



Fund for Animals

(Updated 1/2018)

The Fund for Animals was founded in 1967 by best-selling author and animal advocate Cleveland Amory. The organization operates world-famous animal care facilities, including the Cleveland Amory Black Beauty Ranch Sanctuary, where nearly 1,000 animals rescued from abuse and abandonment reside.

Minimum Order: 5,000	Source: 100% Direct Mail	Average Donation: \$14.50
--------------------------------	------------------------------------	-------------------------------------

Counts and Rates:

21,383	0-6 Mo	\$85/M
33,726	0-12 Mo	\$80/M
48,489	0-24 Mo	\$70/M

Usage Information:

(Partial Listing, L12 Months)

- Alley Cat Allies
- Animal Legal Defense Fund
- American Society for the Prevention of Cruelty to Animals
- Castleton Ranch Horse Rescue
- Doris Day Animal League
- Four Paws International
- Gentle Giants Draft Horse Rescue
- Humane Society International
- Humane Society Legislative
- International Fund for Animal Welfare
- National Humane Education Society
- Paws for Purple Hearts
- Peaceful Valley Donkey
- People for the Ethical Treatment of Animals

Selections:

\$5+ Donors	\$5/M
\$10+ Donors	\$10/M
State/Zip/SCF	\$6/M
Gender	\$6/M
Running Charges	\$10/M
Non-Reciprocal	\$20/M

Addressing (flat fee):

Email/FTP	\$50
-----------	------

Details:

20% commission to brokers.
Pre-clearance with sample required.
Service bureau requires 3 working days to process all orders.

Contact:

Yvette Robichaud, List Manager
Phone: (410) 721-5700 Ext. 2205
Fax (410) 721-5795-fax
E-mail: YRobichaud@nflists.com

All processed orders cancelled before mail date will incur a \$50 cancellation fee in addition to applicable running, selection, and shipping charges.