We can make an important, direct commitment to helping animals every day by becoming caring consumers. When we choose not to buy from companies that profit from animal abuse, we take a strong stand against animal exploitation. We take a similar stand when we choose to invest only in caring companies.

“Cruelty-free investing” is investing only in companies, mutual funds, bonds, and other investment vehicles that do not support, cause, or contribute to animal exploitation and suffering, including the destruction of natural habitats.

As cruelty-free investment options become more available, each of us has more opportunities to invest wisely and compassionately. Please know that we applaud everything that you do to choose investments that will be good both for you and for animals.

Individual Stocks
A good place to start when considering individual stock investments is identifying which companies do and which do not test cosmetics, toiletries, and other household products on animals. Some investors choose to eliminate companies that conduct animal tests from their portfolios, while others choose to selectively invest in companies that have agreed to permanently ban animal testing.

PETA maintains an exhaustive listing of companies and their animal-testing policies on its Web site PETA.org. In addition, consumers can request our biannual “Caring Consumer” pocket guides and shopping guide by calling 757-622-7382.

Another good starting point is researching companies in sectors of the economy that you are considering for your investments. Remember that animal exploitation can take many forms and try to avoid companies that cause suffering in any way, not just those that conduct or sanction vivisection. In particular, exercise great caution before selecting companies in the following sectors of the economy: food and beverages, clothing and apparel, entertainment, building and construction, chemicals, consumer products, energy, leisure and recreation, medical supplies, mining, oil, and pharmaceuticals.

Alternatively, a stockholder can work from inside a company toward reforming abusive policies. This is one of the many ways in which PETA fights cruelty to animals. By acquiring stock in numerous animal-abusing companies, PETA has gained standing to attend annual meetings and submit shareholder resolutions to try to end some of the worst abuses. In fact, we are currently in the process of submitting shareholder resolutions at
Providing for Your Animal Companions

How well protected will your animal companions be if something unexpected happens to you?

Critical steps should be taken now to ensure that your wishes are carried out. In discussing who will care for your animal companions, you should inform veterinarians, family members, and others of your plans and wishes. You should let your friends and neighbors know who you have chosen to care for your pets and how you want them to be treated. You should also provide written instructions to your chosen caregiver. Here are some steps you can take:

1. **Select a Caregiver**: Choose a responsible, reliable, and trustworthy person who is familiar with your animal companions and is willing to take on the responsibility of caring for them. This person should also be able to communicate with your veterinarian and other care providers.
2. **Arrange for Financial Support**: Make sure that your chosen caregiver has the financial resources to provide for your animal companions. You may want to consider creating a trust or fund to ensure that your animal companions are properly cared for in case you are unable to do so.
3. **Record Medical Information**: Provide your caregiver with all relevant medical information about your animal companions, including their medical history, current medications, and any specific needs or preferences. You should also provide a list of emergency contacts, including your veterinarian and other medical professionals.
4. **Provide for Legal and Financial Affairs**: Consider creating a will or other legal documents that outline your wishes for the care and protection of your animal companions. You should also consult with a legal professional to ensure that your wishes are properly documented.
5. **Revisit Your Plans**: Regularly review and update your plans for the care of your animal companions. This will ensure that your wishes are being met and that your animal companions are receiving the best possible care.

Animal Shelter

An annual report of the Animal Shelter.

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other steps to ensure that whoever is seeking custody of the animals is not attempting to acquire animals deceptively with the ultimate goal of selling them to others who might exploit and otherwise harm them

- Require that euthanasia be performed, if and when necessary, by a licensed veterinarian or shelter worker only
- Require that each animal visit a veterinarian at least once a year
- State any other stipulations clearly and succinctly in order to ensure that your animal companions continue to enjoy the life that you want for them

Special Considerations
Sadly, horses, cattle, sheep, and many other species retain commercial value even after death, which heightens the possibility that unprincipled people may try to acquire these animals deceptively or harm them for personal gain. Be sure to stipulate in your will or trust that under no circumstances are your animals to be used commercially or sold for commercial use in the future, whether alive or dead.

It is also important to consider your animals’ lifespan and life expectancy when making your plans. Turtles, horses, exotic birds, and many other animals have long life spans of 30, 40, or even 50 years—and sometimes more. Fewer potential caretakers will be able to make lifetime commitments to such animals. Choose their guardians with care so as to decrease the chances of their being shuttled from person to person and possibly falling into the wrong hands.

These are difficult but important choices. Now is the time to make them in order to protect your animals and provide for their care in the event that they outlive you.

Sample Bequest or Trust Language
I give, devise, and bequeath to People for the Ethical Treatment of Animals, Inc. (PETA), federal tax identification number 52-1218336, P.O. Box 42516, Washington, DC 20015, the sum of $______ (or describe the real or personal property or portion of the estate) to be used for its general purposes.

Giving to Health Charities
If you support or are considering supporting a health charity, please make sure that your money is not contributing to the suffering of animals. Some health charities spend the money that donors give to them on gruesome animal experiments. Fortunately, however, many others refuse to fund animal tests of any kind, regarding them as a poor use of limited resources.

You can request a free copy of PETA’s cruelty-free pack, including our “Guide to Health Charities That Do and That Don’t Fund Animal Experiments,” by calling 757-622-7382.
Charitable Gift Annuities

For those in retirement, a charitable gift annuity (CGA) may be a great way for you to make a major gift now while receiving the security of a fixed income each year for the rest of your life.

A CGA comprises a simple agreement between you and PETA. In exchange for a gift of cash or stock of $5,000.00 or more, PETA agrees to pay you a fixed sum each year for life. The fixed sum is actually a percentage (an “annuity rate”) of your gift and is determined by your age: The older you are, the higher the percentage.

Gift annuities can also be an attractive option for those between the ages of 45 and 60 who want to secure a steady income for their retirement years. By the terms of a deferred annuity, the longer the payments are deferred, the higher the annuity rate and eventual payments. CGAs are primarily gifts to charity rather than investments. However, they can offer you several significant benefits, including fixed income for life, part of which may be tax-free; a federal income-tax deduction for a portion of your gift; and some capital-gains tax savings if you make a gift of appreciated stock.

PETA’s CGAs are protected by a reserve fund and by all of PETA’s assets, though they are not regulated in most states as securities. As always, please consult with your independent financial advisor prior to finalizing long-term financial plans.

A Caveat About Restricting Bequests and Other Planned Gifts

PETA applies all gifts, including bequests, to the programs and campaigns that we believe will do the most good for the most animals in the long run. However, if you wish to earmark or specify which programs or species your gift will benefit, we can and will honor all reasonable requests.

To ensure that your gift does not lapse (i.e., fail because some contingency has not been met), it is important that an earmarking request be broad enough to avoid obsolescence in the time before the funds become available. For example, if you earmark your gift for a specific program that no longer exists in the future, your gift may not be put to use for animals at all but, instead, lapse back into your estate.

Therefore, if you feel strongly about restricting the use of your gift, please contact our Planned Gifts Department at 757-622-7382 for further advice about naming the species or major PETA program of your choice.

Life Insurance and Retirement Plan Beneficiary Forms

SAMPLE

Name of Beneficiary:  
People for the Ethical Treatment of Animals, Inc.

Address of Beneficiary:  
P.O. Box 42516, Washington, DC 20015  
(This is PETA’s permanent address.)

Relationship to Beneficiary: Charity

Social Security Number or Federal Tax Identification Number: 52-1218336  
( Please indicate this number as the tax identification number, not the social security number.)