

corporate giving guide

PETA

People for the Ethical Treatment of Animals
501 Front St., Norfolk, VA 23510
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Won't your
company join the
growing list of
compassionate
corporations that
do not fund animal
experiments?




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As a respected company, you well know the importance of giving back to the community through charitable contributions. Nowadays, opinion polls show that a majority of people favor giving to charities, like Easter Seals, that do **not** fund experiments on animals as some other charities, including the March of Dimes, still do (see survey results on page 6). **Many companies, like Kmart, Publix, Jamba Juice, and Sara Lee, have taken positive steps to show that they are responsive to this concern.**




When people donate to a health charity, they expect that their contribution will be used to help people with diseases and disabilities, yet some charities still spend part of the money to bankroll quite crude and very cruel experiments on dogs, rabbits, rats, mice, monkeys, pigs, ferrets, fish, sheep, and other animals. While human health needs cry out for attention and many people go without medical insurance, animal experiments drain money from effective programs that could really help save lives. Enormous physical variations exist between the species, and today few scientists will disagree with the fact that it is nearly impossible to extract meaningful scientific conclusions about one species by studying another.

“I abhor vivisection. It should ... be abolished. I know of no achievement through vivisection, no scientific discovery, that could not have been obtained without such barbarism and cruelty.”

—Charles Mayo, M.D., founder of the Mayo Clinic, Rochester, N.Y.

Unfortunately, although we are in the 21st century and have experienced major technological advances, even mapping the human genome and cloning human skin, some charities, such as the **March of Dimes, the American Cancer Society, and the American Heart Association,**



still fund animal experiments. Many other cruelty-free charities, however, like the **National Alliance of Breast Cancer Organizations, Helen Keller Worldwide, and Caring for Babies with AIDS,** focus on prevention and patient services and use modern research methods such as human clinical trials and speedy, reliable **in vitro tests.**

In 2001, the Washington, D.C.-based Physicians Committee for Responsible Medicine (PCRM) established the Humane Charity Seal of Approval, a program of the Council on Humane Giving, which is a coalition of physicians and major U.S. animal protection organizations, including People for the Ethical Treatment of Animals (PETA). The Humane Charity Seal of Approval allows health charities to convey their commitment to providing services and/or care to patients or advancing research without the use of animals. Concerned public and corporate donors use the seal as a means of selecting health charities to support.

Enclosed is the booklet “A Guide to Health Charities That Do and That Don't Test on Animals.” We hope that you will refer to this booklet and pledge to donate only to charities that have received the Humane Charity Seal of Approval or to earmark your donations to other health charities to be used only



for non-animal programs. Companies from Sara Lee to Publix to Kmart have pledged to earmark their donations so that they help people without hurting animals.

A survey commissioned by the Physicians Committee for Responsible Medicine (PCRM) and conducted by Opinion Research Corporation of Princeton, N.J., found that 51 percent of the people agreed with this statement:

“I would be more likely to donate to a health charity that had a policy of never funding any type of animal experiments.” Twenty-five percent not only agreed but strongly agreed with this statement.

The survey also found that 54 percent would prefer that their donations to health charities be used to fund patient care and education rather than research.

When asked if they were likely to donate to a health charity that had a policy of never funding any type of animal experiments:

- Seventy percent of 18- to 24-year-olds said yes.
- Fifty-seven percent of 25- to 34-year-olds said yes.

Instead of ravaging animals' bodies in a search for cures for human diseases, compassionate charities



focus their research where the best hope of successful treatment lies: with humans.

Human volunteers, clinical studies, autopsy reports, and statistical and epidemiological analyses provide useful data on people with diseases and disabilities. Human cell cultures and tissue studies, *in vitro* tests, and artificial human “skin” and “eyes” mimic the body’s natural properties and provide scientists with less expensive alternatives to animal tests. In addition, a number of sophisticated computer virtual organs serve as accurate models of human body parts.

“The history of cancer research has been a history of curing cancer in the mouse. ... We have cured mice of cancer for decades—and it simply didn’t work in humans.”

—Dr. Richard Klausner, director of the National Cancer Institute

Compassionate, modern charities know that we can improve treatments through up-to-date, non-animal methods, and they fund only non-animal research, leading to real progress in the prevention and treatment of disease.

“The real breakthroughs in heart disease have been achieved by using non-animal methods

such as epidemiology, in vitro methods, and clinical intervention. Likewise, the AIDS virus was identified using cellular methods. Animal tests are unnecessary, duplicative, and scientifically inaccurate. Potential donors know that answers to human health problems are not likely to come from rats and mice."

—Physicians Committee for Responsible Medicine president Neal Barnard, M.D.

Animals in laboratories are infected with diseases that they would never contract under normal circumstances. They are force-fed poisons and injected with toxic chemicals. Their spines are severed, their bones are crushed, their flesh is cut from their bodies, and electrodes are cemented into their skulls. Psychologists subject animals to maternal deprivation, drug and alcohol addiction, and other torments. Although animals and humans both feel pain, fear, sadness, joy, love, and other emotions, physiologically there are vast differences between species, and data from one species cannot accurately be applied to another.

Forward-thinking companies know that researchers could more effectively use their resources on programs that truly help save lives. They also realize that both their employees



and their customers do not want money wasted on inhumane, irrelevant animal tests.



Sara Lee not only agreed to earmark its corporate donations to the March of Dimes strictly for non-animal testing activities, but also provided information about the March of Dimes' animal experimentation practices to all Sara Lee employees so that they could choose whether to support animal tests or not.

San Jose Mercury News

San Jose Mercury News
Serving Northern California Since 1851

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TALK OF THE BAY

SAN FRANCISCO

Jamba Juice restricts use of gift to March of Dimes

The San Francisco juice bar Jamba Juice has requested its donations to the March of Dimes not be used for research on animals.

People for the Ethical Treatment of Animals (PETA) urged the action, telling Jamba Juice executives that the March of Dimes finances animal testing for research.

Jamba Juice asked that the money it raises be used only for educational and prenatal purposes.

March of Dimes officials say they will comply with Jamba Juice's request not to use its money to fund animal testing as the agency tries to find ways of reducing birth defects and infant mortality.

"Research is a primary funding priority for March of Dimes because we know that more babies will be born healthy and live healthier lives as a result of our research," said Dani Montague, state director of the Northern California chapter.

Jamba Juice and other companies that refuse to fund animal tests earn rave reviews from caring customers. As a statement of assurance that your company will not contribute to the suffering of animals in laboratories, please send the following signed pledge on company letterhead



to: PETA Health Charities Campaign
501 Front St., Norfolk, VA 23510

We will designate that any funds having the potential to be used for research involving animals are to be used for non-animal programs only.

This is a permanent policy and will go into effect immediately.

Even if it could be proved that we have no alternative to using animals—which it can't—as George Bernard Shaw once said, **“You do not settle whether an experiment is justified or not by merely showing that it is of some use. The distinction is not between useful and useless experiments, but between barbarous and civilized behaviour.”**

“I am happy that you believe, as I do, that charitable donations should help end suffering, not cause it.”

—Comedian Richard Pryor, who is suffering from multiple sclerosis, in a letter thanking Sara Lee for earmarking its donations to the March of Dimes

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