

# augustus CLUB

Issue No. 48 | Spring 2009



## Cherry Blossoms Aren't All That's Springing Up in Washington, D.C.

...a message from Ingrid E. Newkirk

### Spring is a time for new beginnings—and guess what? That's just what is happening here at PETA.

Since time began, animals have been left out in the cold—both literally and figuratively. Regardless of your political persuasion, animal issues have often been at the bottom of policymakers' barrel. The last president and his appointees undercut federal protections for animals, including the Endangered Species Act, meager factory-farming restrictions, and even our ability to tell people what is going on in laboratories under the Freedom of Information Act—which is often what allows us to unearth details of federally funded experiments on animals.

Now we have a new presidential administration and, at least, the promise of change—and not just for human citizens.

That is why I am pleased to share with you the exciting news that PETA will be opening a small office in Washington, D.C.! Please take a look at the article on page two to learn more about our initiatives and plans to create a pro-animal culture in the nation's capital.

I'd also like to mention the estate intention form that we sent you in February. If you haven't yet filled it out and returned it to us, may I please give you a gentle reminder to do so? Letting us know of any planned gift that you have made helps us to plan for the future, evaluate campaign priorities, make appropriate staffing decisions, and develop effective and efficient strategies to help animals based on a

better estimate of what our resources are likely to be. If you did not receive your copy or would like a new one sent to you, please contact Tim Enstice at [TimE@petaf.org](mailto:TimE@petaf.org) or 757-962-8213.

I hope that you enjoy this quarter's newsletter, and I hope that you know that we appreciate you—one of our wonderful Augustus Club members whose commitment to PETA's work ensures a legacy of compassion that will benefit future generations of animals and people alike.

*Ingrid*







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# PETA Goes to Washington:

## a Voice for Animals at the Epicenter of Change

Have you heard about Washington's newest residents? They're energetic, smart, compassionate, motivated, accomplished, dynamic, experts at community organizing, and they radiate an attitude that says, "Yes, we can!" We're talking about PETA!

This spring, several dozen PETA staff will move into an office building in the bustling DuPont Circle area with the goal of making the call for animal rights heard in America's most powerful city.

With a new president, new leaders of the executive agencies, many new members of the House and Senate, and an influx of young professionals flocking to D.C. for jobs with the new administration, our goal is to reach as many people as we can with our compelling message of compassion for animals—and we'll be charting a new course for our movement that will make it far harder for public officials to discount animal issues.

We know all about change, and we know that change, particularly important change, does not often happen overnight. While the new administration may be more animal-friendly than any other before it, we're in this battle for the long haul. So we're setting up shop in Washington to ensure that policymakers, regardless of who is running the government, see animal issues as something that the public cares about and wants them to take seriously. Our job is to show decisionmakers that animal issues are matters of national importance related to our own health and that of our environment as well as to our economic well-being and sense of community.

Compassionate people make better neighbors, better citizens, and better decisionmakers. Not only will we be pushing that message in meetings, we'll also, in classic PETA style, be using provocative ads on buses and subway trains; holding town hall-style meetings at churches, temples, and social clubs; and holding special events at restaurants, gyms, and bars. And yes, there will be eye-catching PETA demonstrations in front of fur stores, fast-food chains, and other outlets that promote cruelty to animals. We'll be doing everything possible to remind Washington that animal rights is one of the most urgent social justice issues of our time.

Being in Washington will also enable us to make face-to-face contact with important journalists who are permanently "camped" there. Coverage of animal issues by these news outlets is crucial to our strategy to raise awareness among Washington's policymakers—and beyond.

Washington residents won't, of course, be the only ones to hear our important message. The city's museums, theaters, and monuments attract visitors from all around the world. By reaching these visitors with PETA's message, we will be spreading the message of compassion to all corners of the globe.

With PETA in Washington, people might assume that we'll be spending more time lobbying Congress. Not so.

Many authorities on the subject have observed that Congress serves less as an agent of change and more as a codifier of current practices. Creating positive change for animals, we believe, is best accomplished through direct contact with consumers, business owners and leaders, scientists, government officials, and regulators.

One example is our work with U.S. and international regulatory agencies (e.g., the Environmental Protection Agency, the Food and Drug Administration, and the Organization for Economic Cooperation and Development). PETA is the leader in pushing our government to change policies in order to reduce (and eventually eliminate) the use of animals in chemical and drug testing and to use more sophisticated non-animal test methods instead. PETA was the first animal protection organization to take on the

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This does not mean that PETA will be leaving Norfolk, Va. Many of our departments will still continue to operate from our efficient Norfolk office building on the Elizabeth River. This city provides us with an extremely cost-effective site for our "behind-the-scenes" departments.

Our vigorous Community Animal Project and our two mobile veterinary clinics are still needed there and in adjoining North Carolina (and even in South Carolina), so we will continue to improve the lives of dogs and cats throughout those impoverished communities.

So there is excitement in the air, and this lean, mean, fighting-for-animals machine is expanding! It means that we are being daring in these tough economic times, but we know that we'll be in an even better position—literally—to help animals, so off we go!

We are very grateful for the support of our Augustus Club members, whose generosity enables us to make the most of this unique opportunity to put animal rights front and center on the nation's—and the world's—agenda.

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**Gerda Chason: Translating personal tragedy into action for animals**

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Her beloved son, Clifford, died in 1999 in an automobile accident on Highway 27, just outside Bainbridge, Ga. Gerda and Clifford were devoted animal rights activists. They went vegetarian because they no longer wanted to be part of the killing and cruelty to animals. When Gerda learned of Clifford's death, she says that she "wanted to die too. But then the idea of a billboard came and that made me feel somewhat better."

Gerda could think of no better tribute to Clifford, who was an ardent animal defender, than to put up animal rights billboards along the highway where he died. Thanks to her

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"PETA was my first contact and I thank PETA for helping me clean up my life. I am not eating anything that has a face," says Gerda. "That was and still is my main concern. And the other two concerns, like good health and a better environment, are two wonderful byproducts."

Gerda—who has had a special place in her heart for animals, especially dogs, since she was a child growing up in Germany—also started the Decatur County Humane Society to promote humane treatment of animals and address cases of cruelty to animals. Gerda says that she will not forget animals.

**Celebrate Life  
With Springtime Flavors**



**Quinoa Spring Salad**

- ½ cup frozen green peas
- 2 cups boiling water
- 3 cups cooked quinoa, cooled
- 1 cup chopped roasted red bell peppers
- ¼ cup sliced green onions
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Makes 5 to 6 servings

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Crunchy granola tops fresh, baked fruit for a delicious treat.



- ½ qt. strawberries
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- Cinnamon, to taste
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- Preheat the oven to 325°F.
- Dice the fruit, add cinnamon, and put the mixture into a pan.
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This is a light, creamy springtime soup, great for lunch or dinner.

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- In a medium-size sauce pan, heat the olive oil over medium-high heat. Add the leeks and the onions and sauté until soft and slightly translucent. Add the garlic, the potatoes, and the peas and continue to sauté for an additional 2 minutes.
- Add the vegetable stock and bring to a simmer. Continue to gently simmer until the potatoes and the other vegetables have softened. Then remove from the heat.
- Pour the mixture into a blender or a food processor, adding only enough of the mixture to fill the appliance halfway. Put the lid on and place one hand firmly on top of it. Quickly "pulse" the mixture several times before puréeing the soup until smooth. Remove the lid and repeat the process for any remaining soup.
- Season with salt and pepper to taste. Add more stock to achieve the desired consistency, if necessary.
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Visit [PETA.AdvantageProgram.net](http://PETA.AdvantageProgram.net) to save money on your next trip and help us save animals!

## Savings Breakdown:

Quality	Five-Star Resort
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(as posted on PETAPrime.org by Steve Martindale, a PETA Foundation planned giving officer)

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# PETA's Charitable Gift Annuity Program

A win-win situation for animals and for you

It may be hard to find many win-win situations in today's financial environment, but we think that we have one—PETA's charitable gift annuity program.

For nearly 15 years, PETA members have supported our critical work by creating gift annuities. For them, establishing an annuity was a perfect way to make a significant gift to animals while securing a regular and reliable income.

Charitable gift annuities are a simple agreement between you and PETA. In exchange for your gift of \$10,000 or more, PETA will pay you and/or a designated beneficiary annual payments for life. These annual annuity payments are fixed and are backed by a special reserve fund as well as by all of PETA's assets.

In addition to the fixed annuity payments, gift annuities also offer significant tax benefits, such as a federal income-tax deduction in the year in which the gift is made and capital gains tax savings if your gift is appreciated securities. Moreover, in most instances, the annuity payments are partially tax-free. And charitable gift annuity rates can be very attractive when compared to the best rates for

money market funds, certificates of deposit, or bonds.

If you are 60 years of age or older, an immediate charitable gift annuity may be a great way to make a gift now while receiving the security of a fixed income each year for the rest of your life.

Gift annuities can also make good sense for those between the ages of 50 and 60 who want to secure a steady income for their retirement years and can benefit from a current-year tax deduction. With a deferred gift annuity, the longer receipt of the payments is deferred, the higher the annuity rate and eventual payments.

We would like to provide you with more information about PETA's charitable gift annuity program, including a personal and confidential gift illustration. Please contact Tim Enstice, the PETA Foundation's planned giving manager, at 757-962-8213 or [PlannedGiving@peta.org](mailto:PlannedGiving@peta.org). You can also visit our gift annuity Web page at [PETAPlannedGiving.org](http://PETAPlannedGiving.org). As always, we suggest that you consult your financial advisor and legal counsel prior to establishing a charitable gift annuity or finalizing any long-term plans.

## Immediate Charitable Gift Annuity Rates for One Annuitant

Age	Rate
60	5.0
62	5.1
64	5.2
66	5.4
68	5.5
70	5.7
72	5.9
74	6.1
76	6.4
78	6.7
80	7.1
82	7.5
84	7.9
86	8.3
88	8.9
90+	9.5

Qualified charitable gift annuities are not insurance and may not be protected by your state's insurance guaranty association. The California Insurance Guaranty Association does not back up payments of annuities. A charitable gift annuity is not regulated by the Oklahoma Insurance Department and is not protected by a guaranty association affiliated with the Oklahoma Insurance Department. Charitable gift annuities are also not regulated by and are not under the jurisdiction of the South Dakota Division of Insurance. PETA is a member of the American Council on Gift Annuities (ACGA) and offers the uniform gift annuity rates recommended by the ACGA.





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