



PETA's augustus CLUB

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Turning Dreams Into Reality:

Meet Scott Anderson, PETA Foundation Senior Vice President of Development



Every year, PETA is at the forefront of achieving victories for animals. And every victory is important and celebrated, from the smallest mouse spared a horrific death in a glue trap to the thousands of cows, pigs, chickens, and fish whose lives are saved every time someone goes vegan. None of these achievements

would be possible without our generous supporters—especially our Augustus Club members.

Since 1983, Scott Anderson has led PETA's fundraising efforts, which have enabled it to become the largest and most effective animal rights organization in the world, with more than 6.5 million members and supporters

worldwide. Over the years, his responsibilities have grown to include spearheading and directing the development programs for PETA's international affiliates, in Asia, Australia, France, Germany, India, the Netherlands, and the U.K., as well.

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

Scott Anderson: I came to animal rights from the civil rights movement. For many years in the late 1970s and early 1980s, I was a gay rights activist and staff member at what was then the only national LGBT organization in the country. I was deeply committed to fighting injustice, and while I was initially active only in the defense of human rights, the animal rights ethic began to appeal to me greatly, because it is, as I see it, more comprehensive. I had always loved animals and had grown up with dogs, so the fight for animal rights was a natural and rational extension of that commitment—one that rang true for me and just felt right.



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AC: When did you join the PETA staff, and what was your first position?

SA: Luckily for me, PETA was in existence when my personal lightbulb came on, and I landed my dream job soon thereafter. I started working for PETA in 1983, when there was a grand total of four people on staff (along with a handful of volunteers).

My title has changed several times over the past 35 years, but my role has always been to find ways to raise the funds that PETA needs in order to challenge and stop every type of animal exploitation and abuse. Raising funds for a social justice issue like animal rights, which is still perceived by many people as a controversial cause, isn't easy by any means. But it also comes with many rewards, including getting to work with the smartest, most fearless colleagues on the planet.

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

SA: I love getting to know PETA members. They are an extraordinarily diverse lot, often with different motivations and goals. But the common thread seems to me to be the focus on doing what is right, first and foremost, for animals' sake. Some donors may initially be motivated by a single aspect of PETA's work, such as promoting vegan living, stopping animal tests, rescuing animals from zoos and circuses, or helping companion animals. But they soon come to appreciate the commonality and the compassion that link all the campaigns. And above all, PETA donors share three important traits: They feel deep empathy for animals, they want to create a kinder world, and they're willing to use their time, energy, and money to do it. What could be better than that? These are the best, most decent people on Earth!



It's my good fortune to be able to help them realize their goal of making a difference for animals. Sometimes I work with members who have underwritten a certain PETA project—say, rescuing a bear from a roadside zoo or sponsoring the development of a new non-animal test method. My favorite thing is to be able to pick up the phone and tell them, "Mission accomplished! And it's all because of your support!" Their excitement at hearing the news always puts me on cloud nine.

I feel the same way about our staff. Our Development Department is made up of brilliant, kind, generous, hardworking, dedicated people whose number one goal is to end animal abuse. I get the same kind of "high" from knowing that I'm playing a role in helping them reach their goals as well.

AC: What is your most gratifying accomplishment in your time at PETA and the PETA Foundation?

SA: That would be my role in helping to establish the Augustus Club back in the 1990s and seeing it grow to become the bedrock of PETA's fiscal support. I can't overstate how important Augustus Club members, and by extension their estate gifts, are to PETA's ability to stop animal abuse. They're essential. It has been said by people much more knowledgeable than I am that for the vast majority of us, the single most significant

philanthropic contribution that we can make during our lives is actually planning the donation that we'll leave to a charity after we're gone.

So I'm extremely gratified by the growth of the Augustus Club, because it means that PETA has developed such a solid record of progress for animals that people know their legacy gifts will be put to the best possible use to end animal suffering.

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But then again, the feeling is bittersweet. After all, each bequest that PETA receives means that a compassionate soul is no longer with us, and that's painful to think about. What eases that pain is the knowledge that we're helping the member's compassion live on through PETA's work. It's an honor to be able give people the peace of mind and satisfaction of knowing that their legacy will help create a kinder world.

AC: In your opinion, what makes PETA more effective than other animal groups or social change organizations?

SA: I would say foresight and philosophical consistency, the refusal to give up or take "no" for an answer, and the ability to scare the living daylights out of both animal-abusing Fortune 500 companies and individual animal abusers.

Also, PETA is campaigning for change on a global level by coordinating campaigns with our international affiliates in Asia, Australia, France, Germany, India, the Netherlands, and the U.K. For example, each affiliate has a campaign against Louis Vuitton's (LVMH) use of exotic skins. Those campaigns have involved releasing a video exposé of crocodile farms in Vietnam that supplied skins to the label, disrupting an LVMH annual meeting in Paris, protesting in front of Louis Vuitton stores in fashion capitals all around the world, and pushing for bans on the importation of reptile skins, such as the one that PETA India recently helped persuade the Indian government to implement. Together, PETA and its affiliates can pressure the global marketplace to break the economic chain of animal exploitation.

Another important factor in PETA's success is the ability to bring about small improvements while simultaneously working toward larger goals, for example, improving conditions for animals on factory farms while also persuading millions of people to go vegan—or reducing the number of animals used in chemical testing while also funding the development of non-animal tests that will eliminate the use of animals altogether.

AC: Are you optimistic about the potential for long-term changes in society's treatment of animals?



SA: Without a doubt. Look at how unacceptable it has become to exploit animals for entertainment, thanks to the huge impact that PETA has had. Ringling Bros. circus was forced to close, and SeaWorld's stock drops even further every year. And the market for vegan food is skyrocketing now that there's hardly anyone in the industrialized world who hasn't seen footage from PETA's eyewitness exposés of factory farms and slaughterhouses. I am more hopeful today than I have ever been in my entire life!



AC: Is there one goal in particular that you think will be achieved in your lifetime?

SA: I'm so impressed with the progress that PETA's scientists are making in the replacement of animal tests with non-animal methods. I think that animal testing will be wiped out within the next 20 years for a combination of ethical, scientific, and economic reasons.

AC: After 35 years, there are, no doubt, many ways in which your job has had an impact on your personal life. Can you pick one to share?

SA: Well, it has certainly had an impact on my partner's life, which was easier in many ways before he met me. When we first started dating 25 years ago, animal issues weren't really on his radar. It even took him many months to remember my cats' names! But he soon took up animal activism with impressive courage. He has served as an outspoken advocate for animals on San Francisco's animal-welfare board. And he's done more to rescue homeless cats than anyone I know (outside of PETA), often putting himself in harm's way. He's remarkable, admirable, and tireless.



AC: Is there anything else that you would like to share with our Augustus Club members?

SA: My gratitude. It really resonated with me recently when I heard a member say that planning a legacy gift to PETA gave her the chance to "pay forward" the contribution that her animal companions had made to her life. What a powerful perspective. Augustus Club members hold a special place in my heart. PETA's progress for animals wouldn't be possible without you.

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AC: Has there been a particular victory in PETA's history that took you by surprise?

SA: I was amazed—and thrilled, of course—when Idaho's "ag-gag" law was declared unconstitutional after PETA and others sued the state. I remember thinking, "Wow, this is a watershed moment. I'm watching history in the making."

Degrees of Compassion

PETA has been cited as the most popular social-change organization among young people, and outreach to them is paying off in spades for animals. One of the many ways in which PETA excels at changing the hearts and minds of the next generation is with effective work on university campuses across the U.S. and Canada.

With representatives at more than 100 colleges, PETA's Campus Rep network is the first and largest student leadership program of any animal-protection organization. Top-tier student activists are raising awareness of animal rights issues among their peers and pushing for pro-animal changes at their schools, which include huge state universities, small liberal arts colleges, and everything in between—including many Ivy League campuses. Reps have also organized at schools with specialized missions, such as Liberty University (an evangelical Christian institution) and Howard University (a historically black institution).

Last year alone, campus reps had a huge impact with more than 1,500 actions, including holding vegan food giveaways that introduced tens of thousands of their peers to cruelty-free food, hosting guest speakers and documentary screenings, waging successful campaigns to bar cruel animal exhibitors from campus, and pushing to open all-vegan stations in their dining halls. In fact, in large part because of their work, more than one in six U.S. universities now have an all-vegan dining station!

In order to allow them to cut back on time spent at after-school jobs so that they can instead focus on animal advocacy, PETA provides campus reps with small stipends, which are being made possible this year through a compassionate legacy gift from The Mark Hopkins Schell Trust. They also receive guidance and training, including at an annual multiday, intensive Campus Rep Summit.

PETA's campus reps are the vanguard of the animal rights movement in North America. On their behalf, we thank you for helping to ensure a brighter future for animals.





ANIMALS ARE WONDROUS: *Pigeons*

Pigeons are among the smartest and most physically adept animals on Earth. Their hearing and vision are both excellent and have been used to save lives in wartime and to help find sailors lost at sea. A study showed that pigeons can even learn abstract numerical rules—something that until recently,

we thought only humans and other primates could do.

And talk about relationship goals: Not only are pigeons monogamous and devoted to their mates for their entire lives, mother and father birds also share the parental duties equally.

Pigeons are rock doves, a symbol of peace, and they deserve to be left in peace. Yet, millions are exploited and killed by humans every year. Fortunately, with the help of Augustus Club members, PETA is able to come to their defense.

Racing for Their Lives

Through groundbreaking exposés on three continents, PETA has blown the lid off a blood sport that most people are unfamiliar with, even though it's carried out all over the world: pigeon racing.

As the exposés have revealed, pigeon racers in the U.S. and the U.K. exploit the birds' strong family bonds in order to motivate them to fly as fast as possible. In a technique appallingly called "the widowhood method," pigeons are separated from their mates and babies and then transported hundreds of miles away before being set loose. The frantic birds fly as fast as they can—often through extreme weather—to return to their families.

In the U.S., pigeon racing is a multimillion-dollar illegal gambling industry in which more than 60 percent of the birds die or never return. In the U.K., the death toll in

many races—particularly those across the treacherous English Channel—is almost 90 percent.

While Taiwan's pigeon-racing industry uses only young birds who have not yet mated, the races are no less cruel—in fact, they're the world's deadliest. The young birds are sent out to sea and released from cargo ships, regardless of weather conditions—even during typhoons. This forces them to try to fly home over open ocean with no land in sight, meaning that they have nowhere to land



An iconic image from a 1992 protest of an annual "pigeon shoot" in Pennsylvania shows PETA President Ingrid Newkirk being hauled away by police officers after she and others rushed onto the field to free the pigeons.

when exhaustion overcomes them. Race seasons consist of seven events spaced one week apart. Often, only about 1 percent of the pigeons complete the entire series. People are not betting on a race—they're betting on which birds can endure torture the longest without dying.

In response to pressure from PETA, authorities have begun to crack down on this illegal and ruthless "sport." A PETA investigation brought about the first-ever charges and conviction in the U.S. related to pigeon racing, including a no-contest plea by the executive director of the American Racing Pigeon Union. And following the investigation in Taiwan, police raided numerous pigeon-racing clubs across that country (including the largest one), seized millions of dollars in apparently illegal gambling proceeds, and charged 164 people with gambling offenses.

PETA is the only animal rights group investigating this issue, and we're also working to stop other forms of abuse inflicted on these birds.

Urban Wildlife

In cities and suburbs, people often regard pigeons as "nuisance animals" and poison birds whose only "crime" is inhabiting areas that meet their basic needs—water, food, and a place to nest. Poisoning them is not only cruel but also a very ineffective way of resolving the perceived conflicts. As long as areas remain attractive or accessible to them, more animals will simply move in from surrounding areas to fill the newly vacant niches, resulting in a perpetual, vicious cycle of killing.

PETA has a long record of persuading communities all across North America to adopt nonlethal methods of controlling pigeon populations. Wildlife specialists work with municipal authorities, landowners, and property management companies to use exclusion techniques, such as sealing or screening lofts and eaves; deterrent devices, such as wire coils or slanted panels to discourage roosting; and public education campaigns to dissuade people from feeding wildlife.

Movie Props, Flying Targets, and Classroom Corpses

PETA is also a leader in persuading film, television, and advertising professionals to enact policies against the use of animals, including pigeons. PETA exposés of the conditions inside a variety of facilities, from animal suppliers to those used by the film and television



What You Can Do

Please help stop any plans in your community to use lethal methods to control pigeon populations. You can find suggestions for humane pigeon deterrents at PETA's website HelpingWildlife.com.

industries, have caused media firestorms. At one supplier, an employee told an eyewitness that completely conscious pigeons were decapitated as a method of killing them. With support from Augustus Club members, PETA has persuaded numerous directors and producers to replace the use of live animals with computer-generated imagery and other animal-friendly filmmaking techniques.

If you've never heard of a "pigeon shoot," consider yourself lucky. At these events, people gun down birds who are set free after having been starved for several days. Fortunately, PETA has helped get most pigeon shoots stopped in the U.S., including the biggest one in the country, at which some PETA staffers were even arrested and sent to jail for running out onto the field to block the shooters and rescue the birds.

Pigeons are also among the many species harmed and killed by the dissection industry. A new PETA video exposé shows workers at a classroom-dissection supplier drowning fully conscious pigeons in a vat of water. As a result, the company is facing multiple charges of cruelty to animals. PETA has persuaded countless schools to replace animal dissection with virtual-dissection software, and this exposé will bolster the campaign even further.

When 'Cute' Is Condescending



BY PETA PRESIDENT INGRID NEWKIRK

Every morning, a crow with just one foot comes to visit my office in Washington, D.C. I hear her cawing nearby—I know she's a "she" because she had a very noisy baby last year—and I call out to her. She lands on my windowsill, and I put out her breakfast. She loves blueberries but hates falafel, which I learned after she spat it out onto a man walking beneath the window. Crows occasionally eat baby squirrels, so sometimes, I pretend that I'm giving her one, but it's actually a warm, soft bean burrito. She probably thinks the red stuff inside is stomach contents, but it's really just beans and tomato sauce.

One day, someone saw "my" crow eating her breakfast and said, "Aw, she is so cute!"

Whatever animals do, it is usually thoughtful and clever, not just cute.

How often do we perceive animals as "cute," no matter what they are doing, instead of reflecting on their experience? After all, here's this crow with only one foot somehow surviving, avoiding electrical wires and traffic and cruel humans in our concrete city. She's scavenging to feed herself and her demanding offspring. She arrives soaked to the skin in winter storms when it's freezing outside, and even in high winds, she has to cling to branches and fire escapes with her only foot. If she injures that one, too, she's a goner! She is doing so many impressive things that I couldn't possibly do. She is a whole, adult individual with a disability and enormous challenges, yet we often infantilize such stunningly intelligent beings, giggle at them, and think of them as simply "cute." It's like calling a starving refugee "cute."

Whatever animals do, it is usually thoughtful and clever, not just cute. Squirrels dig up and rebury their food if they suspect that another squirrel has watched them stash it. Pigs have temperature preferences and can

learn through trial and error how to turn on the heat in a cold barn if given the chance. Rabbitfish, like geese, take turns standing guard so that others can eat in safety. Prairie dogs talk to one another about predators and get specific—giving details about size, shape, color, and speed. Chickens will forgo a treat in order to get a larger reward later. Cats, who rarely meow to communicate with each other, invent a whole language of meows specifically to communicate with humans.

If we wish to call ourselves "thinking animals," it's time to move beyond "cute" when considering other animals and to use words indicative of empathy and respect.

This article is excerpted from Ingrid Newkirk's Unstoppable speaking tour, and a version of it also appeared on PETAPrime.org.



Desperate for calories during the big winter freeze, these crows gathered outside PETA's office in Washington, D.C., the Nanci Alexander Center for Animal Rights. Crows, pigeons, sparrows, starlings, and even gulls, who gather on the riverside balcony of PETA's headquarters in Norfolk, Virginia, the Sam Simon Center, have a hard time surviving in harsh winter weather. While PETA normally frowns on feeding wild birds (congregating around bird feeders can leave birds vulnerable to attacks by hawks and other predators, and spilled seed can attract rodents), we make an exception during cold spells.