I am so pleased to have a new book coming out in January. It is called *Making Kind Choices*, and I hope that you will find it useful, not only personally but also as a means to inspire others to act for the animals who need each of us so desperately.

Just last night, I saw a photograph in a British newspaper that showed a monkey with her arms pinned behind her back, the typical way primates in labs are carried from their cage to the procedure and back. The man holding her with thick gloves was huge compared to her, and I noticed that she had clasped her feet together and was looking up at him, very frightened, clearly wondering what was coming next.

The story was about a “shortage” of primates for experiments. I wonder how many people are haunted, as I am, by that picture and moved to do something more today. Then again, how many simply flipped the page and carried on reading about real estate and the weather.

*Making Kind Choices* is all about gently persuading people to make compassionate decisions at every turn.

Almost every choice we make, from what to buy and eat to what to say to our neighbors and what to teach our children, can be a grand opportunity to incorporate compassion, if only we see it that way.

Funnily enough, watching out for the animals’ interests seems automatically to mean bringing a benefit to human beings. Helping them means helping myself with issues concerning my body, the Earth, my relationship with other human beings, and my role in the community.

We have a tremendous opportunity every day to fill our hearts and hours with as many positive experiences as we can. For instance, how comforting to know that when we pick up fallen baby birds from the sidewalk, we can help them gain their strength back and nourish them properly rather than just remembering them throughout the day and wondering if they have “made it.” How satisfying to switch on a news story and think, “Yes, I know that some face creams contain cow collagen, and I have already protected myself from mad cow disease by picking ones that don’t!” Even being able to plan a relaxing or exciting vacation with animals in mind can be an empowering experience.

Life is full of possibilities for making a positive contribution. We only have to be open to them. As William Blake advises in *Auguries of Innocence*, you can start to “see a World in a grain of sand, And a Heaven in a wild flower; Hold Infinity in the palm of your hand, and Eternity in an hour.”

Ingrid’s message

**Life Is Full of Possibilities for Making a Positive Contribution**
Finding the Perfect Soap

Decor or dog training aid? Your choice is how you use your soap. I love using my soap to train my dogs. In fact, this is how I got into making soap in the first place! When I first started experimenting with soap, I wanted to create a product that was both functional and enjoyable for my dogs. I discovered that using soap as a training tool was a fun and effective way to teach my dogs new tricks and behaviors. It became a way for me to bond with my dogs, as well as an creative outlet for my passion for soap making.

In my soap-making process, I incorporate a variety of natural and organic ingredients to create a bar of soap that is not only effective for training, but also gentle on my dogs’ skin. I use high-quality oils like shea butter, coconut oil, and olive oil, which are known for their moisturizing properties. I also add essential oils like lavender and peppermint to create a soothing scent that my dogs enjoy.

I also experiment with different shapes and textures to make each bar of soap unique and engaging for my dogs. Some bars are designed to encourage paw licking, while others are smooth and easy to hold. I love watching my dogs explore and interact with their soap bars, and it’s a great way to keep them entertained and active.

Whether you’re a soap aficionado or just starting out, I hope these tips will inspire you to create your own perfect soap for training and beyond. Remember, soap-making is a fun and creative process that can bring joy to both you and your pets. So go ahead and give it a try! You might just discover a new hobby that you and your furry friends will enjoy for years to come.
What happens when you get very old and don’t want to cook anymore? What about nursing homes? Would they fix you decent meals or just delete the meat?
—Noëlle Valentine, Altoona, Fla.

PETA recommends Amy’s frozen vegetarian meals as an alternative to cooking. Gardenburger is also launching a line of complete frozen meals in September. These are good options to keep around for a quick and easy microwavable dinner.

Regarding nursing homes, PETA suggests addressing this issue with the food-service manager and requesting healthy vegetarian options from Sysco’s new Moonrose line. Sysco is the biggest food-service distributor and supplies most commercial kitchens. If the food-service manager still does not oblige, then contact us at 757-622-7382 for help.

Can you address the recent allegations by KFC that PETA’s investigator at the KFC chicken slaughterhouse in Moorefield, W.Va., could have, and should have, stopped the abuse of the chickens by simply following internal procedures and filing a complaint?
—Anonymous

These allegations are, of course, not true. But they are not unfamiliar, as this tactic is an old trick among the companies that we fight that profit from exploiting animals.

PETA’s investigator did in fact file a complaint early on, but no action was taken by the Moorefield plant. It was apparent that management at the plant knew what the workers were doing and had decided to turn a blind eye. Our investigator was therefore left with no other recourse but to tough it out and continue filming until we had sufficient documentation to give evidence to the world about what was happening behind those closed doors.

The actions at the Moorefield plant are indefensible, and KFC is pulling out all the stops in a desperate attempt to deflect attention and relieve itself of responsibility. But we will keep the spotlight on KFC until it decides to better the lives and deaths of the chickens it uses by adopting our recommendations. The chickens deserve at least that.

Diana Moreton, who calls herself “The Vegilante,” is an avid writer, poet, and singer. In the following poem, she pays tribute to our legendary Augustus.

Grandfather Augustus
kind, serene
treated cruelly
cold and mean
prodded, poked
in “science’s” name
madman Taub
bastard to blame
millions of travesties
fought in your name
battle the myth
sly political game
we wear your wiseness
on our lapels
in remembrance of
your living hell
we hope in your death
mankind will learn
there is no reason
to torture and burn.
Introducing The Constance Matheson Baker Center for the Ethical Treatment of Animals

Best known to her family and friends as “Connie,” Constance Matheson Baker had a heart for animals. She dedicated much of her life to ensuring their care and protection and demonstrated her unconditional love for them through her longtime support of PETA and her volunteer work at local shelters, including the Humane Society of Moore County, N.C., which she cofounded in 1966.

Mrs. Baker was accompanied in life by her beloved German shepherd Kazan, whom she adopted from the shelter. Blessed with many talents, her community involvement extended to working in behalf of children, the handicapped, and the elderly as well.

Mrs. Baker passed away in April of 2000. However, through her trust, she insured that her dedication to the care and protection of animals would continue after her passing by leaving a very generous gift to PETA. Her legacy has helped us purchase a small office building less than one-half mile from PETA’s headquarters, allowing us to expand and strengthen our efforts to end animal abuse.

As this issue goes to print, PETA will be holding a ceremony dedicating this new building in honor of Connie and her compassion for animals. “The Constance Matheson Baker Center for the Ethical Treatment of Animals” will serve to shine a light for generations to come on the gruesome face of cruelty to animals. Thank you, Mrs. Baker!

Put Your Stamp on 2004
With an End-of-Year Gift to Animals

The year may be winding down, but our tireless work to protect animals from cruelty and suffering certainly is not. The year’s end is an opportune time for charitable giving, and so, as 2004 draws to a close, we hope that you will keep PETA and all animals in mind as you consider your year-end giving.

Donations made to PETA before the clock strikes midnight on December 31 not only provide important support and stability to our programs but, because PETA is a registered 501(c)(3) nonprofit organization, can also bring you tax benefits next April.

Here are three ways that you can support PETA’s work for animals and help reduce your taxes:

- Make a donation of cash. You will be eligible for a charitable deduction for the full amount of your gift.
- Make a donation of stock, real estate, or personal property (including all types of cars, boats, and other vehicles) and you may qualify for a reduction in your taxes for the full fair market value of your gift. What’s more, you can save on capital gains taxes if you donate appreciated assets that you have owned for more than one year. Even depreciated stock can benefit both you and animals!
- Join PETA’s annuity program. In exchange for your gift of $5,000 or more, PETA will pay you and/or your designated recipient fixed payments each year for life. In addition, you may be able to take advantage of significant tax benefits—such as an immediate federal income-tax deduction and, if you make a gift of appreciated securities, possible capital gains tax savings.

For information on how you can make a year-end gift to PETA, please contact PETA’s planned gifts manager, Tim Enstice, at 757-962-8213 or via e-mail at TimE@petaf.org.