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Opportunity

PETA

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PETA's 40th ANNIVERSARY

Celebrating Four Decades of Historic Progress for Animals
and Mapping the Revolutionary Road Ahead



Looking Back and Looking Forward as PETA Turns 40

Ingrid's Message:

A PETA volunteer recently said, "When I went vegan in 1984, I didn't know any other vegans, I had never heard the word 'vegan' spoken out loud, and I actually pronounced it incorrectly for many years. But it didn't matter, because no one I spoke to had heard it, either! Now, you hear it all the time. It's kind of like today when I wear my 'End Speciesism' shirt. I feel like I need to be ready with an answer in case people ask me about it, because it's still a new concept for most. But in the future, I think PETA will have pushed the anti-speciesism message so far into the mainstream that the only reaction people will have to my T-shirt will be a thumbs-up."

That gave us an idea: As we celebrate PETA's 40th anniversary this year, it's a great time to think about the things that our Augustus Club members have helped us change since 1980 and the changes that your support will help us achieve in the next 40 years.

We asked PETA and PETA Foundation senior vice presidents the following questions:

▶▶ What's an experience that you had 40 years ago that wouldn't occur today because of the changes that PETA's work has brought about?

▶▶ What is occurring in your life today that as a result of PETA's work, people won't experience in 2060?

Enjoy their answers! We are all so glad that you're part of our PETA family.

Ingrid E. Newkirk
President



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Here's what they said:

PETA EXECUTIVE VICE PRESIDENT

▶▶ Tracy Reiman

1980 vs. TODAY

Forty years ago, I was 12, and my father was working in the White House during the Carter administration. My mother and brothers and I visited and were excited that we got to eat in the White House Mess (a formal dining room for staff). I wasn't vegan yet, nor do I remember what I ate, but I'm certain there were no vegan entrées on the menu.

Today, because PETA has been so successful in promoting and popularizing vegan eating, vegan entrées are on menus all over the world—and the White House Mess offers veggie burgers and tempeh club sandwiches!

Something else I remember from that time is what a big deal it was when Ringling Bros. and Barnum & Bailey Circus came to town every year around my birthday. In 1980, when the Ringling boxcars rolled through Washington, D.C., no one on the train knew that inside one of the homes they passed by, an organization had just been founded that would expose the circus's abuse of animals and eventually force it to shut down.



TODAY vs. 2060

Today, when I'm invited to a neighborhood barbecue, there are usually meat burgers on the grill, so I always bring veggie burgers to eat and share. I'm confident that PETA's vegan campaign will continue to create so much change that by 2060, the only burgers on anyone's grill will be vegan or made from "clean meat" (i.e., meat grown from cells).

Also, my son may have children of his own by then, and they'll be shocked when he tells them about the time his biology teacher sequestered him in a room and gave him a worksheet to do because he refused to dissect a frog as the other students had done. By 2060, all schools will be using superior, humane teaching tools, such as synthetic, realistic-looking frogs or virtual dissection software, and most people will be astonished to learn that in the past, students had to dissect real animals who had been killed for that purpose.



PETA SENIOR VICE PRESIDENT OF LABORATORY INVESTIGATIONS

► **Kathy Guillermo**



1980 vs. TODAY

In 1980, I was in college, and I had just read *The Plague Dogs* by Richard Adams. It was the first time I realized that—regardless of whether or not it helped humans—experimenting on animals was morally unacceptable.

(Back then, I mistakenly assumed that it actually did help humans, but now I know better.)

In the novel, Adams talks about a real-life vivisectionist—Curt Richter at Johns Hopkins University—who put animals into containers of water and watched them swim to exhaustion and then drown.

I was horrified, yet I had no idea what to do. There were anti-vivisection groups, but they just seemed to be educating people about animal experimentation, while I wanted to take action to stop it altogether. PETA was the first organization I found that was harnessing the power of ethical people to oppose experiments on animals and actually putting a stop to them. Now, it stops them all

the time and is working toward ending the practice altogether.

As for the drowning experiments, when I learned that pharmaceutical companies were still conducting the “forced swim test” (aka the “despair test,” in which terrified animals paddle frantically in inescapable beakers of water, trying to keep from drowning), I vowed that one day, I would help end it—and today we’re doing just that: After discussions with PETA, AbbVie, Johnson & Johnson, AstraZeneca, Bayer, Novo Nordisk A/S, Pfizer, Roche, Boehringer Ingelheim, and Sage Therapeutics all announced that they would no longer conduct or fund this cruel test.

TODAY vs. 2060

I predict that in 2060, I’ll no longer be asked, “Where do you get your protein?” because PETA will have successfully tipped the scales and everyone will be vegan.



PETA FOUNDATION GENERAL COUNSEL AND SENIOR VICE PRESIDENT OF CORPORATE AFFAIRS

► **Jeff Kerr**



1980 vs. TODAY

Forty years ago, I was a freshman in college with a vague notion that I wanted to be a lawyer. I didn’t know what area of the law I wanted to focus on, and I certainly wasn’t considering going into “animal law,” because there was no such thing at the time. Now, due in large part to the fact that PETA has made animal rights such a prominent social justice issue,

animal law is taught at more than 160 law schools in North America. PETA has developed the largest and most effective legal team working for animal rights in the world, and we’ve set a huge number of legal precedents that help to advance the cause. Most of the lawyers on our team went to law school specifically to work for animal rights. That’s a sea change from when I was in school.

TODAY vs. 2060

With the inroads that we’re making now, the next generation of animal rights attorneys won’t have to jump through hoops to establish standing—it will be accepted

that animals have standing in their own right so that lawyers can protect their fundamental legal rights in court. It will be accepted that animals have their own cultures, families, interests, and needs. The question will not be whether animals have enforceable rights. Instead, we’ll be asking how we can continue to expand those rights to which animals are entitled for their own sake. Animals will no longer be defined by the ways in which humans can exploit them.

PETA SENIOR VICE PRESIDENT OF CAMPAIGNS

► **Dan Mathews**



1980 vs. TODAY

It was December 31, 1980, when I ate my last hamburger. I was at a Bob’s Big Boy in Los Angeles with friends who could hardly imagine making such a change. Few vegan options existed at the time. There was no veggie burger on the menu, nor did anybody envision one being

sold at any burger chain. Fast forward almost 40 years—a period during which PETA has so successfully made vegan food mainstream that it’s now available almost everywhere. On December 31, 2019, I treated some meat-eating friends to a round of Beyond Burgers, which had just debuted at a Hardee’s near PETA’s headquarters in Norfolk, Virginia. These friends work in the shipyard and eat mostly at nearby burger joints. They loved the Beyond Burger and now look at vegan eating as something attainable—and tasty.



Something else that happened to me in the ’80s that would never happen now: My Payless pleather shoes fell apart while I was in the U.K., and I had to buy plastic bedroom slippers because they were the only vegan shoes I could find to fit my size 13 feet! It wasn’t a very professional look for meetings, but the slippers became a great conversation starter about the reasons why I wouldn’t be caught dead in leather. Little did I imagine that 40 years later, thanks to PETA, I would be telling that story to designers like Tommy Hilfiger, Giorgio Armani, and Michael Kors while meeting with them to discuss vegan shoe designs.

TODAY vs. 2060

Today, everyone knows that it was wrong when the Nazis experimented on concentration camp victims—but when I suggest that it’s just as wrong to experiment on animals, there are still some people who say, “It’s not the same thing.” I think that by 2060, PETA’s anti-speciesism campaign will have changed the mindset of so many people that everyone will put animal experimentation in the same category as other notorious medical atrocities.



PETA SENIOR VICE PRESIDENT OF COMMUNICATIONS

▶ Lisa Lange

1980 vs. TODAY

In 1980, I was in junior high school and hadn't heard about animal rights, even though my family was tuned in to current events and I was politically minded. Today, because of PETA, practically all adults are aware of animal rights issues, and junior high school students not only are aware of the cause but also support it overwhelmingly.

One market research firm poll found that PETA was the number one nonprofit organization that North American 13- to 24-year-olds would volunteer for.

TODAY vs. 2060

Today, there are still some holdouts who deny the link between animal agriculture and climate change. But because PETA continues to convince people that vegan eating is the best hope for the planet, young people 40 years from now will regard it as the organization that did the most to stop the environmental damage from being as bad as it could have been.

It's like what the humorist Joel Stein wrote when he signed a copy of his latest book for me, referring to the social media custom of "canceling" people accused of past ethical misconduct: "[I]n 20 years when the elite all don't eat meat, you will be the only one at the party who isn't canceled."



PETA FOUNDATION SENIOR VICE PRESIDENT OF DEVELOPMENT

▶ Scott Anderson

1980 vs. TODAY

As an example of the way the medical field has changed because of PETA, the doctor I've been seeing for decades (and who was skeptical about the importance of eating vegan when I first became his patient) recently said to me, "From your test results, you wouldn't know that you're 69 years old. You've got the gastrointestinal tract of a man half your age. It must be because you're vegan." In other words, he gets it!

Now for a broader perspective: My academic background is in cultural history—the study of the development and movement of ideas in society. In that context, I am blown away by what an impact PETA has had.

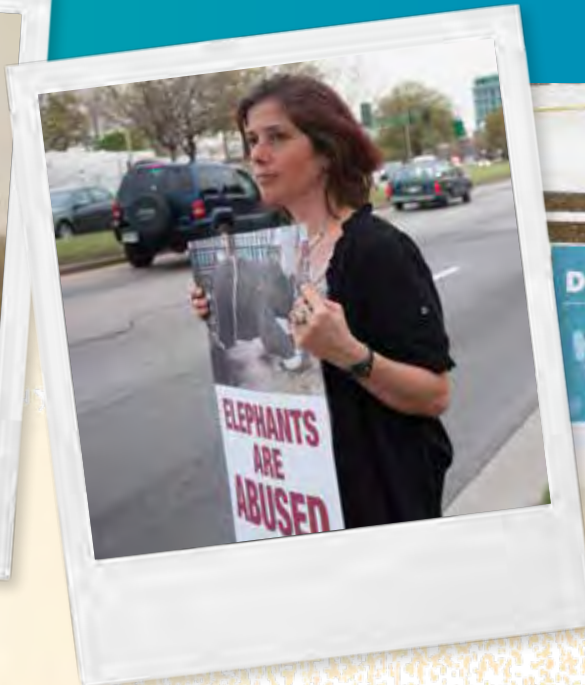
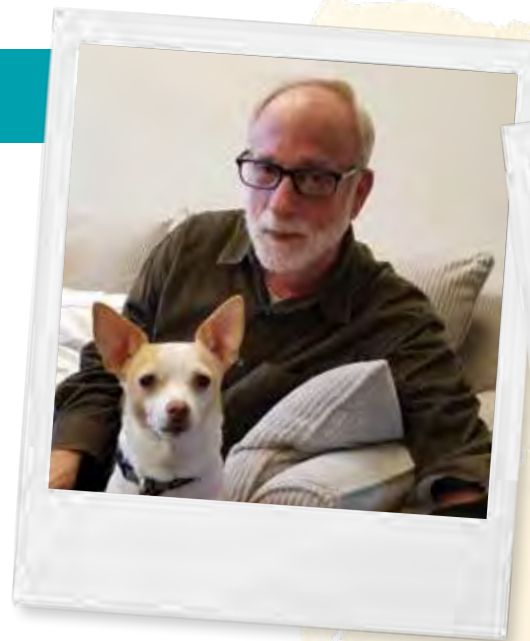


Forty years is a minuscule fraction of human history, and yet in that short time, the organization has completely revolutionized society's perception of and relationship to animals. I've traveled a bit, and no matter what country I've been in, everyone I've spoken to—from taxi drivers to government officials—has heard of PETA and knows what it stands for.

That means that in only four decades, animal rights went from being something that almost no one had heard of to being a globally recognized concept. That is truly remarkable—and it's unquestionably PETA's doing.

TODAY vs. 2060

There's no doubt in my mind that experimenting on animals will be a thing of the past by 2060, if not sooner, as will using animals in circuses and a whole host of other abusive practices that PETA will have put an end to. I've seen a lot of changes in my almost 70 years on the planet—35 of which I've spent generating support for PETA's campaigns from wonderful people like our Augustus Club members—and I can truly say that I've never felt more optimistic about animal liberation.



PETA SENIOR VICE PRESIDENT OF CRUELTY INVESTIGATIONS

▶ Daphna Nachminovitch

1980 vs. TODAY

I was 9 years old in 1980, and my family had a purebred cocker spaniel named Brandy. My mom had purchased him as a puppy from a pet shop that was part of a department store. Back then, it was common for dogs and cats to be treated as nothing more than pieces of inventory to be "manufactured," displayed, and sold.



But so much has changed in 40 years. California and Maryland—as well as numerous cities, including Chicago and Philadelphia—have banned the sale of dogs and cats (and sometimes other animals) from breeding mills. A lot of this progress is because PETA has combatted and exposed horrific conditions at puppy mills and other breeding facilities—even getting several of them shut down.

TODAY vs. 2060

With 40 more years of momentum, I have no doubt that PETA will succeed in stopping pet stores from selling all animals, including small mammals, birds, and reptiles. We already knocked out a huge player in the pet trade when our undercover investigation of animal dealer U.S. Global Exotics prompted its shutdown and the largest seizure of animals (more than 26,000) in U.S. history. The way I got involved with PETA in the first place was by calling to report terrible conditions at a pet store. So helping the organization put the final nail in the coffin of the retail pet trade will bring my work full circle.

Also, PETA's success in pushing for bans on the chaining of dogs will continue to snowball. I believe that by 2060, chaining bans will have spread through communities like wildfire and that states will have followed suit. Keeping dogs chained up outdoors as if they were nothing more than old bicycles will be a thing of the past.



▶▶ What YOU Can Do

Get your "End Speciesism!" shirt at PETA.org/Store.



You Are PETA

CONNIE HAEDER
AUGUSTUS CLUB MEMBER

Alongside my love for and devotion to my family and my faith is my deep love for defenseless animals. Every day, I stand in awe and support of the vital work that PETA does to end speciesism. After attending one of the group's events, I had a greater understanding of its mission and remarkable leadership. This was instrumental in confirming my decision to name the organization in my estate plans.

Because of my family medical history—ranging from the dementia and Parkinson's disease that took my father's life to Alzheimer's disease, cancer, autoimmune disorders, and other ailments affecting my mother and sister—I used to contribute financially to research that was supposed to end the diseases that affected us. But now that I'm aware that many organizations fund horrific testing on animals, I no longer support them and instead petition the National Institutes of Health and the National Institute on Aging to end their cruel experiments. And I am leaving 90% of my money to PETA and other organizations that are protecting animals from this abuse.



It makes me happy to know that I can leave a legacy that will help advance the ethical treatment of animals. And while I'm alive, I want to assist PETA and do all that I can. My priorities include increasing animal advocacy in faith communities, helping to stop the funding of useless animal experiments done in the name of medical research, and pushing for the use of technologically advanced non-animal testing methods. Thank you, PETA, for all the good that you do for animals.

Tell your story and help us celebrate 40 years of progress:

We'd love to know what inspired you to leave a legacy for animals and how PETA's work has affected you. Your story is important to us. Contact us at Legacy@peta.org or PETA, Attn.: Augustus Club, 501 Front St., Norfolk, VA 23510.

The Legacy Challenge Opportunity

As a reminder, now is the perfect time to make or reconfirm a legacy gift to PETA and increase the impact of our work today with your future donation. A small group of generous PETA donors has established the Legacy Challenge Fund, and when you reconfirm a contribution to us as a beneficiary of your will or other planned gift—and let us know before May 31, 2020—your future gift will unlock an immediate donation to PETA of up to \$5,000 from the Legacy Challenge Fund!

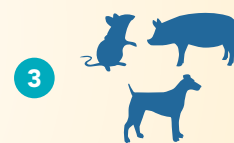
How the Legacy Challenge Works



1 Leave a legacy gift to PETA, and share the details of it with us by completing a legacy gift notification form.



2 Return the completed form to unlock an immediate gift of up to \$5,000 to PETA from the Legacy Challenge Fund.



3 You'll be strengthening our work today and in the future.



Please act soon—the Legacy Challenge Campaign ends on May 31, 2020.