

You are PETA

Augustus Club Members in Action



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property and spurred on by what he describes as "feudal" animal protection laws in New Jersey, Bruce became involved in several notable cruelty-to-animals cases, including

Bruce Zeman

What began as a landlord/tenant dispute over animals in 1997 had far-reaching consequences for Augustus Club member Bruce Zeman. Rather than give up his dachshund, Nathan, Zeman took the landlord to court, and an animal rights advocate was born.

The case was settled, but during the process, Bruce discovered that companion animals were regarded as little more than property under New Jersey law. This angered him and motivated him to push for change. "To suggest he (Nathan) is a piece of property, or inanimate object, is ludicrous. He is a member of my family, and my family members are not disposable."

Shortly after the case ended, Bruce bought a home in Wanaque, New Jersey. Still bothered by the notion that animals were considered

one in which a judge awarded him custody of Missy, a collie who had been suffocated when her "owner" no longer wanted her; Bruce had her buried in a pet cemetery near his home, and even now, he visits her as often as he can.

Shortly after burying Missy, Bruce embarked on a project that he considers to be one of the focal points of his life and one that will live on long after he is gone—to instill greater levels of respect, responsibility, and compassion toward the animals we share our lives with. Says Bruce, "By replacing the words 'animal owner' with 'guardian,' we can reconstruct the relationship between humans and animals—and help foster a change in people's attitudes toward animals. In other words, people will begin to recognize them as sentient beings with needs of their own, instead of objects."

Although many other communities across the country had adopted guardian language in animal ordinances, none in New Jersey had done so. Bruce has changed that. On May 10, 2004, the Wanaque mayor and Council unanimously adopted "Nathan's Law," named after Bruce's dachshund, which changed all "owner" references in the community's animal codes to "animal guardian."

Bruce considers the unanimous passage of "Nathan's Law" to be a significant chapter in animal welfare legislation in New Jersey. "In passing this progressive legislation, the mayor and council have proven this community is one where all family members are important and cherished. Pro-animal legislation is pro-family legislation, and our leaders left no doubt Wanaque is a great place to live and raise a family."

Bruce continues to speak throughout the state in behalf of animals and the ordinance, which is being considered in several other New Jersey municipalities. He is also completing his first book, *A Boy and His Dog—Nathan's Story*, which he hopes to have completed in the spring.

Your Special Ones

Animals You Have Saved

Carrot and Cotton
—Diane Whitney



From the picture, you can probably guess who is who. Augustus Club member Diane Whitney came along at the right time for Carrot and Cotton. Both were adopted from the Streetcat Rescue Team in San Francisco when they were 2 months old. Carrot was found wandering in Golden Gate Park and is the shy and less mischievous one. His incredibly sweet nature comes out with the display of his "paw trick"—

Diane says he will raise his left paw up in the air when he wants to be petted. Cotton, his partner, was the bold and playful one, getting into absolutely everything and providing

Diane with many laughs over the years with his antics. He loved to be cuddled like a baby and had a purr that could be heard a mile away. He lived to be almost 12 years old before passing away last year. Diane truly feels that she was honored to have had him in her life. To Diane, he still lives on through the many happy memories she has of him.

Kala and Hula
—Heidi Timinsky

Although Kala and Hula were from different unwanted litters, theirs is a story of two sisters who are joined by the love and devotion of Augustus Club member Heidi Timinsky. Kala was Heidi's first true companion. Tragically, because of a careless act by insensitive roommates, Kala escaped in October 2000. Heidi spent months looking for her. She put up thousands of posters offering a reward for her safe return, sent out hundreds of e-mails, and regularly checked with all the local animal shelters. While keeping the search for Kala active, Heidi was motivated to help her students create a "promise" snowman that contained 81 promises to help animals and people in need over the holiday season. She also created a "Kala calendar" to raise money for and awareness of lost, abandoned, and mistreated animals. Two years later, Heidi discovered that Kala's mother was to have yet another litter, and she adopted Hula on Valentine's Day. A day doesn't go by that Heidi does not think of Kala, but one look into Hula's eyes and anyone can see Kala's spirit living on. Heidi believes that Hula is truly her angel.

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and Augustus Club member, that I know you'll find inspiring.

And speaking of inspirational members, there is no group of people that I find more inspiring than you! Knowing that our Augustus Club members have made a lifetime gift in support of PETA's work gives me hope, reassurance, and a sense of determination that our society will one day treat animals with the respect that they deserve. That day grows ever closer, thanks to you!

Ingrid

PETA's Gift & Estate Planning Club

Augustus Club



Ingrid's message

You Inspire Us, and We Want to Inspire You!

Have you ever wished you could drink a magic potion that would infuse you with energy, inspiration, motivation, and hope? Well, we have something that can do just that! It's a weekend workshop that we call Helping Animals 101.

The conference not only gives everyone a chance to learn the latest about animal issues, including what's happening around the nation, it also links people, helping them to make new friendships and giving them a networking experience that few people forget (few people forget the food either!).

The conference includes presentations by some of PETA's most experienced staff members, who share tales from their own work and encourage you to consider doing the following things:

- Improve your local animal shelters, work to stop the exotic "pet" trade,

fight for anti-chaining and spay and neuter legislation, and push for the prosecution of animal abusers

- Shop cruelty-free—for clothes, shoes, beauty products, and more—no matter where you live
- Start an activist group, create effective displays, and make and distribute leaflets
- Write letters to the editor that will be printed and read by thousands; make effective phone calls; and answer commonly asked questions about animal issues
- Turn a trip to the local grocery store into a vegan adventure; learn about alternatives to animal ingredients; and discover vegan cookbooks that make cruelty-free eating simple, cost-effective, and delicious
- Employ basic interview techniques that will dazzle the media; craft sound bites; and secure cable TV spots

- Steer clear of health charities that fund cruel experiments on animals, and learn how to spot compassionate charities that focus their research where the best hope of success lies—with humans

PETA provides lots of literature and videos to help attendees spread the message effectively and convincingly in their own communities. We would love to see you at an upcoming conference—there's a chance that we'll be coming to a town near you soon. For exact locations, dates, and more information, including registration fees, please visit HelpingAnimals101.com or call 757-622-7382, extension 8120.

We've included more information about Helping Animals 101 in this edition of your newsletter, along with a tribute to Bruce Zeman, an activist

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Helping Animals 101: PETA's Course in Making the World a Better Place for Everyone

Helping Animals 101(HA101) is PETA's exciting seminar that's full of information and advice for people who want to turn their compassion into action to create a kinder society. Throughout the seminar, a team of PETA staff members presents strategies to change current systems and attitudes that lead to animal suffering. Our goal is to reduce cruelty and increase compassion by example and through education.

Many of society's problems stem from a lack of awareness about how our consumer choices negatively affect the world around us. By teaching attendees how to make compassionate consumer choices, HA101 presenters empower them by showing that positive, proactive steps are the most effective and easiest ways to create change.

PETA hosts an average of seven seminars a year in cities from coast to coast, with an average of 120 attendees per conference. Expert speakers give presentations on how to practice advocacy through effective letter-writing; how to work with local authorities and businesses to make changes in one's own community, how

to begin an activist group, how to use the media effectively and how to live more compassionately. In addition, participants learn how to use cruelty-free replacements for meat, eggs, and



dairy products to make comfort-food favorites, including faux fried chicken, macaroni and "cheese," and vegan chocolate brownies. HA101

participants range in age from 14 to 90. They are teachers, attorneys, doctors, public relations executives, business administrators,



factory workers, salespeople, and service providers. They are high school students, single parents, and retired men and women. They are meat-eaters, vegetarians, and vegans. They are experienced activists and novice newcomers. Despite their differences, by the end of the seminar, a powerful sense of camaraderie exists among these many and varied people.

Many attendees come because they heard from a friend how powerful and uplifting the sessions are. HA101 creates the alchemy that turns people's worry and feelings of powerlessness, frustration, depression, and intimidation into hope, empowerment, optimism, energy, and self-confidence. People often begin the HA101

conferences sitting alone, looking worried and tense. But by the end, everything has changed.

The room is buzzing with energy generated by people who are networking, exchanging ideas and plans, and, of course, talking about recipes!

Grassroots activists are the people who have changed our society—abolishing slavery, fighting for civil rights, securing women's right to vote, establishing worker protections, and creating environmental laws. HA101 fosters this spirit of strength, courage, and a "can do" attitude.

At PETA's headquarters, we hear from our past attendees on an almost daily basis. They write us and ask for recipes, literature to hand out at their schools (which we send for free), videotapes to show their coworkers, or feedback on a letter that they have written. It is gratifying and heartwarming to see these individuals gain more confidence and a hopeful outlook as they achieve their goals of creating positive change.

As the following testimonials show, attendees feel well equipped with tools for a lifetime of positive action—and they can't wait to use them.

I cannot begin to thank you for bringing HA101 to Tempe. It was amazing. Absolutely amazing. I have 75 new activists to add to the Phoenix list who are craving to speak out against animal cruelty and for the

environment! There are no words good enough to describe how good you are.
—Julie

I want to thank you for the information you shared during the conference. I have kept the commitment I made to all animals everywhere during that weekend by doing something on their behalf every day. I became a vegan on April 9 and will always be vegan, thanks to the information I learned ... I will never forget the statement you made that struck me to my core, "every moment in these animals' lives is worse than the very worst moment in our lives." Thank you for being such an inspiration to me and for speaking out for those who have no voice.
—Cynthia

It's the day after the San Francisco conference, and I got home and showed my family and friends the "Meet Your Meat" video. I just wanted to let you all know that they are all now going veggie!!! This is something that I thought could never happen. Thank you all so much for providing the opportunity for people to become more effective activists. I cannot tell you how refreshing and life-altering this weekend was for me. Thanks again.
—Jennifer

Having been a vegan for 22 years and in the movement for 20, I really didn't think that the conference was going to have much to offer me. Boy, was I wrong. The speakers were exceptional and had fresh ideas and insights. They had new videos, which were a bit hard to take, but as the speakers said, we owe it to the planet and to the animals to watch. The presentations flowed in a way that didn't bum you out too much, which was good, because the food was fantastic. I can't imagine what it must have been like for someone new to the movement to be there, because for me it was such an awesome experience, totally inspiring and motivating. If anyone is sitting on the fence about attending the conference, if you are new to the movement or not, sit no longer; this conference is great. I cannot think of a better way to spend a weekend.
—Deborah

So be on the lookout for a Helping Animals 101 conference in your area. Regardless of your experience in the animal protection movement, you will be able to join fellow PETA members from your community in propelling your compassion for animals into action!



A Gift for Animals, Benefits for You— PETA's Charitable Gift Annuity



PETA has a well-established and successful charitable gift annuity program. Dozens of members have donated individual gifts to create a gift annuity in support of PETA's critical work. For them, establishing an annuity was a perfect way to make a significant gift to animals while securing regular and reliable income.

Charitable gift annuities are a simple agreement between you and PETA. In exchange for your gift to PETA of \$5,000 or more in cash or securities, PETA agrees to pay you and/or a designated beneficiary (called an "annuitant") fixed annual payments for life. These fixed annual payments are a percentage (an "annuity rate") of your gift as determined by the annuitant's age at the time of the gift and are backed by a reserve fund as well as by all PETA assets.

Besides the fixed annual payments, annuities can also provide significant tax benefits, such as a federal income-tax deduction in the year in which the gift is made and possible capital gains tax savings if your gift is appreciated securities. Moreover, charitable gift annuities offer very attractive rates of return. In many cases, annuity rates are higher than the best rates for savings accounts, certificates of deposit, or bonds.

Immediate Charitable Gift Annuity Rates for One Annuitant

Age	Rate	Age	Rate
55	5.5	72	6.7
56	5.6	74	6.9
58	5.7	76	7.2
60	5.7	78	7.6
62	5.9	80	8.0
64	6.0	82	8.5
66	6.1	84	9.2
68	6.3	86	9.9
70	6.5	88	10.6
		90+	11.3

PETA is a member of the American Council on Gift Annuities (ACGA) and offers the uniform gift annuity rates recommended by the ACGA.

Annuitant—Age 70

Amount	\$5,000
Annuity Rate	6.5 percent
Annuity Payment	\$325
Tax Deduction	\$2,059.20

Annuitant—Age 50 (payments start at age 65)

Amount	\$5,000
Annuity Rate	12.3 percent
Annuity Payment	\$615
Tax Deduction	\$2,496.95

Examples are based on gifts made in March 2006. Actual arrangements may vary. This is not legal advice. Please consult your financial advisor before purchasing an annuity. 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.

If you are 55 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.

However, gift annuities can also be an attractive option for those between the ages of 50 and 60 who want to secure a steady income for their retirement years and who can also benefit from a current-year tax deduction. By the terms of a deferred annuity, the longer that receipt of the payments is deferred, the higher the annuity rate and eventual payments.

As always, we suggest that you consult your financial advisor before finalizing any long-term plans. However, if you would like more information about PETA's charitable gift annuity program or other planned giving options, please contact Tim Enstice, planned gifts manager, at 757-962-8213.

We are continually adding HA101 conferences nationwide to our schedule. Visit HelpingAnimals101.com for an up-to-date listing of currently scheduled conferences.

There are other people in your community who care about animal rights.

helping animals 101.com