

# FIA Conference 2023

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# Saving the Bilby, step by step

FUNDRAISING HOW TO  
Sara Mansfield  
Save the Bilby Fund

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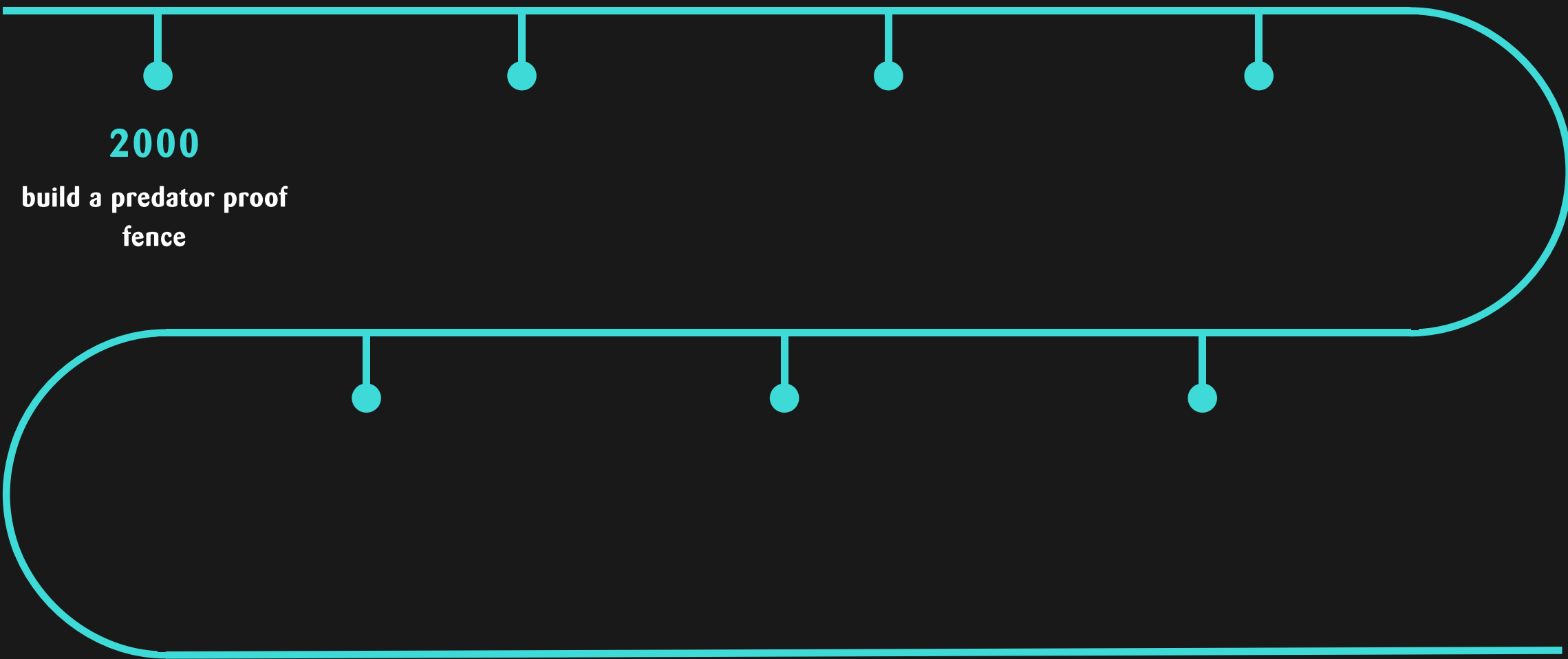


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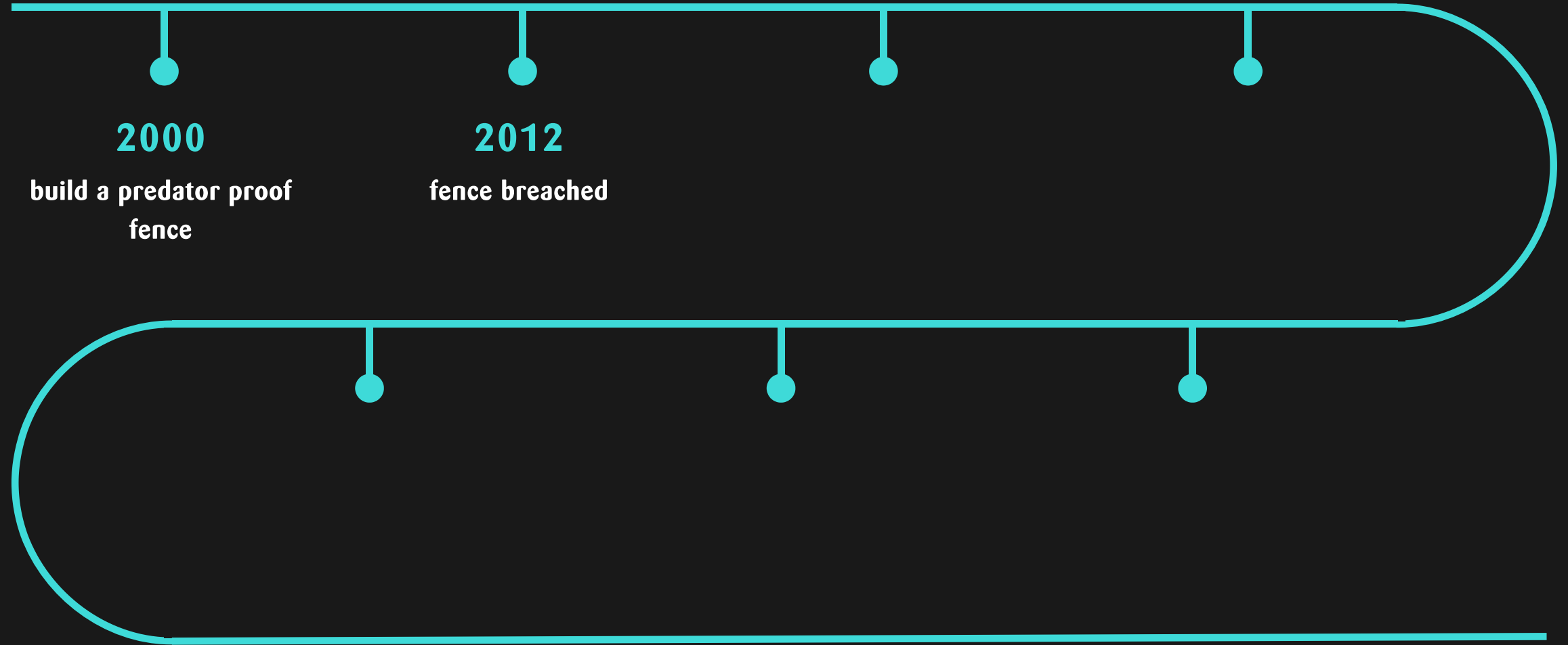


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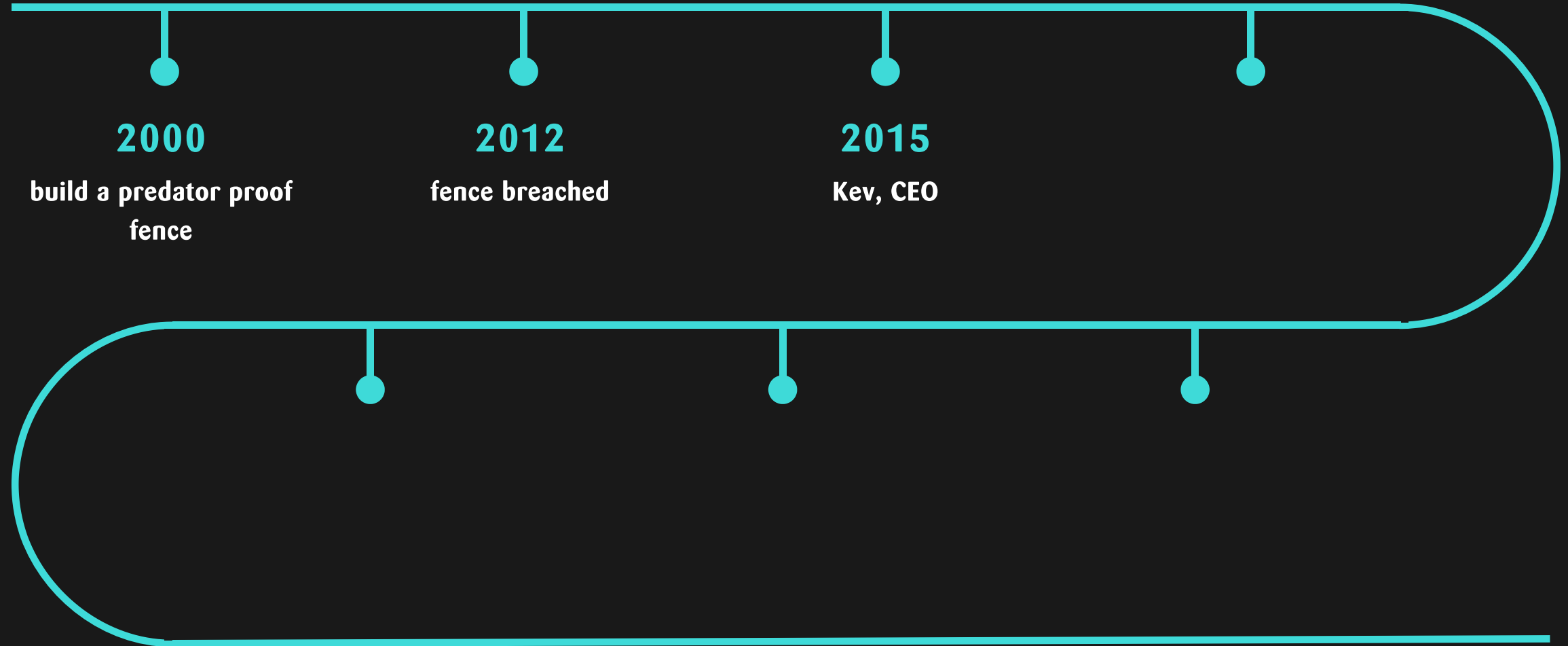
# STBF Timeline



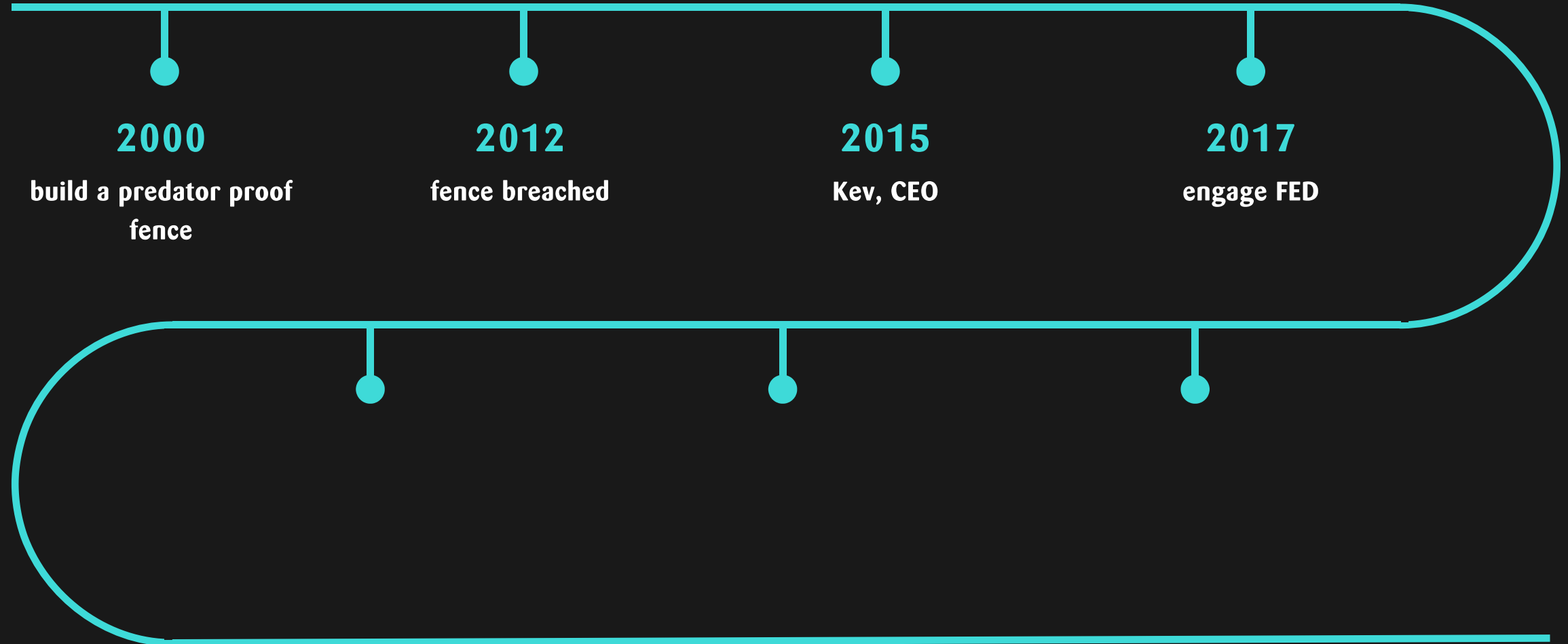
## STBF Timeline



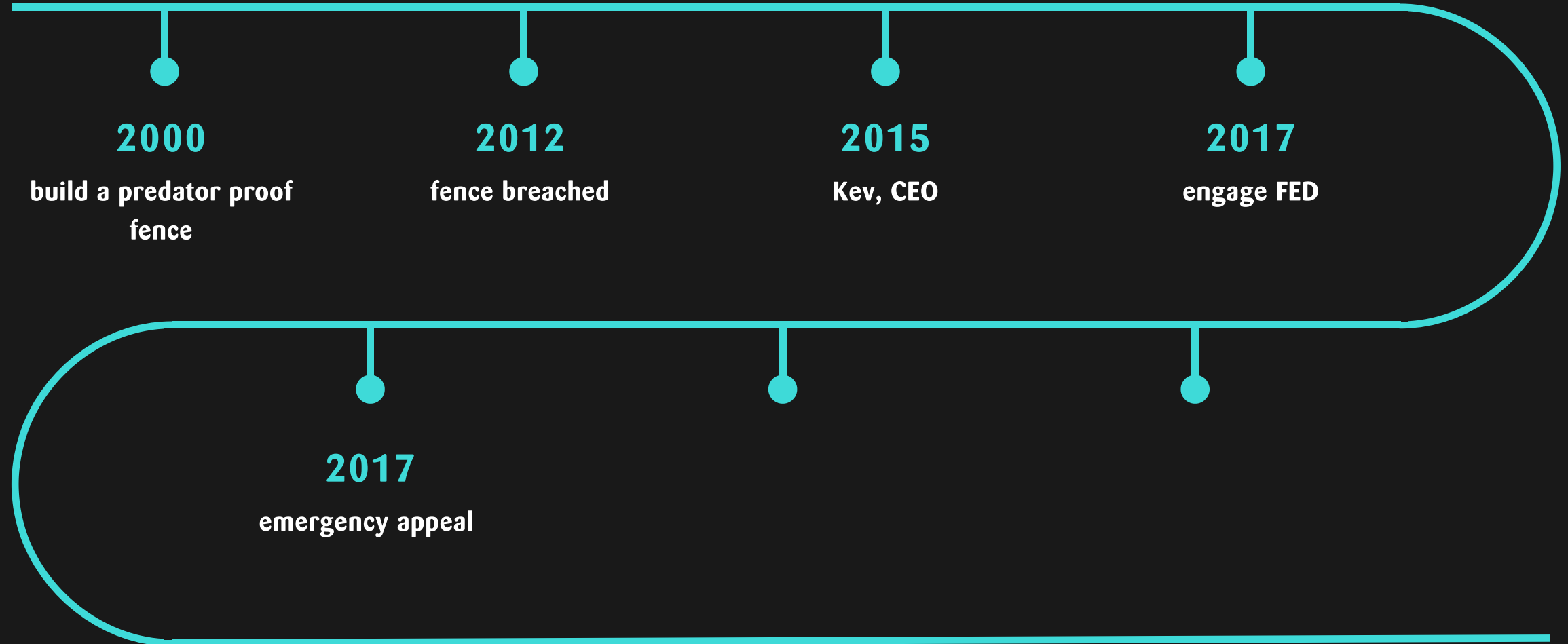
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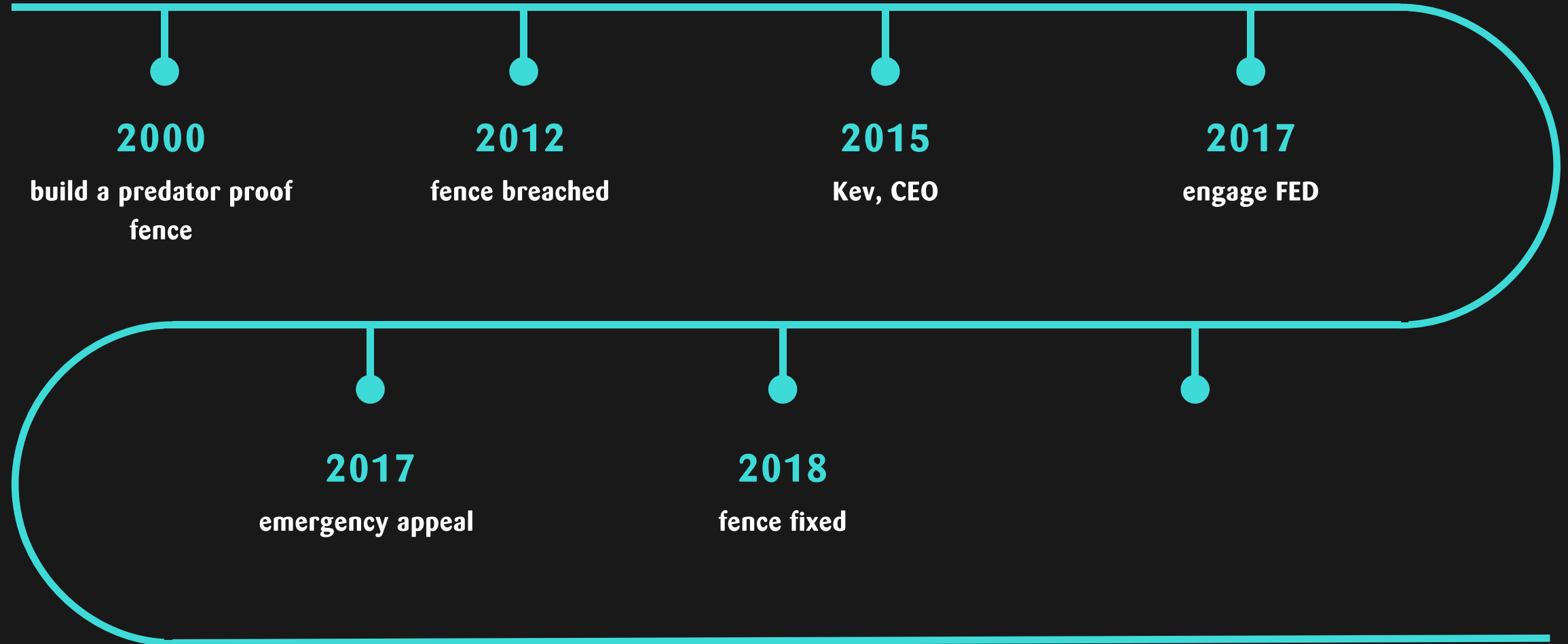
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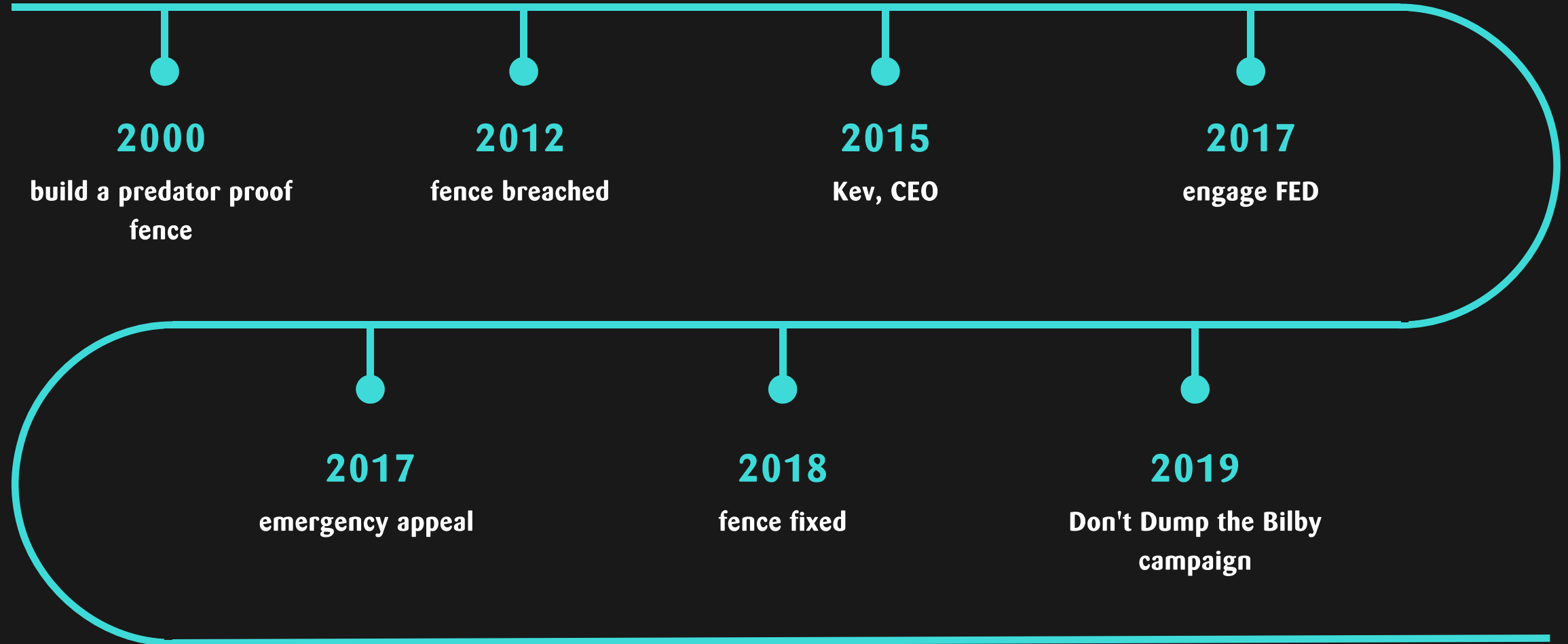
## STBF Timeline



## STBF Timeline



# STBF Timeline



A yellow banner with a black outline, featuring the word "SHARE" in blue capital letters with a white drop shadow. The banner is slightly wavy and has small black and white striped details at its ends.

SHARE



# MIGHTY CADBURY VS THE AUSSIE BILBY.

IT'S A REAL  
DAVID AND GOLIATH  
STORY.



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## Tell Coles and Woolworths: we want BILBIES not BUNNIES next Easter.

A unique Aussie tradition is under threat. Chocolate bilbies are disappearing. It's becoming harder to find them in the shops because Australia's two biggest supermarkets, Coles and Woolworths, don't stock them. Will you sign our petition to say you want BILBIES not BUNNIES next Easter?

[Pledge Your Support](#)



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## Send an email to Coles and Woolworths

State your views direct. You want bilbies not bunnies. Our native species matter.

Dear Sir/Madam,

I'm writing to ask you to uphold an Aussie tradition and stock chocolate bilbies next Easter.

The past few months have reminded us how fragile our environment and precious our wildlife is. The bilby is one of our native species. It's walked this land for 15 million years, but it's now on the brink of extinction.

Next Easter, Australians will spend billions of dollars on chocolate. In your shops, they're offered countless chocolate bunnies. Why? As a species, the bunny has done terrible damage to our agriculture and environment. Why are you celebrating the bunny when a native species needs your support to survive?

So far you've refused to stock chocolate bilbies from ethical suppliers like Pink Lady. As such you're denying Australian consumers the chance to choose BILBIES not BUNNIES when each purchase would help save the bilby.

You're one of Australia's biggest supermarkets. Unless you stock chocolate bilbies there will be little chance of us being able keep alive the Aussie tradition of the Easter bilby. That choice is being taken from us. And it'll be a severe blow to the bilby's chances of survival.

I feel so strongly about this. Chocolate bilbies—that would contribute directly to saving the bilby—on sale in your stores at Easter time, and I look forward to hearing from you what your decision is.

Yours faithfully,  
Sara-Louise

Email sent



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## Deadly toll

Threatened Species Recovery Hub data show, that on average, a typical feral cat kills 791 animals a year. The contents of this feral cat's stomach at Arid Recovery reveals the significant toll taken by a single cat in one feeding spree – one juvenile Gould's sand goanna, two spinifex hopping mice, two plains mice (a threatened species) and three house mice.

In a year, one feral cat is likely to consume:

**393** mammals  
**225** reptiles  
**129** birds • **44** frogs

Every day in Australia, cats kill:

**1.9** million reptiles • **1.2** million birds  
**3.2** million mammals • **250,000** frogs



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Louise, on one of the new nesting beds we bought! So snuggly

Melinda, Dell, Tiny Taz & Auntie Bobby



Ray, having a good look at the paintwork

Wally, our first ever Nocturnal House baby!



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Kevin Bradley, Save the Bilby Fund <supportercare@saveth...

24 March 2021 at 10:04 am

Dig Deep 4 the Bilbies, TODAY!

To: Holly <holly@flatearthdirect.com>

Reply-To: Kevin Bradley, Save the Bilby Fund <supportercare@savethebilbyfund.org>



Dear Holly,

Today is the day! Every dollar you are able to donate for the next 24 hours will be DOUBLED, up to the total value of \$50,000!

**Help ensure this Aussie battler can continue to be celebrated by generations to come at Easter time and all year round by helping us raise our \$100,000 goal. Be part of helping us secure the bilby's future by choosing a donation option below:**



Don't miss our Giving Day on Wednesday.

**'Dig Deep 4 the Bilbies'**  
for 24 hours and have  
your donation matched.



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- e. Save the Bilby Fund is totally dependent on public funding to lead the National Recovery Team to build an insurance population of 10,000 protected bilbies in Australia by 2030. Did you know that although we receive a lot of practical help from the Qld Dept of Environment & Science we receive no recurring government funding to do the work we do; these bilby-saving projects are totally reliant on the support and generosity of people like you?

☐ A Yes, I was aware of that

☐ B No, I wasn't aware of that

OK ✓



- d. , bequests left to the Save the Bilby Fund in supporters' Wills are of enormous benefit. These gifts ensure that we will continue to be there to save the bilby well into the future. Would you ever consider supporting our work in this special way?

Please select just **one** response

☐ A Yes, I have already included a gift to Save the Bilby Fund in my Will

☐ B I intend to include a gift to Save the Bilby Fund in my Will

☐ C I may consider including Save the Bilby Fund in my Will, it's an idea that interests me

☐ D I am choosing not to include Save the Bilby Fund in my Will at this time

☐ E I do not have a Will

OK ✓

, as a recent visitor to the Charleville Bilby Experience, we are really interested in your views.

This quick survey will help us understand what you thought of the experience and how you feel about the work we are doing to save the bilby.

It should only take a few minutes of your time today and your responses are confidential to us.

Thank you for sparing a few minutes of your time.

Let's get started

press Enter ↵

⌚ Takes X minutes



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308 feral cats and 93 kittens were removed from outside the fence!!

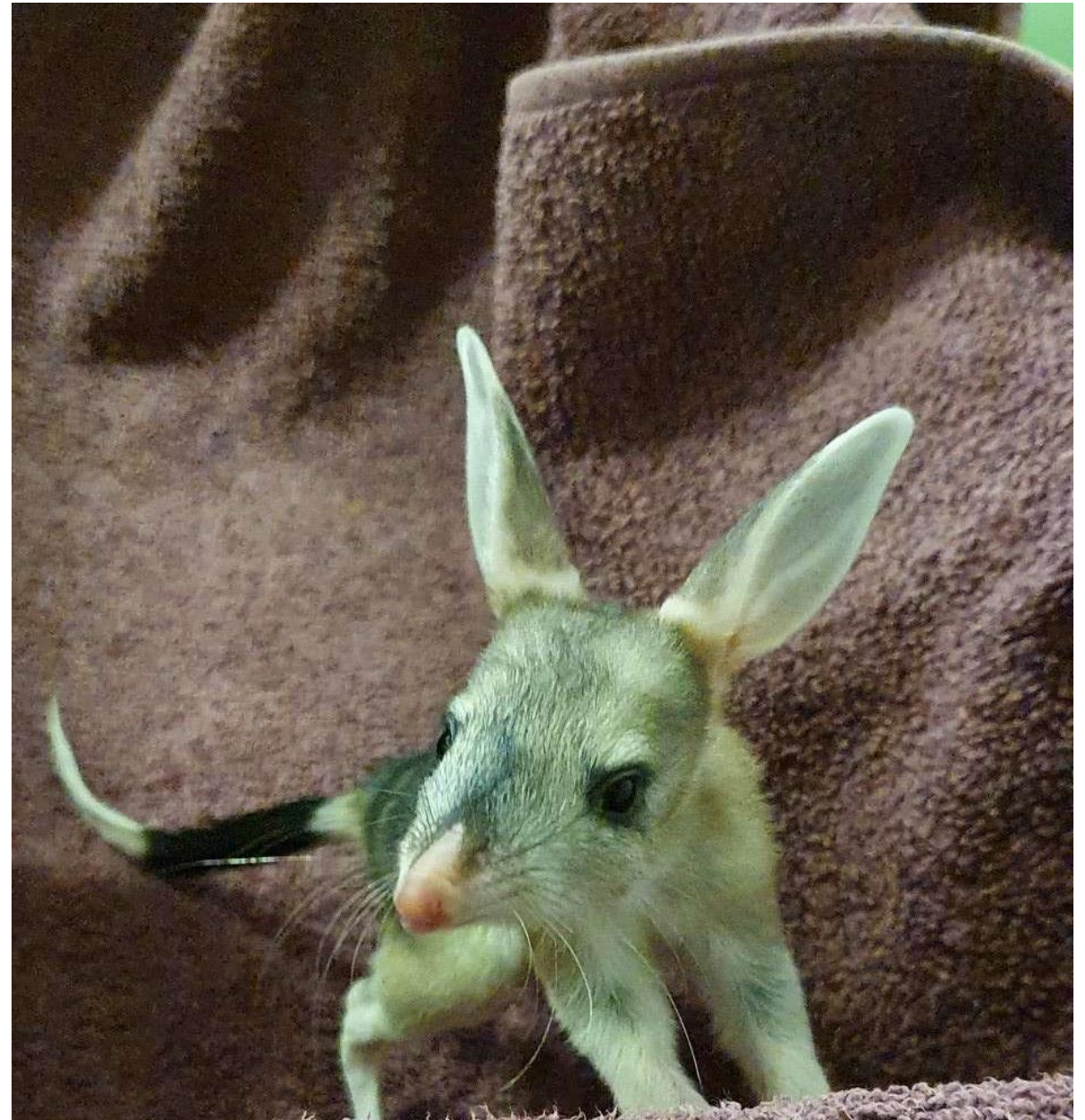
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Over 400 bilbies in  
our sanctuary at  
Currawinya!!

Over 60 baby bilbies raised and  
1/3 of Australia's captive bilby  
population held in cr  ching  
conditions to provide animals  
for re-introduction across  
Australia!!



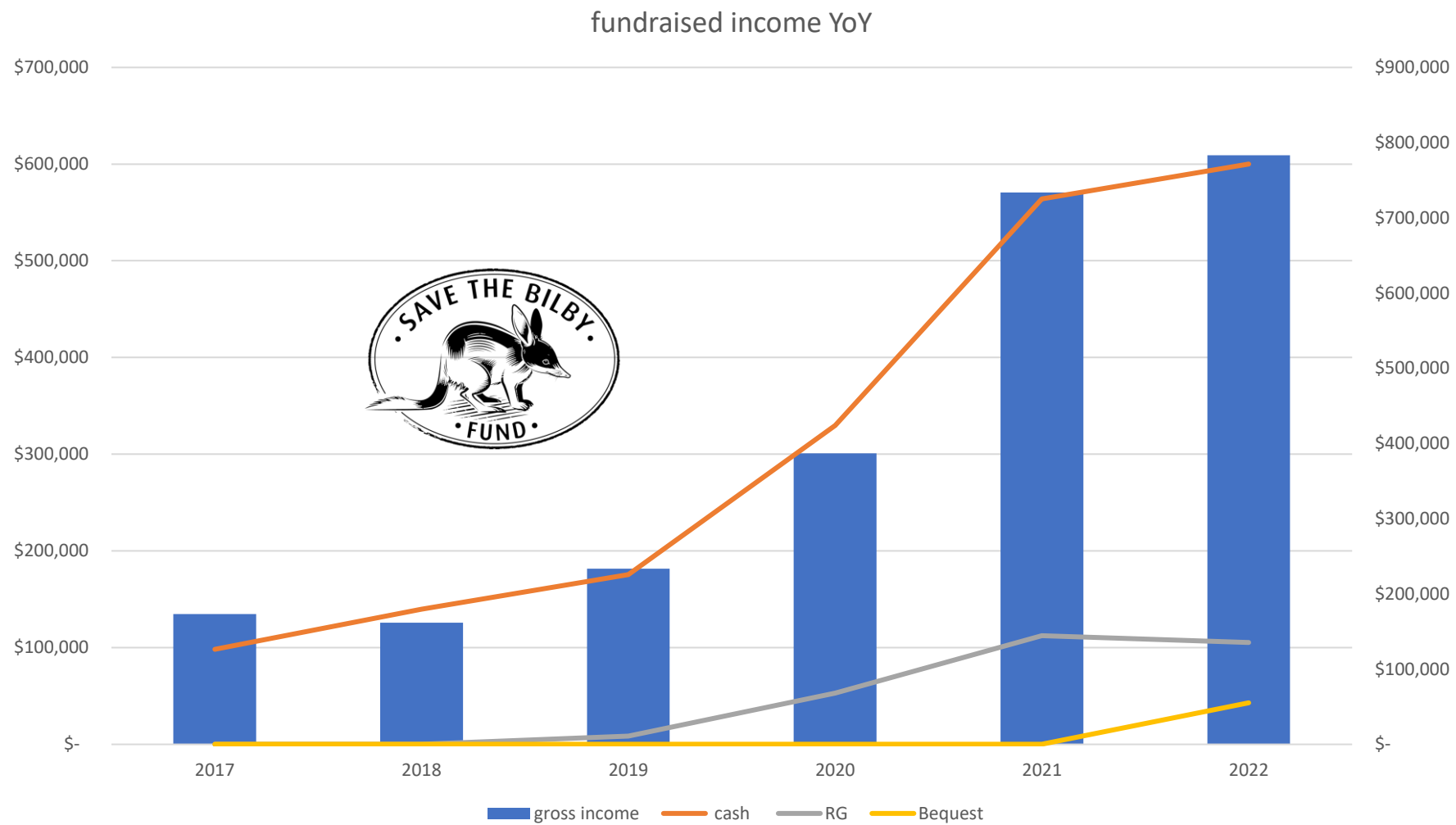


Darrell Lea  
chocolate bilbies  
back on  
supermarket  
shelves!!

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**SARA MANSFIELD**  
HEAD OF FUNDRAISING  
AND COMMUNICATIONS



0424 65511



sara@savethebilbyfund.org



www.savethebilbyfund.com.au



**SARA MANSFIELD**  
SENIOR CONSULTANT



0424 65511



sara@flatearthdirect.com



www.flatearthdirect.com.au

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# Thank you

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