

**Leave a lasting
legacy for all
animals,
always.**

ANIMAL
Justice Foundation



Our vision

To create a kind, sustainable, healthy, and productive society that values all animals as sentient beings in their own right, living free from pain, fear and exploitation – starting here in Australia.

Our mission

To build financial strength to back those individuals and organisations who are working towards a world of animal justice.

Dear animal advocate

Dedicating a bequest in your Will is an extraordinary act of kindness and a powerful way to share your philanthropic passion. If you are looking for an enduring legacy for all animals, leaving a bequest to the Animal Justice Foundation (AJF) is an effective way to save animals far beyond your lifetime.

The AJF Board is a small group of dedicated, volunteer animal advocates who are collectively skilled and experienced in animal protection advocacy and activism, social change, wealth management, community engagement and governance. On behalf of the Board and every animal, thank you for the support you provide to the animal protection movement here in Australia and for your engagement with the AJF.

We cannot create change without you and we genuinely appreciate your consideration in leaving a bequest to the AJF.

Yours sincerely,



Bruce Poon
AJF President

Every dollar for every animal

No animal species is spared from cruelty and exploitation in today's society. The Animal Justice Foundation (AJF) has been established to change this by building financial wealth to support the long-term future of all animals.

A unique not-for-profit organisation, the AJF grows every dollar donated, to perpetuate financial returns to fund the protection of animals for tomorrow and the long-term future. Entirely volunteer-run, there are no salaries or overheads to dilute the financial power that the AJF is creating for animals.

We provide a perpetual source of funding for charitable organisations and thought-leaders in the animal protection movement through the promotion of philanthropy, invested donations, and by distributing income earned through grants to support grassroots initiatives. We pool donations from visionary and kind-hearted philanthropists, like you, to foster animal protection by:

- supporting the achievement of political power for animals as an associated entity of the Animal Justice Party
- promoting civic engagement to speak out against legalised atrocities imposed on animals in contemporary society
- partnering with thought-leading activists and organisations to support and inspire activities and initiatives that foster animal protection
- activating innovative solutions that drive social, political, technological, and cultural evolution to a more ethical, just and sustainable world for all animals.

Funding action for the protection of all animals, forever

A bequest to the AJF will be invested in ethical stocks to grow and generate returns that will be reinvested in perpetuity to support innovative, inclusive, kind and sustainable alternatives to the existing constructs that perpetuate animal cruelty and exploitation today.

The AJF exists to build power through finance, and for the future. Only by combining your money with that of others in the movement, and investing it long-term, can we accumulate a significant fund with investment returns that can be used to future-proof the protection of all animals – from companion animals, to wildlife, farmed animals, and animals used for fashion, entertainment or science, in Australia.

The AJF Board are volunteers, so donations are maximised for the animals long-term. Every effort is made to keep the administration of the AJF as lean as possible. This means that donations and bequests go directly to protecting animals and future-proofing the protection of all animals. A small proportion of the AJF's accumulated funds and investment returns will be distributed to advocacy, animal charities, political activity or broader activism each year via the AJF Grants Program.





Fostering action for the protection of all animals, together

The AJF's annual Grants Program perpetuates grassroots action towards a kinder world for animals by funding outstanding animal charities, thought-leading activists, cruelty-free brands and innovative community organisations who are progressing animal protection across a variety of sectors.

Highly coveted in Australia's animal protection movement, the AJF's Grants Program is vital to innovate, support, promote and encourage initiatives that save animals. Such initiatives are cumulative and seed genuine and sustainable behavioural, social, political, economic, cultural and technological change towards a kinder and more compassionate nation for all animals.

AJF Grants are contingent on the Foundation's annual revenue and comprise a small proportion of the Foundation's annual income earned from investments, philanthropy and donations.

Commemorating kindness and generosity for the protection of all animals, always

Should you decide to dedicate a bequest for animals via the AJF, with your blessing, we would love to recognise your kindness by publicly acknowledging your intent to bequest on our website and in our annual reports.

Following the transfer of your bequest, your name and your legacy will forever feature in the AJF's eternal giving circle to commemorate your kindness and acknowledge the perpetual gift you have provided to save animals well into the future.

"The AJF is the first of its kind in Australia. Leaving a bequest enables me to support animals forever..."
Carol, VIC



How to make a bequest

There are several ways to dedicate a bequest in your Will, should you decide that you would like to leave an enduring legacy for animal protection beyond your lifetime:

Residuary gift removes the need for you to put a specific value on your bequest, as this is the amount remaining in your estate once your loved ones have been taken care of.

Nominated percentage you choose the proportion of your estate you want to gift.

Pecuniary gift you select a fixed amount from your estate to bequest to the Animal Justice Foundation.

To ensure your wishes are honoured, we recommend you share your plans to gift the AJF in your Will with loved ones, and seek legal guidance.

Suggested wording for your will

Your lawyer or trustee is best to advise on the exact words to ensure your wishes are honoured. Here is some sample wording for your consideration, to update your Will or add an additional clause in an addendum:

*I give the to the
ANIMAL JUSTICE FOUNDATION PTY LTD
(ACN 639 400 454)... [select accurate
description of bequest or amend
accordingly to reflect gift of a particular
asset]*

- *the sum of \$; or*
- *the rest and residue of my estate; or*
- *percent of the rest and residue
of my estate*

*for its general purposes free of all duties
and taxes payable upon or in consequence
of my death and I declare that the receipt
of its Chief Executor Officer, Chief Financial
Officer or other authorised officer will
be a full and sufficient discharge to my
executors and trustees who will not be
obliged to enforce the application of
the gift.*

Tax implications of leaving a bequest

The taxation implications vary across Australian states and territories. To ensure your Will is structured in accordance with your wishes and to ensure you understand the specific tax implications for your estate, please speak to your accountant or lawyer for advice tailored to your specific situation.

“Animals enrich my
life every day and I feel
honoured to be able
to give back to them,
long after I am gone...”
Jo, QLD

Share your wishes with us

As you are someone who clearly cares about animals, the AJF is here to support you and the important decision to leave a bequest.

The AJF can also recommend reputable lawyers and accountants who are experienced in handling bequests if you would like more detailed advice.

Please do not hesitate to contact us for a confidential discussion about your personal wishes by telephoning 1800 318 226 or emailing contact@animaljusticefoundation.org.



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PO Box 286
Red Hill QLD 4059

1800 318 226
contact@animaljusticefoundation.org
animaljusticefoundation.org

