



# THE Augustus Club AND VANGUARD SOCIETY



NEWSLETTER

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page  
1

Global Compassion Fund:  
Ending Animal Suffering  
Country by Country

page  
3

Bulbul and Radha

page  
6

40<sup>th</sup> Anniversary  
of the Case That  
Launched PETA

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## Spreading Compassion Around the Globe



## Global Compassion Fund: Ending Animal Suffering Country by Country



With the support of PETA members, our Global Compassion Fund helps spread our lifesaving work to different countries around the world while expanding our programs in communities where we've been working for years. PETA's Global Compassion Fund makes it possible for our rescuers to respond to an animal emergency at a moment's notice, powers spay/neuter programs to address the homeless-animal crisis, and ramps up our educational and outreach efforts to spread the vital message of respect for all sentient beings.

➤ **Giving Overworked Animals in India a Reprieve**  
Anyone familiar with PETA's work in India may also be familiar with the story of the way it started—as a little girl, Ingrid ran outside and into the street to stop a man

from mercilessly striking a bullock over and over again when the animal was just too exhausted and overworked to get up. At that moment, Ingrid realized that animals in India needed help.

At the same time, the country's economy was rapidly growing. With this in mind, PETA India was founded just over two decades ago, in part to make sure that animal rights advanced along with the country's economy. Today, PETA India is making the world a more compassionate place by replacing working animals with electric vehicles.

In Old Delhi, it's still common for cart owners to force animals to haul lumber and other goods through the densely crowded, polluted, and downright dangerous streets. Horses, bullocks, donkeys, and other animals are denied regular medical care, nutritious food, and water and are often beaten. Then, once they've grown old, lame, or too ill to work, they're sold for their flesh and their skin, which is processed into leather for shoes, belts, jackets, and even the very whips that will be used to strike other animals.

But PETA India is changing the scene on Delhi's chaotic streets and getting overworked horses and bullocks off them by subsidizing the cost of pollution-free e-rickshaws, which give impoverished cart owners a chance to transport goods in a safer, more reliable, and more profitable way. Many cart owners are delighted to learn, through PETA India's mechanization program, that an e-rickshaw prevents the disruption in profits that they've become accustomed to when animals are no longer physically able to work. To spread awareness of the opportunity to local workers, PETA India churns out flyers and posters and holds community meetings. And with the support of the Global Compassion Fund, it even helps fund the lifelong care of the animals it rescues.

### ➤ A New Clinic to Help the Animals at Petra

In 2017, a PETA Asia investigator documented the exploitation and abuse of about 1,300 animals used in the tourist trade in and around Petra, Jordan. He saw donkeys, most of them malnourished and many with injuries, who were forced to climb up 900 crumbling stone steps to Petra's monastery and then back down again with tourists on their backs repeatedly. Exhausted horses were made to pull heavy carriages on a grueling, rocky 2-mile trek five or more times a day—seven days a week—without water or shade from the scorching desert sun for most of the day. Animals were routinely and viciously beaten. Children were videotaped amusing themselves by horrifically abusing donkeys and other animals.

At first, we went directly to local authorities with these findings, and they swore up and down that conditions for the animals would be improved. But when representatives of PETA Asia went back to Petra many months later,

*nothing* had changed. They still saw the same neglect, open wounds, beatings, and sheer misery and exhaustion. And when tourists tried to report the cruelty, the designated e-mail address didn't even work!



We had to do something. So, with support from the Global Compassion Fund, we sent in veterinarians and opened our own little clinic just outside the park. All treatment is free. Our veterinary clinic is the *only* facility like it in the area, and the staff treat hundreds of injured and abused donkeys, horses, mules, camels, and other animals like dogs, cats, goats, and sheep every month. Word has spread, and the veterinarians now see dozens of new patients every week. Other locals, not just animal owners, are even calling the clinic when they come across an injured animal.

Since the clinic opened, over 3,000 animals have already been treated.

After a vigorous PETA campaign, the Petra Development and Tourism Region Authority began using a fleet of 20 eco-friendly electric vehicles to replace some of the horse-drawn carriages that previously ferried tourists around the UNESCO World Heritage Site multiple times a day. However, donkeys are still forced to climb up 900 steps to the monastery and down again with visitors on their backs multiple times a day, in the scorching heat.

We won't stop urging officials in Jordan to take serious action until they switch over entirely to modern vehicles at Petra instead of forcing animals to carry tourists on their backs.





# Bulbul and Radha

At an animal sanctuary about 75 miles outside Delhi, India, a little foal—now named Radha after the Hindu goddess of love—was making her way into the world under the watchful eyes of Animal Rahat’s expert team members. Animal Rahat is a PETA-supported charity in India that helps some of the most neglected animals in the world. Its sanctuaries offer a safe, comfortable retirement for horses, bullocks, and other animals who were forced to labor. In fact, “rahat” means “relief” in Hindi.

Radha’s mother, Bulbul, arrived at the sanctuary a few months ago. Veterinarians knew it would be an uphill battle to save her life, but they did it. At the time of her rescue from the haulage trade, she was severely



malnourished as well as pregnant! Her backbone and hipbones stood out. The veterinarians immediately placed her on a carefully controlled feeding regimen to bring her up to a healthy weight without shocking her digestive system. Radha’s birth was a sign of their success!

Some horses are forced to take part in a *baraat*—a traditional wedding procession in which the groom rides a white mare to the ceremony, accompanied by a very loud band and dancing guests. The horse is forced to cope with the cacophony of the trumpets and drums and the people dancing frenetically around her, and she herself is made to “dance” by repeatedly lifting her front legs up and down. The training can be barbarically cruel. Animal Rahat has confiscated spiked bits used on horses like this. During one rescue, the vicious spiked bit was digging into a mare’s tongue and lips, causing a trickle of blood to seep out of the sides of her mouth.

Luckily, Radha has been spared all that. As soon as her mother, Bulbul, was rescued and taken to Animal Rahat’s sanctuary, she stepped onto the soft sand and her rehabilitation began. She will never be forced to work again, and she is being given the best care possible so that she can help her little foal grow into a beautiful horse.

PETA-supported Animal Rahat is dedicated to ending barbaric practices and rescuing and retiring animals exploited for labor. It has two beautiful sanctuaries that

are home to more than 100 animals, who can live out their days there in comfort and serenity.

The sanctuary in Sangli, Maharashtra, includes a surgical facility, a kitchen, a classroom, sand beds, self-grooming posts, shade canopies, and plenty of room for the residents to rest or run and play together. Resident animals can also splash and swim in the pond to cool off in the hot weather or just for fun.

The other sanctuary, where Radha and Bulbul live, is built on a thriving mango orchard. It was started in 2020 with 28 rescued bullocks living there. It has many shady spots, with 305 mango trees, and the residents love stretching up and eating the leaves right off the branches! Now that mango season is here, sanctuary staff have started sharing the fruit with the residents as well as with the animals who are still forced to work and who trudge by outside the sanctuary’s walls. On the road running beside the sanctuary, staff set up a stand. They stop animals pulling carts to offer them a sweet mango treat—most likely the first such treat they’ve ever had—and they use the opportunity to talk to the animals’ handlers about ways they can make their animals less miserable, such as by removing painful nose ropes and allowing them to retire.

For more information about Animal Rahat or to make a donation to support this work, please visit [AnimalRahat.com](https://www.animalrahat.com).



# You Are PETA: Allison Burgess— Augustus Club and Vanguard Society Member



I have always loved animals. They are noble, beautiful, and pure. My own family includes two rescued horses and three rescued dogs. They are all wonderful souls, have unique personalities, and add joy to our lives. To see any animal suffer at the hands of humans is horrifying to me. Mostly, they have no choice and no defenses from the actions taken against them by humans.

One day about 20 years ago, I read an article published in *The Washington Post*: “They Die Piece by Piece” by Joby Warrick. It was at that moment I knew I had to do something to help factory-farmed animals along with non-food animals living hellacious lives and dying needlessly.

“PETA’s efforts are paying off, but there is so much more to do.”

I started working on some formulations of plant-based meats and developed that into a company with both retail and food-service lines. That company—now called Hungry Planet—continues to grow as more people become aware of the pain and destruction that eating animal meat causes.

As a businessperson, I have always looked for results and effective strategies, and I feel that PETA is so very strong in those areas. It is an organization that does so much with every donation it receives. That’s why I have included a gift to PETA in my estate plan. In fact, I have left 90% of my estate to animal protection agencies and the largest

share of that to PETA. For decades, its leadership and staff have demonstrated abundant courage, effectiveness, and power in its messages and activities. PETA has evolved into a powerhouse organization capable of many different types of strategies. Its efforts are paying off, but there is so much more to do. Hard-hitting campaigns and undercover investigative work take guts, but that is PETA, and that is what the animals who are suffering need.

Although my future gift will make a substantial impact, I also remind myself, “The animals can’t wait for you to go ... it is time to be generous NOW.” So I am also a member of the Vanguard Society and give as much as possible every year, so that my funds can have an immediate impact.



A gift to PETA is a wonderful way to pay tribute to your animal companions—whether by a gift in your will or trust or through an annual gift. Two of my beloved horses, Danny and Jackson, now gone, will soon be remembered on the sides of two ambulances for Animal Rahat, which I helped the organization acquire because the need is so great in India. It’s nice to know that help is going out to desperate souls, and I know, in their own way, they are grateful.

## Your Legacy of Compassion

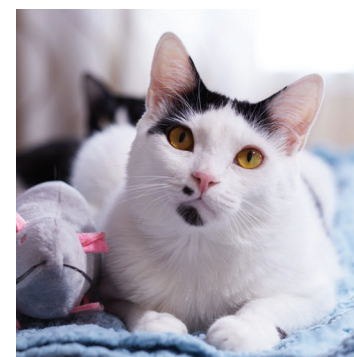
“It couldn’t  
be clearer:  
Legacies  
save lives.”

—Ingrid Newkirk



You can make the world a kinder place for all animals by including a gift to PETA in your will or trust or through a beneficiary designation of a retirement plan—such as an IRA—or via other financial account, such as a donor-advised fund.

A gift in your will or through a beneficiary designation will help us end the torment and killing of animals in laboratories, stop the suffering of animals for their flesh or skin, and close roadside zoos and circuses.



We are grateful to our Augustus Club members, a community of champions for animals who have already made a commitment to saving lives. Please join them by including a gift to PETA in your will or trust or by beneficiary designation today.

Visit [PETA.org/Legacy](https://peta.org/legacy) for more information, including sample language for your gift, or request a copy of *Easy Ways to Create Your Legacy*.



## 40<sup>th</sup> Anniversary of the Case That Launched PETA

Our Augustus Club honors Augustus, one of the 17 macaque monkeys removed from a lab in Silver Spring, Maryland. Following a PETA undercover investigation, we exposed extreme cruelty and neglect endured by the primates at the hands of experimenter Edward Taub in the Institute for Behavioral Research (IBR) laboratory. This groundbreaking investigation 40 years ago—in 1981—led to the nation’s first arrest and criminal conviction of an animal experimenter for cruelty to animals, the first confiscation of abused animals from a laboratory, and the first U.S. Supreme Court victory for animals used in experiments. It even led to landmark additions to the federal Animal Welfare Act—as well as unrelenting public scrutiny of the abuse that animals endure in experimentation. And IBR closed its doors.



# The Augustus Club and the Vanguard Society: Leaders in the Movement to End Animal Suffering Now and Into the Future

The **Augustus Club** was created to recognize the exceptional individuals who make animal protection a part of their legacy by including a gift to PETA in their will or trust or by naming PETA a beneficiary of an IRA or a retirement account, life insurance policy, donor-advised fund, or other financial account. With a deeply meaningful pledge for the future, they give animals the chance to experience life as it was intended: free from abuse, exploitation, and neglect.

If you would like to learn more about the ways in which your legacy can help make a difference for animals, please contact us or visit our website below. Our staff is always ready to answer your questions and assist you in creating your legacy.

PETA Legacy Gifts, 501 Front St., Norfolk, VA 23510  
[Legacy@peta.org](mailto:Legacy@peta.org) | 757-962-8213 | [PETA.org/Legacy](https://peta.org/Legacy)

The **Vanguard Society** recognizes supporters who are at the leading edge of PETA's vital work to end the suffering, abuse, and neglect of animals. They have turned their compassion into action by generously making an annual gift of \$500 or more in support of all PETA's life-changing efforts on behalf of animals suffering in laboratories, on farms, in the global skins trade, in circuses, in breeding mills, and anywhere else they're abused or neglected.

To learn more about the Vanguard Society, whose members are at the forefront of the movement for animal rights, please contact us:

PETA Vanguard Society, 501 Front St., Norfolk, VA 23510  
[PETA.org/Vanguard](https://peta.org/Vanguard) | 757-622-7382  
[PETA Vanguard Society.org](https://PETA Vanguard Society.org)

Together, through the power of our Augustus Club and Vanguard Society communities, we can continue to usher in a new world of freedom and respect for all animals and ensure that every animal's voice is heard—now and in the future.



## A Free Tool to Create Your Legacy of Love

Would you like to give animals a brighter future? We've partnered with FreeWill to help you create a legal will for free and support PETA's work with a legacy gift so that you can advocate for animals for generations to come.

Protect those you love and create your legacy at [PETA.org/FreeWill](https://peta.org/FreeWill).

## Complimentary Resources for You and Your Animal Companions

As a PETA supporter, you have access to a full library of free publications that can help you explore the best ways to protect yourself and your animal companions while creating a legacy of compassion with PETA.

Order your resource materials at [PETA.org/NewsResources](https://peta.org/NewsResources).

