







## Introducing The Constance Matheson Baker Center for the Ethical Treatment of Animals

Best known to her family and friends as "Connie," Constance Matheson Baker had a heart for animals. She dedicated much of her life to ensuring their care and protection and demonstrated her unconditional love for them through her longtime support of PETA and her volunteer work at local shelters, including the Humane Society of Moore County, N.C., which she cofounded in 1966.



Mrs. Baker was accompanied in life by her beloved German shepherd Kazan, whom she adopted from the shelter. Blessed with many talents, her community involvement extended to working in behalf of children, the handicapped, and the elderly as well.

Mrs. Baker passed away in April of

2000. However, through her trust, she insured that her dedication to the care and protection of animals would continue after her passing by leaving a very generous gift to PETA. Her legacy has helped us purchase a small office building less than one-half mile from PETA's headquarters, allowing us to expand and strengthen our efforts to end animal abuse.

As this issue goes to print, PETA will be holding a ceremony dedicating this new building in honor of Connie and her compassion for animals. "The Constance Matheson Baker Center for the Ethical Treatment of Animals" will serve to shine a light for generations to come on the gruesome face of cruelty to animals. Thank you, Mrs. Baker!



*With a foreword by Sir Paul McCartney  
"The goal of Making Kind Choices is to help people who, like me, want to make the most out of not only the special occasions, but the everyday parts of their lives, even their chores."*

— Ingrid E. Newkirk

**Although not out until January 2005, you can preorder *Making Kind Choices* by calling 1-800-483-4366 or by visiting [PETACatalog.org](http://PETACatalog.org).**

## Put Your Stamp on 2004 With an End-of-Year Gift to Animals

The year may be winding down, but our tireless work to protect animals from cruelty and suffering certainly is not. The year's end is an opportune time for charitable giving, and so, as 2004 draws to a close, we hope that you will keep PETA and all animals in mind as you consider your year-end giving.

Donations made to PETA before the clock strikes midnight on December 31 not only provide important support and stability to our programs but, because PETA is a registered 501(c)(3) nonprofit organization, can also bring you tax benefits next April.

Here are three ways that you can

support PETA's work for animals and help reduce your taxes:

- **Make a donation of cash.** You will be eligible for a charitable deduction for the full amount of your gift.
- **Make a donation of stock, real estate, or personal property** (including all types of cars, boats, and other vehicles) and you may qualify for a reduction in your taxes for the full fair market value of your gift. What's more, you can save on capital gains taxes if you donate appreciated assets that you have owned for more than one year. Even depreciated stock can benefit both you and animals!

- **Join PETA's annuity program.** In exchange for your gift of \$5,000 or more, PETA will pay you and/or your designated recipient fixed payments each year for life. In addition, you may be able to take advantage of significant tax benefits—such as an immediate federal income-tax deduction and, if you make a gift of appreciated securities, possible capital gains tax savings.

For information on how you can make a year-end gift to PETA, please contact PETA's planned gifts manager, Tim Enstice, at 757-962-8213 or via e-mail at [TimE@petaf.org](mailto:TimE@petaf.org).

