



THE Augustus Club AND VANGUARD SOCIETY



NEWSLETTER

2023 | No. 2, Issue 90

page
1

How PETA Future
Is Inspiring Young
People to Lead

page
5

PETA's Legacy of
Kindness Challenge
Update

page
6

You Are PETA:
Marty and Zoe Stolbun

PETA

501 Front St.
Norfolk, VA 23510

AUGUSTUS CLUB
757-962-8213
Legacy@peta.org
PETA.org/Legacy

VANGUARD SOCIETY
757-622-7382

VanguardSociety@peta.org
PETA.org/Vanguard

peta2: The Next Generation of Animal Rights Activists



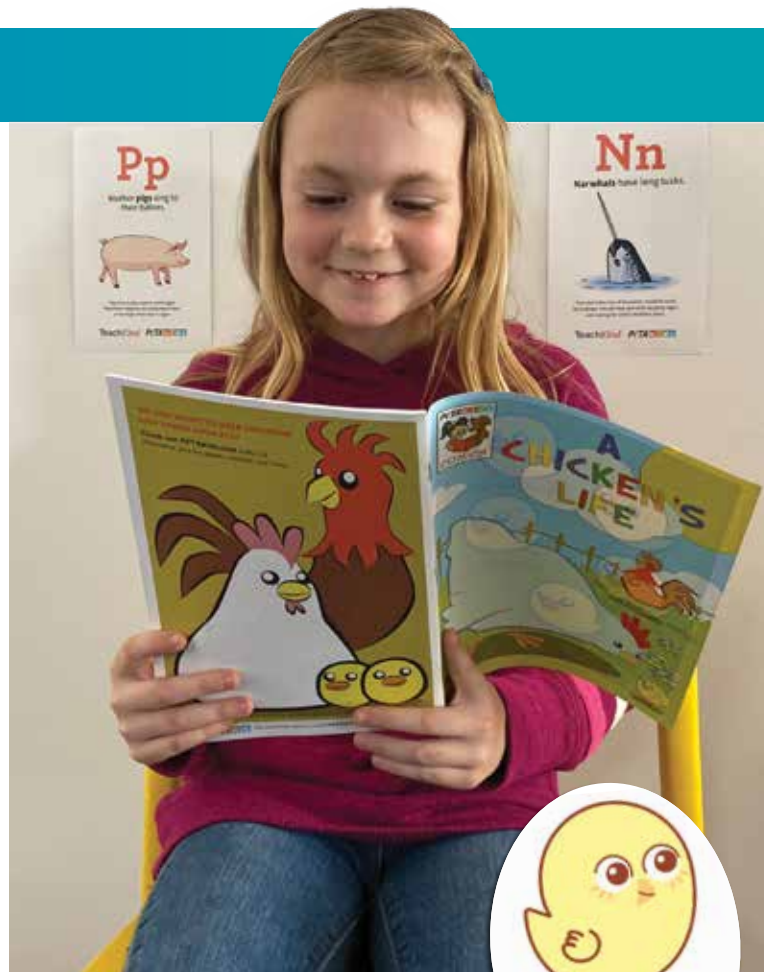
Making Compassion a Guiding Principle for Future Generations: How PETA Future Is Inspiring Young People to Lead

The younger generation is ready to embrace animal rights—and they're connecting with PETA more than ever before. In fact, today PETA has the largest youth membership not just of any animal rights group but of any social justice organization, period!

Our campaign to connect with Generation Z and Generation Alpha—born between the late 1990s and today—is called PETA Future, and it builds on a long history of outreach and collaboration that began over 30 years ago.

We started with PETA Kids, providing age-appropriate material about helping animals. We followed that with TeachKind, launched in 2002 to create humane education content for teachers. And that same year, we hosted our first-ever peta2 booth at the Vans Warped Tour music festival, connecting with a new audience of young people interested in compassion and activism.

Despite our success, we're not done yet. This year we're bringing back peta2 in a new format designed to connect with Gen Zers across the U.S. and Canada.



Relaunching for a New Generation: peta2

Young people care about our fellow animals and animal rights, but they're living in a world filled with uncertainty, which can leave them feeling powerless.

It's no wonder that kids are facing a mental health crisis with high rates of depression and anxiety.

Earlier this year, we relaunched peta2 to empower young people and help them understand that they can make a positive impact on the world—and that kindness to animals is the best way to start.



Like PETA, peta2 shares the message that it's speciesist and wrong to hurt animals, who aren't test tubes, dinner, clothing, entertainment, or anything else for humans to use. And peta2 highlights this fact in an uplifting way for young audiences, helping them understand that we're all the same in every way that matters.

The new peta2 website and social media channels are packed with positive content, such as information about cruelty-free skincare routines and cosmetics and shopping guides for animal-friendly prom supplies, which help young people make more compassionate choices. There are also contests involving kids' favorite compassionate brands and content from bands and other celebrities and influencers who care about animals.

Connecting With Parents and Children: PETA Kids

PETA Kids, first created in the late 1980s, has grown to become a valuable resource for both children and adults. Visitors to its website are greeted with a pop-up asking whether they're a child or an adult—and different versions of the website are tailored to each audience.

Kids find interviews with young activists just like them, age-appropriate information about animal rights, games, comics, videos, and more. They can also sign up to become a member of PETA Kids to receive free gifts and information about taking action for animals.

The grown-up version of the PETA Kids website includes great information for compassionate parents, including family-friendly vegan recipes and printable activities. This one-stop shop is helping raise the next generation with compassion!

Learning to Stand Up for Animals: TeachKind

PETA is also focused on reaching kids through education. TeachKind, our humane education division, works with teachers, principals, superintendents, homeschool educators, and others to teach about kindness to animals. TeachKind, which has been around for more than 20 years, is staffed by current and former classroom teachers.

One major project is our TeachKind Science initiative, which focuses on ending animal dissection and promoting humane options through advances like the SynFrog. This ultra-realistic model can completely replace frog carcasses to teach dissection in K-12 and college classrooms.



Instagram Vegan-eh



Students using a SynFrog model

In addition to sparing frogs' lives, the SynFrog promises to increase student interest. As one school principal said, "The smell isn't there, the stigma isn't there, they are not opting out. Every kid is engaged." Many studies even show that non-animal dissection methods are more effective for learning.

Staying Ahead of the Game

Staying relevant and on-trend are among the most challenging aspects of youth outreach. That's why PETA Future empowers young people to lead the way and lifts up young activists and influencers who are helping animals.

For example, earlier this year we honored students at a California high school with [peta2's Hero for Animals Award](#). The Earth-Based Club at Aliso Niguel High School successfully pushed to have vegan items added to the cafeteria menu as part of its mission to advocate for healthier, more compassionate, and environmentally friendly food choices. Celebrating victories like this one inspires other young people to step up and make a difference in their communities.

And of course, there's nothing like the power of celebrities to inspire young people. One example is a recent PETA Kids campaign with superstar siblings Madeleine McGraw (from

the Disney+ series *Secrets of Sulphur Springs*) and her younger sister Violet McGraw (from the hit horror movie *M3GAN*). The two stars joined PETA Kids, along with their adopted dog, Rudy, to remind children to talk with their parents about adopting animals instead of buying them.

With such a wide range of outreach to young people, it's no surprise that PETA is inspiring a new generation of animal advocates. In fact, according to a poll by a leading youth-market research firm, PETA is the number-one nonprofit organization that 13- to 24-year-olds in North America would volunteer for!



You can learn more about PETA Future's work at [peta2.com](#), [PETAKids.com](#), and [PETA.org/TeachKind](#). Be sure to share these resources with the kids in your life to help make compassion a guiding principle for the next generation.



Meet PETA Staff Member Marta Holmberg

Over her 20-year career with PETA, Marta Holmberg has found herself in some unique situations. One of the strangest involved transporting a microwave by cab in New York City.

During a tour around the U.S. to promote *PETA's Vegan College Cookbook*—which she helped write—Marta traveled to college campuses to do cooking demonstrations with only a microwave.

“It was fun to show people how easy it is to cook vegan meals anywhere, even in a dorm room,” she says. “It was not fun, however, lugging the microwave from cab to cab while visiting colleges in New York!”

Marta’s willingness to think outside the box has been a huge asset for PETA, especially in her work with young people. Today, she serves as the director of PETA Future, overseeing PETA Kids and TeachKind as well as focusing on overall strategy and execution of all PETA’s youth initiatives.



Marta began her work with PETA as a college student. “I came across a business card with information on ordering a free vegetarian/vegan starter kit from PETA, so I ordered one,” she recalls. Marta was already vegetarian, but like many people, she was unaware of the cruelty of the dairy industry.

That all changed after she connected with PETA. “After reading the starter kit, I went vegan,” Marta says.

After graduating, she was hired to coordinate a student activism program, and eventually Marta worked her way up to what was then a new initiative: *peta2*. “Early on, we recognized the importance of reaching young people,” Marta recalls. “We decided to dedicate an entire division of PETA to doing just that.”

Now, as head of PETA Future, Marta is proud of the impact she and her team are making on the next generation. That focus has become even more important to her as she and her husband, Scott—whom she met at PETA—have become parents.

Through her work with PETA, Marta’s goal is to instill respect for animals in the next generation. She knows that if we raise young people with compassion, we will be taking a significant step toward reducing violence of all kinds and creating a kinder world.



PETA's Legacy of Kindness Campaign UPDATE

Last year, a small group of generous PETA donors pooled together \$500,000 and established the **Legacy of Kindness Challenge Fund**.

For every legacy gift PETA receives by August 31, 2023, this fund will be used to make an additional \$1,000 gift to a PETA program chosen by the participant.

Today we're proud to share that hundreds of people joined the Legacy of Kindness Challenge, pledging more than \$55 million in future gifts through bequests in their wills or trusts or by naming PETA as a beneficiary of a financial or retirement account, such as a 401(k), IRA, or even a donor-advised fund. This generosity will help animals in so many ways, including through the following:

- The **Global Compassion Fund** supports rescuing animals in war-torn Ukraine and providing them with veterinary care, providing overworked donkeys and bullocks in India with rest, spaying and neutering animals in Mexico and the Philippines, and more.
- The **Investigations & Rescue Fund** is used to purchase the supplies needed to conduct groundbreaking undercover investigations, such as the one that helped free more than 4,000 beagles from Envigo's Virginia breeding facility, which had kept dogs and puppies in hellish, prisonlike conditions before selling them to laboratories.
- The **Science, Technology, and Innovation Fund** supports the development and promotion of modern, human-relevant research methods, including the creation of the first-of-its-kind, three-dimensional model to study the effects of chemicals on the deepest part of the human lung, protecting thousands of animals from being used in cruel tests.

We are so grateful to everyone who participated in the Legacy of Kindness Challenge over the past year. You have truly made a compassionate commitment that will help ensure that PETA is here for many years to come, saving countless animals and inspiring the next generation of animal rights advocates.

Tax-Wise Ways to Support PETA in 2023

December 31 and the end of the tax year will be here before we know it. As you think about your support of PETA, you might want to consider gifts you can make that will also provide you with U.S. tax benefits.

• A Gift From Your IRA

If you are 70 ½ or older, you can make a qualified charitable distribution (QCD) from your IRA directly to PETA. Depending on your situation, your QCD gift may also count toward your required minimum distribution for the year. In addition, the amount you transfer doesn't count as income for the year and can reduce your taxable income. Visit [PETA.org/IRA](https://peta.org/IRA) to start your QCD gift or download a sample letter for your administrator.

• A Gift of Stock

Donating stock can offer you tax benefits while also helping to end animal suffering. Your gift is mutually beneficial—PETA receives the full value of the stock, while you avoid paying any capital gains tax on appreciated assets. To facilitate an electronic transfer of your stock gift, please provide your broker with the information below.

- o RBC Wealth Management
- o DTC number: 0235
- o Account name: People for the Ethical Treatment of Animals
- o Account number: 315-90692
- o Attention: Joshua Levine, 408-947-3311

PETA's U.S. federal tax
identification number is
52-1218336.

You Are PETA: Marty and Zoe Stolbun

As my husband, Marty, and I learned more about the suffering of abused animals, we asked our contact at PETA how she dealt with the painful images we couldn't unsee. Her answer was, "You work harder." So we did.

Over the past 17 years, Marty and I have worked with PETA to help horses, dogs, frogs, turkeys, and even bullocks in India.

It has always been gratifying for us to contribute to PETA's work to end the abuse of animals. And when PETA asked us how our bequest to the group could be used, we felt like kids in a candy store!



"The hyper-realistic SynFrog models of frogs teach kids not only anatomy but also compassion for animals."



Of the many PETA initiatives we found compelling, we chose one that had special meaning for us personally: TeachKind Science, part of PETA's humane education program that promotes the use of SynFrog and other superior interactive research methods in the classroom instead of animal dissection. The hyper-realistic SynFrog models of frogs teach kids not only anatomy but also compassion for animals. This will help save frogs' lives—some 3 million of them are killed every year for dissection—and encourage the development of animal-friendly attitudes in children that could help make them compassionate adults.

PETA's innovations and groundbreaking successes have continued to strengthen our commitment over the years as Vanguard Society members. We are excited about the impact that our legacy support will have for future generations, making this a kinder world for *all* sentient beings.

"PETA's
groundbreaking
successes
continue to
strengthen our
commitment."

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 Ingrid's recently released 30th anniversary edition of *Free the Animals*. 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 other retirement account, a life insurance policy, a donor-advised fund, or another financial account. With a deeply meaningful pledge for the future, these individuals help 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 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
Legacy@peta.org | 757-962-8213 | [PETA.org/Legacy](https://peta.org/Legacy)

The **Vanguard Society** is named after a little rescued dog whose story is also told 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 the life-changing efforts PETA makes in behalf of animals suffering in laboratories, on farms, in the global clothing trade, in circuses, in breeding facilities, 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.

A Gift That Protects Animals and Pays You Income

Have you been looking to supplement your retirement income? When you create a charitable gift annuity with PETA, you can make your retirement more secure by providing yourself, a spouse, or a loved one with dependable income for life—while supporting PETA at the same time.

Here's how it works: You make a gift of \$10,000 or more to PETA and in return receive annual payments of a fixed amount—the older you are when the payments start, the higher your payments will be. You will also be eligible to receive an immediate U.S. income tax deduction. After your lifetime, the balance of your gift annuity will remain with PETA to help make the world a kinder place for animals. And because rates increased this year, now may be the perfect time to establish a charitable gift annuity.

For more information or to request a personalized illustration showing how a gift annuity could help animals and you, based on your age and gift amount, visit [PETA.org/Annuity](https://peta.org/Annuity) or contact PETA Foundation Vice President of Legacy Gifts Tim Enstice at 757-962-8213 or Legacy@peta.org.

