



THE Augustus Club AND VANGUARD SOCIETY



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Turning the Tide on Leather





Turning the Tide on Leather

What many companies call “leather” is the processed skin of dead animals—stripped from them and turned into belts, bags, jackets, and other products by an industry that treats living beings as raw materials.

More than a billion cows, pigs, sheep, crocodiles, ostriches, kangaroos, and other animals are killed for their skins each year. They’re torn from their families, confined in miserable conditions, and even skinned alive before being slaughtered.

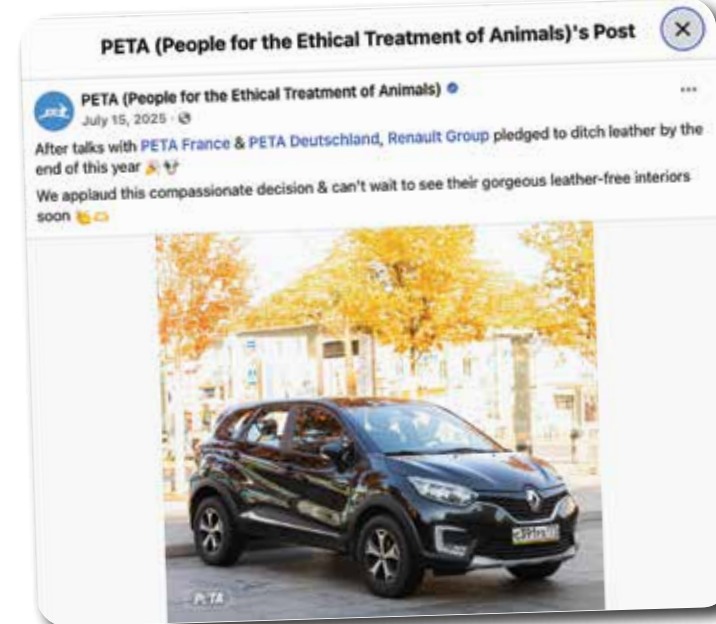
In addition to the suffering the skins industry inflicts on animals, it’s a major contributor to climate catastrophe, land devastation, deforestation, and loss of biodiversity.

Turning animals’ skin into leather requires massive amounts of toxic chemicals, and runoff from leather tanneries can poison local waterways and sicken workers.

But there’s a growing shift away from this cruelty—and thanks to our committed members, PETA is leading the way.

Last year, French auto manufacturer Renault committed to eliminating the use of animal skin across its entire range of vehicles by the end of 2025, opting to switch to recycled and cruelty-free materials instead. This decision followed talks with PETA France, which shared its Vegan Car Interior Survey showing a trend toward animal-free car interiors amid growing consumer demand.

The impact of such choices is significant: covering the interior of a standard-sized car typically requires the skins of three cows or bulls.



PETA is also shining a light on the use of animal skin in footballs for the National Football League (NFL) and Canadian Football League (CFL). Our investigators filmed inside an Ohio slaughterhouse where workers kill, dismember, and skin cows to supply a tannery that provides cow skin to make the official NFL and CFL footballs produced by Wilson Sporting Goods.

The footage shows cows watching as their herd mates are shot with a captive bolt gun—forced to see, hear, and smell the slaughter before facing the same fate. With one cow’s skin yielding about 10 footballs, at least 70,000 cows are killed every year to make Wilson footballs.



“Since 1995, I’ve been a proud member of the PETA team and know that by partnering, we are helping animals wherever they need us. As a Vanguard Society member, it was an honor to be the lead donor to the 2026 “Save Our Skin” Matching-Gift Challenge to ensure all members can make the most impact for animals, powering evocative demonstrations, pressure campaigns, and teaching companies about innovative cruelty-free materials that will change the fashion industry. PETA doesn’t limit itself to welfare, specific animals, or location. PETA will stand up for any animal, anywhere, and for any reason. Stopping the cruelty that comes with fur and leather is rarely part of any other organization’s mission, so PETA’s work in this area is critical. I’m grateful to be a part of this community with all of you!”

—Gina Shatas-Myers
Vanguard Society and
Augustus Club member

Choose Cruelty-Free Alternatives to Animal Skin

Gloves, handbags, wallets, watches, you name it: There's a laundry list of accessories that have traditionally been made from the skin of a tormented animal.

The fashion industry is evolving, driven by years of pressure from PETA and compassionate supporters like you, as innovative vegan leather options show that fashion can be chic, durable, and completely free of animal suffering.

Bamboo. Known for its strength and resilience, bamboo is one of the fastest-growing plants on the planet. Leather made from bamboo is soft, durable, biodegradable, and high-performing.

Cactus. Cacti require very little water and grow easily in climate zones throughout North America. Cactus leather is easy to clean and breathable, and it doesn't have to be processed with toxic chemicals.

Corn. Derived from corn waste—including husks and stalks—this animal-free and environmentally friendly material is used as a source of leather and suede.

Banana. Banana leather is made from fibers of the banana plant stem that would normally be discarded. When fashioned into a leather-like material, it becomes super-durable and waterproof while remaining biodegradable.

Apple. This sustainable material is typically 100 percent biodegradable and made from upcycled apple skins!

Grapes. Made from the waste left over from wine production, grape leather is available in a variety of colors.



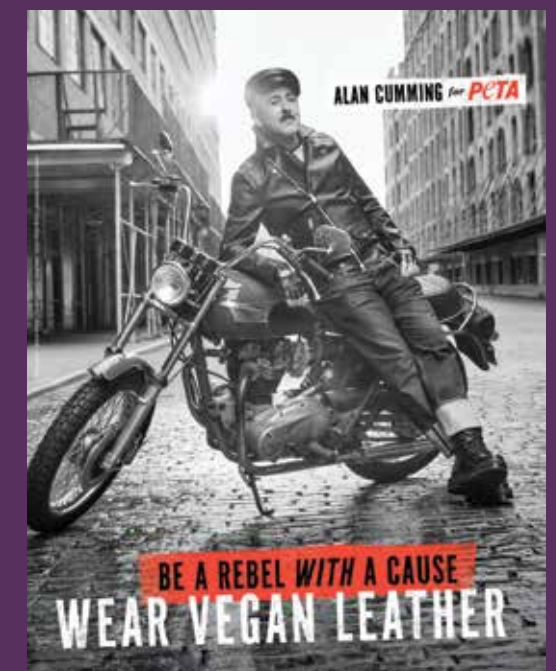
The Cruelty Behind Every Birkin Bag

What's the true cost of a Birkin bag? Three lives. Three crocodiles are killed to make just one Hermès Birkin bag.

Crocodiles are curious, sensitive individuals who want to swim, build nests, and protect their young. In nature, these intelligent animals can live for up to 45 years, but on crocodile skin farms, they're often killed at just three years old.

PETA investigators saw tens of thousands of crocodiles trapped in concrete pits at one of the world's largest exporters of Nile crocodile skins, which sold skins to Hermès. An employee confirmed that workers bend the crocodiles' noses down, hack into their necks, stab their brains, and shove a metal rod down their spines before skinning them.

Because of the inherent cruelty of the wild-skins trade, many major designers—including Chanel, Balenciaga, and Burberry—have banned the use of reptile and other wildlife skins. PETA is calling on Hermès to follow their lead and switch to innovative, high-quality vegan materials.



Cactus Leather-Clad Alan Cumming Is a 'Rebel With a Cause' in New PETA Campaign

Alan Cumming is a bad boy with a good cause: to urge everyone to wear only leather made from plants. Just in time for New York Fashion Week, *The Traitors* host starred in a provocative PETA campaign to rebel against the cruel animal-skin industry. Channeling Marlon Brando in *The Wild One*, Cumming was styled after the tradition of iconic classic movie outlaws, donning a cactus-leather jacket by AllSaints, vegan leather Dr. Martens boots, and a vegan leather cap.

Cows are living, feeling individuals who form friendships, mourn loved ones, and care for their families. Wearing vegan leather means sparing these animals and protecting the planet from the animal-skin industry's environmental destruction—all while stepping out in style. Join Alan Cumming and pledge to ditch animal skins.



Spicy Thai-Style Red Curry



Ingredients

- 1–2 Tbsp. coconut oil
- 1/4 yellow onion, diced
- 1 Tbsp. fresh ginger, minced
- 4 cloves garlic, minced
- 2–3 stalks lemongrass, diced
- 1 large red bell pepper, cut into strips
- 6 large carrots, diced
- 1/4 cup vegan red curry paste
- 12 oz. light non-Thai coconut milk
- 12 oz. non-Thai coconut cream
- 2 cups vegetable broth
- 12-oz. bag frozen peas
- 1 lb. firm tofu, pressed and cut into cubes
- 12–15 fresh basil leaves, torn
- Sriracha sauce, to taste
- Rice noodles (optional)
- Steamed rice (optional)

Instructions

1. Warm the coconut oil in a large pot over medium heat, then add the onion and cook until they become translucent, about 5 minutes. Add the ginger, garlic, and lemongrass and cook for about a minute, or until fragrant.
2. Add the bell peppers and carrots, cooking for about 3 to 5 minutes. Stir in the curry paste and cook for another minute.
3. Add the coconut milk, coconut cream, and broth into the pot and bring to a boil.
4. Reduce to a simmer and add the remaining ingredients. Cook for about 5 to 10 minutes, stirring occasionally.
5. Serve with steamed rice, rice noodles, or on its own as a soup.

Makes 6 servings.

For more recipes and cooking tips, go to [PETA.org/Recipes](https://peta.org/Recipes).

Beneficiary Designations: An Easy Way to Give That Costs You Nothing

Gifts by beneficiary designation are among the simplest ones to make. They don't require a visit to a lawyer, they cost you nothing now, and you can change your beneficiaries at any time. For some types of accounts, you may be able to access your account online and change your beneficiaries.

- Simply request a change of beneficiary form from your plan administrator and add PETA as a full or partial beneficiary. You can often do this by logging in to your account online.
- Be sure to designate our organization clearly: People for the Ethical Treatment of Animals, Inc. (PETA). Include PETA's tax identification number: 52-1218336.
- We may not be notified by the financial services company that you have named PETA a beneficiary. To ensure your gift is directed to PETA as you intend, please let us know.

It's easy to put your retirement funds, insurance plan, bank account, and brokerage accounts to use to create a better world by saving animals—and it costs nothing now.

Potential benefits of gifts by beneficiary designation:

- You may reduce estate taxes and leave less heavily taxed assets to your heirs.
- Your gift transfers to PETA outside of your will or trust.
- No cost to you now to give.
- You can change your beneficiaries at any time.
- Create your legacy of animal protection with PETA.



By naming PETA as a beneficiary of these assets, you'll be adding saving animals and providing them with higher-quality lives to your legacy.

Keep Your Plans Current

Life changes quickly, and outdated estate plans can create complications for loved ones. Take time each year to review your will, trusts, and beneficiary designations.

If you have a Donor-Advised Fund (DAF), don't forget succession planning. You can include PETA in your DAF succession plan by:

- Recommending that funds remaining in your plan be distributed immediately
- Creating an endowed DAF where selected charities will receive distributions for some period of time
- Appointing a successor trustee to continue recommending grants

Regular reviews ensure your assets will be distributed according to your wishes, potentially saving your family stress and expenses while maximizing your charitable impact for generations to come.

Find Hope After Losing Your True Friend

Animals can profoundly impact our lives, and the bonds we share with them can be as deep as any family tie. For those who are grieving the loss of a beloved companion, the sorrow can be overwhelming. Many of us at PETA have felt that same heartache. That's why we created our Companion Animal Grief Program.

This six-week program offers daily reflections and gentle journal prompts along with simple self-care tips and inspiring reflections on the true nature of animals.

You don't have to grieve alone. Sign up at [PETA.org/GriefProgram](https://peta.org/GriefProgram) to receive your copy of the Companion Animal Grief Program.

Honor a Life, Help Animals



Create an online memorial for a beloved animal or human on PETA's recently revamped True Friends Memorial. Your tribute celebrates their life while supporting PETA's work to protect animals and build a more compassionate future. Visit [PETA.org/TrueFriends](https://peta.org/TrueFriends).

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

PETA's Augustus Club honors those who are leaving a legacy for animals through a gift to PETA in their will, trust, or other estate plan, such as a beneficiary of a retirement plan.

Augustus was one of the 17 macaque "Silver Spring monkeys," most of whom were taken from their jungle homes in the late 1970s and purchased by animal experimenter Edward Taub for testing purposes. After PETA exposed the extreme cruelty and neglect inflicted on Augustus and the others in Taub's laboratory at the Institute for Behavioral Research laboratory, the police raided it, and Taub became the first experimenter to be convicted of cruelty to animals.

While Augustus did not survive the experiments, he has inspired thousands of PETA members to leave a legacy for animals, helping build a future where no animals will lose their freedom to cruel experiments.

Augustus's noble image and dignity make him a fitting symbol of the plight of all animals who have endured—and are still enduring—abuse at the hands of humans.

Augustus Club member benefits include the following:

- Access to special events throughout the year, including galas featuring policymakers, prominent advocates, and celebrities who celebrate animal liberation.
- A private Facebook group for Augustus Club members to share stories and connect with one another.
- Invitations to local events that provide an opportunity to meet other local PETA members and explore deeper involvement in animal liberation.
- A subscription to *PETA Global* and a 15% discount on PETA merchandise at PETA.org/Shop.
- Periodic calls or mailings from PETA staff to thank you for your support, update you on the progress your donations have helped us make, or schedule a visit at your convenience.
- Invitations to tour PETA's offices in Norfolk, Virginia, and Los Angeles, California.

Visit AugustusClub.org for legacy-planning tools, testimonials, and archived newsletters.

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 has an advocate—now and in the future.

Members of PETA's Vanguard Society turn their compassion for animals into action by generously giving \$500 to \$100,000 and up to support all of PETA's life-changing work on behalf of animals suffering on fur farms, in slaughterhouses, in laboratories, in circuses, in barren backyards, and wherever else animals are abused or neglected.

Vanguard was a cocker spaniel/poodle mix who was slated to be used in fatal and painful deep-sea diving experiments before he was rescued. His name means "the forefront of a movement," and after his rescue and recovery, he found a loving home and has inspired outstanding generosity from Vanguard Society members.

Our Vanguard Society members receive:

- Invitations to special events, such as our exclusive town hall meetings with PETA's president and senior staff members and private events for animals held throughout the country.
- Vanguard-exclusive updates and a unique—and often behind-the-scenes—look at PETA's groundbreaking work for animals.
- Our annual review and exclusive "Rescued!" calendar.
- A 15% discount on all PETA merchandise at PETA.org/Shop.
- Additional benefits at increased giving levels.

Visit VanguardSociety.org to learn more about additional levels of support and benefits, read member stories, and see the impact of your generosity.

