



## Fund for Animals

(Updated 3/2020)

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.

<b>Minimum Order:</b> 5,000	<b>Source:</b> 100% Direct Mail	<b>Average Donation:</b> \$14.50
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### Counts and Rates:

12,373	0-6 Mo	\$85/M
26,730	0-12 Mo	\$80/M
43,769	0-24 Mo	\$70/M

### Usage Information: *Partial Listing, 12-month Continuation*

- 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
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### Details:

20% commission to brokers.  
Pre-clearance with sample required.  
Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

### Contact:

Yvette Robichaud, List Manager  
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E-mail: [YRobichaud@nflists.com](mailto:YRobichaud@nflists.com)

Please send list clearances & orders to:  
[orders@nflists.com](mailto:orders@nflists.com)

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