February 28, 2019

| | |
|--------------------------------|-----------------------|
| Assets | |
| Current Assets | |
| Chequing/Savings | |
| Bank – BBL Term Deposit | 39,538 |
| Bank – WBC Gift Account | 3,938 |
| Bank – WBC Grant Account | 5,729 |
| Bank – WBC Main Cheque Account | <u>53,621</u> |
| Total Chequing / Savings | 102,826 |
| Other Current Assets | |
| Inventory | 9,974 |
| Total Current Assets | 112,800 |
| Fixed Assets | |
| Equipment at cost | 6,749 |
| Less accumulated depreciation | -6,749 |
| Total Assets | <u>112,800</u> |
| Liabilities | Nil |
| NET ASSETS | 112,800 |
| EQUITY | |
| Opening Bal Equity | 116,052 |
| Retained Earnings | -19,939 |
| Net Income | 17,980 |
| TOTAL EQUITY | 112,800 |

Fundraising and Marketing Report.

Socialising Project Hope!

As another PHHWV year passes, Sue and I are happy to report that Project Hope's social media channels are busier than ever and our public outreach via Facebook has grown substantially. As a result, we found more homes for horses and even more inquiries via our social media channels and our message of responsible horse care is reaching more people than ever before!

So what changed? We started the year in earnest and developed an Instagram account. We then engaged Swinburne University's Business Without Borders volunteer students to develop a social media campaign to support our application for the Pick My Project grant program. We may have just missed out on "winning" the vote count for the grant, but our social media post reach increased by a staggering 1300%, introducing new followers and increased awareness of our work. The campaign provided us with invaluable learnings and the importance and value of emotion and storytelling to connect with and education the general public about the vital work we do. Our thanks to Alison McDowell, Mari Burger and the Business without Borders team.

Our next project was producing the "Creature's Story" video. We are grateful to Swinburne TV and Film student, Alasdair Harvey for his artistic and production skills, Nicky Fanning for her "voice", support and patience and of course our pin-up boy "Creature". The video has been viewed more than 300,000 times, Facebook likes increased by 1,000 to over 5,000 and more importantly the engagement of the general public to all our social media posts is now far higher than comparable organisation webpages. Each of our posts now reach between 1,000 and 6,500 people (with the exception of our Creature video).

We encourage all members to help us socialise the Project Hope story and horse welfare by taking photos and videos of your Project Hope horse and share on your favourite social media channel – but please TAG Project Hope!

Improving our Communications and Digital know how.

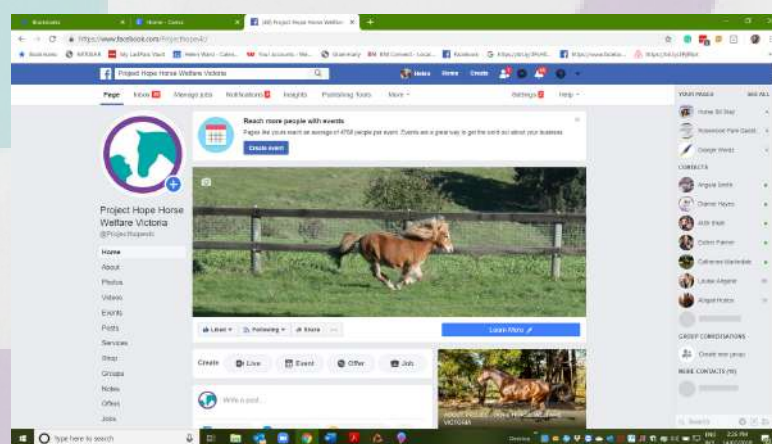
Over the past 18 months, in total, 33 Swinburne University students and their teachers have supported Project Hope on eight voluntary projects to improve our communications and digital knowhow. Our thanks to Prof. Ron Bartels from the Capstone team and to all students involved in these projects.

Members Only Facebook Page.

In response to the fires around Bunyip and Drouin, we established a Members Only Facebook page where members can share information with each other.

The catalyst was members were communicating with us offering to help with feed and veterinary care but it was too difficult to coordinate centrally. I said to Sue "wouldn't it be great to have a platform where we could all share our knowledge and help immediately at the time of crisis" and she said "there is – let's do it", so we did!

We encourage all members to communicate with each other via the Members Only Facebook page. It doesn't have to be used only in emergencies but we are now more prepared for disasters in the future. So please share information, horse gear, photos of the horses you have in care and anything that might be of interest to fellow members.



PHHW Facebook Page

Fundraising and Marketing Report continued.

Fundraising and Public Events.

We thank all our donors for their generous gifts, both in-kind and cash donations.

In particular we, would like to thank Samantha Baillieu, Chasam Foundation, Yulgilbar Foundation and the Myer Foundation; Bianca Rinehart and @RestoreHopeAus; and ScootBoots for their generous support.

We would also like to thank Boneo Park for providing a marquee at their three key show events and the heroic efforts of Rhonda, Minda, Rose, Noelle, Shirley, Sue, Suzy, Helen, Angela and many others behind the scenes for each event.

The Smith's - Angela and Sue.

Horse Gear Sale - Fundraising Bonanza.

What a way to end the financial year with the HUGE Horse Gear Market at Gembrook. Our thanks to Rachel, Helen, Kerryn, Holly, Monique, Andi, Angela and many other PHHWV members and family behind the scenes for organising this special fundraising bonanza. The winter sun was shining and there were plenty of buyers getting bargains. We fundraised over \$2000. The bonus was a new member, Susan, signed up on closing time! We would also like to thank Katie Ladd for donating the lucky door prize of an Equine Bowen Therapy session.

Events like this do far more than raise money for Project Hope. They are a great way to meet other members, speak to potential members, and raise community awareness of our existence and work supporting abused and neglected horses.



Welfare Hotline Report.

Our 1300 phone continues to be busy and calls are ever increasing - we received 62 enquiries in June 2019 close to double that of June 2018.

Even though the rain has brought some relief to the drought, the effects are still being felt with feed prices sky high! People often call Project Hope for advice on alternative feed or where to source hay and we expect this will continue for some time into the future. There is also increasing pressure for us to take more horses on surrender beyond our purpose of supporting abused and neglected horses.

These are just three of our rescue horses -examples of the difference you make as a member and supporter of Project Hope. Help us spread the love.

Angela Smith.



PHHW Olivia



PHHW Sapphire



PHHW Scotty