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 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.
The Road We Have Traveled Since 1980

Making a world of difference for animals across the globe

It started in the basement of a small apartment in metropolitan Washington, D.C. There, a small group of individuals formed the ban against abuse of animals. From that day forward, and into the future, millions of people, organizations, and companies will join the struggle to achieve our ultimate goal of a cruelty-free world. There is a long road ahead, but we must continue to fight for the rights of animals. The work is never done.

1980

- Soy milk is found only in health food stores. The few places that carried it sold it in small bottles of powdered soy flavor.
- PETA launches a campaign to stop the shooting of dogs and cats. The campaign gains the support of celebrities such as Kim Basinger and Morgan Freeman, who lends his voice to the campaign.

1981

- Soy milk is found almost all grocery stores. The campaign to ban the shooting of dogs and cats is successful, and the American Society for the Prevention of Cruelty to Animals (ASPCA) stops total use of live animals in USDA-funded laboratories.

1982

- Vegetable milk is found in all grocery stores. PETA launch a campaign to ban the use of animals in laboratories.

1983

- Vegetable milk is found in all grocery stores. PETA launches a campaign to ban the use of animals in laboratories.
PETA is intensively campaigning to submit shareholder resolutions to the largest publicly traded pharmaceutical, biotech, and chemical companies. Our resolutions seek companies to replace 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 are used in some toxicity tests are injected with or are absorbed into the bloodstream. When they come into contact with skin substances will cause damage or fever; in other tests, animals’ backs are shaved and smeared with substances that can cause organ failure or be lethal; in other tests, animals’ backs are shaved and smeared with substances that often wound and burn. Toxicity tests are injected with substances that often wound and burn backs are shaved and smeared with substances that can cause organ failure or are absorbed into the bloodstream. When they come into contact with skin substances will cause damage or fever. In other tests, animals’ backs are shaved and smeared with substances that cause organ failure or are absorbed into the bloodstream. When they come into contact with skin substances will cause damage or fever when they come into contact with skin or are absorbed into the bloodstream.

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 present the benefits of donating stock, in this case for adopting non-animal tests, we need the shareholder to keep the stock and work with us to fill 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@peta.org or 757-962-8374. While we often promote the benefits of donating stock, in this case for adopting non-animal tests, we need the shareholder to keep the stock and work with us to fill 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@peta.org or 757-962-8374.

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 present the benefits of donating stock, in this case for adopting non-animal tests, we need the shareholder to keep the stock and work with us to fill 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@peta.org or 757-962-8374. While we often promote the benefits of donating stock, in this case for adopting non-animal tests, we need the shareholder to keep the stock and work with us to fill 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@peta.org or 757-962-8374.

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 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 missed constructive dialogues 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. 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