

People for Animal Welfare presents:

Hey, Don't Eat That.

People for Animal Welfare (PAW) is a nonprofit organization dedicated to raising social awareness and improving the condition of animals both locally and globally. Founded in 2003, PAW is committed to educating people about animal mistreatment in major industries, discussing the ethical implications of speciesist behavior, and encouraging people to make informed choices as consumers.

The Fundraiser

How it works: As a participant, you will find sponsors who agree to donate a certain amount of money (\$3, \$5, \$10, whatever) for each day that you can go without eating meat (up to seven days). You may decide individually what this challenge entails: for example, you could challenge yourself to avoid red meat, all animal products, or all animal products and byproducts (if you are a vegetarian, for instance, you could challenge yourself to be a vegan for a week). The official fundraising week will be 12/3–12/10, but you may begin whenever you wish to (so long as you finish by 12/15). Upon finishing, you will contact your sponsors and tell them how many days you completed and how much they owe. They can then send cash or checks to the mailing address listed below. This setup has several advantages for participants, including:

- 1) There is no time commitment associated with involvement. We know that your time is valuable, especially as final exams approach and the semester draws to a close. For this reason, we designed this fundraiser such that you are not required to sacrifice even a moment of your time. All you have to do is go about your normal life, excluding certain items or food groups from your diet.
- 2) The fundraising activity is important in itself. Most fundraisers involve activities that, while fun, are not in themselves tied to the cause; they are important only as means to the end of raising money. This activity, however, is directly connected to the issue of animal rights: it will raise awareness about vegetarianism, promote ethical and healthy living, and reduce (however incrementally) financial support of the factory farming industry.

The money collected in this fundraiser will be donated to:

- 1) The Thoroughbred Retirement Foundation: This nonprofit organization adopts injured and retired racehorses—many of whom would be sent to slaughter—and places them in retirement centers at state correctional facilities, thereby providing therapy not only for the horses, but also for the prisoners who rehabilitate them. For further information, please visit www.trfinc.org.
- 2) The Subversive Thought Award: This scholarship, founded and sponsored by PAW, will be presented at the annual TCU Creative Writing Awards for the best original piece that addresses a contemporary ethical, legal, political, or social issue from an original perspective, offering either a novel solution or a new direction for further inquiry. The purpose of this scholarship is consistent with that of PAW: to promote education, free thought, and social awareness on campus.
- 1) The Keynote Fund: This fund, founded and sponsored by PAW and the TCU Philosophy Club, will be used to court important speakers—for example, ethicists and political activists—to give speeches on animal rights and other pertinent moral issues at TCU.

Sponsors: Please send the following to

j.r.sebo@tcu.edu or Jeff Sebo
TCU Box 294473
Fort Worth, TX, 76129

I, _____, agree to sponsor _____ in the "Hey, Don't Eat That" fundraiser campaign. As a sponsor, I will donate \$_____ for each day that my participant can go without eating meat (up to seven days). **OR:** I will donate a flat rate of \$_____ to the campaign.

Signed: _____

Address: _____

Email: _____

People for Animal Welfare:

Carol Thompson
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c.thompson@tcu.edu

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