

# Wise Giving

## Find Cruelty-Free Health Charities

(NAPSA)—With thousands of charities clamoring for donations each year, it can be tricky determining which are most worthy of your contribution. Donors sometimes check a charity's financial statements to ensure that donations aren't wasted. A recent survey conducted by Opinion Research Corporation, however, reveals that Americans are demanding other kinds of information as well.

The survey showed that nearly 70 percent of Americans prefer donating to health charities that don't use animals to conduct important medical research. How is a donor supposed to figure out which health charities fund animal experiments and which don't?

Fortunately, a unique program—the Humane Charity Seal of Approval—does just that. The Humane Seal identifies those organizations that fund vital patient services or cutting-edge medical research without the use of animals.

The Humane Charity Seal of Approval was developed in 2001 by the Council on Humane Giving, a coalition of physician and animal protection groups. Its goal is to help Americans find charities that match their values. Using the “cruelty-free” symbol of a rabbit, similar to the one found on many shampoos and other personal care products, the Seal makes it easy for donors to quickly determine if they want to donate to that charity.

The Council only certifies those health charities that guarantee they do not fund or conduct animal experiments. It has awarded the Humane Seal to nearly 250 health charities over the past four years;



among them are organizations that study the causes of birth defects, conduct cancer research, help people with AIDS and victims of natural disasters and provide services for the disabled. Humane Seal charities either fund patient services or use a growing array of non-animal research methods, including computer-based modeling and simulation, clinical research, and cell or tissue cultures.

The Council on Humane Giving is administered by the Physicians Committee for Responsible Medicine (PCRM), a nonprofit organization dedicated to promoting preventive medicine, especially good nutrition, and higher standards in medical education and research. Because PCRM administers the Seal as a public service, there is never a charge for certification.

For a current list of Humane Seal charities and more information about alternatives to the use of animals in medical research, you can visit [www.HumaneSeal.org](http://www.HumaneSeal.org) or call PCRM at 202-686-2210, ext. 306.