Dear Friends,

In 2017, thanks to the wonderful support that we received from our members, PETA turned up the volume even louder on our campaigns and shattered even more barriers to animal rights.

This year, we persuaded the U.S. Coast Guard to become the first U.S. military branch to end the mutilation and killing of animals in trauma training drills, successfully countered proposals by the Environmental Protection Agency that could have caused a major increase in deadly chemical tests on animals, swept Ringling Bros. and Barnum & Bailey Circus into the dustbin of history, helped get New York City’s ban on circuses that use wild animals passed, won our lawsuit declaring Utah’s “ag-gag” law unconstitutional, promoted vegan living on college campuses so successfully that more than one in six universities now has an all-vegan dining station, knocked the wool industry back on its heels by exposing the extreme violence that it inflicts on sheep, and brought about the world’s first-ever cruelty-to-animals convictions of sheep shearers.

This year, we sterilized more than 14,000 companion animals in the U.S. and rescued animals in hurricane-ravaged Texas and Puerto Rico. We also launched our Global Compassion Fund, through which we funded veterinary care for working horses in the Philippines and also paid for the sterilization and medical care of 261 cats and dogs there. By collaborating with and giving financial support to our international affiliates—including PETA Asia and Animal Rahat—we relieved animal suffering around the globe, rescued elephants chained in temples and donkeys who staggered under enormous loads of bricks, and exposed the slaughter of dogs for meat and leather.

We also rescued eight more captive bears (bringing the total to 65 so far); persuaded hotels to feature exclusively down-free bedding; exposed a dog blood farm, which resulted in the rescue of 150 dogs and the closure of the facility; persuaded 48 airports to commit to not using vile glue traps; and argued our history-making “monkey selfie” lawsuit, which marked the first time that an animal has ever petitioned to be legally considered an owner of property, rather than a piece of property.

PETA’s work to spread the animal rights message online has been so successful that we are now the most engaged-with advocacy organization on social media—even surpassing groups that focus on other causes. We have the highest number of “likes,” shares, and comments on our Facebook posts, tweets, and Instagram photos, and our videos have been viewed more than 1 billion times.

We owe special thanks to our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members for helping to make the victories for animals on the following pages possible.

With kind regards,

Ingrid E. Newkirk
President

Board of Directors and Officers
Ingrid E. Newkirk, Secretary • Michael P. Rodman, Chair
Jeanne Roush, Treasurer • Tracy Reiman, Director
We believe that animals have an intrinsic worth of their own, quite apart from their utility to humans, and should not be treated as commodities. Therefore, PETA’s motto is “Animals are not ours to eat, wear, experiment on, use for entertainment, or abuse in any other way.”

The greatest cause of animal suffering is not malice. It is ignorance.

The places in which the largest numbers of animals suffer the most intensely for the longest periods of time are inaccessible to most people: factory farms, slaughterhouses, fur farms, laboratories, the entertainment industry, the pet trade, and the backyards and homes of abusive animal owners.

The ally of ignorance is silence.

Just as mold thrives in the dark, animal abuse thrives in a climate of secrecy. Just as sunlight is the best disinfectant, public awareness is PETA’s most effective weapon against animal abuse.

No one does more to raise awareness of the plight of animals than PETA. The video footage and other findings from our eyewitness investigations of facilities in which animals are neglected and abused draw millions of web viewers each year. Our media campaigns—and especially our recruitment of celebrity spokespeople—put animal issues in the headlines of major media outlets every single day. Our grassroots outreach is second to none, with demonstrators and leafleters on the streets all over North America seven days a week.

At a time when all but the most controversial voices are drowned out in a media din, our willingness to be cheeky and provocative when necessary ensures that the plight of animals does not go unnoticed.

Awareness is the first step. Change is the second.

PETA also creates change for animals through shareholder activism, corporate negotiations, internet marketing, scientific research and analysis, funding the development of non-animal test methods, lobbying, humane education, youth involvement, outreach to the courts and law enforcement, and rescue work.

With these tools, we’re persuading grocery and restaurant chains to require their meat, milk, and egg suppliers to make sweeping reforms. We’re persuading designers and retailers to stop selling fur, leather, down, and wool. We’re getting animal tests replaced with sophisticated and humane non-animal methods. We’re persuading the film, television, and advertising industries to replace the use of live great apes and other wild animals with computer-generated imagery or animatronics, and we’re turning people away from live-animal shows and exhibits.

We’re saving animals’ lives through hands-on rescue work. We’re successfully urging law-enforcement authorities to take cruelty to animals seriously. We’re persuading the courts to give animal abusers stiffer penalties, sentence them to anger-management training, and prohibit them from owning animals. We’re engaging young people and revolutionizing the way future generations will regard animals. And we’re inspiring countless people to go vegan, to buy only cruelty-free products, and to make animal-friendly choices in all aspects of life.

Ultimately, PETA strives to achieve a world in which animals are respected and humans are aware of and concerned about the ways in which their daily decisions affect the lives of other sentient beings.
I have been a supporter of PETA since the early 1980s when they sent me a copy of Peter Singer’s classic Animal Liberation, a book that changed my life and how I related to animals. It wouldn’t be an overstatement to say that PETA has been instrumental in bringing the ethics of animal rights and animal liberation into the mainstream of the world stage. PETA has a special place in my heart as well as in my will to ensure that their work promoting animal rights and animal liberation shall continue after I am gone.

Syed Rizvi
VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER

I am a proud supporter of PETA because I know that every day, more animals are being liberated. Whether it be a demonstration at SeaWorld, a town hall meeting, or an action alert, PETA’s diligent work to ensure that all sentient beings may be free one day makes me proud to be a lifelong member. Until every cage is empty.

Sarah Segal
VANGUARD SOCIETY MEMBER

I support PETA because they are fearless leaders who make things happen. The multiple campaigns that they have going on simultaneously give any donor a place to make their money work best for them and the animals. My favorite campaign is their longtime campaign against SeaWorld. Orcas and other dolphins should be free to enjoy the life they were meant to live. When they are finally set free, I feel like the history books will show that PETA was a huge part of giving them the life they deserve. Viva la PETA!
Animals Are Not Ours to Eat

We are so proud to support the world’s largest organization dedicated to protecting our most vulnerable individuals: animals. PETA’s strategic and bold advocacy inspires compassion and sparks awareness, prompting the realization that all animals are sentient beings, just like us.

Tina and Neil Stokes, Vegan Stokes Cheese
VANGUARD SOCIETY MEMBERS AND PETA BUSINESS FRIEND

By exposing the abuse of animals raised and killed for food, PETA inspires people to go vegan, sparing animals a lifetime of almost unimaginable suffering. To see more of our progress, visit PETA.org/AnnualReview.

Utah’s “ag-gag” law—designed by the meat and dairy industries to outlaw investigations into farms and slaughterhouses—met the same fate as its Idaho counterpart and was declared unconstitutional as a result of a lawsuit filed by PETA and other groups.

Following PETA’s 10-year campaign and three eyewitness investigations into South American slaughterhouses, Israel banned the importation of beef from any country that uses the cruel “shackle and hoist” method of kosher slaughter. This will spare hundreds of thousands of cows annually the ordeal of being violently pinned to the floor, thrashing in terror, as workers cut their throats and suspend them with all their weight hanging from one shackled limb.

After our video exposé of Culver Duck Farms, Inc.—the second-largest duck slaughterer in the U.S.—showed the world that workers slammed ducks’ heads against brick walls, causing them to cry out between blows and sometimes even to kick and flap their wings for up to an hour afterward, the grocery chain Harris Teeter confirmed that it had severed ties with the company.

In the wake of PETA’s exposé of Linda Bean’s crustacean slaughterhouse, in which workers tore fully conscious crabs and lobsters limb from limb, she sold the plant, which has since been shuttered, as have most of her eateries.

Following pressure from PETA, Mondelēz International (whose brands include Cadbury, Nabisco, Oreo, and others), Restaurant Brands International (which includes Burger King, Popeyes, and Tim Hortons), Nestlé, and Shake Shack agreed to push their dairy suppliers to end cruel dehorning, and the National Milk Producers Federation is forcing dairy farms to address this issue. Because of this, countless calves will be spared the ordeal of disbudding, during which their horn bud tissue is literally burned off their heads.

PETA persuaded many companies to add vegan options, including Dunkin’ Donuts, MOD Pizza, Panera Bread, Quiznos, ZEPS EPIQ Sandwiches, FreshDirect, Red Mango, Sbarro’s Cucinova, and Starbucks.

PETA released video footage captured inside U.S. and Canadian restaurants in which chefs severed the tentacles, one by one, of live octopuses, causing them to writhe in extreme pain and distress. We’re pushing for a ban on the serving of live animals in restaurants, and several restaurants have been warned to stop the practice.

Among others, we thank Alicia Silverstone, Russell Simmons, Maggie Q, Sofia Sisniega, Mckenna Grace, Franka Potente, Chilli of TLC, Carol Leifer, Mya, Gaby Moreno, Waka Flocka Flame, Amina Blue, Bonnie-Jill Laflin, and Courtney Stodden for helping us draw massive media attention to animal suffering in the meat and dairy industries. Our rankings of baseball parks by vegan-friendliness and our hundreds of demonstrations and free-food giveaways all over North America also garnered a great deal of media interest.
Animals Are Not Ours to Wear

PETA works toward a future in which clothing retailers no longer carry fur, leather, wool, down, angora, or any other animal-derived material and people recognize that animals are entitled to keep the skin they’re in. For more news on the clothing front, please visit PETA.org/AnnualReview.

PETA’s exposé of shearing sheds in Australia—which showed that sheep were punched, kicked, and otherwise abused—led to the world’s first-ever convictions of sheep shearers on cruelty-to-animals charges. In 2017, we released our seventh video exposé of the wool industry on three continents, proving that there’s no such thing as “humane” or “responsible” wool. Our latest video shows pregnant sheep at a Patagonia-approved wool producer being sheared so roughly that many were left with bloody wounds.

As a result of discussions with PETA, Overstock.com, Venus Fashion, and Global Brands Group (Juicy Couture, Jennifer Lopez, Jones New York, and others) banned angora wool; most of the nearly 2 million gloves ordered each year by Michelin will be leather-free; Hart N Dagger switched to vegan leather; Lyft removed the leather requirement for its Premier vehicles; Tesla will now offer only vegan seats to consumers; VF Corporation labels (Eagle Creek, JanSport, The North Face, and others) banned angora, fur, and exotic skins; 1 Hotels committed to featuring exclusively down-free bedding in its future hotels; and clothing retailer Napapijri went down-free. These changes will spare countless animals the ordeal of being tightly bound while their fur or feathers are yanked out by the fistful, their throats are slit, or they’re skinned alive.

PETA played a major role in three overseas victories against the fur trade in 2017: Croatia banned fur farming, the last fur farm closed in Japan, and, for the first time in history, not a single Norwegian boat was sent out to kill seals. After years of working with PETA, the prestigious Parsons School of Design dropped its fur program, and PETA persuaded INTERMIX, Atmosphere, Jo-Ann Stores, Rent the Runway, and Dutch (including labels Joie, Equipment, and Current/Elliott) to go fur-free. These victories will prevent thousands of animals from being trapped, electrocuted, bludgeoned, or skinned alive.

Parsons School of Design and the Fashion Institute of Technology each hosted PETA panel discussions featuring vegan designers such as Todd Oldham, who explained why animal-friendly fabrics are an unstoppable trend in the industry. Our lookbook collaboration with Free People set fashion media abuzz.

PETA used shareholder activism to exert pressure on H&M, LVMH, Prada, and Canada Goose to stop selling leather, exotic skins, and fur.

We thank actors Pamela Anderson, Gillian Anderson, Justin Long, Daniella Monet, Elisabetta Canalis, Alicia Machado, and Mena Suvari and television host Sharon Osbourne, who, among others, helped PETA inform millions of people about the cruelty hiding in animal-based clothing.

I am in the fortunate position to be able to support many worthy charities both financially and with my time. PETA is by far my favorite, as it is a strong mission-oriented organization with a proven track record of achieving success with relatively little resources.

Frances Terwilliger
VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER
PETA’s progress in exposing the cruelty of animal experiments and getting them replaced with non-animal methods reached new heights in 2017. See PETA.org/AnnualReview for more.

In a hard-fought PETA victory, the U.S. Coast Guard announced that it will stop killing animals in trauma-surgery training courses and start using state-of-the-art human-patient simulators. PETA helped persuade the Royal Australasian College of Surgeons to phase out the use of animals in its trauma management program. As the only organization working on an international scale on this issue, PETA has now donated simulators to replace animals in surgical training courses in 21 countries. With our support, Congress introduced the Battlefield Excellence through Superior Training (BEST) Practices Act, which would end the military’s shooting, stabbing, dismembering, burning, and killing of thousands of animals every year.

A petition with 100,000 signatures collected by PETA affiliates in Europe helped persuade the Dutch government to order Europe’s largest primate laboratory to phase out experimentation, and we provided the Netherlands with advice on a strategy to end all animal tests by 2025.

In 2017, PETA also achieved these milestones:
- We released video exposés that caused public outrage over the plight of animals in laboratories at Texas A&M University, the University of Pittsburgh, and Liberty Research—including golden retrievers bred to develop severe muscular dystrophy, rabbits deliberately crippled, monkeys driven insane by confinement, and cats used in painful and deadly experiments.
- We successfully countered proposals by the Environmental Protection Agency (EPA) that could have caused a major increase in deadly chemical tests on animals.
- We aided the EPA in its pilot program to allow companies to use a toxicity prediction equation that could prevent 5,000 animals a year from being used in pesticide testing.
- We obtained a precedent-setting ruling from the Food and Drug Administration that permits non-animal tests for personal-care lubricants—sparing rabbits and guinea pigs the ordeal of painful skin experiments and injections and opening the door to other companies to avoid the animal tests.
- We persuaded Sanofi and Johnson & Johnson to stop using animals to demonstrate invasive medical-device procedures for sales representatives.
- We persuaded food manufacturers and organizations—including House Foods and the National Processed Raspberry Council—to stop all animal tests.
- We enlisted celebrities, including comedian Bill Maher and NFL quarterback Ryan Tannehill, to denounce experiments on animals.

PETA is the largest member of the PETA International Science Consortium Ltd.—a team of scientists on three continents who are changing the face of chemical testing. The Consortium held an intensive two-week training seminar on animal-free chemical testing methods for 60 U.S. government scientists; gave presentations at major chemical, pharmaceutical, and academic conferences; participated in panel discussions at international policy meetings; funded the development of a non-animal method to replace horses in diphtheria antitoxin manufacturing; and donated $400,000 worth of animal-free testing equipment to laboratories in three countries.

I support PETA because I love all beings on the planet, and I’m glad that PETA helps animals get the basic rights we all deserve: health, happiness, and love!

Dr. Maritza Baez
VANGUARD SOCIETY MEMBER
PETA brought about landmark victories in behalf of animals held captive—and chained, caged, whipped, beaten, and often forced to perform while sick or injured—for human entertainment. Visit PETA.org/AnnualReview for more.

For years, PETA used video and photo exposés, creative ads, lobbying, lawsuits, celebrity support, pressure on sponsors, online activism, and thousands of demonstrations to campaign against Ringling Bros. and Barnum & Bailey Circus’ abuse of animals. This year, after 146 years of abusing animals, Ringling finally closed down! And following PETA’s involvement, New York City outlawed circuses with wild animals, Ramos Bros. Circus went wild animal–free, Atlanta’s Turner Field assured PETA that UniverSoul Circus would not be welcomed back, numerous Garden Bros. Circus appearances were canceled, Carson & Barnes Circus canceled its 2017 summer tour, and no circuses in Canada toured with wild animals.

PETA released an exposé of Dade City’s Wild Things (DCWT)—a roadside zoo that bred tiger cubs who were torn away from their mothers and forced to participate in “swim with a tiger” attractions and other stressful situations. Our current lawsuit against DCWT could be the first step toward ending tiger-cub encounters—a primary cause of the U.S. captive-tiger overpopulation crisis.

After PETA’s eyewitness exposé of Summer Wind Farms Sanctuary—a Michigan roadside zoo—documented that animals suffered from debilitating conditions for which they were denied adequate veterinary care, its license was revoked and it was ordered to transfer the majority of animals to other facilities.

PETA ratcheted up our campaign against SeaWorld’s abuse of orcas through demonstrations, shareholder activism, virtual reality exhibits outside its parks, creative ads, social media campaigns, and persuading sponsors to drop their promotions. As we drove away its customers, SeaWorld’s ticket sales plummeted to the lowest in four years, and its stock hit an all-time low.

PETA persuaded State Farm and Wells Fargo (which had sponsored the Iditarod for 29 years) to drop their support of the cruel dog-sled race, Rouse Properties to ban animal exhibits from its 20 shopping malls, numerous travel agencies to stop promoting captive-elephant attractions, and TripAdvisor.com—the world’s largest travel site—to stop selling tickets to activities in which wild animals are forced to come into contact with the public, including elephant rides, tiger encounters, and “swim with dolphins” programs.

We also helped rescue five bears from roadside zoos; released an exposé showing egregious neglect of animals used in the TV and film industries; got numerous exotic-animal appearances canceled; filed complaints that resulted in stiff fines, permit denials or suspensions, or other penalties for dozens of exhibitors, some of whom closed; helped end cetacean captivity at the Vancouver Aquarium; and enlisted James Cromwell, Casey Affleck, Alan Cumming, Kate del Castillo, María Celeste, and Nick Cannon to object publicly to the exploitation of animals for entertainment.

I’ve supported PETA since its inception. I respect PETA for always putting the best interests of the animals first—even if it means taking the road less traveled. For these reasons and for so many countless more, PETA is my give-to organization.

Lia Albo
VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER
Animals have been a major life force for me. Being a part of PETA enables me to deliver the message that I have found truth and love in the company of animals.

Eileen Mandel
VANGUARD SOCIETY MEMBER
As an animal rights activist, it is an enormous comfort to know that PETA works tirelessly for all animals. Its award-winning lawyers, the creativity of its demonstrations, and the dedicated staff ensure that we’re making progress to change the world for animals.

Dawn Ladd
VANGUARD SOCIETY MEMBER
The Year in Numbers

- PETA’s ranks grew to more than 6.5 million members and supporters.
- Our websites received more than 116 million page views, and our videos, which include hard-hitting investigations and celebrity ads, received more than 1 billion views.
- Our Facebook posts were seen an average of 552 million times each month.
- PETA sent e-newsletters to more than 2.8 million subscribers.
- Our blog received more than 8 million page views, and the PETA Living blog received more than 24 million page views.
- PETA Latino’s Facebook posts reached about 35 million people a month, and its videos netted more than 330 million views.
- We sent out more than 21 million letters through our online advocacy campaigns, urging companies and individuals to make changes that would help animals.
- We added 518 new names to our list of companies that don’t test on animals—brining the total to more than 2,915.
- We secured free advertising space worth more than $1 million.
- Our Communications Department handled more than 3,250 interviews and correspondence with media.
- Our International Grassroots Campaign Department helped organize more than 2,700 demonstrations.
- Our youth division, peta2, reached more than 475,000 young people at colleges, music festivals, and other events, and organize more than 2,700 demonstrations.
- We had more than 560 letters to the editor and 400 opinion pieces posted on websites and printed in various newspapers and magazines.
- As of this year, PETA and the PETA International Science Consortium Ltd. have provided more than $5.3 million (including the value of in-kind donations) toward the development of non-animal testing methods, simulators to replace animals in science education and medical training, and instruction for scientists in their use.

Financial Statement

REVENUES
- Contributions $46,349,951
- Gross Merchandise Sales $491,974
- Interest, Dividends, Royalties, and Other Income $1,626,587
- Total Revenues $48,468,512

OPERATING EXPENSES
- Programs
  - International Grassroots Campaigns $10,331,476
  - Public Outreach and Education $14,102,458
  - Research, Investigations, and Rescue $17,276,362
  - Cruelty-Free Merchandise Program $772,964
  - Supporting Organizational Activities $14,842,673
- Supporting Services
  - Membership Development $9,905,534
  - Management and General Expenses $442,346
- Total Operating Expenses $67,673,813

CHANGE IN NET ASSETS $19,205,301
- Net Assets Beginning of Year $32,939,824
- Net Assets End of Year $13,734,523
- Donor Restricted (Permanently) $3,201,889
- Donor Restricted (Temporarily) $2,212,025
- Board-Designated Legal Matters $1,000,000
- Undesignated $7,320,609

OPERATING EXPENSE ALLOCATION
- Direct Program Support 84.71%
- Membership Development 14.64%
- Management and General Operations 0.65%

PETA is a nonprofit, tax exempt 501(c)(3) corporation funded almost exclusively by the contributions of our members. We strive to use our funds in the most cost-effective and efficient manner possible, a commitment illustrated by the fact that 84.71 percent of our operating expenses went directly to our programs fighting animal exploitation. We expended only 14.64 percent on fundraising efforts that drive our operations and 0.65 percent on management and general operations.

Eleven percent of PETA’s dedicated staff earn only $16,000 to $29,999, 49 percent earn $30,000 to $44,999, and the remaining 40 percent make more than $45,000. Our president, Ingrid Newkirk, earned $39,247 during the fiscal year ending July 31, 2017.

The financial statement shown here is for the fiscal year ending July 31, 2017, and is based on our independently audited financial statements.
Animal-Friendly Businesses

PETA would like to thank the following compassionate companies, which are members of our PETA Business Friends program. These companies are generous PETA and animal rights supporters. To learn more about this program, please visit PETABusinessFriends.com.

- 100% Pure
- 3rd Rock Essentials
- 7 A.M. Enfant
- Acme Prints
- ahimsa Essentials
- April Grace Baker
- Aurora Lampworks
- Beauty Without Cruelty
- Bhu Foods
- BioClarity
- Cavi-art
- Certified Cruelty Free
- Clear Conscience
- Colors of Nature
- Compassionate Paws Jewelry
- Couch Guitar Straps
- Cykochik Custom Handbags
- Deborah DiMare, Vegan Interior Design Expert
- Dive the World
- Doshi FCSA
- Dottie Bean
- Erica Sodos
- Explore Cuisine
- Fake Meats
- The Friendly Vegan Cookbook
- The Fruits of Friendship
- Gaffer&Child
- GL Web Media
- Hampton Domestics
- Harbor Candy Shop
- Holistic Holiday at Sea
- Home For Dancers
- Humane Travel
- i love tyler madison
- Jaan J.
- James&Co.
- Jivamukti Yoga Centers
- JL Fields Consulting
- Jordan Design Crew Inc.
- Kallula Apparel
- Kirei Cosmetics
- Laguna Lodge
- Lavish Lint LLC
- LINCHINN
- Luca Chiara Accessories
- Main Street Vegan Academy
- MamaSezz
- Marie Hell
- Maui Soap Company
- Maureen Mahon Interiors
- Max Green Alchemy
- May Wah
- MeDusa
- Memorials.com
- Miombojo
- MozzaRisella
- Mr. Peanut’s
- My Critter Catcher
- Nae
- Nomadic State of Mind
- NOX-BRIDGE
- Number 4 High Performance Hair Care
- PĀIVĀ
- Pangea Organics
- PAWJ California
- The PETA Visa Card
- Pet Planet Realty
- Pet Playgrounds
- Pixie Mood
- Plant Based Foods Inc.
- Qualerex Beauty
- riince
- Save the Duck
- SKIN&CO Roma
- Sommers Plastic Products
- Stella & Ruby
- St. Tropica
- Tartex
- Treadlight Ventures
- Urban Expressions
- V-dog
- Veestro
- Vegan Stokes Cheese
- The Vegetarian Site
- Vegetaryn
- VegVoyages—Vegan Adventure Tours
- VElove
- Whirl-a-style
- Y3K Tutor In Your Home

PETA’s Tree of Life is on permanent display in our headquarters. Each golden leaf on the tree can be inscribed with a special message to honor someone whose commitment to animals is exemplary. Leaves can also be engraved to pay tribute to the memory of a loved one.

For additional information about the Tree of Life as well as other ways to make “in honor of” and memorial gifts, please contact Cindy Kent at 757-962-8368. For specific information about making memorial gifts, you can also visit our True Friends’ Memorial Program website at TFMemorial.org.

A special note of thanks to the following important groups of PETA members:

- Our monthly pledge donors, who support PETA’s Investigations & Rescue Fund
- Our Sarah’s Circle members, for their generosity and dedication
- Our Vanguard Society members, for their generosity and leadership
- Our Vanguard Society President’s Circle members, for their outstanding commitment
- Our Augustus Club members, for giving animals a future through a legacy gift to PETA in their wills and estate plans
PETA’s True Friends Memorial Program

PETA’s True Friends® Memorial Program honors and preserves the memory of people who were true friends to animals as well as the memory of animals who were true friends to their guardians. For more information about this program, please visit TFMemorial.org.

In loving memory of the following true friends:

- Alice the Airedale, from Chris Dodd and David Asselin
- Alta, from Helene Voster
- Althea Thacher, from Jensen Homeopathic Veterinary Practice
- Anastasia Kondrashova, from Dim's Soccer Team
- Antonietta Savino, from Bill and Sonia Davenport
- Arlie Herron, from Carolyn Mitchell
- Audrey and Bill Smedley, from Linda Marsh
- Bailey, Daisy, and Duncan, from Linda Hawkins
- Balthazar, from Ronney and Henry Berinstein
- Bear, from Chris Bouchaert
- Bear, from Donna Langston
- Beau Kublin, from Alvin and Phyllis Kublin
- Betsy Rock Diorio, from Ray Diorio
- Billie Warren, from Sam French
- Blaire Molina, from Mrs. Gloria Lantz Quesnel
- Bonzi, from Elizabeth Abbott
- Brenda Purvis, from Linda Gutman
- Brody Banks, from Dru Nolan
- Champ, from Kathleen Caputo Nelms, Hope Ferdowsian, and Nikhil Kulkarni
- Datona, from Angel and JR Yasgur, Lisa DiStefano, Richard Venezian, and your PETA family
- David Tenberg, from Marvin Tenberg
- Devyn Rose, from Tom Velardi
- Diesel, from Jack and Nola Cates
- Donald Muir, from Amanda Blatter
- Don and Barbara Brandy, from their daughters
- Dora Dickerson, from Kathryn Kenyon
- Dorothy Loverro, from Anton Herzog
- Druzhok, Koro, Shandy, Rogan, Darby, Rowdy, Sophia, Dexter, Sarah, Brigitte, Theresa, and Sunny, from Karen Porreca
- D.T., from Mary Banfield
- Edith Howard, from Marcia Skinner
- Eliza, from Caroline Merriam
- Elizabeth K. Raymond, from the Raymond Family Foundation
- Estate of Ricky K. Conway, from PETA
- Felony, from Jean Howard
- Fufu and Louie, from Jannette Patterson
- Gail Magner, from friends at APL
- Gail Rains, from Nadia Rains
- Garth, from Jayne Tetrault
- Gene Trausch, from Debra Thornburg
- George, from Kathleen Nemeth and his PETA family
- Gray Miller, from John R. Horn
- Helen Alexander, from Jessica Alexander
- Hendrix, Tito, and Buzzy, from Ellen Hamilton
- Holly Wohlriech, from Paige Hopper
- Holocaust victim executed trying to save his parakeet, from Linda Hawkins
- Irene Len Chw, from Elizabeth Lee and Jeanie Chin
- Isabella Patience, from Diane Patience
- James Taylor, from Susan Ballarini
- Jaymie B. Creitz, from Eileen Creitz
- Jeremiah, from your PETA family
- Jillian Anne Torre, from Gregory Rhem
- Joan Cooper, from Sherry Albanese
- Joanne Johnson, from a friend
- Joe Wolff, from Hays Wolff and Barbara Lynn Sprawls
- Jumper King-Beland, from Phyllis King
- Kay Hahn, from J. Paul Reddam
- Kim Ghering, from Teri Baum
- Kingsley K. Kay, from Suzanne Nieburgs
- Leona and Seymour Post, Dr. Robert Post, and Sadie and Louis Post, from the John J. Flemm Foundation, Inc.
- Leslie Ruggles, from Aleisha Kahn
- Lillybear, from Thaddeus Holmquist
- Liz Rothlein, from Ash Rothlein
- Lucille Ramadei, from Mark and Daniella Ramadei, Michael Ramadei, Thomas Stranova, Lisa Leizear and Terry Burka, Gerald H. Martino, Ashley Compton, Paula Major, Gabriel Tambone, Lizzie Sanchez Rosen, friends of Daniella, the Care Management Department at St. Raphael Hospital, your PETA family, and the Ramadei, Quinn, and Walsh families
- Lucky Lulu Belle, from James D. Spates
- Lula, from Susan Gunst
- Maggie Worthman, from your friends
- Majh, from Debbie Weiner
- Marion Schlytter, from the ROS Foundation
- Maureen Ames, from Richard F. Ames
- Melinda Beard, from Jennifer Tench
- Meowie, from Terri Abate
- Michelle Brunet, from Claude Brunet
- Miele the Cat, from Zubin and Nancy Mehta
- The millions of animals who have no voice, from Felicia Lurner
- Molly, from Rose Schrek
- Mr. Charles Hicks, from Douglas Cody
- Mr. Muffin, from Robert Docters
- Mr. Orange, from Jonathan Ng
- Mrs. Ruth Peeples, from Donna McFarren
- Murray Randall and Cindy, from Jean Harley
- My loving dog, Julie, from Sandhya Singh
- Patches Condrick, from Kathleen Condrick
- Patricia Edwards, from Claudine Erlandson
- Paul Rivadue, from Shirley Leopold
- Pawket the Mouse, from Greg Suess
- Phillip and Jeanne Schwabach, from Deborah Schwabach Goodman
- Quentin Smelzer, from Eileen and Stephen Durham
- Randy, from Jill Urbanas
- Reggie Smith, from Linda and Ash Rothlein
- Richard Levin, from Eve Keshen
- Richard Wickworth, from Florence C. Wertz and family
- Robert Eley, from Ling Chhor
- Robert Leuey, from Marylin Metti
- Rodolfo Reyes Halili, from Guzuiminda Sanez, Mary Clark, and Princesita Reyes Torres
- Ruth, from Liviana and John Haynes
- Sam Simon, from anonymous
- Sandi K. Gatement, from Leeanne Hvizd
- Scooby and Sammy, from Kalista Barter
- Scoury, from W. Ray Smith
- Sean Elliot, from Jean Howard
- Shadow, from Elaine Sloan
- Sharon Hartsman, from Mary Ann O’Brien
- Shasta, from Deborah and Robert Goodman
- Sophie, from Wendy and Michael Doyle
- Stephanie Gail Cadry, from Elroy Cadry and Gary and Ladena Daigle
- Stu Tompkins, from Robert E. Keith and Margot W. Keith
- Sunny Porreca, from Becky Fenson
- Terry Ingraffia, from Vincent Panzer
- Thomas, from John R. Horn
- Thor, from W. Ray Smith
- Tilkum, from Chris Bouckaert
- Titzie and Vlad, from Elena Flaviani
- Venita Hottenstein, from Nancy Wick
- Willow, from Cornelia Slie
- Will Seagraves, from Donna Seagraves, Aunt Kelly Fleming, and Lisa Hardigree
- Woody, from FX Networks
- Zar, from Gilles and Christiane Gosselin
The transport cage door was open, but Elsie didn’t step out immediately. She paused to sniff the air before tentatively reaching out and touching the ground with her paw.

An American black bear, Elsie had been held at the seedy Mobile Zoo in Wilmer, Alabama, since 1996, but now she was about to experience new sights and smells for the first time in two decades.

At The Mobile Zoo, she—along with her two grown cubs Bella and Dusty—lived in a pen that was ringed with paths worn by their pacing, a sign of extreme distress. The only way they could cool themselves off was to squeeze into a small black tub that was barely big enough for one bear.

For years, PETA sent complaints against the zoo and its owner, John Hightower, to the U.S. Department of Agriculture (USDA), resulting in piles of citations. Among many USDA violations, it was cited for allowing the bears to overheat, organic matter to grow inside plastic tubes that visitors were encouraged to put food in, and waste to accumulate in the animals’ enclosure. It was also cited for failing to provide the bears with adequate veterinary care, even when they were vomiting and suffering from diarrhea.

But their luck began to change in November 2016. After filing an administrative lawsuit against the cheap tourist attraction, the USDA finally revoked its license, and it was forced to shut down. It wasn’t long before local authorities received a complaint about the conditions in which the animals were living, and animal control began seizing them and finding them new homes. Hightower was arrested and pleaded guilty to 14 counts of cruelty to animals.

In the meantime, PETA had been working with The Wild Animal Sanctuary (TWAS)—a spacious facility in Colorado with ponds and climate-controlled dens—to arrange for the bears to be relocated there. After Elsie and her cubs were confiscated, TWAS was awarded ownership. And thanks to generous donors, PETA was able to transport them to their new home and make donations toward their lifetime care.

The rescue of Elsie and dozens of other bears—a total of 65 over the past five years—from dismal roadside zoos and backyard cages was made possible thanks to generous donations from PETA members and supporters. Thank you for helping to give these bears their happy ending.