



**For immediate release**

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**Critical wildlife services at risk due to donation decline amid cost-of-living crisis**

Wildlife Victoria, the non-profit charity operating the state's 24/7 wildlife Emergency Response Service, is facing significant financial challenges with a 20% decline in average donation amount and a 5% reduction in regular donors, with many citing the significant increase in cost of living and a reduction in disposable income.

Wildlife Victoria has provided the Victorian community with a free wildlife rescue service since 1989. Members of the public can call Wildlife Victoria 24/7 to report sick, injured, or orphaned wildlife found anywhere across the state.

In addition to its Emergency Response Service, Wildlife Victoria operates a seven-day-a-week Travelling Veterinary Service, providing free veterinary support to dedicated and hardworking volunteers caring for sick, injured, and orphaned wildlife.

In 2023, the organisation received over 130,000 calls for assistance and responded to over 80,000 native animals in need.

With a funding proposal from the state government rejected at this year's budget, less than 7 percent of Wildlife Victoria's operating costs are now funded by the state government. With no funding commitment from the Allan Government beyond the 2025 financial year, the charity is completely reliant on the generosity of donors to stay operational.

Donations from the black summer bushfires have helped the organisation meet the escalating increase in demand for its services in the past four years, but these funds will soon be depleted. Fundraising efforts are critical to sustain Wildlife Victoria's services.

But amid rising living costs and with no interest rate relief in sight, Wildlife Victoria is experiencing a significant decline in donations.

Wildlife Victoria's regular giving program, WildFriends, enables wildlife enthusiasts passionate about native species protection to make monthly contributions.

"Your generous donations keep our 24/7 Emergency Response Service operational, help recruit and train volunteers statewide, and maintain our Travelling Veterinary Service. Most importantly, they provide a lifeline to sick, injured, and orphaned wildlife across Victoria. Without donations and without the services Wildlife Victoria provides, our innocent native animals suffer." **Lisa Palma, Wildlife Victoria CEO**

The drop in donation revenue coincides with a 24% increase in calls for Wildlife Victoria's services between 2022 and 2023, and a significant 50% increase in cases over the busy rescue period of Spring.



“The surge in demand and rising costs of operations, is placing significant financial strain on our organisation. As a non-profit charity, we rely on donations to save lives and alleviate suffering. With more people feeling the pinch of the cost-of-living crisis, it is getting harder to keep up.

Given the mounting impacts of climate change, habitat destruction, and fragmentation, we are deeply concerned for the future of our wildlife. If we cannot care for them, who will?” **Lisa Palma, Wildlife Victoria CEO**

Wildlife Victoria urges those passionate about conserving and protecting native species to visit [wildlifelifevictoria.org.au](http://wildlifelifevictoria.org.au) to donate.

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For additional information or interview requests, contact Wildlife Victoria's media team on 0447 193 121 or [media@wildlifelifevictoria.org.au](mailto:media@wildlifelifevictoria.org.au)