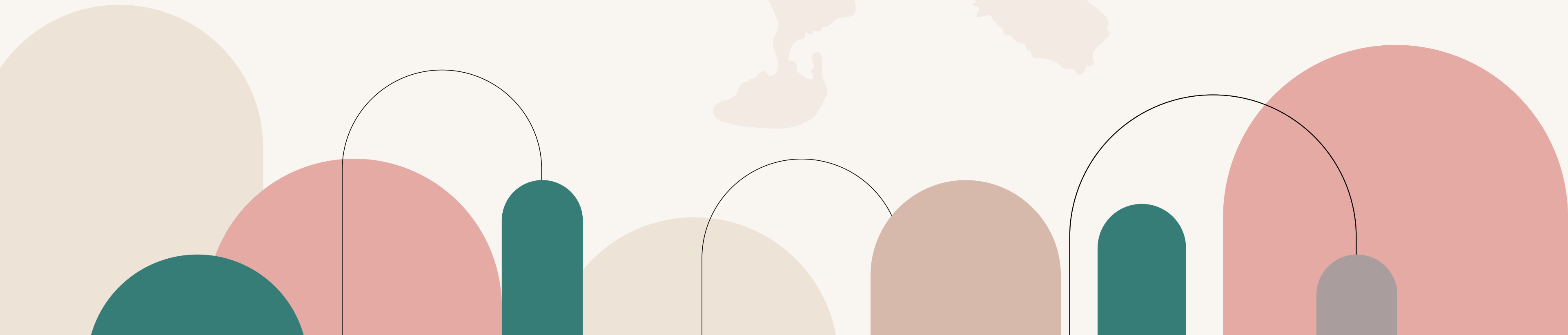




**Bali Farm
Sanctuary**

A VEGAN VISION FOR COMPASSIONATE TOURISM

PROPOSAL FOR FUNDING



WHO WE ARE

Bali Farm Sanctuary (BFS) is a UK-registered charity dedicated to providing a compassionate, educational experience for both locals and international visitors in Bali, Indonesia. As the only ethical and vegan-oriented sanctuary for farm animals in Indonesia, BFS will offer a unique alternative to other tourist experiences, such as zoos and animal parks.

OUR ASK

Fundraising goal: GBP £25,000

Seed funding to work towards the set up of Bali's first sanctuary and vegan tourist experience on 2.5 acres of land near the bustling tourist hub of Ubud.



VISION & MISSION

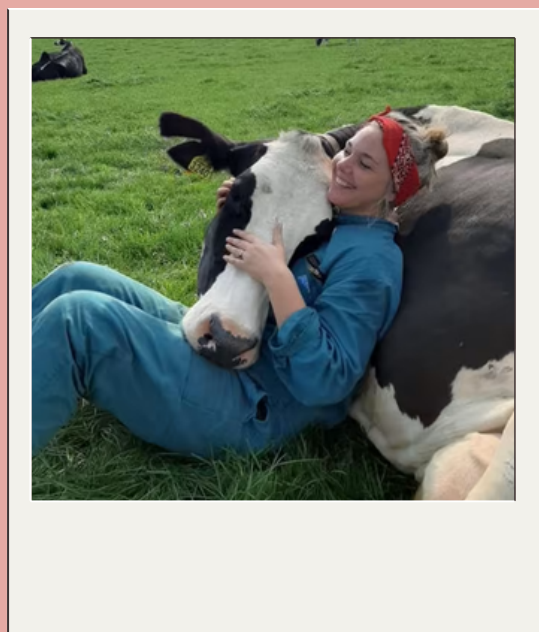
Our vision is a compassionate world where animals are seen as individuals with intrinsic value and the right to live free from exploitation.

Our mission is to inspire people to be vegan through positive, non-judgemental experiences that connect people with the sentience of farm animals.



THEORY OF CHANGE

Our theory of change is that if visitors of BFS experience meaningful interactions with the rescued farm animals, then they will develop an emotional connection and empathy towards these animals traditionally seen as food. While BFS is a sanctuary, the focus is not on animal rescue, it is to provide a transformative tourist and educational experience and attraction designed to inspire change. As a tourist attraction, BFS aims to reach non-vegans, families and children, offering a welcoming environment and tailored programs that encourage veganism in a friendly and fun way with support.



VALUES

COMPASSION

Compassion for animals is at the core of everything we do, focusing on their intrinsic worth and right to live free from harm. Every animal in our care has been rescued or liberated from the animal agricultural industry.

POSITIVE

Our goal is for visitors to enjoy a fun and uplifting experience, designed as a tourist attraction that welcomes everyone. We believe that positivity creates open hearts and minds, making compassionate choices more likely.

NON-JUDGEMENTAL

We recognize that most people were not born vegan and will more likely make the switch through the use of kind conversations to inspire change through empathy, without judgment.

INFORMATIVE

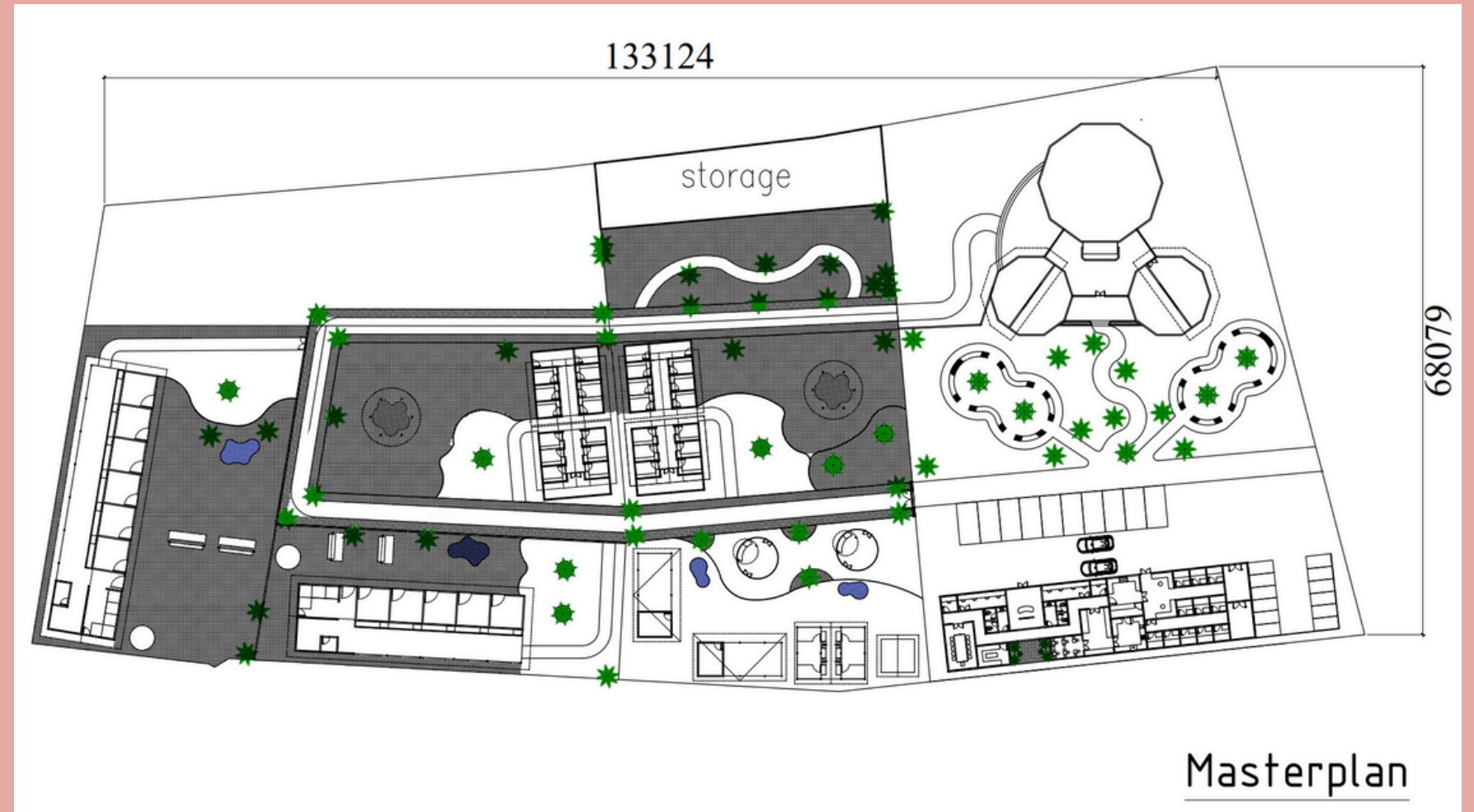
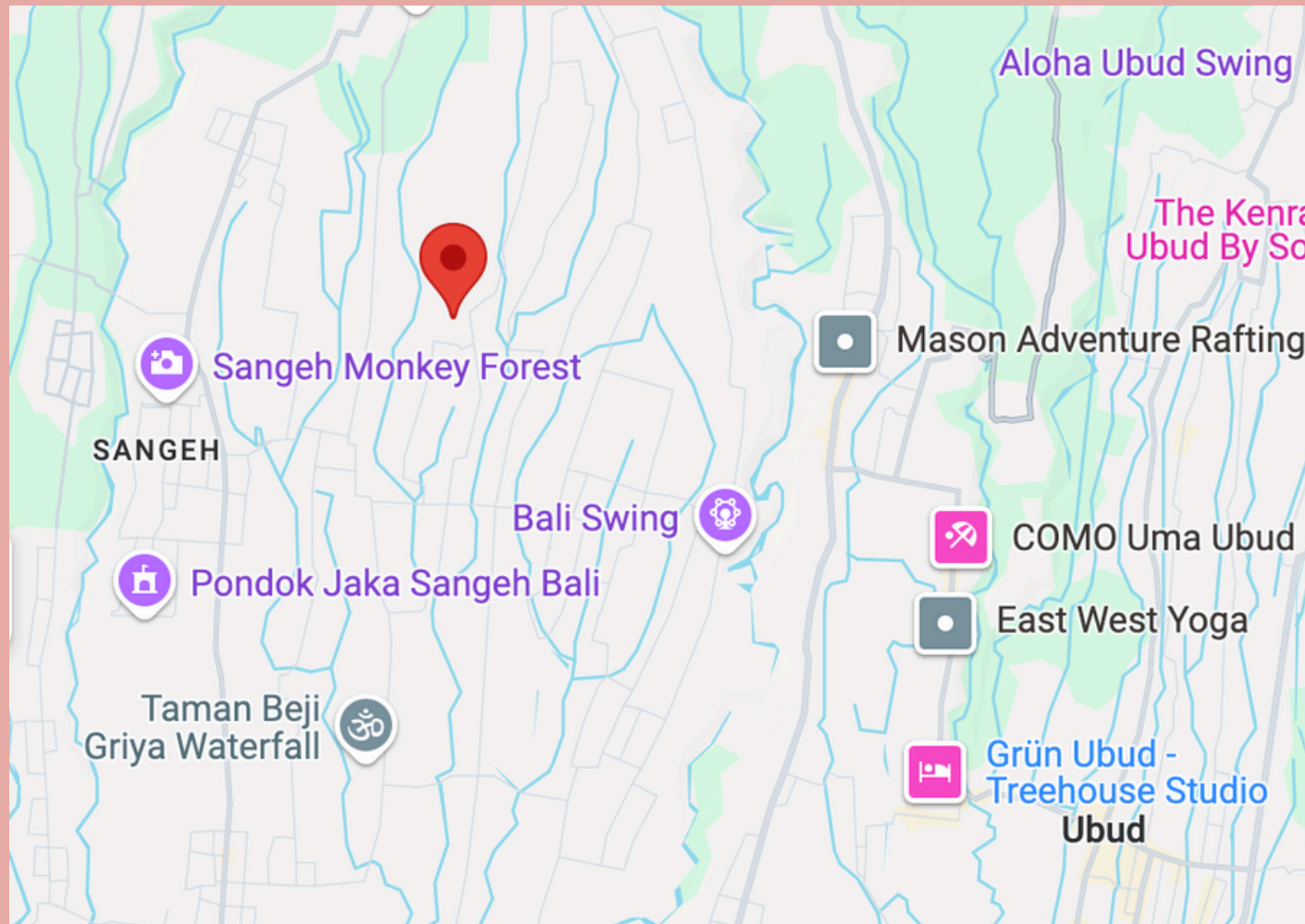
From ethics to practical guides and recipes, our approach ensures visitors leave with a better understanding of compassionate living.

INSPIRING

The transformation stories of resident animals and the activities at the sanctuary motivate people to be part of the change.



LOCATION



LOCATED NEAR THE TOURIST HUB OF UBUD

📍 ABIENSEMAL

BFS is strategically located near Bali's tourist hub, Ubud, and adjacent to the Sangeh Monkey Forest—a prime location with strong community support for our sanctuary's vision. Bali is a small island, making land acquisition both challenging and competitive. Securing nearly 2.5 acres (100 ara) for the sanctuary is a significant achievement, particularly in such a desirable area. In Indonesia, land is measured in 'ara,' with one ara equating to 100 square meters. This initial location will serve as a 10-year pilot project, allowing us to assess its long-term suitability while exploring future opportunities to expand to other areas with even greater potential. The flexibility to extend the lease ensures that BFS can adapt and grow sustainably while maximizing its impact.

RESIDENT SPECIES

The area of land means that land and space will need to be managed efficiently, without exceeding expected capacities of:

6-12 Pigs

6-12 Goats

4-6 cows

25 - 35 Chickens

25 - 35 Ducks

These are the anticipated numbers of maximum capacity at the farm sanctuary, based on land/space and needs projections, including land rotation. Whilst this represents a smaller number of residents than most farm sanctuaries, this works as a benefit too. It means we can provide exemplary care, whilst visitors are able to genuinely learn about each animal's personality.



MORE THAN A SANCTUARY

Despite the name, BFS focuses on education over rescue. Although animal residents will all be rescued from the food industry, our goal is not to constantly rescue; it is to educate, raise awareness and inspire.

Education has the power to far exceed the impact of constant rescuing.



MODEL VILLAGES

BFS will assist local farmers in transitioning from animal agriculture to plant-based enterprises. During transitions, we will provide resources and training to enhance animal welfare practices. Our goal is to establish model farms and villages that exemplify ethical, plant-focused agriculture, benefiting both the community and animals.



EDUCATIONAL TOURS & WORKSHOPS

Educational tours will foster empathy for the animals and inspire compassionate lifestyle changes, including veganism. We will organize public events like vegan festivals and fun community activities designed to attract non-vegans, providing an enjoyable environment where they can learn about the benefits of veganism and plant-based choices.



VETERINARY TRAINING

Bali faces a significant gap in veterinary skills for farm animals, leaving many animals to suffer without proper care. BFS will address this through vet training programs that benefit both the sanctuary's resident animals and farm animals across Indonesia. Resident programs will be established in Bali to work with the vet community and universities here.



COLLABORATION WITH SCHOOLS

BFS will collaborate with schools on programs promoting kindness to animals and compassionate choices. Through interactive sessions, kids will learn about plant-based nutrition and the importance of treating animals with respect and empathy. We aim to foster ethical changes and build a culture of compassion from a young age.



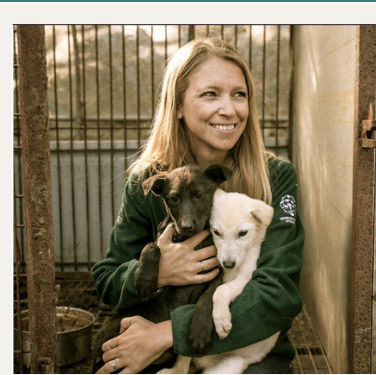
CAMPAIGNS

Campaigns will drive impactful change by engaging with diverse audiences, including policymakers, businesses, and non-profits. Public events, educational materials, and presence at key events will focus on specific initiatives like introducing plant-based options to hotels across Bali. These efforts aim to increase the availability of vegan choices while advocating for compassion for animals.

OUR TEAM & OUR STORY

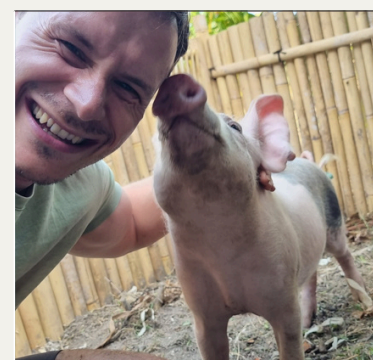
BFS is led by a team of professionals with in-depth experience in animal rights, education, and non-profit management.

Our team has been living in Indonesian for decades, already working for national and regional animal rights and welfare organisations, with an extensive local network. The team is well-equipped to establish our goal.



LOLA WEBBER

Lola Webber is an award winning animal rights activist, and co-founder of multiple organisations fighting for animals, including working on shutting down the dog meat trade in South Korea and Indonesia.



ARON HUGHES

Aron Hughes is a passionate vegan who has also established an online profile for rescuing street dog/cats in Bali that links vegan awareness to rescued animals. An experienced fundraiser and charitable strategist, with 18 years of experience.



PIA CONRADSEN

Pia Conradsen turned vegan 9 years ago during her final year of law school in an animal law class. She is an international human rights professional, working with survivors of serious international crimes and now wants to turn her skills towards animal rights.

WHY SUPPORT BFS?



Ethical Tourism Opportunity

Bali welcomed almost 6 million international tourists in 2023, with numbers rising every year. As a top global destination, Bali offers a unique platform for reaching a diverse and large audience, making BFS a powerful vehicle for spreading our vegan message.

Attracting non-vegans and low hanging fruit

Bali is a wellness and eco-tourism hub, attracting audiences interested in mindful, sustainable experiences. BFS caters to this growing segment—families, travelers, and the yoga community—many of whom are open to plant-based lifestyles. By creating a positive, non-judgemental environment, we inspire meaningful change.

Urgency

Bali, often considered the world's most vegan-friendly island, currently lacks a safe space for abused and liberated farmed animals. There is nowhere for these animals to go, making it crucial to build a sanctuary that offers safety and care. Given the dire situation for farmed animals here, BFS aims to create a model sanctuary that can be replicated across the region.

Replication Potential

The sanctuary will serve as a model for future ethical projects across Indonesia and beyond. By building a successful, replicable model, we can inspire other communities to follow suit and provide safe spaces for farm animals while inspiring people to go vegan.

Sustainability

Bali provides a unique opportunity to create additional revenue streams, reducing the need to rely solely on donations in the future. The sanctuary can offer merchandise, host a vegan restaurant, organize events, hold yoga classes with animals, and even provide glamping-style accommodations. These diverse revenue opportunities make BFS more sustainable and help fund our mission long-term.



JOIN US AS A SEED FUNDER!

We are inviting our closest friends and supporters to help build a compassionate future for farm animals in Bali. Your contribution at this stage will be critical in establishing the sanctuary as a powerful vehicle for change.

Thank you for considering our request to help us in creating Bali's first farm sanctuary.



**Bali Farm
Sanctuary**

THANK YOU!

Email

info@balifarmsanctuary.org

Website

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