



THE Augustus Club AND VANGUARD SOCIETY



NEWSLETTER

2022 | No. 1, Issue 87

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Getting the Biggest Names in Fashion to Choose Compassion





Save Our Skins: Anatomy of a Campaign

Activism has been at the heart of PETA's work to end the suffering of animals since the beginning. Over the last 40 years, we have stayed true to our activist roots—but *how* we take action has evolved with the times. "It's rare for us to consider storming the offices of fashion companies these days," said Laura Shields, PETA's corporate responsibility manager. "Now we're invited to come and sit at the boardroom table." Today, most of our activism takes place behind the scenes, racking up victories for animals without having to hoist a single protest sign.

PETA is celebrating its recent progress with H&M, which launched a new vegan fashion collection last November. The new clothing line is just one of many advances with the company, following years of advocacy, partnership, and collaboration.



► Bringing Companies to the Table Isn't Always a Snap

How does PETA develop meaningful relationships with companies in the clothing industry? It starts with some research and planning:

Step 1: Uncover evidence of wrongdoing, thanks to a whistleblower call or an insider complaint, then gather supporting video footage.

Step 2: Take into consideration factors such as the amount of influence the company could exert in the industry to create broader change if it were persuaded to do the right thing.

Step 3: Contact the company or companies implicated in the cruelty we've found. Let them know in advance about an investigation we're about to break—giving them the opportunity to do the right thing before we go public.

One example of this process and its success is our work with H&M—a relationship that spans more than a decade. When PETA contacted H&M via e-mail in 2019 to warn the company about our upcoming investigation into alpaca farms, we already had a history of working together toward a common goal.

H&M representatives responded quickly, and we sent them shocking video of animal abuse on a Peruvian farm that

supplied alpaca fleece to the company. Over the next month, we spoke on the phone and exchanged e-mails. Following our discussions, H&M agreed that as a first step, it would stop using the farm's parent company as a supplier.

This is just one campaign and one battle won—there's still much more progress to be made. PETA continues to give credit where credit is due, awarding H&M the Libby Award for Best Animal-Friendly Clothing Company in 2015 for its wealth of vegan alternatives. At the same time, we continue to push the company forward, urging it to go leather-free instead of claiming to use "eco-friendly" leather, which still means that cows will be mutilated and that toxic chemicals will be spewed into the environment.

► The Clothing Industry Follows Suit

H&M isn't the only company that has taken PETA's concerns into consideration and worked with us to stop the suffering of animals. Following years of activism, PETA has recently secured victories for animals from other major fashion labels and clothing retailers, including these:

Oscar de la Renta

Following many runway disruptions—including our first naked protest, in 1991, with a member of The Go-Go's handcuffed to a banner reading, "We'd Rather Go Naked Than Wear Fur"—multiple pies to the face of its then head designer, and grassroots protests held around the world, fashion house



Oscar de la Renta committed to going fur-free! This move will spare minks, sables, and other fur-bearing animals the agony of electrocution, gassing, or some other violent death.

Neiman Marcus

After decades of pressure from persistent grassroots activists and PETA, Neiman Marcus Group will now stop selling fur at Neiman Marcus and Bergdorf Goodman as of 2023. “It is clear the future is fur-free, and that includes the ultra-luxury space,” said the group’s CEO, Geoffroy van Raemdonck. By closing down its 22 fur salons, the company will prevent many thousands of animals from being electrocuted, gassed, or beaten to death.

Dolce & Gabbana

Following nearly two decades of pressure from PETA entities—including e-mails from over 300,000 supporters

worldwide and protests both outside and inside its stores—fashion brand Dolce & Gabbana has confirmed that it will ban fur and angora from all future collections.

Canada Goose

Following years of campaigning by PETA entities and activists around the world, Canada Goose will be going fur-free by the end of 2022. PETA kept the pressure on by holding hundreds of demonstrations around the globe, running ad campaigns, working with celebrities who spoke out against the company’s use of fur, becoming a shareholder to push the company from within, and much more. PETA applauds Canada Goose for agreeing to stop using fur from coyotes who are caught in painful steel traps and for beginning to incorporate alternatives to down as we push the company to reject down entirely.



Take Action: A Petition to Urban Outfitters

Every year, billions of animals are tormented and killed to make clothing and accessories. Urban Outfitters, Anthropologie, and Free People—all owned by Urban Outfitters Inc.—sell numerous animal-derived materials, including wool, cashmere, mohair, leather, down, silk, and alpaca fleece, which are *always* a product of extreme violence, cruelty, panic, and *fear*. All three companies already sell luxurious animal-free textiles. So what is stopping them from removing the animal-derived items from their stores? Nothing more than obstinacy and apathy!

Please tell Urban Outfitters that you’ll be shopping at its competitors’ stores until it commits to selling only vegan materials. Sign the petition online at [PETA.org/Urban](https://peta.org/urban).



Years in the Making: PETA's Work With H&M

2009

After receiving PETA's video exposé of extreme suffering in the exotic-animal skins trade, Stockholm-based international retailer H&M adopts a policy banning products made out of exotic skins in all of its 1,800 stores worldwide—the first retailer to do so.

2013

After hearing from PETA U.S. that many lambs used in the wool industry endure a painful procedure called "mulesing," in which large chunks of skin and flesh are cut from their backsides without any painkillers, more than 50 national and international clothing retailers—including Abercrombie & Fitch, Express, H&M, Kenneth Cole, Liz Claiborne, and Perry Ellis International—state that they will use wool only from non-mulesed sheep.

2015

H&M joins the PETA Beauty Without Bunnies program and releases a cruelty-free cosmetics line with more than 700 products. PETA recognizes H&M with the 2015 Libby Award for Best Animal-Friendly Clothing Company.

2016

H&M becomes one of the world's top three largest clothing retailers to go fur-free and announces that it will end the use of animal hair in its makeup brushes by the next year.

2019

Following a PETA Asia video investigation conducted on cashmere farms and in slaughterhouses in China and Mongolia, H&M agrees to ban "conventional" cashmere (the only kind that it sells).

2021

In partnership with PETA, H&M launches a vegan-fashion collection called the "Co-exist Story." Every piece in the Co-exist Story carries the "PETA-Approved Vegan" label, so shoppers can be sure that these products are completely kind to animals. The vegan collection features innovative alternatives to animal-derived materials, such as FLWRDWN, an alternative to animal down made using wildflowers, and VEGEA, a plant-based substitute for oil-based and animal-derived leathers.

You Are PETA: Dawn D'Amico— Augustus Club and Vanguard Society Member

Even though it's been 38 years, I remember the turning point as if it happened yesterday. I was a student at the University of Wisconsin preparing for my career in psychotherapy, and as a lifelong animal lover, I joined the campus group Students for Animal Rights. That was when I learned about the awful plight of animals. I was introduced to PETA's groundbreaking rescue of the Silver Spring monkeys and watched another video of a cat who endured nothing short of torture in the name of experimentation.

Those images changed my life forever. I read as much as I could, including Peter Singer's *Animal Liberation* and John Robbins' *Diet for a New America*. The vegan potlucks offered by my club were another learning experience.

I also became a member of PETA that year and have been a member ever since. PETA changed my life and view of animals, especially living in "America's Dairyland."




**“PETA changed my life
and view of animals”**

READ

“Tips for Animal Advocates: Treating Secondary Trauma”

by Dawn D'Amico on PETA Prime at

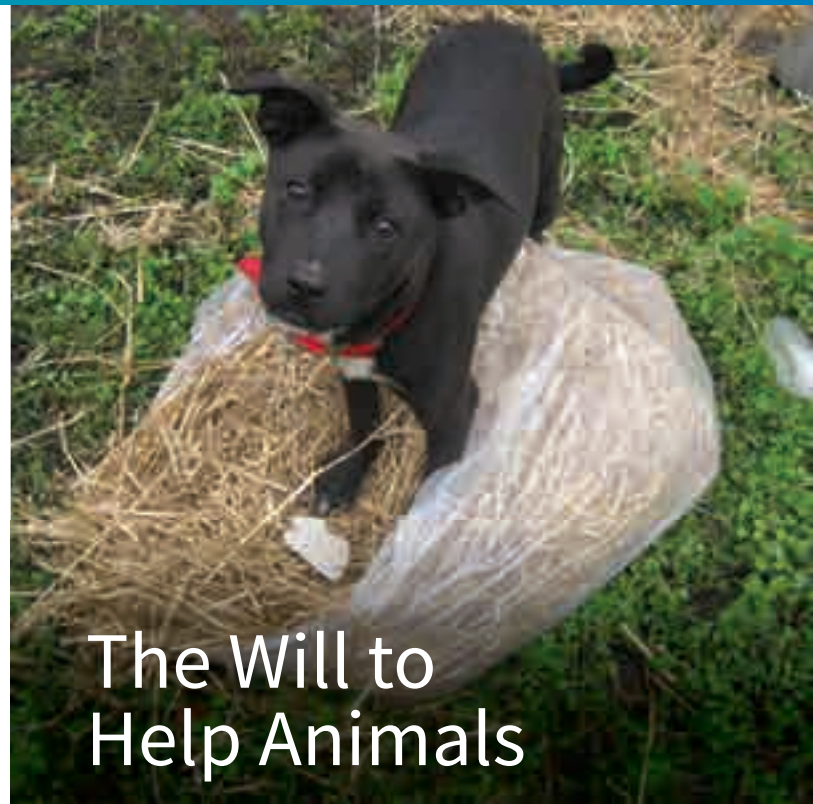
prime.PETA.org/TraumaTips.



Over the years, I have marched on the Medical College of Wisconsin and—before we changed society’s views on fur—participated in a demonstration against fur in downtown Chicago. I like to watch the videos that Ingrid creates and the PETA town halls. They are all inspiring. Finally, I use my skill set to help in any way that I can. I have provided PETA staff with free training on dealing with trauma and donated a counseling session and books to PETA’s online auction last year. It’s all very gratifying.

On the home front, I love to be in nature, read, and hang out with my animal companions: three cats named Mimi, Butters, and Boo and a 13-year-old dachshund named Nala. They are all rescues and are real sweethearts. My newest adventure is learning the xylophone so that I can play it to the animals at a sanctuary I visit. I am leaving a legacy for animals because it is part of the fiber of my being. It’s so important to me that I have included PETA in my estate plans as part of my will. Animal welfare is a core value, and I don’t know of any other organization that takes it on in such a forward-thinking and creative way. It is important to me that these efforts continue after I am gone.

PETA does what it says it’s going to do: change the culture for the benefit of animals!



The Will to Help Animals

Making the world a kinder place for animals is an enormous task—and not one that can be accomplished with a single rescue, investigation, or victory for animals. Many of our efforts take years or even decades of persistence. Fortunately, we have a growing number of supporters like Dawn D’Amico, who have made a commitment that will help PETA save lives for years to come.

When you include a gift to PETA in your will or trust or through a beneficiary designation, you will be helping us end the torment and killing of animals in laboratories, stop the suffering of animals used for their flesh or skin, and close roadside zoos and circuses to free animals who are being used for entertainment. You will also be welcomed into the Augustus Club, a community of champions for animals who have already made saving lives part of their legacy.

If you have already created such a gift to PETA, we hope you will let us know so that we can help honor your wishes and thank you for your generosity. You can also 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* by returning the enclosed reply form.

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

Augustus was a real monkey whose true story is told in *Free the Animals*, Ingrid's newly released 30th anniversary edition. The **Augustus Club** was created in his honor 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. 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
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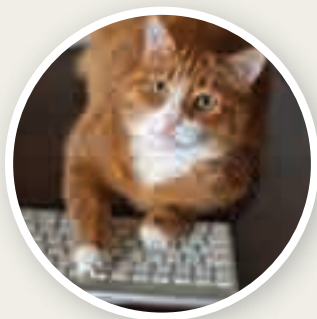
The **Vanguard Society** is named after a little rescued dog whose story is also in *Free the Animals*. It recognizes supporters who are at the leading edge of PETA's vital work to end the suffering, abuse, and neglect of animals. They have turned their compassion into action by generously making an annual gift of \$500 or more in support of all PETA's life-changing efforts in behalf of animals suffering in laboratories, on farms, in the global skins trade, in circuses, in breeding mills, and anywhere else they're abused, neglected, or mistreated.

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
Vanguard@peta.org | 757-622-7382 | [PETA.org/Vanguard](https://peta.org/Vanguard)

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.

Order *Free the Animals*
at [PETA.org/FTA](https://peta.org/FTA).



Are Your Important Documents Up to Date?

Part of planning includes making sure that your important documents—including your will, trust, or beneficiary designations—are up to date and reflect your current priorities. And if you haven't created these documents or decided on your beneficiaries, now is a great time to start.

As a dedicated PETA supporter, you have access to a tool that can help you start your will or update your beneficiaries—all free of charge. Visit [PETA.org/FreeWill](https://peta.org/FreeWill) to get started today.

Do You Need Help Getting Started?

If planning for your future, your loved ones, and your animal companions is something that keeps falling to the bottom of your to-do list, you aren't alone. Our guide *Getting Started: Planning for Peace of Mind in Five Easy Steps* may be able to help.

As a PETA supporter, you have access to a library of free planning publications. Our guides include essential information to help you get organized and create a legacy of compassion with PETA.

Download your complimentary guides at [PETA.org/NewsResources](https://peta.org/NewsResources).

