

PETA's Gift & Estate Planning Club

Augustus club



Ingrid's message

Twenty-five years is a long time to be working on a project, but the project that PETA has tackled is as big as the world itself, and the obstacles that we face will take years to overcome. We seek to change behaviors that have been around for millennia, practices that most people think are as normal as breathing, ideas that were learned in childhood.

So, have we made any progress? Oh, my, yes. I remember putting together PETA's first vegan pamphlet. There were no veggie burgers or cartons of soy milk then. Our little pamphlet advertised one Indian restaurant, one "hippie" restaurant a good 20 miles away, and a single co-op where you could buy nutritional yeast to use instead of cheese. That was about it. Today, the number of vegan products in the marketplace has doubled just since 1998, and even steakhouses offer vegetarian entrées without batting an eye. Back then, people thought a vegan was from Las Vegas, but today everyone

Boy, We've Made a Big Difference and There's More to Come!

knows a vegan, has one in the family, or is one.

PETA was founded before Jenifer Graham became the first student to refuse to dissect. Jenifer actually had to sue her school for denying her an alternative and threatening to give her a failing grade. Today, dissection choice is a student's right in high school—and even students in medical schools, including Harvard, Yale, and Stanford, can use computerized simulators as alternatives to "dog labs." Today, we have thousands of young people working for animal rights, people who no longer feel alone when they say, "I won't accept animal suffering—it's wrong!"

PETA has stopped many tests and spared hundreds of thousands of animals who were slated to die in poisoning tests or in laboratories run by companies like Gillette (which stopped animal tests 10 years ago after an aggressive PETA campaign). We also won the first conviction ever of an experimenter for cruelty to animals, putting the plight of these victims on the map forever.

When PETA was founded, wearing fur was not considered crass or callous as it is now. Today, faux fur abounds, and many catalogs and stores, like Forever 21, won't carry the real thing. There is pleather instead of leather; synthetic materials that are warmer than fur; fake fleece, and even *ahimsa* (harmless) silk. Now we have moved on to expose extreme cruelty in the Australian wool industry, which supplies most of the world's wool.

A world of change still lies ahead of us, but many important steps have been taken. We are so fortunate to have you with us, fueling our fires and bringing about change in your own communities.

We will need to be brave in the years ahead. We must soon draw a line in the sand and make it clear: You are either for animals or against them. Animals deserve respect, and PETA is determined to force the issue for the next 25 years or however long it takes.

Ingrid Newland

The Road We Have Traveled Since 1980

Making a world of difference for animals across the globe



It all started in the basement of Ingrid's small apartment in metropolitan Washington. There, a dream was born: the launch of an organization dedicated to lifting animals from the depths of cruelty and suffering that would ignite the animal rights movement and educate the world about why animals are not ours to eat, wear, experiment on, or use for entertainment.

On March 22, 1980, PETA was founded.

Since that momentous day, we—Ingrid, PETA staff,

and most importantly you, PETA's members and supporters—have given ourselves, heart and soul, to the struggle to achieve our ultimate goal of a cruelty-free world, where animals are able to live free of human exploitation. There is a long road ahead of us, but we make progress every day. And because of all that you do for animals, the world in 2005, although far from perfect, is a more compassionate place for them in so many more ways than it was in 1980.

1980 Soy milk is found only in health food stores. The flavor? Terrible!

1980 Animal-free circuses are unheard of.

2005 Soy milk is found in almost all grocery stores in lots of yummy flavors.

2005 Animal-free Cirque du Soleil plays to sell-out crowds, and more than 25 other animal-free circuses exist, too.



Animals are not ours to eat, wear, experiment on, or use for entertainment.

1980 Live animals are used in most medical school training classes.

2005 Two-thirds of medical schools (including Columbia, Dartmouth, Harvard, and Yale) have stopped using live animals in training classes.

1980 There is no such thing as "animal law."

2005 Animal law courses are offered at 42 law schools.

1980 Junior high and high school students are required to dissect animals.

2005 Alternatives to dissection are now available to students in many schools across the country.

1980 Nonleather shoes are scarce and low-quality.

2005 From Steve Madden to PayLess to Moo Shoes, mainstream and specialty shoe brands offer vegan lines; dozens of online stores specialize in nonleather shoes, belts, wallets and other accessories.



1980 Vegetarian college students make do with peanut butter sandwiches.

2005 Most college cafeterias offer vegetarian and vegan options at every meal.

1980 No national restaurant chains offer vegetarian fare.

2005 Veggie burgers are on the menus of top chain restaurants including Bennigan's, Denny's, Ruby Tuesday, Johnny Rockets, and Burger King. Millions of people are now vegetarian.

1980 Soy milk is not available as a creamer in coffee shops.

2005 Soy lattes are standard fare at all Starbucks.

1980 Circuses and rodeos regularly appear all over the country.

2005 Circuses, rodeos, and other animal acts are banned in 16 U.S. cities, while others have legislation pending.

1980 There is no such thing as "animal law."

2005 Animal law courses are offered at 42 law schools.

1980 Animals are commonly harmed and killed in movie production.

2005 Film directors choose animatronics and computer-generated images instead of live animals.

1980 Most personal care and household product companies conduct animal tests.

2005 More than 550 of brands of cosmetics, personal care, and household products are cruelty-free, including giants like Revlon, Avon, and Mary Kay.

1980 "Animal rights" is an unfamiliar phrase.

2005 Most college philosophy departments offer courses in animal rights.



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1980 Fur coats are expensive and considered glamorous.

2005 Fur is no longer a status symbol, and prices have fallen, as have numbers of animals killed. Designers including Calvin Klein, Oleg Cassini, and Stella McCartney won't use fur; film directors including Oliver Stone and Rob Reiner refuse to use real fur in their movies.

1980 The word "vegan" is unknown.

2005 The word "vegan" is prominently displayed on many food products and menus.

1980 PETA is located in a small basement apartment in Washington, D.C., staffed by a handful of volunteers.

2005 With more than 800,000 members, PETA is the largest animal rights organization in the world. PETA now has nearly 300 staff members working for PETA and affiliated offices in the U.K., India, Germany, the Netherlands, France, and Hong Kong. Companies can no longer simply take their cruelty abroad to avoid the PETA microscope because we can, and will, go after them wherever they set up shop.

PETA Timeline—the first 25 Years

1981 PETA's undercover investigation of a primate laboratory in Silver Spring, Md., results in the first-ever search warrant for a U.S. laboratory, first-ever conviction of an animal experimenter on charges of animal abuse, and the first-ever suspension of federal research funds for cruelty to animals.

1982 PETA files the first-ever lawsuit to become the guardian of animals used in experiments.

operation where 30,000 horses are trucked in annually from all over the United States and left to starve in frozen fields without shelter.

1985 PETA uncovers gross mistreatment of dogs and other animals at the City of Hope in California. The government fines the laboratory \$11,000 and suspends more than \$1,000,000 of its federal funding.

1986 PETA stops total-isolation confinement of chimpanzees at a Maryland research laboratory called SEMA. PETA launches a national "Save the Chimps" Campaign that gains the support of international scientists, including Dr. Jane Goodall, who calls her tour of the SEMA lab "the worst experience of my life."

1987 PETA launches the Compassion Campaign to convince consumers to reject the cruelty of

cosmetics and household product testing on animals.

1988 PETA draws a crowd of 35,000 to its Animal Rights Music Festival, then the largest gathering for animals ever to take place in the U.S.

1989 PETA forms an international coalition of more than 80 animal protection organizations, totaling more than 3.3 million members, to join with more than 100 members of Congress

to press for the release of the Silver Spring monkeys.

1990 PETA exposes the backstage beating of orangutans by Las Vegas entertainer Bobby Berosini, who uses these gentle, endangered primates in a nightclub act. Berosini's captive-bred wildlife permit is suspended by the U.S. Department of the Interior. The show closes.

1991 The Silver Spring Monkeys case receives a unanimous, positive

ruling from the U.S. Supreme Court. It is the first time that a case involving animals in laboratories has been heard by the nation's highest court.

1992 On PETA's behalf, actor Kim Basinger gives compelling testimony at the first-ever congressional hearing on the use of animals in circuses, rodeos, films, and other types of entertainment.

1993 Following PETA's hard-hitting campaign against

General Motors' use of live pigs and ferrets in crash tests, the company gives PETA a written statement of assurance that it will never again perform animal crash tests.

1994 For the first time in U.S. history, a furrier is charged with cruelty to animals following the release of videotapes made by a PETA investigator.

1995 Mobil, Shell, Texaco, and other oil companies agree to "cap their

stacks" after PETA investigators reveal how open exhaust stacks become fiery graves to thousands of birds and bats.

1996 PETA unveils a giant photo album featuring pictures of hundreds of women who have sworn off Premarin, the menopause drug made from the urine of pregnant mares.

1997 Following our investigation of a New Jersey testing laboratory, film star

Kim Basinger pleads publicly for the lives of 40 beagles whose legs are to be broken in a painful experiment. The dogs are released for adoption into loving homes.

1998 PETA's complaint to the U.S. Department of Agriculture about the death of Kenny, a baby elephant, results in Ringling Bros. and Barnum & Bailey Circus' being forced to pay \$20,000 to settle the case.

1999 Following our undercover investigation of Belcross Farm, a North Carolina grand jury makes history when it hands down the first-ever felony cruelty indictments against three pig-farm workers.

2000 Gap Inc., one of the country's largest clothing retailers, agrees to stop using cruelly produced leather from India and China after PETA members protest in its stores. J.Crew, Liz Claiborne, Clarks, and

Florsheim also agree to stop selling Indian and Chinese leather.

2001 PETA launches SNIP, a mobile, low-cost spay/neuter clinic. SNIP offers free and discounted sterilizations of animals to the public and pre-adoption surgeries for animals in several shelters and animal-control facilities.

2002 After months of pressure from PETA, U.S. and Puerto Rican officials seize six thin, sick, depressed, and

filthy polar bears from the tropical Suarez Bros. Circus. Video footage shows the bears panting constantly while being hit, whipped, and forced to perform frightening tricks in sweltering temperatures.

2003 Evidence supplied by PETA that shows neglect, lack of veterinary care, and dangerous handling sparks a USDA investigation into Hawthorn Corporation, an elephant "rental" company, that results

in the agency's filing 47 charges and seeking license revocation for violating the Animal Welfare Act. Hawthorn is later ordered to relinquish custody of all 16 of the elephants it rents out.

2004 PETA persuades chemical companies and the U.S. Environmental Protection Agency (EPA) to drop plans for some of the worst and crudest imaginable chemical tests, sparing tens of thousands of animals.

2005 A PETA undercover investigation at AgriProcessors, Inc.—the world's largest producer of glatt kosher meat—documents fully conscious cattle having their tracheas and esophagi ripped from their throats. In the wake of widespread media coverage and condemnation from Jewish leaders, the plant changes its procedures and the U.S. Department of Agriculture launches an investigation.

We Need Your Help

PETA is intensifying its campaign to submit shareholder resolutions to the largest publicly traded pharmaceutical, biotech, and chemical companies. Our resolutions ask companies to replace five commonly used animal tests with the five non-animal methods outlined in our "Give the Animals 5" Campaign.

These five non-animal methods, including the use of cell cultures instead of animals, are already being used in place of animal tests in other countries to determine whether substances will cause damage or fever when they come into contact with skin or are absorbed into the bloodstream.

Currently, animals used in some toxicity tests are injected with substances that can cause organ failure and fatal shock; in other tests, animals' backs are shaved and smeared with substances that often wound and burn their skin. No painkillers are provided, and the animals are killed afterward—

all this despite the fact that the non-animal methods that we propose provide faster and more accurate results than do animal tests!

By using shareholder resolutions to bring our issues to the attention of corporate policymakers, we gain access to a ready-made platform for arguing the



case for adopting non-animal tests. Although shareholder resolutions don't often win the required number of votes the first time that they are proposed, they do provide an opportunity to

educate management, boards, and other shareholders about important issues, and they often result in change. Additionally, if a CEO has resisted constructive dialogue with PETA, a shareholder resolution allows us to take our case directly to the most influential stakeholders, thus generating greater corporate accountability.

We are now set on submitting a shareholder resolution to Rohm and Haas, a multinational specialty-chemical manufacturer.

We need shareholders (you, a family member, a friend, a colleague, or anyone who is willing to help animals) who have owned at least \$2,000 worth of stock in this company continuously since November 2004. While we often promote the benefits of donating stock, in this case, we need the shareholder to keep the stock and work with us to file a resolution.

If you might be able to assist us with a Rohm and Haas resolution, please contact Scott VanValkenburg, director of major gifts, at ScottV@petaf.org or 757-962-8374.

Visit our special Web site, PETA25.com, for more details and ticket information. Individual sponsorship packages went on sale in mid-April and individual tickets will go on sale in early June. We hope you will be able to join us for this memorable evening!

MARK IT ON YOUR CALENDAR— PETA's 25th Anniversary Gala

On September 10, 2005, PETA will commemorate its 25th anniversary with a spectacular fundraising gala in Los Angeles. Highlights will include vegan cuisine from many of the top vegan restaurants and chefs in North America, a star-studded award presentation, and exciting entertainment by some of the generous and kind celebrities who support PETA's campaigns.

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Los Angeles | September 10, 2005

Your Special Ones

Animals You Have Saved

Alex Kathryn Dalenberg

Fate brought Kathryn to stop beside the road where, from the tall grass, she heard someone screaming his lungs out. There was Alex, yelling for help and happy to see a kind face. Because he was so tiny, Kathryn thought he was a she, and so she initially named him Ingrid. But he soon became Alex, and he is as playful and tough-acting as they come. He loves turning things over and playing with his cat brother, Bobbie, whom Kathryn had adopted just a month before Alex found her. In addition to Bobbie, Alex lives with two other rescued cats and one dog and, remarks Kathryn, "has added much pleasure and joy to our 'House of Love.'"

Nunny Amy J. Baker

Amy's life has never been the same since she adopted Nunny 13 years ago. Nicknamed "Trouble," Nunny is not the sociable type and will not tolerate the touch of anyone but Amy. Although she would not mind if he were a bit more outgoing, Amy says she feels privileged to lie next to Nunny and admire his beauty and hold him because she is the only one he trusts to do that. "No one sees 'Nunny' like I do," writes Amy. "But our special bond will last long after his passing. He has touched my life. Forever."

We invite you to send in photos of your animal companions.

Please remember to enclose the following:

- a note giving us permission to use the picture in the newsletter
- your name and address
- your animal's name and age
- the story of how you came to care for this individual and something about his or her unique personality and favorite activities

If you would like to have your name printed, please state this in your letter or note. Otherwise, to protect your privacy, we will not print your name.

Please send your pictures to
PETA, Augustus Club, 501 Front St., Norfolk, VA 23510.

Thank you!