



# Beauty Without Cruelty

An International Educational Charitable Trust for Animal Rights

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## AN APPEAL FOR SUPPORT

Beauty Without Cruelty an international educational charitable trust, has been working to promote animals rights and vegetarianism in India since 1974.

Our motto explains the basis of our aims and work:

**Beauty Without Cruelty**  
is a way of life which causes  
no creature of land sea or air  
terror, torture or death

BWC focuses on many issues ranging from clothes, accessories, cosmetics, toiletries, household and office items, foods, medicines sports, entertainment and religion, for which animals are exploited commercially. Through fact-finding, creating public awareness, approaching government to pass laws or take action, and by encouraging people to make advantageous lifestyle changes, BWC has been instrumental in helping people lessen animal suffering and death. BWC works on the premise that if there is no demand, the supply diminishes automatically.






It is thanks to the generosity of our donors, sponsors and members that Beauty Without Cruelty survives. The more support and contributions we receive, the more we are able to achieve; the more we achieve, the more support we get.

We invite you to be part of our movement and share our success in promoting an *ahinsak* lifestyle and saving countless lives from terror, torture and death.











# DONATIONS

**Donations – big or small – are appreciated for general use or for a specific expenditure incurred by our charity. Should some one want us to earmark their contribution we shall be happy to do so.**



Sponsorship for the following will be much appreciated:

-  BWC wall calendar: ₹300,000/-
-  One issue of BWC's quarterly publications, *Compassionate Friend* and *Karuna-Mitra*: ₹1,00,000/-
-  One month's salaries for BWC staff: ₹80,000/-
-  Gift BWC individual life membership to a friend: ₹300/-
-  Gift educational annual membership of BWC for 5 years: ₹500/- to a school, college, library or trust of your choice

Contributions towards the following on-going expenses, in part or full, would be more than welcome:

-  Campaigns and projects
-  Educational programs and awareness programmes
-  Designing, producing and distributing leaflets, pamphlets, brochures, posters, stickers, bookmarks, Cds, e-mailers, etc.
-  Research work
-  Field investigations including travel, photography, etc.
-  Administrative work
-  Stationery and computer consumables
-  Postage, courier and conveyance
-  BWC website maintenance
-  Software programs

Capital expenditure is also a necessity:

-  Donation to corpus of the trust
-  Office equipment and apparatus

**Donations are exempted under section 80G of the Income Tax Act, 1961.  
Please make cheques in the name of Beauty Without Cruelty payable at Pune.**