

Sample Letter to Sponsor of charity that funds animal experiments

Dear President or CEO:

I am writing to you to commend you for your commitment to supporting such a worthy charitable cause as the fight against <disease (i.e. cancer)>. However, many people have concerns about <charity(ies) being sponsored> that I would like to share with you. You see, <charity> funds research using animals. Medical research using animals is out dated, wasteful of resources, and counterproductive to finding cures for *human* diseases.

I would like to share with you information about the Humane Charity Seal of Approval. The Humane Seal is the easiest way to spot health charities that are committed to providing direct care and services to patients, supplying health education, and funding vital, nonanimal research. Some examples of charities that are doing great work are the Cancer Treatment Research Foundation, Birth Defect Research for Children, Inc. the Avon Breast Cancer Crusade, and the Multiple Sclerosis Foundation.

For many donors, whether or not a charity funds animal research is a key concern. Some corporations have adopted new policies supporting only cruelty-free charities in order to address employees' and customers' concerns surrounding support of animal experiments by health charities.

Complete information about the Humane Charity Seal of Approval and a List of Approved Charities can be found at www.humaneseal.org. The Humane Seal will help you to recognize health charities that are committed to human-based research and programs and maintain the highest humane standards.

If I can provide more information, please don't hesitate to contact me. Thank you for your attention to this very important issue.

Sincerely,

<Name>