



1. International Fund for Animal Welfare (Australia) Pty Ltd

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2. IFAW is a global network of affiliated non-profits, helping animals and people thrive together. We have offices in 16 countries and projects in more than 40, always rooted in local realities and connected through collaboration. Our team of 300+ people creates a global expertise of disciplines, including biology, conservation, policy, law enforcement, and emergency response. We hire from the communities where we work, ensuring our efforts reflect local knowledge, priorities, and leadership. We also recognise that we cannot do it alone. Across regions, we work hand-in-hand with local organisations, governments, and community partners to advance rescue, conservation, and long-term solutions. See how at ifaw.org/au

3. This report covers the period: **3 April 2026 – 3 July 2026**

4. Natural Disaster: Cyclone Narelle

5. Appeal intent copy:

Website blog link <https://www.ifaw.org/news/cyclone-narelle-threatens-wildlife-in-northern-australia>

Facebook advertising:

The image shows a Facebook advertisement for IFAW. At the top left is the IFAW logo. To its right, the text "Sponsored • Paid for by ifaw" is displayed. Below this, a red warning icon is followed by the text: "Cyclone Narelle has struck Far North Queensland. With destructive winds, flooding rain, and dangerous conditions, wildlife is in need of urgent help." Underneath, a line of text states: "IFAW is preparing now with our partners, helping equip rescue and care teams with the field supplies, ...". A central photograph shows a small, dark-furred animal, possibly a marsupial, sitting in a grey mesh bag with a red ball. At the bottom left, there is a URL "HTTP://IFAW.ORG/CYCLONE-NARELLE", a disclaimer "NOT AFFILIATED WITH META", and a call to action "Donate to save animals today." followed by "Cyclone Narelle Response". On the bottom right, there is a grey button with the text "Donate Now".

6. High level summary:

IFAW raises funds so we can assist wildlife carers on the front lines, and wildlife rescue organisations during natural disasters and other emergencies. Contributions enable us to provide a wide range of support to these organisations and carers who are rescuing and rehabilitating wildlife in the wake of these disasters.

Cyclone Narelle affected mainly Queensland, Northern Territory and Western Australia

IFAW responded with Facebook advertising on **3 April, 2026** with subsequent advertising posted in response to the emergency situation our partner organisations and wildlife carers were facing.

7. Total donations to date:

IFAW raises unrestricted funds so the organisation can respond quickly, delivering lifesaving support to animals and the people on the frontline who care for them, wherever the need is greatest, especially in times of crisis.

Digital fundraising: AUD\$2,000

8. Total donations received in the reporting period: as above

9. Total donations distributed to date by response activity: N/A

10. Total donations committed: (an indication of funds committed to response activities in the short, medium and long term):

Short term:

- As per above: delivered immediate support for disaster response and relief activities.

Medium term:

- Evacuation and emergency preparedness training for wildlife groups.
- Specific wildlife rescue and rehabilitation training for the Exmouth region
- Expert guidance for Exmouth community for rebuilding with resilience

Long term:

- IFAW will continue to provide wildlife groups with advice and guidance on disaster preparedness and will remain informed on their resilience journey.

11. Funds not yet committed:

Any funds that aren't needed here will be used where they're needed most to support our global work. This allows us to rapidly respond to other emergencies as they arise.