

Making Your Work Pay Off for Animals

SUPPORT PETA THROUGH YOUR WORKPLACE CAMPAIGN

Every year, our programs are strengthened by the generosity of people who support PETA through their workplace giving campaigns.

If you are a federal employee, you can participate in the annual Combined Federal Campaign (CFC), which begins on September 1. You can easily locate PETA and our CFC number—which can only be used in the CFC—in the Animal Charities of America section of your CFC materials.

More and more states are now conducting their own annual state government employee campaigns. Look for PETA in your state's campaign materials, or call our office to see if PETA is a participant in your state's campaign.

If your employer participates in a United Way campaign, you may

be able to select PETA as a beneficiary of your donations. If PETA is not listed as a member agency, please contact the campaign coordinator to see if you can write PETA in as a beneficiary. Procedures vary with each campaign, so check with your employer's campaign coordinator to ensure that you are designating PETA correctly. Generally, PETA's complete name (People for the Ethical Treatment of Animals) and address (501 Front St., Norfolk, VA 23510) are required.

Many private companies are also running their own workplace giving programs, allowing employees to designate a specific amount or percentage to be deducted from their paychecks and directed to the charity of their choice.

If you have any questions regarding how you can support PETA at your workplace, please contact Leanne Siart, PETA's planned giving coordinator, at 757-213-8773 or LeanneS@petaf.org.



IRA Reminder

Effective through December 31, 2007, anyone who is 70 1/2 years of age or older and has a traditional IRA can exclude distributions of up to \$100,000 per year that are made to PETA from his or her taxable income. These IRA rollover gifts will not be taxed, and they will count toward your minimum distribution requirement!

The law makes the process simple, but in order to qualify, you must direct your IRA manager to transfer the distribution directly to PETA—a withdrawal made by you and subsequently donated to PETA will not qualify and will have to be reported as income. For more information, please contact Scott VanValkenburg, director of major gifts, at 757-943-0317 or ScottV@petaf.org.

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Our work to help chained dogs and other suffering companion animals goes far beyond our local area, of course. PETA is a pioneer throughout North America in working for long-term change for companion animals. We produce provocative educational billboards, print ads, and public service announcements alerting the public to the perils that chained dogs pose to communities. We distribute sample legislation and tips on how to implement a community ban on chaining. We get newspaper editorials and letters to the editor printed in cities from coast to coast, and we have been instrumental in getting legislation that bans or limits chaining passed in many communities.

The support of our Augustus Club members helps us create truly meaningful change for millions of wonderful dogs, cats, and other animals who are wholly deserving of love, respect, and protection—yet would get none without the help of PETA's programs. Thank you!

Your Special Ones ANIMALS YOU HAVE SAVED



Teye | Sheryl Fordin

Five years ago, while out on their regular rounds rescuing stray cats in New York City, Augustus Club member Sheryl Fordin and her friend came across a very pregnant mother cat and immediately took her to the vet for delivery.

Sheryl found homes for the fortunate mother and three of her kittens. However, no one wanted the last kitten because she was born with a bad eye. Sheryl decided to foster the kitten herself until she could find her the perfect home. Says Sheryl, "I found her the perfect home—with me!"

Teye lives the life that all cats deserve and loves to relax in her many sleeping spots, including on the terrace. Teye's favorite thing to do is play fetch with a pink soft ball—for some reason she won't play with a blue or yellow ball! Her second favorite thing to do is to play with a hair band. If Sheryl is otherwise occupied, Teye will put one side of the band in her mouth and the other side on her paw. She then pulls it back like a slingshot, lets it fly, and runs after it.

After she catches the band, she starts the game all over again.

Every morning, when Teye hears the alarm clock go off, she jumps up on Sheryl's chest, waiting to be scratched and giving Sheryl little kisses to begin the day. "Teye is the sweetest, most loving animal companion I've ever had," says Sheryl. "She was blessed to be born with a bad eye. We both got lucky. She has me and I have her."

Princess De Vivo-Lackey | Robert Lackey

Princess' life wasn't always easy. She was abandoned soon after she was born and picked up by a homeless man who used her to solicit funds from motorists. The man made her ride in a stroller through Manhattan with a sign that read, "Both Homeless—Please Help."

Augustus Club member Robert Lackey and his partner, Alfonso De Vivo, got to know Princess and her homeless guardian, frequently taking them food, water, dog food, and biscuits. One cold January night, the doorbell rang, and a woman claiming to be the homeless man's mother gave Robert and Alfonso a note stating that the homeless man had been arrested and asking them to retrieve Princess from an animal shelter.

Robert and Alfonso quickly went to the shelter to identify Princess and begin the adoption process. The next day, Princess was in a cab with Robert



and Alfonso on the way to her new home.

Princess passed away in August 2005 after enjoying the loving care and attention of her new family. She was adored by her caretakers and taken for walks four times a day. She loved riding in the car, particularly on long weekend trips to their country home in New Jersey. There she had the freedom to wander the property and discovered squirrels, chipmunks, frogs, ducks, deer, and, of course, the pond. After romping around, she took her daily sunbath.

"She was a sweet, loving, adaptable, and loyal friend," says Robert. "She was an amazing companion."

We invite you to send photos of your animal companions to us at PETA, Augustus Club, 501 Front St., Norfolk, VA 23510. Please remember to enclose the following:

- A note giving us permission to use the photo in the newsletter
- Your name and address
- Your animal's name and age
- The story of how you came to care for this individual and something about his or her unique personality and favorite activities

If you would like to have your name printed, please state this in your letter or note. Otherwise, to protect your privacy, we will not print your name. *Thank you!*

PETA's Gift & Estate Planning Club Augustus club



Ingrid's message

When we moved our headquarters to the Tidewater region of Virginia in 1996, the neglect and overpopulation of companion animals that we found here prompted us to work to enact stronger animal protection laws and to establish PETA's Community Animal Project (CAP).

Our CAP workers answer complaints in the poverty-stricken counties of rural Southeastern Virginia and North Carolina, where many people treat dogs as nothing more than living burglar alarms—chaining them outside and practically ignoring the fact that these animals are living beings. These lonely and neglected dogs spend their lives confined to the tiny radius allowed them by their heavy chains, enduring bitter winds, driving rains, blistering heat, and freezing nights with no shelter other than a board propped against a tree, a hole covered by a piece of tin, or a metal barrel turned on its side. Often they are left with no shelter at all.

PETA Saves Companion Animals FROM CRUELTY & NEGLECT

Our staff members do everything possible to help these abused and neglected animals, beginning with notifying a local animal protection agency—if they can find one. In many areas, no such agency exists. A good example of the work that we do is the case of a Virginia woman who was charged with cruelty after our visits uncovered the fact that the animals in her charge were being deprived of shelter and potable water and were suffering from malnutrition and untreated injuries. As part of a plea agreement, the animals were surrendered, and the woman is permanently banned from owning animals.

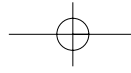
If authorities cannot—or will not—take action in the case of chained dogs, our staff members do everything that they can to persuade people either to take their dogs indoors or relinquish custody of them.

We have successfully relocated countless dogs this way. However,

some owners refuse to consider what their animals are going through—or the fact that there may be a better way to provide for their animals—even after months of our repeated pleas. In these cases, we provide free, sturdy, straw-filled doghouses with extended roofs that give dogs shade during the summer. Since the inception of our doghouse program in 1998, we have provided more than 3,600 houses to desperately needy dogs.

We have also alleviated the companion animal overpopulation crisis through our SNIP (Spay and Neuter Immediately, Please) program. Through our mobile clinic, we have provided low- to no-cost spay-neuter surgeries for more than 40,000 animals since 2001. You can imagine how many puppies and kittens would have been born if these animals had not been spayed or neutered.

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Daphna and Stripes

Advocating on Behalf of Animal Victims

- offering humane solutions to perceived conflicts between people and wildlife (e.g. geese on golf courses or beaver dams flooding roads)

- helping thousands of companion animals in the Tidewater region of Virginia and Northeastern North Carolina through our mobile spay/neuter clinic and our doghouse delivery program for dogs whose "owners" keep them chained or penned outside with no shelter
- ending the sale of animals in pet stores

One of the lesser known but indispensable departments at PETA is our Domestic Animal and Wildlife Rescue & Information Department (DAWR&I).

This staff of dedicated researchers, caseworkers, and fieldworkers focus on the following important goals:

- ensuring that individuals convicted of cruelty to animals receive sufficient criminal penalties (as opposed to the judicial equivalent of a slap on the wrist)
- promoting animal protection legislation, such as prohibiting the chaining of dogs and requiring spaying and neutering
- providing hands-on training and facilitating remedial action for substandard animal shelters across the country in which inadequate housing, improper care, and antiquated, cruel killing techniques cause animals to suffer
- fielding the hundreds of calls and e-mails we receive each week from people requesting help dealing with cases of abuse and neglect that they've witnessed

chain to end its sale of large birds such as parrots, macaws, and cockatoos. She is now targeting the multibillion-dollar company PetSmart to stop it from peddling animals for a profit. PETA's recent undercover investigation of two PetSmart stores revealed more than 100 small animals—including hamsters, domestic rats, lizards, chinchillas, and birds—deprived of effective veterinary care and slowly dying, out of customers' sight.

Martin Mersereau, DAWR&I's Casework Division manager, has devoted his life to seeking justice for animals victimized by heartless abusers since coming to PETA in 2000. His work regularly brings him in contact with prosecutors, district attorneys, police officers, and animal control agencies. While many authorities have recognized the link between animal abuse and other forms of violence, many others must be convinced of the seriousness of these



Martin and Pablo

crimes as well as educated about existing laws that criminalize animal abuse.

Space does not allow us to even begin to list all the successful cases that DAWR&I has won for companion animals, but here is a small snapshot to give you an idea of the kinds of cases that Martin's staff works on every day: The operator of eBaumsWorld.com, an entertainment Web site that features jokes and humorous photos and video clips, contacted us about a video he had received from an anonymous sender showing two live opossums doused with lighter fluid and set aflame. The sender had provided no name or contact information except for a cell phone number: We used a private detective to track down the culprits—three 19-year-old boys in Fort Dodge, Iowa—who were then found guilty of animal torture, fined, and sentenced to jail time and community service.

Examples of other recent successful cases include a New York woman who was sentenced to the maximum two years in jail after poisoning and shooting four dogs, and a Texas man who was sentenced to one year in jail after slamming four 10-week-old kittens into the gutter.

Laws that DAWR&I has been instrumental in getting passed include prohibitions or restrictions on chaining dogs in Bowling Green, Ky.; Norfolk, Va.; Roanoke Rapids,

N.C.; Virginia Beach, Va.; Orange County, Fla.; Dania Beach, Fla.; and statewide in California.

DAWR&I's sheltering expert has helped countless shelters get rid of harmful practices and implement fundamental policy improvements. For example, a government animal-control facility in Aruba was using an extremely painful method of euthanasia with a drug mixture sold under the trade name T-61® (which was withdrawn from the market in the U.S. and the U.K. years ago). We worked with government authorities to ban the use of T-61® at the facility and to special-order sodium pentobarbital—a chemical that makes euthanasia painless, but which had previously been unavailable in Aruba.

Our cruelty caseworkers receive a constant stream of calls from caring people all over North America who have witnessed animal abuse and want to help but don't know how to proceed. That's where DAWR&I's expertise and experience can mean the difference between life and death for an animal in peril. The following is just one out of thousands of happy endings, but it is a good illustration of the determination and creativity that our caseworkers show when animals' lives are at stake:

We received a complaint that a horse had been spotted on a farm in Wilson County, Tenn., showing obvious signs of neglect and malnourishment. However,

DAWR&I's pleas to the local authorities proved fruitless, as the sheriff's department said that it was the agriculture department's responsibility, and vice versa. But we weren't going to give up on this horse. Upon further investigation, we learned that the horse's owner did not own the farm but was only renting it. Contacting the property owner was our key to success. The landlord took the horse's side and helped to pressure the renter into relinquishing the horse, who now lives at a sanctuary, has all her needs attended to, and eats to her heart's content!

The resources made available through the Augustus Club provide critical funding for DAWR&I's efforts. Thank you for being a part of this lifesaving work!

you can help!

Please join PETA in calling on PetSmart to end live-animal sales. Let the multibillion-dollar company know that you will not be setting foot in any of its stores until live animals are no longer part of the inventory. Visit PetSmartCruelty.com to view our alert and send your message to PetSmart. If you have any questions, please contact Laura Brown, special projects liaison, at 757-962-8320 or at LauraB@peta.org.



Making Your Work Pay Off for Animals



HOW TO DOUBLE THE VALUE OF YOUR CONTRIBUTION

If you are an employee or retiree of one of the hundreds of companies that offer a charitable matching gift program, you may be able to double or even triple the impact of your gifts to PETA.

Many employers have established matching gift programs as a way to make charitable contributions to organizations that are important to their employees. In order to encourage charitable giving, the companies will often match your gift, thereby effectively doubling your gift for animals. Some will even double-match your donations, thus tripling the impact of your original donation.

Securing a matching gift is typically as simple as obtaining a form and the necessary instructions from your human resources office. Complete the employee section, sign the form, and send it to PETA. We will complete the form and return it to your company for processing. In many cases, employees can even apply to their company's matching gift program for their spouse's contribution to PETA.

PETA is already receiving matching gifts from dozens of companies, such as Microsoft, Verizon, Aetna, Bank of America, and Prudential. Augustus Club member Jay Turley is a good example of a PETA member who puts matching dollars to work for animals. Jay is a financial advisor based in Seattle and

a longtime PETA supporter.

Jay and his wife, Liza, have made PETA the major contingent beneficiary on their life insurance policies and in their wills. Jay is pleased that his policies will ultimately help PETA reduce animal suffering in the world, which Jay says is "satisfying and allows me to leverage a small annual premium payment into what will one day be a meaningful philanthropic gift."

Jay also incorporates his compassion into his work. As a financial advisor and the guardian of three dogs and two cats, Jay knows firsthand the importance of planning for the future. Jay encourages his clients to make sure that they have identified guardians for their animals in the event of the client's death and to provide sufficient resources to ensure that their animals do not arrive in their new homes to an empty food bowl.

While on a recent sailing trip with his sister, Jay decided that he wanted to do more for PETA and animals. He and his sister had been discussing the plight of all the suffering animals in the world. They had also discussed their enthusiasm for PETA. Jay's sister told him about our Vanguard Society, and he made up his mind to become more involved with PETA.

Jay joined PETA's Vanguard Society, our giving club for major

donors, and last year, when he found out that his employer generously offers matching charitable gifts, Jay knew that it was a perfect opportunity to do more. He immediately applied to have his donation matched by his employer. Jay explains,

"Knowing every dollar I gave would be doubled to PETA was a great motivation to give and a way to signal to my employer that I valued this benefit."

