



# PETA's augustus CLUB

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## PETA Tackles the Companion-Animal Homelessness Crisis Head-On

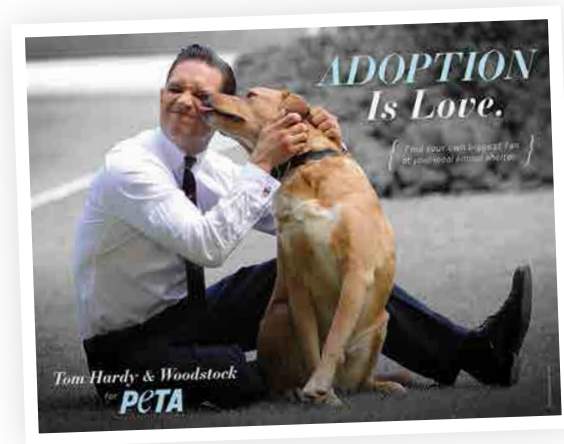
Of the many problems that companion animals in the U.S. face, perhaps the one that looms largest is homelessness: animals turned out onto the streets and abandoned at shelters, many in no condition—old, sick, injured, aggressive, not housetrained, unsocialized, etc.—to be a healthy companion to someone seeking to adopt a dog or cat.

PETA employs two major strategies to attack this problem: 1) promoting and facilitating spaying and neutering to stop the flow of even more animals into this crisis situation and 2) urging people to adopt animals from shelters, rather than buying them from stores or breeders, so that they will actually be saving lives.

### Celebrity-Driven Campaigns Raise Awareness

By creating TV spots and other advertisements that feature popular celebrities (all of whom volunteer their time), PETA ensures that our campaign messages get great media coverage and often go viral through social media, educating hundreds of millions of people every year about the plight of homeless companion animals.

Top celebrities who have starred in PETA ads to promote spaying and neutering include Patricia Arquette, Cloris Leachman, Jane Lynch, John McEnroe, and Mickey Rourke.



Actor Tom Hardy and his rescued pup, Woodstock, promote animal adoption.

© KP Pictures/Splash News

These ads also have people flocking to our website to learn more about the issues and how they can help—for example, tens of thousands of people have signed our online pledge to help end animal homelessness by sterilizing their companion animals, educating others about the importance of doing so, and never buying animals from a breeder or pet store.

We also push for legislation that would require cats and dogs to be sterilized (with certain exceptions) and have helped pass several such ordinances, including in Pasadena, Long Beach, and Los Angeles, California.

# 20<sup>th</sup> Anniversary Issue!



**Giving Greater Access to Spay/Neuter Services**

PETA's fleet of state-of-the-art mobile veterinary clinics allows people in southeastern Virginia and northeastern North Carolina with little to no income to have their companion animals spayed or neutered for free or at a drastically reduced cost.

Since the launch of our Mobile Clinics Division 14 years ago, PETA has sterilized more than 117,000 animals. In 2014 alone, we "fixed" 10,950 animals, including more than 825 pit bulls, whom we always offer to spay and neuter for free because they are by far the most abused and neglected breed we encounter—often kept chained up or in filthy pens for their entire lives, especially in these rural areas.

Our mobile clinics give people access to veterinary services in the deeply impoverished areas we serve. In many of these areas, there are no veterinary offices for miles around, and many residents have no transportation to those that do exist. In fact, PETA is the *only* organization that offers free pick-up and drop-off services for animals whose owners have no transportation.

That means that in addition to spaying and neutering, our clinics provide the only chance for these animals to get crucial vaccinations, antibiotics, and other medications. We bathe, brush, and clip dogs and remove matted hair that tugs at their skin, causes sores, and can even shelter maggots. We provide emergency surgeries, too. We've amputated limbs, drained hematomas, and removed tumors and damaged eyes from animals who would have suffered and died in pain without our services.



PETA's Holland M. Ware mobile clinic



A demonstration at a Petland store sends potential customers a simple yet effective message.

In a recent case, our skilled and dedicated mobile clinic staff performed extensive reparative surgery on Josie, a cat who had badly injured herself and sustained a great deal of tissue damage. This type of surgery would typically cost \$2,000 at a regular veterinary clinic, something her guardians could not possibly afford. In a lovely note to us, her grateful owners wrote: "Without PETA's help, our girl might not be with us. I truly cannot thank you enough for all you have done for my girl and the joy you have brought our family. We will forever be grateful for everything."

**Pet Stores, Breeders, and Suppliers**

No one has done more to expose the horrors of the pet trade than PETA. Our video exposé "Puppy Mills in 60 Seconds" featuring undercover footage of puppy mills has been viewed more than 1.5 million times!

PETA's eyewitness investigations of numerous pet suppliers, breeders, and pet stores have revealed that animal suffering, illness, and death are "business as usual" in the pet industry.

In addition to persuading hundreds of thousands of people to avoid purchasing animals from pet stores, our campaigns have led to numerous victories over the years, including the shuttering of a Kansas puppy mill and a decision by retail giant Petco to end the sale of macaws, Amazon parrots, and other large birds and to work with shelter partners to find homes for homeless birds instead.

PETA campaigns have also resulted in decisions by Petco and PetSmart to stop selling rabbits. This was a huge victory because rabbits are the species most often surrendered to animal shelters, after cats and dogs.

In addition, PETA's work has resulted in a ban on Pocket Pets—a company that sells small marsupials called sugar gliders—from more than 1,000 retail properties and almost every mall in the U.S.!

Better yet, after shopping mall developer Macerich banned Pocket Pets at PETA's urging, it is now phasing out *all* pet stores in its more than 70 malls and is instead offering the stores' old spaces as adoption centers for homeless animals.

PETA is also a pioneer in exposing and shutting down exotic-animal dealers. PETA's investigation of Global Captive Breeders, LLC (GCB)—an animal dealer in California—revealed that nearly 16,000 rats and mice and more than 600 reptiles were languishing in waste-filled cages, many of them starving, injured, or gravely ill. As a result, GCB's owner as well as its former manager were both convicted of cruelty to animals. Both are prohibited from acquiring any animals, and the owner is also prohibited from entering into any business venture involving animals—sentencing conditions that PETA had pushed for.



And in a historic victory, PETA's undercover investigation of Texas-based animal dealer U.S. Global Exotics (USGE) prompted the largest seizure of animals (more than 26,000) in U.S. history. USGE's federal license was canceled, its owners fled the country, and USGE closed down—sparing millions of animals the terror of capture and the misery of lifelong confinement.

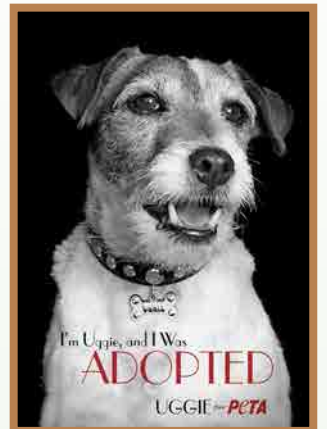
**'Adopt, Don't Buy'**

Persuading people to adopt animals from shelters instead of buying from pet stores or breeders is a crucial component of our campaign to end companion-animal homelessness. And again, high-profile campaign ads have increased the reach of our message exponentially.

After we learned that Uggie, the charming canine costar of the movie *The Artist* (who passed away this year) was adopted as opposed to being bought from a breeder, we were lucky to be able to feature him in an ad for our "Adopt, Don't Buy" campaign.

The ad ran in *The Wall Street Journal* dozens of times since 2012, for a value of millions of dollars!

In addition, our recent "Adoption Is Love" ad featuring *Mad Max* star Tom Hardy ran in *TV Guide* and *The Wall Street Journal* for a value of more than \$440,000.



© Omar von Müller

How did we afford it? We didn't have to—these placements didn't cost us a penny. That's because PETA's media and communications staff are experts at getting publications to run our ads for free whenever there is last-minute ad space they need to fill.

We also promote adoption from our own shelter, located in the Sam Simon Center in Norfolk, Virginia. Our shelter and our foster homes house animals rescued by our Community Animal Project (CAP) fieldworkers. The support from our members enables us to attack the homeless companion-animal crisis at its roots.

**What You Can Do**

Write to or meet with rental agents—including mall managers—who supply space to your local pet stores and ask them to prohibit the sale of live animals in their rental properties. Ask them to require pet stores in their properties to provide local shelters with space for adopting out homeless animals or to phase out pet shops altogether and offer the stores' old spaces as adoption centers for homeless animals, as mall developer Macerich is doing.

Also, make sure everyone you know understands that puppies and kittens can be safely spayed or neutered at 8 weeks of age and that female dogs and cats will have increased health benefits if they are sterilized before their first heat. Regardless of when the surgery takes place, most individual cats and dogs receive health and behavior benefits, and their guardians can feel good knowing that they didn't contribute to the homeless-animal crisis.

# Meet Daphna Nachminovitch

PETA's Senior Vice President of Cruelty Investigations

Daphna Nachminovitch oversees several vital departments at PETA: our Mobile Clinics Division, our Community Animal Project, our Emergency Response Team, and The Eye—which carries out our eyewitness investigations and allows the public to see what happens to animals behind the closed doors of laboratories, breeding facilities, exotic-animal dealers, slaughterhouses, and more.

Investigations directed by Daphna have led to numerous firsts in U.S. history, including the first time that workers faced felony cruelty charges for abusing animals in a laboratory, the first convictions of factory-farm employees for abusing pigs in Iowa (the top pig-raising state in the U.S.), the first felony indictments for abusing factory-farmed birds, and the stiffest penalty ever imposed for cruelty to any farmed animal. She also oversaw an investigation that led to just the second time in U.S. history that an entire animal testing facility closed as a result of animal rights work.



**Augustus Club:** How did you become involved in animal rights?

**Daphna Nachminovitch:** I went vegetarian when I was 16, after I made the connection between our family dogs and the animals we ate. A year later, I became a member of PETA. In 1994, I read *Free the Animals* by Ingrid Newkirk, and it inspired me to write her a letter. Little did I know that she would soon become my mentor.

**AC:** What was your first job at PETA, and how did it come about?

**DN:** I was living in Chicago, and I contacted PETA about a horrible pet store called Animal Jungle that kept exotic animals in cruel conditions. A cruelty caseworker named Erica called me back, and that began a series of phone calls in which she gave me guidance on how to document the abuses there. (Fun fact: I took a video

camera into the store to record the conditions, and not surprisingly, the sales clerk told me to turn the camera off. But since I am originally from Israel and speak Hebrew, I pretended to be a tourist who didn't speak English and just kept recording.)

One day, I called Erica after hours and got PETA's voice-mail system, which offered an option to hear a list of job opportunities. I applied to be a cruelty caseworker, and not long afterward, I was living in Norfolk and working right next to Erica.



**AC:** You helped start PETA's Community Animal Project (CAP). How was CAP created?

**DN:** While I was a cruelty caseworker in the late 1990s, a coworker reported a trailer park in nearby Virginia Beach in which a lot of dogs were living on chains. We worked to make conditions better for those dogs, including building pens so that they could at least be unchained. That was the genesis of CAP. (See page 7 for details on CAP's current work.)

**AC:** Describe a facet of your job that makes you especially happy.

**DN:** Knowing that there is someone on call 24 hours a day to field cruelty calls and that we will go to the ends of the Earth to help an animal. We are the only national animal protection organization with a 24-hour emergency pager.

I'm also proud of the fact that PETA provides services where there are no other services. For example, our doghouses have our toll-free number stenciled on the side. One time, we got a call from a man in a rural town who saw our number on a neighbor's doghouse and reported a dog with an embedded collar. We got custody of the dog and got the owner prosecuted for cruelty. The caller lived in a town with no animal control department and authorities that rarely responded to animal-related calls. If it hadn't been for PETA, who knows how long that dog would have suffered?

**AC:** What is your most gratifying accomplishment in your time at PETA?

**DN:** The U.S. Global Exotics case, for sure. (See page 3 for more details on this case.) It was the largest seizure of animals in U.S. history—more than 26,000. That case occupied my every waking moment for months on end as we fought to get those animals out of there.

I went to Texas in July, and for months I met with every possible law-enforcement agency, humane society, and animal control agency. In December, we finally got the animals seized.

There was a wide array of exotic species—from wallabies and lemurs to snakes and spiders. So we arranged for experts from all over the world, including reptile specialists and even a spider expert, to come and help us evaluate and house the animals appropriately.

We worked with the SPCA of Texas and eventually got all the animals placed with rescue groups all over the country.

**AC:** Are there any personal anecdotes about PETA that you would like to share with our Augustus Club members?

**DN:** PETA introduced me to four of my beloved canine family members: Gilli, Dovi, Agnes, and Elsie. They were all PETA rescues. I am so grateful to our Augustus Club members for helping PETA save these four angels and for supporting our work to save all animals from abuse and neglect.





## PETA's Shelter

PETA's animal shelter—housed within the Sam Simon Center in Norfolk, Virginia—offers a comfortable, safe haven for animals rescued by our Community Animal Project (CAP) fieldworkers and animals saved during PETA's eyewitness investigations of facilities that exploit animals.

In addition to placing animals in carefully screened, permanent homes, we transfer some animals to larger facilities, where they are put up for adoption.

PETA also helps guardians keep their animal companions by offering training and behavior tips, helping to find animal-friendly housing, and assisting with medical and other care. In 2014, we provided approximately 4,000 families with veterinary and counseling services, helping them keep animals they were considering giving up!

For animals who are elderly, injured, ill, feral, or aggressive and for homeless animals turned away by other shelters and/or surrendered by citizens who had nowhere else to turn, PETA provides a painless way out of a pain-filled life through the judicious use of euthanasia. We also offer free euthanasia services to people whose beloved animal companions are suffering but who can't afford to pay for euthanasia at a veterinary office.

### New Beginnings

Here are some of the many animals for whom PETA's shelter was the turning point in their journey from dire straits to health and happiness.

- 1 Russell's owner left him unprotected in the unfenced yard surrounding her trailer in rural North Carolina and surrendered him to CAP fieldworkers after he was so severely injured by another free-roaming dog that he couldn't stand up or even move. Now he has a wonderful new home with a retired couple in Pennsylvania.
- 2 A woman in Portsmouth, Virginia, called PETA to report that her neighbor—who owned cats Calvin and Hobbes—had moved away and left them to starve. A CAP fieldworker brought them to our shelter, where they were soon adopted into loving homes.
- 3 Justice had spent his puppyhood outdoors on a chain. When CAP fieldworkers rescued him, they found that his collar—which had not been loosened as he grew had become embedded in his neck, leaving an infected wound. After he recovered, he was adopted by a couple in Washington, D.C., and now enjoys the company of three canine and feline "siblings."



- 4 Snickers and Oreo were rescued by CAP fieldworkers from a filthy, junk-filled trailer in North Carolina. There was very little room for them to run and play, and their only "toys" were cockroaches. They have now found their "forever home" with a lovely mother and son duo in the Philadelphia area.
- 5 Cora had been chained outdoors her entire life. CAP fieldworkers gave her a doghouse, had her spayed, and checked on her regularly. Then she was given to a new owner who allowed a chain to become embedded in her neck. After persuading him to surrender Cora, we found her a home in Maryland with a guardian who adores her.
- 6 Nigel was rescued by PETA from a hellish roadside zoo in Georgia, where he was going to be used as live snake food. He was being housed in a filthy plastic crate, his feet stained from standing amid his own waste. Nigel was transported to our shelter and has since been adopted by a PETA Foundation staffer.



## PETA's Community Animal Project

Every day and night, in all weather extremes, including hurricane conditions, nor'easters, and snowstorms, PETA's Community Animal Project fieldworkers answer calls for help from people living in some of the poorest communities in southeastern Virginia and northeastern North Carolina.

Many of the dogs we see spend their entire lives isolated and alone, tethered by a heavy chain and sitting on the sidelines as life passes them by. We do everything we can to make their lives better, such as replacing heavy chains with lightweight tie-outs and swapping tight, makeshift collars with comfortable ones that fit. We also deliver free, sturdy, custom-built doghouses and straw bedding to those who would otherwise go without any protection.

We routinely visit these dogs in order to monitor their health and living conditions, improving both by treating them for fleas and other parasites, applying anti-flystrike ointment to their ears in the summer, providing water buckets, shaving matted fur, offering food, giving them a toy to play with, and showering them with affection.

# You Are PETA

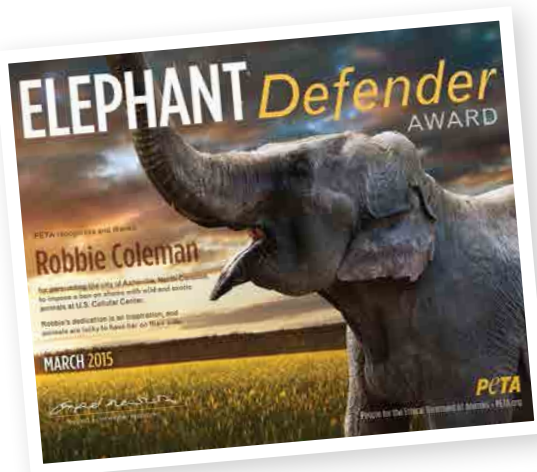


## MEET AUGUSTUS CLUB MEMBER ROBBIE COLEMAN

In addition to being a member of the Augustus Club and our Vanguard Society, Robbie Coleman is an animal advocate extraordinaire. Earlier this year, Robbie won a PETA Elephant Defender Award for helping persuade the city council in Asheville, North Carolina, to ban acts using exotic animals from the U.S. Cellular Center, a city-owned venue.

Robbie's efforts were also integral to our success in getting the Chief Saunooke Bear Park in Cherokee, North Carolina, closed down. She has also spoken at companies' annual meetings in support of resolutions brought by PETA, and she and her husband, Don, can always be counted on when we ask for their help in documenting the living conditions of captive animals in North Carolina.

Robbie has a special place in her heart for cats and works to improve their lives in numerous ways: She gives free cat food to people with cats who cannot afford to feed them, she offers a home to sick feral cats, and over the past decade, she has rescued and fostered at least 100 kittens. She has also arranged for a regional neonatal cat-care expert to travel to Asheville to put on educational presentations for members of the public and local shelters.



When asked what initially brought her to animal advocacy, Robbie replied, "In 2000, my dearest friend, Kayla, a German shepherd-Norwegian elkhound mix I'd adopted from a shelter 13 years earlier, died. When I lost her, I felt the urge to repay all she'd given me."

Robbie discovered PETA in the early 1980s, when she found two PETA pamphlets in a tiny health-food store. She joined PETA shortly thereafter and devoured all the literature that she received. As she learned more, she gave her diet and her closet a vegan makeover.

Regarding her decision to make a planned gift to PETA, Robbie writes, "We are leaving most of our estate to PETA. We know that PETA uses its funds wisely. PETA has harnessed the power of the Web to tell the world how animals are suffering, and

to let people know what they can do to help. The folks at PETA have a solid grasp of marketing, as evidenced by their tailored appeals to young people and by gaining the support and assistance of sports and entertainment celebrities. After visiting PETA's headquarters in Norfolk, my husband and I were very impressed with the professionalism and work ethic of the organization. In short, PETA is the most effective animal rights organization in the world."