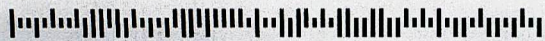




MERCY FOR ANIMALS

**REMINDER DEADLINE:
DECEMBER 31, 2019**

Jaina Jirdaya
C/O Rita Sheth, 5308 E 80th Pl
Tulsa, OK 74136



Dear Jaina,

Recently I wrote to ask you to help Mercy For Animals start off 2020 strong by giving to the *Compassionate Future Fund*—a limited-time opportunity to have TWICE the impact on our critical mission to end the exploitation of animals for food.

A generous Mercy For Animals benefactor has agreed to match all donations received by December 31, dollar for dollar—up to \$750,000—to raise a total of \$1.5 million. This will fuel our work to spare animals from horrifying factory farm abuse. **With this deadline rapidly approaching, I urge you to rush your most generous donation possible!**

So many animals are depending on you—including defenseless babies like Bessie, a sweet calf who one of our undercover investigators met during a dairy farm investigation.

Soon after being born, Bessie was heartlessly ripped away from her mother and stuffed into a tiny “calf hutch” barely larger than her body. She was imprisoned there until she was old enough to be forced into the cruel cycle of milk production. She was impregnated over and over again, pumped full of artificial hormones to produce up to 10 times as much milk as she would naturally. Like her mother, she had baby after baby torn away from her. When her body became worn out from this abuse, she was deemed worthless to the industry and sold for slaughter.



Mother cows are forced into a cruel cycle of milk production where they are impregnated over and over again so they are almost constantly producing milk.

Tragic stories like this occur day in and day out at factory farms around the world. But thanks to compassionate members like you, Mercy For Animals made important progress in 2019 toward ending this sickening brutality.

But animals like Bessie continue to suffer horribly. That’s why I’m asking you to help Mercy For Animals ramp up our critical work in the year ahead.

Jaina, if your *Compassionate Future Fund* donation and this reminder crossed in the mail, please accept my heartfelt gratitude. But if you haven’t yet sent your year-end gift, please rush your tax-deductible gift of \$1,500, \$3,000, or even more by December 31, 2019, to make your support of Mercy For Animals go TWICE as far.

(over, please)

Please let me know today that helpless animals can count on you!

Around the world, *over 80 billion* land animals like little Bessie are raised and slaughtered in unimaginable conditions every year. And each of these precious beings deserves a life free from this horrific torment.

That's why Mercy For Animals so urgently needs your help today to reach our \$750,000 fundraising goal and hit the ground running in the year ahead.

Your tax-deductible year-end donation—doubled through our *Compassionate Future Fund*—will enable Mercy For Animals to step up our work against cruelty:

- Conduct more undercover and drone investigations to expose the violence and abuse inflicted on farmed animals every day, in the United States and around the world
- Advance our corporate engagement to convince companies to reduce the suffering of farmed animals throughout their supply chains and increase plant-based foods in their product lines
- Engage further in the legislative process to enact and enforce animal protection laws at every level and to defeat “ag-gag” laws and other measures designed to shield animal abusers
- Recruit more people to join our growing international movement to create a world where farmed animals are respected, protected, and free



This calf has a short time with her mother before she is ripped away and forced into a life of imprisonment for milk production.

Together, we can build a better world where animals are no longer forced to endure mistreatment and exploitation. Please help us realize our dream of a kinder food system by helping Mercy For Animals raise \$1.5 million to fuel our 2020 work.

With the deadline of the remarkable matching gift opportunity coming up quickly, your immediate response is critical.

So please rush your most generous tax-deductible gift possible to Mercy For Animals today to DOUBLE the impact of your support through our *Compassionate Future Fund*. We must receive your donation by December 31—so don't delay!

On behalf of all the animals you have helped—and all those who continue to suffer at factory farms and slaughterhouses—thank you for your kindness and compassion.

Sincerely,

Leah Garcés
President

P.S. Our ability to fight for abused animals like Bessie is limited only by our financial resources. That's why your year-end gift to Mercy For Animals—matched dollar for dollar through our *Compassionate Future Fund*—is so crucially important. So please be sure to send your generous donation today to beat the December 31 deadline.