



## **Last Chance for Animals 2003 Annual Report**

*To all current and future supporters of Last Chance for Animals:*

Last Chance for Animals (LCA), commonly known as the “FBI of Animal Rights,” is dedicated to educating the public about the plight of animals in modern society, whether the animals are used for food, entertainment, clothing or scientific curiosity. LCA believes non-human animals are sentient individuals and should not be subjected to exploitation by humans. Millions of dogs, cats, pigs, cows, horses and others will be grateful that human compassion is finally reaching out its arms to embrace them. LCA advocates conscious and informed lifestyle decisions and is committed to disseminating truthful information about societal animal abuse in order to improve the manner in which animals are treated worldwide.

In 2003, Last Chance for Animals’ (LCA) conducted investigations into animal cruelty and used the information in campaigns to educate the public worldwide. Over the past fiscal year, some of our significant program achievements included the following:

### **Education and Outreach:**

LCA’s on-going educational outreach campaigns included extensive efforts to educate the public about animal suffering and ways to combat it using peaceful, lawful methods such as letter-writing, petitions and product boycotts.

LCA works to obtain revealing video documentation of abuses against animals. We believe the media, most specifically television and video, represents the best tool for educating people about issues that affect animals. LCA participated in several radio and television interviews, attended dozens of events with leaflets and petitions, and organized and attended numerous protests throughout the year. Celebrities, including Linda Blair,

Rikki Rocket and Jillian Barberie, joined LCA in educational outreach activities throughout the year.

The medium of the Internet is also thoroughly utilized by LCA's campaigns and investigations as a way to educate the public using action alerts and updated interactive websites. LCA's network of websites includes [www.LCAAnimal.org](http://www.LCAAnimal.org), [www.StolenPets.com](http://www.StolenPets.com), [www.FurFreeFriday.com](http://www.FurFreeFriday.com), [www.AnimalNews.com](http://www.AnimalNews.com), [www.AnimalCruelty.com](http://www.AnimalCruelty.com) and [www.Autos4Animals.org](http://www.Autos4Animals.org).

### **Animal News Van:**

The Animal News Van (ANV), partnered with LCA's website [www.AnimalNews.com](http://www.AnimalNews.com), is a powerful, dynamic educational and news-reporting tool. The custom-made ***donated*** ANV has two large plasma television screens installed into both exterior sides, along with a speaker system and LED ticker tape that runs above the screens, imparting important animal news, sponsor identification and other information. The van is the first of its kind on the West Coast, and makes it possible to reach people across cultural and economic lines, effectively educating over nine million Southern California residents. By using the powerful medium of video, coupled with speaker presentations, handouts, and publicity, the ANV helps to educate people about the current conditions animals live in by releasing investigative reports, disseminating breaking news stories, and promoting ethical products and businesses.



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### **Premarin Investigation:**

LCA concluded a year-long investigation that exposed the abuse and killing of pregnant mares and their foals to produce the #1 selling hormone replacement therapy (HRT) drug, Premarin (Pregnant Mares Urine). The results of this investigation, combined with the National Institutes of Health's studies delineating increases in breast cancer, heart attack, stroke and blood clots in women using the drug, were instrumental in the drug's manufacturer, Wyeth Ayerst, announcing a 50% production cutback in Premarin production in October, 2003. The cutback equated to 20,000 mares being taken off the production pee line. The cutback was a major victory for LCA, for animal rights and for the women who comprise approx 36% of the current US population who are currently in or entering into menopause and seeking HRT's.

NBC's *Dateline* produced an exposé which aired in January 2004, using LCA-obtained footage showing the horrible conditions Premarin horses are imprisoned in, such as being corralled into narrow stalls for over 20 hours per day during their 150-day gestation period and strapped to inhumane urine-collection devices, until they are no longer useful to the drug industry. Thousands of foals are the end product of this artificial breeding, most of which are sold at auctions for human consumption in Japan and Europe. It is estimated that one million horses have been killed for the production of Premarin.

LCA's investigation led not only to the detection of this institutionalized abuse, but to the widely publicized exposure which has made this an international issue causing public outcry and consumer reaction. Thankfully, many horse rescue organizations have stepped in to find homes for the thousands of horses whose lives have been spared.

### **Class B Dealer C.C. Baird Investigation**

LCA's Special Investigations Unit (SIU) concluded a 15-year nationwide investigation into USDA-licensed Class B Dealers (authorized to sell "random source" animals to research laboratories for experimentation), culminating in the bust of America's largest and most notorious Class B Dealer, C.C. Baird. Most of the animals in Baird's custody were fraudulently obtained through pet theft, as are many of the animals acquired by B Dealers. LCA's undercover investigations acquired over 70 hours of video surveillance

footage at Baird's facility, Martin Creek Kennels in Arkansas, detailing overwhelming amounts of cruelty, abuse, neglect and unsanitary conditions.

As a result of LCA's investigation, law enforcement officers raided Martin Creek Kennels on August 26th, 2003. This was the largest bust of an animal facility in U.S. history, which included the U.S. Attorney's Office, the U.S. Department of Agriculture, the Environmental Protection Agency, the U.S. Postal Service, Arkansas State Police, and the Sharp County Sheriff's Department. 126 animals were removed from the facility and placed into homes, however, hundreds of dogs and cats remain on Baird's premises until his license is fully suspended by the U.S. Secretary of Agriculture. LCA will continue to fight this battle until every animal is saved and B Dealers are out of business.

### **Pet Theft and The Pet Safety & Protection Act:**

Approximately two million companion animals are stolen out of people's yards, homes and cars each year. Some are taken under false pretenses through "free to good home" ads, or taken from humane shelters through a practice called "pound seizure." These animals are then sold to puppy mills, dog-fighting rings (to bait the fighting dogs), and research laboratories, where they are tortured, abused and killed. LCA raises public awareness of pet theft each year through ongoing campaigns and our annual Pet Theft Awareness Day, held on February 14<sup>th</sup>.

On February 14<sup>th</sup>, 2003, LCA celebrated the 15<sup>th</sup> Annual Pet Theft Awareness Day by holding a press conference in Los Angeles. LCA was joined by celebrity speakers Linda Blair, Jillian Barberie, A.J. McLean and Assemblyman Paul Koretz to share the message of compassion with the City of Los Angeles and the world.

**The Pet Safety & Protection Act (PSPA)** amends the Animal Welfare Act to prohibit USDA-licensed Class B Animal Dealers from supplying "random source" cats and dogs to research facilities. This bill is sponsored by Senator Daniel Akaka (D-HI). This bill has been languishing in Congress for seven years and LCA continues to conduct

campaigns each year to educate constituents and encourage support to get this bill passed. LCA will continue campaigning for the PSPA every year until it is passed.

LCA's website [www.StolenPets.com](http://www.StolenPets.com) is dedicated to educating people about the dangers of pet theft and provides information about The Pet Safety & Protection Act.

**Financial Information:**

LCA is a nonprofit, tax-exempt 501(c)(3) organization funded almost exclusively by individual donations. Our annual budget is below many national, regional and local animal advocacy groups. We are committed to using our funds in the most cost-effective and efficient manner possible. In the fiscal year ending December 31, 2003, LCA received donations totaling \$748,093. This amount is broken down as follows:

|                             |                   |
|-----------------------------|-------------------|
| Donations and Contributions | \$ 529,483        |
| Autos for Animals Program   | 51,121            |
| Books & Merchandise         | 291               |
| <b>Subtotal</b>             | <b>\$580,895</b>  |
| Bequests                    | 124,236           |
| Contributed Services        | 40,000            |
| Special Events Income       | 538               |
| Other Income                | 2,039             |
| Interest Income             | 385               |
| <b>Total</b>                | <b>\$ 748,093</b> |

**Explanation of Expenses:**

LCA divides its expenditures into three categories: Programs, Administrative and Fundraising.

**Program** expenses are directly related to LCA's work to expose and end animal abuse. These include salaries for our professional staff to run campaigns and investigations into animal cruelty, purchasing of investigative equipment, getting issues out via the media and printing informative literature about animal exploitation.

**Administrative** expenses are for maintaining the business side of LCA and include filing paperwork with appropriate agencies to ensure that LCA operates as a responsible and legal nonprofit business. These are necessary administrative expenses that support LCA's work of exposing and ending animal abuse.

**Fundraising** expenses include costs which have a primary purpose of raising revenue to allow LCA's work to continue. This includes efforts to solicit donations and expenses related to those efforts. Of our direct mail costs, 20% is considered fundraising expenses, while the other 80% is the program cost of educating our members and calling them to action.

| <b>2003 Expenses</b>              | <b>Program</b> | <b>Administrative</b> | <b>Fundraising</b> | <b>Total</b>   |
|-----------------------------------|----------------|-----------------------|--------------------|----------------|
| Payroll                           | 182,674        | 1,701                 | 62,057             | 246,432        |
| Direct mailings                   | 48,857         | -                     | 12,214             | 61,071         |
| Public relations and advertising  | 60,336         | -                     | 200                | 60,536         |
| Professional fees                 | 48,021         | 3,575                 | 8,541              | 60,137         |
| Rent                              | 38,023         | 2,852                 | 6,655              | 47,530         |
| Insurance                         | 21,263         | 880                   | 3,721              | 25,864         |
| Depreciation and amortization     | 22,627         | 657                   | 1,533              | 24,817         |
| Computer                          | 16,944         | 1,010                 | 2,376              | 20,330         |
| Auto program expenses             | -              | -                     | 18,618             | 18,618         |
| San Diego campaign                | 13,986         | -                     | -                  | 13,986         |
| Printing and reproduction         | 12,522         | 143                   | 785                | 13,450         |
| Automobile expense                | 12,846         | 59                    | 270                | 13,175         |
| Other                             | 7,291          | 619                   | 3,502              | 11,412         |
| Telephone                         | 9,645          | 524                   | 1,115              | 11,284         |
| Travel                            | 10,773         | -                     | -                  | 10,773         |
| Film and video                    | 10,424         | -                     | -                  | 10,424         |
| Office supplies and expense       | 8,427          | 634                   | 1,052              | 10,113         |
| Delivery and postage              | 6,836          | 154                   | 541                | 7,531          |
| Investigators' expense            | 6,729          | -                     | -                  | 6,729          |
| Meals and entertainment           | 4,454          | 199                   | 753                | 5,406          |
| Interest expense and bank charges | 3,219          | 280                   | 699                | 4,198          |
| Merchant fees                     | -              | -                     | 3,415              | 3,415          |
| Event expense                     | 1,778          | -                     | 1,404              | 3,182          |
| Repairs, maintenance and security | 311            | 23                    | 54                 | 388            |
| Contributions                     | 200            | -                     | -                  | 200            |
| Recruiting expense                | -              | 98                    | -                  | 98             |
| <b>Total Expenses</b>             | <b>548,186</b> | <b>13,408</b>         | <b>129,505</b>     | <b>691,099</b> |

Our overall breakdown of expense categories as a percentage of total expenses is as follows:

|                |     |
|----------------|-----|
| Programs       | 79% |
| Fundraising    | 19% |
| Administrative | 02% |

**Ending Net Assets: \$94,676**

During 2003, LCA's Board of Directors and Officers were comprised as follows:

|               |                     |
|---------------|---------------------|
| Chris DeRose  | President           |
| Jack Carone   | Vice President      |
| June Aversang | Secretary/Treasurer |

LCA was founded in 1984 to expose and end animal cruelty, originally focusing on ending animal-based experimentation (vivisection) through education and non-violent civil disobedience. Over the years, LCA has grown and broadened its focus to include all areas in which animals are abused in society, including but not limited to, companion animals stolen and sold for research, product testing on animals, the fur industry and factory farming

Thank you for caring enough about your donation and your involvement with LCA to read our annual report. I hope you feel as much pride as I do about Last Chance for Animals, because without your support, none of our work is possible.

For the animals,



Chris DeRose  
Founder and President  
Last Chance for Animals

Last Chance for Animals (Federal I.D. #95-4013155) is a 501(c)3 nonprofit organization incorporated in the State of California in 1985. Donations are deductible to the fullest extent allowed by law.

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### **Mission Statement**

Last Chance for Animals (LCA) recognizes all living beings as possessing intrinsic value and, as such, are entitled to certain basic rights. Non-human animals are sentient individuals and should not be subjected to exploitation by humans.

LCA does not accept that a difference in species justifies wanton exploitation or oppression for any purpose. For this reason, LCA opposes the use of animals for food, entertainment and scientific curiosity. In addition, LCA recognizes the use of non-human animals in experimentation designed to cure human disease as both immoral and of questionable scientific validity. LCA advocates conscious and informed lifestyle decisions and is committed to disseminating truthful information about societal animal abuse.

### **Cost-Effective Fundraising**

LCA is dedicated to helping animals. We constantly examine ways to reduce our fundraising expenses to increase the amount of donations that go directly to helping animals. We also strive to provide donors with a number of convenient and innovative options for gift-giving.

### **Planned Giving**

LCA can help with estate planning. In addition to leaving a bequest, there are a variety of options to choose from that not only benefits animals, but also benefits donors through tax deductions. Planned giving is a stable, long-term source of support for the animals.



### **Non-cash gifts**

LCA accepts non-cash gifts by either directly using the gift or by selling the gift and using the funds for our investigations and campaigns. Any property of value, including automobiles, real property and stock portfolios, can be donated to LCA, and donors are allowed tax deductions in the amount of the property's fair value (consult a tax advisor for details).

### **Autos for Animals**

LCA has teamed up with experts to provide donors with a no-cost, convenient way to donate vehicles. The sales proceeds are another way for caring people to support animals. Learn details by visiting [www.Autos4Animals.org](http://www.Autos4Animals.org).

### **Gifts of Goods or Services**

LCA especially welcomes donations of good and services, as they reduce our expenses. Please contact us if you have skills to offer LCA, or if your company has products or services that could assist us.

### **Automatic Withdrawal**

Donors can give regularly to LCA via automatic debits to checking accounts or credit cards. Establishing recurring steady funding provides convenience to donors and helps to minimize LCA's fundraising expenses.

For more details on any of these programs, please call our toll free number 888-882-6462, extension 28.



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