

PETA's Gift & Estate Planning Club

Augustus club



Ingrid's message

Life Is Full of Possibilities for Making a Positive Contribution

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

Excerpts From Making Kind Choices: Practical and Inspirational Changes You Can Make to Help Animals and Change Your Life, by Ingrid E. Newkirk



Finding the Perfect Soap

When the scents from the soap aisle rise up around you and caress your nostrils or when you turn on the tap after a hard day and look forward to sinking your aching limbs into a sudsy hot bath, who would think that you can make a world of difference just by choosing your soap carefully?

First, what's in it? Well, I don't know about you, but I don't want pork fat, lard, and other tallow ingredients smeared on my face, yet most commercial soaps use tallow from animal carcasses boiled down, or "rendered," in giant vats. I'll take palm oil, coconut oil, or anything else from a tree in my soap, but not that.

Second, the list of companies that do not test their soaps on animals, but use ingredients and ingredient combinations known to be safe, is now very long. Look for the "no animal testing" and "no animal ingredients" labels or check PETA's list of soap companies that do and that don't test soaps cruelly.

Third, buying soaps from a cooperative helps your community, but some conscientious soap companies give back a portion of their proceeds to people in dire need. The best example is probably The Body Shop.

Traveling Safely With Animals or Leaving Them Safe at Home

"Now, that's ironic!"

—One caged parrot to another as their people head out the door, airline tickets in hand.

"Look excited, look excited! Oh never mind!"
—Dog to goldfish, as he hears their people returning home.

If you absolutely must leave animals behind when you go away, the very best thing is to leave them at home where they feel comfortable. Boarding is a traumatic experience for most animals: They not only lose you, they also lose the safety and comfort of their home at the same time. While you may like and trust the person who runs a certain kennel or cattery, imagine for a moment being the cat or dog who must live on concrete or in a cage while you are off on holiday!

This means finding a dog or cat or hamster "sitter." Pick this person as carefully as you would choose someone to look after your baby or as a French chef chooses vegetables. You cannot be too careful. Being listed in the yellow pages doesn't mean anything more than being able to find the money to buy an ad. The best chance of pinpointing a good one is to turn to a reliable relative or someone who has animals and whom you have known for eons.

If you are driving with your cat or your dog, be sure that he or she is secure whenever a door is open. A sudden bang from a backfire, and a dog who is not leashed or a cat who is out of the carrier may never be seen again.

The happy news is that pulling in for the night with a dog or cat has never

been easier. Many hotels and motels allow or even cater to animals in rooms, from economy chains like Motel 6 and Super 8 to the Four Seasons Hotels and Hotel Pierre in Manhattan.

Incorporating Dog- and Cat-Friendly Elements Into Our (and Their) Home

Chances are that you come and go from your home daily. And chances are, your dog and cat spend most of their lives inside without much to do when you are gone, i.e., most of the time. Dogs need more than evenings and weekends at the dog park. They need to smell the great outdoors and "read the news" on lampposts as often as possible, and cats can go out on a harness or on a supervised romp in the yard.

If you have shut-in cats, modifications can be made to liven up their lives and keep their minds from going numb. First, do be sure they can look out the window, even if that simply means pushing a piece of furniture, like a heavy bureau, up to it and putting a piece of bedding on top of it for them to lounge on while enjoying the view. For added joy, hanging a bird feeder out there in winter allows them to watch "cat TV."

A few nesting boxes, scratching posts, a place or two to jump up and get a different view, some peek-a-boo cutouts into cupboards or, at floor level, into an adjoining room are all possibilities to consider.

Looking for home hazards can be time well spent. Many a dog or cat has been hurt and even killed by being

caught in a recliner chair or other large folding bed or from curling up in the warmth of a dryer among the clothes when the door was left open (always check before turning the clothes dryer on and never, ever ignore thumping noises). Commercial oven cleaners and fabric protectors, conventional antifreeze, and other unexpected poisons are to be avoided, and it's always good to check before bringing home a new plant that it is not toxic if eaten. Like children, animals must, of course, be kept away from the stove, and burners should be dutifully turned off and covered (I use a pan of water) while they cool.

Making Your Workplace a Healthy, Helping Place

No matter what our jobs, we spend much of our lives at work, so it is comforting to realize that there are opportunities galore to make that second home more progressive and humane.

Everyone eats! And what our associates eat is important for their health and the output of the enterprise they work for. You can actually improve workplace attendance by revolutionizing the workplace cafeteria with healthy meals. If your workplace does not have a cafeteria, the managers of restaurants close by are likely to be pleased to hear from you.

Does your office recycle? It's simple enough to do, and the community is always looking to list which companies have joined in and will even publicize how many pounds (or tons) of recycling you achieve in a year. Tell the boss: One ton of recycled paper uses 64 percent less energy, uses 50 percent less water,



"As this book explores, acts of kindness, even in the simplest ways, are what make our lives meaningful, bringing happiness to ourselves and others."

—The Dalai Lama

creates 74 percent less air pollution, saves 17 trees, and creates five times more jobs than one ton of paper from virgin pulp wood.

Lots of companies have matching gift programs to encourage personnel to be generous to those in need. Your gift to save a forest or to feed a hungry child in Appalachia or closer to home can be doubled if you can persuade the company to follow in the footsteps of companies as different from each other as Avon and *The Washington Post*.

Another way to help is to link up with your local Meals on Wheels. Some of these excellent programs to feed the elderly and disabled, like the one in Tarrant County, Texas, have come to realize that an alarming number of their clients—who anxiously await that one daily meal—have an only friend in the world who shares it with them, their precious dog or cat. This meal sharing



could have very serious consequences for both the primary clients and their animals, as there isn't much to go around from a little tray, delivered just once a day.

Being Ready for Animal Emergencies on the Road

Some people are quite squeamish or afraid when it comes to touching, moving, or handling animals found in distress, let alone getting them into the car. Having a small animal emergency kit in your trunk can make your kind act a lot easier to perform.

My first recommendation is to make the container for the kit useful in and of itself. Use a cat carrier, for instance, either a cardboard one (available from any veterinarian or pet supply store) or, better yet, a sturdy plastic [one].

What to put in the basic kit:

- A nylon lead
- A towel
- Names, addresses, and phone numbers that you might need, such as your local wildlife rescue/rehabilitation center, humane society, veterinarians, and 24-hour emergency veterinary services
- A pop-top can of smelly cat food
- A gauze bandage to staunch bleeding or to use to make a muzzle

Community Volunteering and Leading by Example

Jennie Taylor Martin has a 3-year-old child to care for and she runs PETA's catalog, so she is very busy. One Sunday afternoon, chores done, she felt the desire to go out and do something for her "pet" cause, animal rights. What she really wanted was a



list of ideas she could run her thumb down and pick something from to do that weekend that would make a difference. That's how the Weekend Warrior card set came about.

Jennie created the Weekend Warrior when she envisioned 52 cards, one for each weekend of the year, outlining a step-by-step project that can easily be taken care of in a few hours or less. **We can put our spare hours, whether one weekend, every weekend, or even a weekday evening, to great use and make our community, our world, a better place.**

Here are a few of Jennie's favorites: •Cook a vegan meal to take as a treat to your coworkers and turn them on to healthy, humane cuisine! Be sure to have the recipe handy and be gentle, not pushy, in the presentation.

- Sign up with a community group of people who walk AIDS patients' dogs.
- Wear a message shirt while walking or jogging or put a button on your jacket that says, "Ask Me Why I'm Vegan."
- Clean up a beach, riverbank, stream, or patch of ground.
- Leave a tidy pile of vegetarian starter kits or *Animal Times* or other useful newsletters near the Stairmasters at the gym or wherever people read or gather.
- Record an educational message onto your answering machine.

A Special Passover: Celebrating Freedom With a Vegan Seder

Philip and Hannah Schein are great cooks. They also cherish Jewish values—particularly important to them is the teaching that all suffering matters to God—and they very much want these wonderful values to be extended

to cover modern-day circumstances, such as factory farming and environmental degradation.

Hannah points out that in Exodus, we are told that Moses, Judaism's greatest prophet and teacher, was chosen by God to lead the Israelites to freedom because he had shown kindness to a lamb when he was a simple shepherd. That means, she says, that the lamb shank, which is used symbolically to represent sacrifices at the Temple, can easily be replaced with something else. Like other vegetarians, she has chosen to use a beet instead, an alternative sanctioned by the Talmud.

Rabbi David Rosen has pointed out that objects on the seder plate are symbolic, hence there is no sin in improvising and has suggested using a beet instead of a shankbone and a



mushroom to represent the Festive offering instead of an egg.

As Roberta Kalechofsky wrote in her article, "The Four Questions and the Four Answers," one interpretation of the reason behind the tradition of dipping greens twice in salt water has vegetarian roots: "Once to remember our past in the Garden of Eden and once to

remember the future when we will all be vegetarians again."

Speaking Out: Using Your Voice for Social Change

The fear of conflict and of sounding or looking ridiculous can be a powerful silencing force in our society, but we cannot let that happen. Imagine if Rosa Parks had sat quietly at the back of the bus! Each of us is a good person with important principles and decent values that we mustn't ever allow to be trampled just because we were a bit too jittery to put them forward.

Never underestimate your influence! Who, me? Yes, you!

Did you know that the person who speaks up first on a moral issue, stating an opinion, is the most likely to influence others? If we allow our point of view to be known, we will sway people, but if we stand quietly and let someone expressing an opposing view go unchallenged, we hurt our cause.

Who cares if our voice shakes—at least we're using it. Who cares if we haven't formulated the best speech? All that matters is that we say, "I think that's wrong," or, "Let's do something kind instead."

Human nature is such that those who heard what you said will replay the tapes in their minds. At some point, what you said will resonate with what they hear again in another forum perhaps, and chances are, they will never feel as comfortable saying or doing that ugly thing again.

It's not as hard as one might think to be the squeaky wheel that gets oiled to serve justice. The world will be a better place if we ask for more consideration of the Earth and each other, no matter what form we come in. Your voice is a very powerful tool in reducing oppression and lessening suffering. Here's to its use!



A.C. Members' Exchange



Welcome to the first A.C. Members' Exchange! Here is your opportunity to exchange ideas with your fellow Augustus Club members, present questions, and provide answers in an open forum. The responses were overwhelming from our "Share Your Ideas" survey, and we want to keep the channels of communication open.

You can send your submissions by mail to: **PETA/A.C. Members' Exchange, 501 Front St., Norfolk, VA 23510, Attn.: Planned Giving.** You can also

visit www.augustusclub.org and click on the A.C. Members' Exchange link to enter your information. We ask that you include your name and address, although we will not print your name if you request to remain anonymous. We will try to print as many submissions as possible.



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

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!



With a foreword by Sir Paul McCartney "The goal of Making Kind Choices is to help people who, like me, want to make the most out of not only the special occasions, but the everyday parts of their lives, even their chores."

— Ingrid E. Newkirk

Although not out until January 2005, you can preorder *Making Kind Choices* by calling 1-800-483-4366 or by visiting PETACatalog.org.

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.

