

Primates Incorporated
Meeting Summary
11/14/06

Summary compiled by Amy Kerwin.

Topics Covered

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Next Meeting

Tuesday, December 12th

(I can take last-minute contributions at this time)

6:00pm-8:00pm

In The Company of Thieves Coffeehouse

908 E Johnson St

Madison, WI

Last-minute Donations

The fundraiser date is fast approaching - if you have any donations for our silent auction, please contact Amy by December 12th – she can meet at a place that is convenient for you.

Also, if you go shopping in one of your favorite stores, ask the manager if they would consider donating something to our silent auction or donating a gift certificate for our raffle. In exchange for their tax-deductible donation, we will give credit to them on our website, in our pamphlet and at the benefit.

Discussion with sanctuary director, Scott Kubisch

Amy spoke to Scott Kubisch, director of the Peaceable Primate Sanctuary (primatesanctuary.tripod.com), who is currently constructing a facility in Indiana that will provide retirement to baboons. He provided a lot of advice in the areas of building construction, fundraising, and sanctuary networking.

Key Points of the conversation:

- Scott said sanctuaries are banding together to request funds for the care of incoming primates. Requesting funds up front ensures that the monkeys will be cared for properly and the sanctuary won't get into financial trouble. He said there is a misconception of researchers looking to retire their primates – they call and want to “donate” monkeys - not realizing how much is needed for the lifetime care of the primates.
- He did hear that there was success at least one time from a researcher who requested funds to retire monkeys in their research grant, so there is progress of retirement out there
- Amy asked about the cost of care for primates and for additional housing. He said adding on a housing extension would vary in cost depending on the sanctuary as they are all set up differently.
 - Housing for 1 chimpanzee~\$20,000
 - Housing for 2 capuchins in Florida~\$10,000
 - He stressed that as sanctuaries need indoor housing, the expenses increase

Fundraising suggestions:

- Put up a table at pet expos to help get the word out and start compiling a mailing list
- Fabulous mailer idea: send out mailer to local mailing list – include self-addressed envelope, but no stamp to save costs. Invite the people to the fundraiser and include an option if they can't come, to send a donation. That way if we have a low turnout at the fundraiser, we may still receive a lot of donations. The cost of mailing invites to 200 people will be approximately \$120

- Amy doesn't believe in address exchange of nonprofits. Scott raised the issue and said that when nonprofits exchange their addresses, they will remove the top donors, so the nonprofit getting the addresses will likely only have low-frequency donors
- He suggested having a memorable fundraiser each year - they have Baboon Fest. We will have Pensions for Primates silent auctions twice per year – if anyone can think of another catchy fundraiser idea, let us know!
- Make sure to include 501(c)(3) status on all of our mailers – very important!
- Offer chances for people to have their names on plaques at the sanctuary - \$500-\$30,000 donors. Also put names on housing structures

Improve networking with sanctuaries

- He did suggest that Amy and/or other Primates Inc. volunteers visit sanctuaries even if it can't be for a long period of time to show sanctuary directors that we are interested in networking.

Volunteer Night

Four people came to volunteer night - we made buttons, necklaces and prepared envelopes. A couple of gracious volunteers took duties home with them so that we could be more productive. Amy said next time, perhaps she would just have a volunteer night with some friends at her household – a more informal setting, but there may be a higher turnout.

Article Summary

Cook, W. (Aug 2004) Nonprofit's Guide to Green Printing: Do more to reach out to constituents and less to damage the earth. Obtained 8.4.06 from the TechSoup website:

<http://www.techsoup.org/learningcenter/techplan/page5675.cfm>

Amy summarized the article.

This article is a useful resource for businesses who are thinking about pursuing greener, environmentally conscious mailers. Key points are summarized/ quoted below.

Introduction:

“...Like most nonprofits, your organization likely produces several printed pieces a year to appeal to donors, attract new members, promote events, and report to funders. When designing this collateral, you want to create a piece that successfully represents your organization, fits within your budget, and generates positive change while advancing your cause, raising awareness, and furthering your mission.

But if your print vendor employs traditional methods to produce this — using virgin-fiber paper, petroleum-based inks, toxic solvents, and chlorine-bleached papers — your printed piece might be doing less to reach out to constituents and more to damage the environment.” (§13-4)

Damage to the Environment

“...eco-advocacy group Environmental Defense estimates that producing one ton of virgin uncoated paper — which accounts for 90 percent of the United States' printing and writing paper — requires three tons of wood, 19,075 gallons of water, and generates 2,278 pounds of solid waste.

Moreover, many white papers are bleached via a chlorination process that releases dangerous chemicals and pollutants into the water, according to sustainable-design Web site Renourish.” (§16-7)

“...Meanwhile, adhesives, bindings, and foils used in printing and packaging can render the final product unrecyclable, virtually guaranteeing that it will end up in a landfill. There, petroleum-based inks can cause lasting damage to the environment, leaching volatile organic compounds (VOCs) — which can cause cancer and birth defects — into the ground, contaminating soil, groundwater, and, upon evaporation, the air.

The printing process itself is equally hazardous: Many of the solvents, shellacs, driers, and other solutions employed in producing film, printing plates, and cleaning the presses are toxic pollutants that can cause chronic health problems — including kidney and liver damage, and even death — among press operators, according to the National Institute for Occupational Safety and Health.” (§19-10)

Steps to green printing:

“In Dynamic Graphics' Printing Green: 12 Things You Need to Know, the design magazine suggests alternatives to traditional printing and packaging. Sustainable-design site Renourish also has a

comprehensive list of resources for eco-friendly printing, including a Sustainability Toolkit, which lists recommendations and resources for selecting and finding sustainable paper, ink, and packaging.

Among Dynamic Graphics and Renourish's recommendations:

- Choose paper that is 100 percent post-consumer waste (PCW), processed chlorine free (PCF), uncoated, Forest Stewardship Council (FSC) certified, made by renewable energy sources like wind or solar power (Mohawk Paper is a leader in this area), or even treeless (hemp and kenaf are two options).
- Use vegetable-based inks or soy inks instead of petroleum-based inks. These alternatives are both low in VOCs and competitively priced. When using Pantone colors — an industry standard — avoid colors (mostly metallics and warm reds) that contain barium, copper, and zinc, which can cause health problems in humans. (Renourish offers free downloadable PDFs showing which Pantone colors are safe in its ink section.) Not all soy inks are created equal, however: Ecoprint's Telschow advises using those with less than 2 percent VOCs.
- Look for a printer that uses renewable energy sources. Telschow points out that Monroe Litho in New York operates solely by wind power; Ecoprint itself has gone 100 percent carbon neutral by buying renewable energy credits for the emissions they aren't able to eliminate in the shop.
- Try waterless printing, which eliminates the dampening systems used in conventional printing. Digital printing, which avoids the film and chemicals in traditional printing processes, is another good alternative.
- Avoid using bindings, adhesives, or foil stamps in packaging.
- Reduce the amount of inks you use by going with one- or two-color designs; you can also save paper by asking your designer to use standard press sheet sizes.
- Familiarize yourself with industry standards. The Environmental Protection Agency mandates that federal agencies must use uncoated printing and writing papers containing at least 30 percent PCW content; coated papers must contain 10 percent, notes Dynamic Graphics. (¶16)

Overcoming costs of printing:

Even if you discover that going green means paying more, there are still many ways you can offset the costs:

1. Consolidate

Instead of holding four mail campaigns a year, try sending out three eco-friendly ones. The positive publicity generated by going green may in fact improve response rates, and you'll be more likely to make the most of what you do send out. Or, offset costs with creativity: "Design multifunctional projects — for example, self-mailer/program combos — to economize when using more expensive paper," suggests Dynamic Graphics' in its Printing Green article. "Also, combining projects whenever possible is wise; one idea is to print business cards and postcards from the same recycled paper."

2. Bypass the Middle Man

Sourcing and managing a print project is not as complicated as it might sound, and will help you avoid high markups from graphic designers. Ask your designer to send you print-ready files, and then work with the printer on delivering and proofing them. Explain that you are a nonprofit and are trying to save money: many printers will be happy to help you through the process. Alternatively, some designers may even be willing to forego the markup when they know they're supporting a good cause.

3. Share the Glory

Another way to offset costs is to ask a vendor to chip in. Some printers will reduce their price if they can put their logo on the piece, and many will do so unobtrusively. Likewise, you could ask one of your funders to help cover the costs in exchange for a small promotion on the piece... (¶ 32)

Press Release for 12/17 benefit:

Primates Incorporated Announces December 17 Fundraiser at High Noon Saloon

Madison, WI

Primates Incorporated, a nonprofit organization committed to improving the welfare of captive monkeys, will host a fundraiser Sunday, December 17th at the High Noon Saloon, 701 East Washington Ave, in Madison, WI.

The organization aims to increase awareness regarding the importance of retiring monkeys from research facilities, the entertainment industry and private ownerships. More specifically, the group is raising funds to construct a primate sanctuary in Southern Wisconsin.

Primates Incorporated is still pursuing land opportunities to build a facility in or near Dane County. Although a landowner may donate property, the organization must raise \$300,000 to construct the naturalistic indoor/outdoor sanctuary. Primates Incorporated has obtained the pro bono services of an architect and designer from the Renscher Company to create a spacious and enriching sanctuary.

"Currently, there is a great need for the retirement of monkeys from research facilities since approximately 50,000 monkeys are currently housed in laboratories, and their retirement into naturalistic sanctuaries remains rare" states Amy Kerwin, President and Founder of Primates Incorporated. "Money plays a huge factor in the low frequency of retirement of monkeys – most research facilities and private owners, when they do retire monkeys, do not provide the finances to cover the lifetime care of their primates. The sanctuaries need to continually raise funds to provide for the lifetime care of these primates – something we will have to do to sustain ourselves," she said.

Primates Incorporated's December 17th fundraiser at the High Noon Saloon begins at 4:30 p.m. and ends 8:00 p.m. The event will include a silent auction and raffle featuring unique merchandise and artwork donated by local artists and businesses. The Mad Rollin' Dolls and Primates Incorporated members will be volunteering for the event with live entertainment provided by Mama Digdown's Brass Band and Yid Vicious. Tasty Rocky Rococo's pizza will be provided while patrons peruse the silent auction donations. The suggested donation is \$5 for the event.

To learn more about Primates Incorporated and the need for primate retirement, visit www.primatesinc.com. Donations may be sent to: Primates Incorporated, PO Box 7384, Madison, WI 53707.

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****Primates Incorporated is a 501(c)(3) nonprofit organization. Donations are tax-deductible as charitable contributions. Donations can be sent to Primates Incorporated, PO Box 7384, Madison, WI 53707**