



THE Augustus Club AND VANGUARD SOCIETY



NEWSLETTER

2024 | No. 1, Issue 91

page
1

PETA Launches
“Every Animal
is Someone”

page
3

“All Together Now!”
Ingrid’s National Tour
Is Underway

page
5

Looking Ahead to
PETA’s 45th
Anniversary

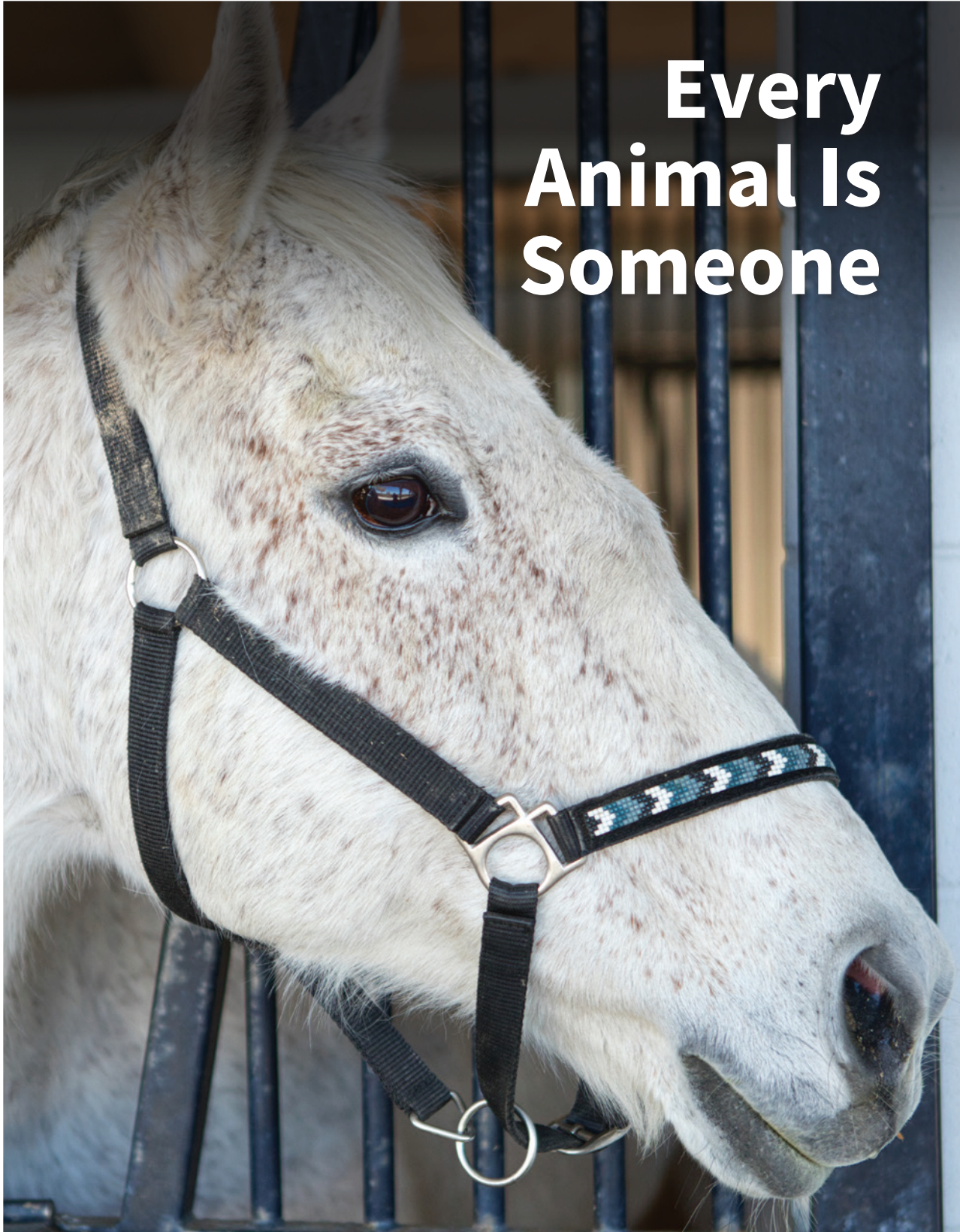
PETA

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

Every Animal Is Someone



PETA Launches 'Every Animal Is Someone'



It's a simple message with a powerful impact: Every Animal Is Someone.

Because although we may never see eye to eye with everyone, we can look into each other's eyes and understand that we're all animals. We all deserve respect and kindness, and we all deserve to live free from needless pain and suffering. That's because Every Animal Is Someone.

Around the world, tensions are running high. Hopelessness abounds, and conflicts are raging. That's why PETA is empowering humans to recognize the similarities in everyone around them instead of focusing on their differences.

Our new "Every Animal Is Someone" slogan will be incorporated into our work for animals online and in print: in a new empathy kit, in celebrity advertisements, and in everything we do.

"Every Animal Is Someone" invites people to exchange hate for empathy by looking into the eyes of the individuals around them—whether they're a displaced person, a lonely neighbor, or a chicken on a transport truck heading to slaughter—and recognize that each of them feels love, grief, joy, pain, and hope and that we all have inherent worth.

We all have the power to help make the world a kinder place and to choose nonviolence every single day with every decision we make.

Our empathy kit opens the door to this realization by asking a simple but powerful question: What is empathy?

Consider the monkey who was subjected to a cruel experiment in which he could obtain food only by electroshocking a fellow monkey—so he chose to starve for nearly two weeks. Or the 6-year-old boy in India with only a coin in his pocket who rushed an injured chick to a hospital, where he begged the staff there to help the bird. Or the blowfish who bravely remained by the side of a companion caught in plastic trash until a diver freed that friend.

We recognize empathy when we see it. The challenge is putting it into practice.

Our empathy kit is designed to help everyone develop and practice empathy based on the understanding that it's like a muscle that grows stronger with use. The kit includes ideas for building empathy for all animals as well as recommended reading and tips for turning empathy into action, including shopping cruelty-free, eating vegan, and choosing animal-free entertainment.

The empathy kit is designed to be shared with everyone: a relative who eats meat and cheese, a neighbor who chains their dog outside, a coworker who carries a crocodile-skin bag or wears wool or feathers, or anyone else who could benefit from a lesson in kindness.

You can get an empathy kit at [PETA.org/Empathy](https://peta.org/empathy).

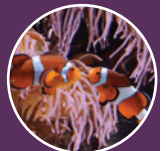
Every Animal Is Someone

Consider the following:

- Elephants and chimpanzees mourn and shed tears if a member of their family dies.



- Fish "sing" underwater and enjoy physical contact with other fish, often gently rubbing against one another—similar to how a cat weaves in and out of your legs.



- Mother cows walk for miles in search of their stolen babies.



- Rats willingly put themselves in harm's way to save other rats.



- Geese fall in love and are loyal to their partners for life, even when facing danger.



- Orcas in the ocean often stay with their families for life.





‘All Together Now!’: Ingrid’s National Tour Is Underway

PETA President Ingrid Newkirk has launched a new speaking tour that will ignite your passion for animal rights. Through storytelling and humor, Ingrid will explore why and how humans decide that some animals deserve compassion but others don’t.

She will also share stories of PETA investigations across the U.S., including a recent arrest in Pennsylvania that was the result of work done by PETA caseworkers. Earlier this year, police in Upper Darby, Pennsylvania, charged a woman with felony aggravated cruelty to animals after she allegedly live-streamed and posted animal torture videos on YouTube.

The arrest came after PETA caseworkers used clues and background details in these videos to deduce the identity and location of a suspect, which were then sent to police and led to the arrest. “We hate seeing these kinds of things, and it seems ironic that some of the people who care the most about animals have to be the ones to bear witness to these unthinkable acts,” said PETA Emergency Response

“Every Animal Is Someone,
not a prop to be mutilated
for disturbing videos.”

—Jenn Forbes, PETA ERT
National Legislative Officer

Team (ERT) Director Kristin Rickman. “But it’s necessary so that we can prevent future incidents.”

Upper Darby Police Superintendent Timothy Bernhardt was grateful for PETA’s help: “I have to tip my hat to PETA and applaud them for gathering the information and forwarding it to us,” he said. He explained that the investigation had started thanks to PETA’s tip.

The alleged perpetrator would not have been prosecuted without the cooperation of Bernhardt and other members of local law enforcement, who, as Kristin points out, took this

cruelty seriously: “They’ve done a great job, and they’ve understood fully how damaging this content is,” she said. “Not only for the animals who suffer unbearable agony and torture but also for the minds of the people who watch it.”

Ingrid’s talk will also touch on a recent rescue of international proportions: that of an American Thoroughbred mare named My Elusive Dream who was moments away from death at a slaughterhouse in South Korea. She had been forced to race at some of the best-known tracks before being used as a breeding machine in the U.S., sold at a Keeneland auction in Kentucky, shipped overseas to South Korea, and again bred repeatedly. Once she had been deemed no longer profitable, she was sold to a meat buyer. Horses discarded by the racing industry in South Korea are usually slaughtered.



“Ingrid will share remarkable new discoveries about our fellow beings and discuss how to erase the line that shouldn’t exist between ourselves and other stunning and wondrous forms of sentient life.”

—Kristin Rickman, PETA ERT Director

When PETA flew My Elusive Dream back to the U.S. from South Korea, she was more than 200 pounds underweight. The 16-year-old mare now receives food, affection, veterinary care, and the respect she has always deserved.

Remarkable stories like these are just one of many reasons to check out *All Together Now!* So far, attendees have also enjoyed delicious vegan brunches, bubbly botanical bars, silent auctions for new and innovative cruelty-free products, and special guests.

If you’ve ever been asked, “Where do you animal rights people draw the line?” *this event is for you.*

To learn more about
All Together Now! and
to register, visit
PETA.org/AllTogetherNow
or scan the QR code below.



We hope to see you there!

Looking Ahead to PETA's 45th Anniversary

Next year, PETA will celebrate 45 years of opposing speciesism, a human-supremacist worldview that inflicts untold pain and suffering on our fellow animals.

For nearly five decades, PETA has made groundbreaking advances for animals who are abused by corporations, governments, and individuals throughout the world, and these successes have led to dramatic improvements in the lives of millions of them.

We've been the driving force behind many of the greatest victories for animals, from working with universities and government institutions to implement animal-free test methods to sparking a boom of "cruelty-free" product marketing, sending the U.S. fur industry into a nosedive, and fueling the skyrocketing availability of vegan meat in grocery stores and at casual eateries and gourmet restaurants.

And with our 45th anniversary just around the corner, we're celebrating the success you've helped us achieve while preparing to push even harder for a brighter future for animals. Our new slogan is a great example of our unshakeable conviction: "Every Animal Is Someone" shows that although we may never see eye to eye with everyone, we're all animals—and each of us deserves respect and compassion.

With this ethic in mind and with your support, PETA will carry out our multifaceted work to end speciesism. We'll seize every opportunity to explore new technology—like artificial intelligence and virtual reality—to advance our mission. And our programs like peta2, PETA Kids, and TeachKind are helping the next generation understand how every decision we make, beginning with choosing nonviolence every single day, has the power to help make the world a kinder place.

Above all, we'll continue to define the cutting edge of animal rights through fearless advocacy, innovative outreach, strategic litigation, and every means possible as we work to end animal abuse. The support of our legacy donors makes this work possible by helping to sustain PETA for many years to come.



Meet PETA Emergency Response Team Member Jenn Forbes

Every day, the Emergency Response Team (ERT) helps countless animals around the world, from walking a caller through freeing the smallest lizard mired on a cruel glue trap to shutting down large-scale animal hoarders. What I love best about ERT is that we leave no stone unturned while doing it.

In our quest to help animals, we work with law enforcement, prosecutors, complainants, activists, volunteers, and even those reported to us for their mistreatment of animals.

I've been with PETA for over 14 years, and my truly life-altering moment occurred in college. It all began one summer when my then-boss recounted her failed attempts to capture a litter of scraggly kittens she had found near an industrial park. That evening, armed with nothing more than a cardboard box and some cat food, a colleague and I managed to locate them. They were 8 weeks old, feral, and starving.



Among them was a particularly adorable calico who, despite being covered in dirt and suffering from a severely injured left hind leg, captured my heart. I named her Ragamuffin, and from the moment I held her, I knew she would be a part of my life forever.

In the subsequent days, armed with live traps and advice from knowledgeable mentors, I rescued Lola, Ragamuffin's sister, who also found a permanent home with me. Their mother and one of their siblings were fortunate to be adopted into loving homes as well. With each rescue, my path to helping animals—which has led me to where I am today—was taking shape.

My experiences have taught me that helping animals isn't a 9-to-5 job. It's a calling. Every day, I help cats like Ragamuffin and Lola—along with many other domestic and wild animals—and there's no place I'd rather be than on the front lines of PETA's ERT!

Establishing Your Legacy for Animals

PETA can't end the exploitation of animals overnight. Change like that happens over time—with every undercover investigation into cruelty, every animal rescued from a dire situation, every roadside zoo that's closed, every brand that goes cruelty-free, and every person we persuade to respect animals. Your gifts to PETA are essential to achieving these victories.

There are several ways you can continue to support our work and ensure our long-term ability to make the world a kinder place for all sentient beings:

- **Create a gift for PETA in your will or trust.** You can designate a specific dollar amount or percentage that will go to PETA in your will or trust or make PETA second in line after your loved ones.
- **Name PETA as a beneficiary.** If you live in the U.S. or have a U.S. financial account, simply naming PETA as a beneficiary of all or a percentage of your IRA is one of the easiest ways to make a charitable gift. It's a good idea to review your beneficiary designation forms each year. When you do, simply update your form to name PETA as a beneficiary (or contingent beneficiary). If you live in Canada, please contact us to discuss options.
- **Include PETA in your DAF succession plan.** If you currently have a donor-advised fund, you can include PETA in your succession plan. If you don't specify the charities you'd like to support in your succession plan, someone else will make the decision on your behalf, and their choices might not align with your priorities.

All these options offer you the flexibility to change your mind at any time, should your goals or circumstances change. If you include PETA in your legacy plans, we hope you'll let us know so that we can welcome you into the Augustus Club.



HERE TO HELP

Resources to Help You Plan for Your Animal Companions

One of the most important aspects of planning is preparing for your animal companions' future—for the time when you'll no longer be there to care for them yourself.

You can incorporate important steps into your estate planning to ensure the long-term well-being of your animals and to help make their transition to life without you as stress-free as possible for them.

Request your Animal Companion Planning Kit today. Each kit includes the following:

- A detailed 12-page booklet
- An emergency contact wallet card
- An emergency contact card for the home
- An instruction form for emergency caregivers
- An instruction form for family and friends
- An emergency window decal

To request your kit, visit
PETA.org/LegacyToolKit.

PETA

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