

A close-up photograph of a squirrel with brown, grey, and white fur, perched on a weathered wooden post. The squirrel is looking to the right with a focused expression. The background is a blurred green lawn and trees, suggesting a park or natural setting.

annual review

PETA 2014

PETA 2014

annual review



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Dear Friends,

2014 was another banner year for PETA and the animals we defend.

As described by *The Saratogian's* horse-racing columnist, PETA's first-of-its-kind eyewitness investigation of horse drugging at Saratoga Race Course and Churchill Downs "exploded like a nuclear bomb in the racing community."

In February, our mobile veterinary clinics division celebrated its 100,000th surgery.

In a major victory for baby seals—won with PETA's help—the World Trade Organization upheld the European Union's ban on seal-fur imports, a landmark step toward protecting animals under international trade law.

The shocking footage from our wool industry exposé has been viewed 3.8 million times, and more than 65 apparel companies have begun displaying our new "PETA-Approved Vegan" logo in response to consumer demand for animal-friendly clothing!

We managed to get 18 more bears who had been imprisoned in concrete pits or cells moved to beautiful sanctuaries, where they now enjoy fresh air and grass beneath their feet.

Thousands of people on three continents heard PETA's message of compassion in person as a result of my "Naked Truth" wake-up tour. Following a speech at Harvard Law School by the PETA Foundation's director of animal law about the cruelty of SeaWorld, the *Harvard Law Record*—the oldest law school newspaper in the nation—wrote: "Orca captivity is barbaric, inhuman and a gross violation of the rights of a highly intelligent and deeply feeling

creature. The work of people like [the PETA Foundation's director of animal law] makes apparent that generations to come will one day look upon such practices with eyes filled with shame and disgust."

PETA's strong outreach efforts among the fastest-growing demographic in the U.S.—the Latino community—reached millions. PETA Latino's website was visited by more than 10 million people, our Spanish-language "Glass Walls" agribusiness exposé was viewed by more than 1.3 million people, PETA Latino's Facebook page posts reached an average of 30 million people each month, and our campaign issues were covered by such top Spanish-language media outlets as the Miami newspaper *el Nuevo Herald*, *El Universal* (Mexico's largest newspaper), *People en Español*, CNN en Español, Univision, Telemundo, and MundoFox.

Of course, none of this exciting progress for animals would have happened without the help of our members and supporters, for whom we are grateful every day. I wish to extend special thanks to our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members. The victories for animals on the following pages are dedicated to all of you!

With kind regards,

Ingrid E. Newkirk
President

Board of Directors and Officers:

Ingrid E. Newkirk • Michael P. Rodman • Jeanne Roush





THE *PETA* WAY

We believe that animals have an intrinsic worth of their own, quite apart from their utility to humans, and should not be treated as commodities. Therefore, PETA's motto is "Animals are not ours to eat, wear, experiment on, use for entertainment, or abuse in any other way."

The greatest cause of animal suffering is not malice. It is ignorance.

The places in which the largest numbers of animals suffer the most intensely for the longest periods of time are inaccessible to most people: factory farms, slaughterhouses, fur farms, laboratories, the entertainment industry, the pet trade, and the backyards and homes of abusive animal guardians.

The ally of ignorance is silence.

Just as mold thrives in the dark, animal abuse thrives in a climate of secrecy. Just as sunlight is the best disinfectant, public awareness is PETA's most effective weapon against animal abuse.

No one does more to raise awareness of the plight of animals than PETA. The video footage and other findings from our undercover investigations of facilities in which animals are neglected and abused draw millions of Web viewers each year. Our media campaigns—and especially our recruitment of celebrity spokespeople—put animal issues in the headlines of major media outlets every single day. Our grassroots outreach is second to none, with demonstrators and leafleters on the streets all over North America seven days a week.

At a time when all but the most controversial voices are drowned out in a media din, our willingness to be cheeky and provocative when necessary ensures that the plight of animals is not ignored.

Awareness is the first step. Change is the second.

In addition to the aforementioned tactics, PETA also creates change for animals through shareholder activism, corporate negotiations, Internet marketing, scientific research and analysis, lobbying, humane education, youth involvement, outreach to the courts and law enforcement, and rescue work.

With these tools, we're convincing grocery and restaurant chains to require their meat, milk, and egg suppliers to make sweeping reforms. We're persuading designers and retailers to stop selling fur, skins, down, and wool. We're getting animal tests replaced with sophisticated and humane non-animal alternatives. We're convincing the film, television, and advertising industries to replace the use of live great apes and other wild animals with computer-generated imagery or animatronics, and we're turning people away from live-animal shows and exhibits.

We're saving animals' lives through hands-on rescue work. We're convincing law-enforcement authorities to take cruelty to animals seriously. We're persuading the courts to give animal abusers stiffer penalties, anger-management training, and prohibitions on owning animals. We're engaging young people and revolutionizing the way future generations will regard animals. And we're inspiring countless people to go vegan, to buy only cruelty-free products, and to make animal-friendly choices in all aspects of life.

Ultimately, PETA strives to achieve a world in which animals are respected and people are aware of and concerned about the ways in which their daily decisions affect the lives of other sentient beings.

The Dedication and Generosity of PETA Members Make Our Work Possible

Vanguard Society members and Augustus Club members like those below serve as the roots of financial support that enable our vital programs to grow stronger.

Kerry Masters and Bob Anderlik,

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

"PETA tackles the tough issues with a combination of humor and bravado, bringing awareness of animal cruelty and abuse to the public and inspiring us to get involved and be better, more compassionate people." —Kerry

"Since I am 87 now, I can't get out to protest much. But my heart belongs to animals, so I support PETA through automatic monthly giving, my PETA charitable gift annuity, and my will. When PETA speaks, people listen." —Bob



Bob and Judy Clark, VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

"We fully support PETA's work to uncompromisingly push for change and to create awareness of the deplorable suffering that billions of animals endure each year. We are fully aligned with PETA's four focus areas (animals used for food, clothing, experimentation, and entertainment). We have met PETA's leadership team and could not be more impressed by their commitment, dedication, creativity, and hard work. Like many other like-minded animal rights advocates, we have included funding for PETA in our estate plans."

Alysoun Mahoney and Greg Reiter,

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

"Animal advocacy is our favorite cause, and PETA is by far our favorite animal advocacy organization. PETA's people are brilliant and dedicated—they are pioneering and strategic in their issue choices and campaign tactics. Throughout the world, we see evidence that PETA has fundamentally changed the way humans think about nonhuman animals. And here at home, we have PETA to thank for the companionship of three wonderful rescued animals: our dog, Itchy, and our horses, Henry and Caroline."





ANIMALS ARE not ours to eat

The food industry causes more animals to suffer than any other industry—billions of them every year. That's why **PETA works to eliminate the most egregious abuses of animals on factory farms, in transport trucks, and in slaughterhouses while actively campaigning to get people to go vegan.** For more examples of progress, visit PETA.org/AnnualReview.

Thanks to PETA, **no more pigs will be repeatedly electro-shocked, jabbed, and beaten with chains at the Southern Quality Meats, Inc., plant** in Pontotoc, Miss. After a whistleblower provided PETA with video footage showing the illegal treatment of pigs there, we filed a federal complaint. The facility was then found to be in violation of federal law and **is now closed.**



A PETA eyewitness investigation that broke on CNN allowed millions of viewers to see—for the first time ever—how the meat industry treats pigs at the very

beginning of their lives. Our video and documentation **revealed that lame pigs at one of the world's leading pig-breeding facilities were routinely left to languish with painful conditions and injuries—**

including prolapsed organs—for up to a week with no apparent medical care or pain relief before dying in misery or being hauled away for slaughter.

Thousands of people took our online pledge to go vegan after watching **video footage released by PETA of emaciated cows who were forced to live in knee-deep, liquefied manure, which caused skin ulcers and lameness,** at a North Carolina dairy farm. The farm was cited for six violations of state law and is now closed for good.



In 2014, following PETA's vigorous efforts to defeat them, **"ag-gag" bills died in Arizona, Indiana, Kentucky, New Hampshire, North Carolina, and Tennessee.** These bills were designed by agribusiness in an attempt to outlaw undercover investigations of farms and slaughterhouses. PETA has been campaigning against these bills with the help of Republican strategist **Mary Matalin.** Although an "ag-gag" bill passed in Idaho, we are challenging

its constitutionality with a lawsuit and **successfully defeated the Idaho Dairymen's Association motion to intervene.** The state of Utah also failed in its attempt to get a court to dismiss our lawsuit challenging its "ag-gag" law.

We successfully used headline-making demonstrations and public service announcements (which you can view at PETA.org) as well as tongue-in-cheek tactics (see examples online) and worked with celebrity spokespeople—including musicians **Paul McCartney, Morrissey, Fred Schneider,** and **Natalia Clavier;** actors **Peter Dinklage** and **Victoria Summer;** hip-hop mogul **Russell Simmons;** designer **Vivienne Westwood;** and bodybuilder **Jim Morris—** to draw media attention to and raise awareness of the billions of animals who suffer and die for the meat and dairy industries each year.



Lori Bazan and Chris Stover, VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

"We have been PETA supporters for more than 30 years and love that PETA's logo is a white rabbit. Rabbits—such as our beloved Leo and Minerva, pictured here—are wonderful companions. They are happy that they have PETA as their champion!"





ANIMALS ARE not ours to wear

PETA has persuaded more fashion and apparel companies to adopt animal-friendly policies than any other organization. Online video footage that

was recorded by PETA and our international affiliates and shows animals as they are violently abused for their wool or killed for their skins has now been seen

by tens of millions of people. PETA and our affiliates are also the only organizations with major campaigns against the cruelty of the wool industry. For late-breaking news on these issues, please visit PETA.org/AnnualReview.

Thanks to the shocking revelations of PETA Asia's investigation of angora farms—whose footage has surpassed 3.5 million views on YouTube and Facebook—**PETA and our international affiliates have persuaded dozens of retailers**, including Ann Taylor, Anthropologie, Calvin Klein, Eddie Bauer, Express, Forever 21, Gap Inc., H&M, Lands' End, Limited Brands, Perry Ellis, PUMA, QVC, Tommy Hilfiger, Zappos, and many more, **to ban angora wool**



© Veronika Markova/Dreamstime.com

permanently. Our campaigns have panicked the angora industry. **The continuing collapse of the angora trade means that countless rabbits will be spared the pain of being stretched out and tied down and having the fur ripped from their bodies.**

This year, **PETA's campaign against Canada's annual seal slaughter**—the largest commercial slaughter of marine mammals on Earth—**cleared a huge hurdle when the World Trade Organization rejected an appeal from the Canadian government, which supports the sealing industry, and upheld the European Union's ban on seal-product imports**, showing that animal welfare concerns are important enough to outweigh commercial interests. Thirty thousand fewer seals were killed in 2014 than in 2013. PETA Asia has also been working hard to make sure that Canada does not find a market in the region, and its efforts were validated when a top Canadian official admitted that a trade agreement to sell seal meat to China had been thwarted by animal rights activists.

Through first-of-its-kind investigative footage—viewed more than 3.8 million times—**PETA allowed viewers around the world to see that workers beat, jabbed, kicked, mutilated, stomped on, and even killed terrified sheep while shearing them in the U.S. and Australia, the world's top wool producer and exporter.** PETA is using this footage to convince

leading retailers to drop wool in favor of animal-free fabrics.

We persuaded Restoration Hardware, Crate & Barrel, and CB2 to spare ducks and geese from having their feathers painfully ripped out by changing their websites to offer down-free options for throw pillows.



Through attention-grabbing ads, videos, and other actions featuring celebrities—including beauty icon **Pamela Anderson**,

NFL running back **Le'Veon Bell**, NBA point guard **Ty Lawson**, and television host **Keltie Knight**—

PETA educated millions of people about the cruelty of the skins industry.

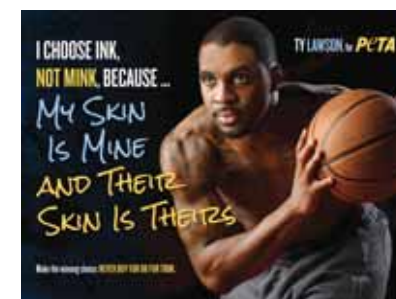


Photo: Trevor Brown Photography
Grooming: Katelyn Simkins

Eric and Melissa Kurtzman, VANGUARD SOCIETY MEMBERS

"We commend PETA for pushing the willfully ignorant to open their eyes, to know their part in the travesty humankind commits against animals, and to decide how to participate. We thank PETA for helping us to see our own part and revise our own participation."





ANIMALS ARE

not ours to experiment on



© iStock/Dreamstime.com

With more scientists on staff than any other animal protection group, PETA is working on six continents to replace the use of animals in laboratories with

sophisticated non-animal methods and **saving tens of thousands of lonely, terrified animals every year from being poisoned, burned, cut open, and killed.** See PETA.org/AnnualReview for more progress.

Some milestones from our international efforts in 2014 include the following:

- In **India**, following campaigns by PETA and our international affiliates, **the government banned the import of all cosmetics tested on animals.**
- In **Bolivia, Costa Rica, Egypt, Iran, Jordan, Mexico, Mongolia, Panama, and Trinidad and Tobago**, live animals have been replaced in surgical training courses by sophisticated human simulators donated by PETA, sparing thousands of animals from being cut open and killed.
- In **New Zealand**, PETA's scientists helped convince members of Parliament to **ban animal tests for recreational drugs.**

- In **Sweden**, funding from PETA helped **establish a national center to develop and coordinate non-animal testing methods** that can be used to meet European Union regulations.
- In **Poland**, we convinced the government to **replace the use of animals in crude military trauma training exercises.**
- In **China**, after PETA provided funding for experts to educate and train scientists and government officials in the use of non-animal testing methods, the government **ended its longstanding requirement that cosmetics manufactured in China be tested on animals** in order to be sold there.
- Also in China, **China Southern Airlines**, which in 2013 shipped more than 2,500 monkeys to laboratories in the U.S., **joined the dozens of other airlines that PETA and our international affiliates have persuaded to ban such shipments.**

PETA's other achievements for animals in laboratories from the past year include the following:

- **Saving 8,000 animals by helping convince the Environmental Protection Agency to drop two plans** that would have required manufacturers of chemicals produced in high volumes **to conduct animal testing**
- **Releasing never-before-seen video footage of psychological experiments at the National**

Institutes of Health in which baby monkeys were driven insane and launching a campaign to end them with the support of members of Congress and Dr. Jane Goodall

- **Persuading Lorillard Tobacco Company**, the third-largest cigarette manufacturer in the U.S., **to ban all animal tests unless required by law in the future**
- Facilitating the approval of a more humane method of testing for paralytic shellfish poisons, thereby **saving tens of thousands of mice a year from seizures, paralysis, and death by suffocation**
- **Persuading the Michigan and the New Hampshire state boards of education to adopt dissection-choice policies** that allow students to study biology using virtual-dissection software instead of animals
- **Convincing the U.S. Department of Defense to replace its use of live animals in key medical training areas**
- Enlisting celebrities such as **James Cromwell** and **Peter Gabriel** to influence Air France to stop shipping monkeys to laboratories



Ariel and Jen Santos, VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

"The life and death of our beloved dog Stewart has inspired us to care more for animals and advocate for their rights. This is why we support PETA's programs through our monthly gift to the Investigations & Rescue Fund."





ANIMALS ARE

not ours to use for entertainment

No organization is more successful than PETA in exposing and stopping the abuse of animals used for entertainment. Check out PETA.org/AnnualReview for more information.

PETA's first-of-its-kind eyewitness investigation at Saratoga Race Course and Churchill Downs revealed that drugs were given daily to Thoroughbreds to mask pain and keep injured horses running. Our findings prompted a series of 15 *New York Times* articles as well as other international media coverage, nine state and federal investigations, backing of legislation for federal drug intervention by The Jockey Club (a reversal of its decades-long position), stronger surveillance and monitoring of veterinary records at major racetracks, stronger rules in California to eliminate electro-shock buzzers, restrictions in California on thyroid medication for racehorses, and major drug-regulation reforms by The Stronach Group, a leading owner of U.S. racetracks.

PETA is helping to bring New York City closer to the day when horses are no longer abused by the carriage industry there. In 2014, we directed massive media attention to numerous cases of sick and injured horses by holding high-profile demonstrations and recruiting celebrities—including Pink, Alec Baldwin, Bill Maher, Jillian Michaels,

Debbie Harry, Lea Michele, Wendy Williams, and others—to call for a ban on carriage rides and the retirement of the horses to sanctuaries.



We turned up the heat on SeaWorld—which deprives captive orcas of everything that is natural and important to them—with the following actions:

- PETA supporters blocked SeaWorld's Rose Bowl Parade float, garnering national media coverage that educated millions about the company's animal abuse.
- PETA and the American Civil Liberties Union filed a lawsuit and got PETA's anti-SeaWorld ad displayed in the San Diego International Airport after it had been initially rejected by the airport and its ad vendor.
- We convinced Southwest Airlines, Virgin America, Savings.com, and others to eliminate their SeaWorld promotions.

SeaWorld's stock dropped more than 44 percent since it was first issued, and its revenue has decreased by millions.

Other victories included assistance with the rescue of 17 bears from concrete pits at Black Forest Bear Park, a Georgia roadside zoo (they are now at a reputable sanctuary, and Black Forest is permanently closed); legal complaints that prompted the transfer of Boudreaux the black bear (opposite page) from a tiny windowless indoor cage at a Louisiana zoo to a beautiful Colorado sanctuary; the cancellation of dozens of

harmful events, including bull runs, elephant rides, promotional events with big cats, and donkey basketball games; and the denial or suspension of permits, fining, and/or the issuing of citations for animal welfare violations

to numerous cruel circus owners and other exhibitors. We also enlisted celebrities such as Kathy Najimy, Seth MacFarlane, Jason Biggs, Kate del Castillo, Darren Aronofsky, and Laura Vandervoort to speak out against the abuse of animals for entertainment.



Photo © Robin Layton

Marion Bedford, AUGUSTUS CLUB MEMBER

"Thank you, PETA, for showing me the suffering of animals throughout our world. As a longtime monthly donor and member of the Augustus Club, I am trying to do my bit to help those who can't help themselves."





ANIMALS ARE not ours to abuse in any other way



With staff members on call 24 hours a day to respond to reports of animals in imminent danger, PETA handled more

than 17,230 cruelty reports from all 50 states and numerous other countries. See more rescue stories at PETA.org/AnnualReview.

In California, both the owner of Global Captive Breeders, LLC (GCB) and the company's former manager were convicted of cruelty to animals in 2014. Both are prohibited from acquiring any animals, and the owner is also prohibited from entering into any business venture involving animals—sentencing conditions that PETA had pushed for. PETA's investigation of GCB revealed that nearly 16,000 rats and mice and more than 600 reptiles were languishing in waste-filled cages, many of them starving, injured, or gravely ill.

This year marked PETA's first-ever World Spay Day 24-hour Spay-a-Thon as well as the 100,000th low- or no-cost spay/neuter surgery that PETA

has provided in the impoverished communities that surround our Norfolk, Va., headquarters, the Sam Simon Center. We also added another mobile veterinary clinic to our fleet—the Martha and Ruby Mobile Clinic, donated to us by the extremely generous anna j. ware, whose dogs it was named after. In addition to performing spay and neuter surgeries, our clinics provide thousands of animals with crucial vaccinations, medications, and even emergency surgeries.

PETA's fieldworkers rescue animals from dire straits and force abusers to face legal consequences. Here are just five of the many animals we rescued in 2014:

- Angel, a penned, pregnant, extremely emaciated pit bull, was so weak that she was unable to stand up when we found her. Her owners were convicted of cruelty to animals and banned from ever owning animals again.
- Squirrel, a Chihuahua, was chained outdoors 24/7 in freezing cold weather. We persuaded his owner to surrender him and found him a loving home with a wonderful family.
- Noelle, a pot-bellied pig, was confined to a tiny, filthy, junk-filled pen. We were able to gain custody and found her a lovely new home on a beautiful Virginia farm.
- Henry and Caroline, two malnourished horses,

were left with someone who could not care for them properly after their owner moved. We got them surrendered and found a new home for them with a terrific, caring couple on several acres of land.



Photo: Squared Photography • Hair: Gilbert Muniz, for Cloutier
Remix • Makeup: Agostina, for Exclusive Artists

Other victories include closing a chinchilla farm and rescuing 424 chinchillas; facilitating the passage of a total ban on tethering dogs in Weldon, N.C.; persuading Mid-America Apartment

Communities (the seventh-largest apartment management company in the U.S.) and ezStorage (with 65 locations on the East Coast) to stop using inhumane glue traps; and enlisting Cloris Leachman, Molly Shannon, Mike White, Marc Maron, Tricia Helfer, Thiago Alves, and Miss America 2014, Nina Davuluri, to speak out in behalf of companion animals.

Tina Beriro, VANGUARD SOCIETY MEMBER

"I began working with PETA in 1983. No other organization has stayed as true to its mission and as effective in its relentless and sophisticated campaigns. PETA's vision, the breadth of issues they tackle, and the sheer grit and persistence to victory is breathtaking!"





the next generation



With nearly 600,000 e-mail subscribers and more than 1 million likes on Facebook, **our youth outreach division—peta2—seeks to inject the concept of animal**

rights directly into the bloodstream of today's youth culture. To learn more, please visit PETA.org/AnnualReview.

One of the many ways in which peta2 excels in **changing the hearts and minds of young people is with effective outreach on university campuses across the country.** Here are a few examples from this year's efforts:

- We sparked enormous student interest when **our interactive exhibits rolled onto more than 85 college campuses** this year, including Stanford University, the University of Texas, Massachusetts Institute of Technology, and Princeton University. Our “Glass Walls” exhibit gave students a taste of the intense confinement and cruel conditions on factory farms, and our “I, Chicken” virtual reality experience gave students a glimpse of life from a chicken's perspective.

- **Our network of campus reps**—dozens of top-tier student activists who receive stipends as well as training from peta2 staff on raising awareness of animal rights issues among their peers—**is shaking things up on college campuses.** From organizing vegan pizza giveaways to waging protests against animal experimentation on campus, these students are the vanguard of the animal rights movement in America.
- **We're also equipping a whole new generation of attorneys to use the law to liberate animals.** Through the sponsorship of well-received speaking engagements at top law schools—including Columbia University, Harvard University, Cornell University, Yale University, and the University of Pennsylvania—we've been ensuring that law students learn how to use the legal system to advocate for animals.

peta2 reached hundreds of thousands of concertgoers at some of the most popular music events of 2014—including the massive Riot Fest and the Safe in Sound Festival tour—and hit the road with our interactive, comic-themed **“Be a Superhero for Animals” campaign, which accompanied the massively popular annual Vans Warped Tour and inspired more than 100,000 young people to take the “Try Vegan” pledge** via their mobile phones (we followed up with tips on eating vegan). More

than 15,000 young people used our green-screen photo booth, which allowed them to star in an animal liberation comic strip and then share it on Facebook, thereby spreading our message of compassion even further.

TeachKind, peta2's humane education division, **gave numerous presentations at elementary schools in Los Angeles and the Bay Area and provided teachers around the country with curriculum guidance.**



Photo: iSquared Photography
Hair and makeup: Rachel DeSimone

Many popular young stars—including singers **Christina Grimmie, Madison Beer, and Jhené Aiko**; musician **Christofer Drew** (of

NeverShoutNever); YouTube celebrity **Kalel Kitten**; reality TV star **Megan Massacre**; electronic DJ **Steve Aoki**; bands **Rise Against** and **Asking Alexandria**; and professional surfer **Tia Blanco**—**spoke out for animals** through their participation in peta2's campaigns and events.

Ali and Jordi Silver

“It's not that we support PETA—PETA supports us. When we tell our friends that we won't go to the circus or that we're vegan ... we send them links to PETA! What PETA does helps us explain to others how animals aren't ours to use.”





the year in numbers

- **PETA's** websites were visited by more than 60 million people.
- **PETA's** Facebook posts reach an average of 70 million people each month.
- **PETA** sent out e-news to more than 2.6 million subscribers.
- **PETA's** blog received more than 6 million page views, and the PETA Living blog received more than 15.7 million page views.
- **PETA** sent out more than 20 million letters via our advocacy campaigns, urging companies and individuals to make changes that would benefit animals.
- **PETA's** "How to Go Vegan" website received more than 648,000 page views.
- **PETA** secured free advertising space worth more than \$3 million.
- **PETA's** Communications Department booked more than 3,000 radio, TV, and print interviews.
- **PETA's** International Grassroots Campaign Department helped organize nearly 1,400 demonstrations.
- **PETA's** youth division, *peta2*, reached out to more than 241,000 young people at colleges, music festivals, and other events, and our Youth Action Team grew to more than 100,000 members.
- **PETA** filled requests for more than 613,000 free copies of our vegan starter kit.
- **PETA** handled more than 17,230 calls and e-mails regarding cruelty to animals.
- **PETA's** Mobile Clinics Division spayed and neutered more than 11,000 cats and dogs in southeastern Virginia and northeastern North Carolina, including more than 600 feral cats and more than 825 pit bulls at a discount or free of charge. We've now spayed or neutered a total of more than 110,400 companion animals.
- **PETA** built and delivered more than 240 free doghouses and bagged 1,200 bales of straw, providing dogs who are forced to live outdoors with warm, dry shelter. We've now delivered a total of more than 6,000 free doghouses.
- **PETA's** online catalog sold more than 45,000 pieces of animal rights merchandise, including T-shirts, mugs, tote bags, books, stickers, buttons, and items for companion animals, which not only raise urgently needed funds for PETA campaigns but also help to promote cruelty-free living.
- **PETA** had more than 490 letters and 660 opinion pieces posted on websites and printed in various newspapers and magazines.
- **PETA** was mentioned by many major print media outlets, including the Associated Press, *The Atlanta Journal-Constitution*, *The Atlantic*, *The Baltimore Sun*, *The Boston Globe*, the *Boston Herald*, BuzzFeed, the *Chicago Sun-Times*, the *Chicago Tribune*, *The Christian-Science Monitor*, The Daily Beast, the *Daily Mail*, The Dodo, The E.W. Scripps Company, *Forbes*, The Huffington Post, the *Los Angeles Times*, Mashable, *The Miami Herald*, *Mother Jones*, *Newsweek*, the *New York Post*, *The New York Times*, *People*, *The Plain Dealer*, PolicyMic, Reuters, Slate, *Smithsonian*, *TIME*, *USA Today*, *US News & World Report*, *Us Weekly*, *The Wall Street Journal*, the *Washington Examiner*, *The Washington Post*, and The Wire.
- **PETA's** work received television and/or radio news coverage from ABC News, Al Jazeera America, CNN, C-SPAN, E!, *Entertainment Tonight*, *Erin Burnett OutFront*, ESPN, Fox News, Fox News Radio, Fuse, *Hannity*, HLN, *Jane Velez-Mitchell*, MSNBC, *Real Sports With Bryant Gumbel*, Reuters TV, Telemundo, *VICE News*, and *Washington Journal*.
- **PETA** has given \$1,650,530.77 to scientists who are developing alternatives to animal testing and simulators to replace animals, as well as for training scientists in the use of non-animal methods, as of this year.

financial statement

REVENUES

Contributions	\$ 50,449,023
Gross Merchandise Sales	\$ 627,336
Interest, Dividends, Royalties, and Other Income	\$ 856,642
Total Revenues	\$ 51,933,001

OPERATING EXPENSES

Programs	
International Grassroots Campaigns	\$ 8,691,235
Public Outreach and Education	\$ 19,455,622
Research, Investigations, and Rescue	\$ 12,993,951
Cruelty-Free Merchandise Program	\$ 969,721
Membership Development	\$ 4,768,940
Management and General Expenses	\$ 501,746
Total Operating Expenses	\$ 47,381,215

CHANGE IN NET ASSETS

	\$ 4,551,786
Net Assets Beginning of Year	\$ 11,931,766
Net Assets End of Year	\$ 16,483,552
Donor Restricted (Permanently)	\$ 3,169,207
Donor Restricted (Temporarily)	\$ 2,174,759
Board-Designated Legal Matters	\$ 1,000,000
Undesignated	\$ 10,139,586

OPERATING EXPENSE ALLOCATION

Direct Program Support	88.87%
Membership Development	10.07%
Management and General Operations	1.06%

PETA is a nonprofit, tax exempt 501(c)(3) corporation funded almost exclusively by the contributions of our members. We strive to use our funds in the most cost-effective and efficient manner possible, a commitment illustrated by the fact that 88.87 percent of our operating expenses went directly to our programs fighting animal exploitation. We expended only 10.07 percent on fundraising efforts that drive our operations and 1.06 percent on management and general operations.

Ten percent of PETA's dedicated staff earn only \$16,000 to \$29,999, 47 percent earn \$30,000 to \$39,999, and only the remaining 43 percent make more than \$39,999. Our president, Ingrid Newkirk, earned \$40,320 during fiscal year ending July 31, 2014.

The financial statement shown here is for the fiscal year ending July 31, 2014, and is based on our independently audited financial statements.



animal-friendly businesses

PETA would like to thank the following compassionate companies, which are members of our PETA Business Friends program. These companies are generous PETA and animal rights supporters. To learn more about this program, please visit PETABusinessFriends.com.

- Allison's Gourmet
- Alternative Outfitters
- Andy's Healing Center
- AnimalRightstuff.com
- Bear Auto Sales
- Bebidas Fizzy
- Boston Baked Bonz
- Calico Dragon
- *Candle 79 Cookbook*
- Cavalier Cottage
- Clear Conscience
- ColorProof Evolved Color Care
- Colors of Nature
- Colourful Grass
- CREO Care
- Cykochik Custom Handbags
- Daisy Dog Studio
- Dermalose Skin Revitalized
- Dive the World
- Dolsen Design
- Dragonfyre Apothecary
- Dr. Bronner's Magic Soaps
- Ethical Ocean
- Everlasting Memories
- Everlife Memorials for Pets
- FACED Makeup
- Fake Meats
- Finngate Pictures
- Forgotten Souls
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- Hampton Domestics

- HappyCow's Vegetarian Guide
- Harbor Candy Shop
- Humane Cellars
- HydroPeptide
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- Wonderbar USA (Drunk Elephant)
- Y3K Tutor In Your Home
- ZENMED



PETA's Tree of Life is on permanent display in our headquarters. Each golden leaf on the tree can be inscribed with a special message to honor someone whose commitment to animals is exemplary. Leaves can also be engraved to pay tribute to the memory of a loved one.

For additional information about the Tree of Life as well as other ways to make "in honor of" and memorial gifts, please contact Cindy Kent at 757-962-8368. For specific information about making memorial gifts, you can also visit our True Friends® Memorial Program website at TFMemorial.org.

A special note of thanks to the following important groups of PETA members:

- Our monthly pledge donors, who support PETA's Investigations & Rescue Fund
- Our Vanguard Society members, for their generosity and leadership
- Our Vanguard Society President's Circle members, for their outstanding commitment
- Our Augustus Club members, who have included PETA in their estate plans and wills



Drew Rodriguez, Vanguard Society and Augustus Club member, and Theo

PETA's true friends memorial program

PETA's True Friends® Memorial Program honors and preserves the memory of people who were true friends to animals as well as the memory of animals who were true friends to their guardians. For more information about this program, please visit TFMemorial.org.

In loving memory of the following true friends:

- Alex Hudspeth, from Lawrence Ziese
- Alicia Witt, from Nancy Strubbe Santi
- Allen Serody, from Dr. Regina Bannan
- Barbara Fritz, from Susan F. Drake
- Betty Daley, from Barbara Zikos
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- Buddy Whitley, from Robin and William Whitley
- Cassi Churchwell, from Lori Collins
- Chissa Gordon, from Marguerite Gordon and the entire PETA family
- David Middlesworth, from the entire PETA family
- David Tenberg, from Marvin Tenberg
- Dexter Porreca, from Hernani Tosoc and Becky Fenson
- Diane Jane Nielsen, from Marina Newby
- Druzhok, Koro, Shandy, Rogan, Darby, Rowdy, Sophia, and Dexter from Karen Porreca
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- Woo-Woo, from Robert Baggett
- Yvonne, from Elaine Chuculate



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partnership opportunities

We would like to extend a special thank-you to the members of our Campaigner's Circle (\$5,000-\$9,999), Investigator's Circle (\$10,000-\$24,999), Director's Circle (\$25,000-\$49,999), Vice President's Circle (\$50,000-\$99,999), and President's Circle (\$100,000+). You give us hope on the hard days, strength when we're tired, and the resources necessary to make the huge changes that animals need. Animals can't pick up the phone and dial 911—but thanks to each of you, they have a loud voice, and society is listening. Members of our Leadership Council and Executive Committee (President's Circle donors) provide additional invaluable support and guidance, for which we are particularly grateful.

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GIVING ANIMALS A FUTURE:

PETA's augustus club

We would like to express our profound appreciation to the following members who in the past fiscal year joined PETA's Augustus Club, which is named after a macaque monkey discovered by PETA in 1980 at a laboratory in Silver Spring, Md., during our first undercover investigation. Augustus' dignity and noble image make him a fitting symbol for this very special group. By naming PETA in their will or trust or as a beneficiary of another planned gift, they and the rest of our 6,000 Augustus Club members enable us to protect other animals from suffering the inexcusable cruelty that Augustus endured—and to do so for generations to come.

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Rescuing a Horse Called a 'Rat'



PETA's investigator knew immediately what the round, white, evenly spaced, dime-size scars on the Thoroughbred's forelegs were: the telltale signs of freeze-firing, a painful mutilation that involves burning horses with liquid nitrogen in an attempt to stimulate blood flow to an injury. She spotted the scars while bathing the horse, Valediction, at trainer Steve Asmussen's stables at Churchill Downs. She had previously seen a worker inject something into Valediction's knees. Both were signs that he was suffering from chronic injuries.

Despite his leg problems, a few months later, Valediction was run in a claiming race (in which horses are bought, or "claimed") at Saratoga Race Course. Afterward, Valediction was in so much pain that he had to be taken away from the stable in a trailer: He had fractured a bone in his leg.

After Asmussen's longtime assistant trainer Scott Blasi heard that Valediction had been sold, he was apparently so glad to be rid of the chronically injured horse that he said he "could do a f***ing cartwheel." Blasi joked that Valediction was a "rat"—industry slang for a horse who doesn't make money.

Valediction underwent surgery to repair the broken bone, but PETA's investigator was worried that he would be forced to race until he suffered

a catastrophic breakdown, probably in the very next race he entered. From there, the specter of the butcher loomed for this unfortunate grandson of Seattle Slew.

When PETA supporter **Sam Simon** heard about Valediction's plight, he knew he had to help. "[I]t was immediately clear the horse was in deep trouble," said Sam. "He had been run on bad legs to start with and had clearly been injured during the race and had stood there shaking, unable to put weight on his feet."

Sam purchased Valediction, and PETA arranged for him to be sent to a beautiful farm in Virginia owned by other PETA supporters. A veterinarian who examined Valediction noted that although only 5 years old, he was so plagued by arthritis that he could never be ridden again, even by children. Valediction is now enjoying retirement, and he will never be forced to run for his life again.

"When I see him in his blanket eating carrots, I know I helped one great horse ... escape the track and live in clover until the day he dies," said Sam.

Thanks to the support of Sam Simon and PETA members all over the world, PETA is educating people about horse racing's seedy side—and giving horses like Valediction a fresh start.