



In conceiving The HSUS in 1954, the founders of the organization had two enduring goals: 1) to confront large-scale national forms of cruelty, such as animal fighting, puppy mills, and dog dealers, that were too entrenched and widespread for local humane organizations to fight effectively, and 2) to focus on the protection of all animals, including the inhumane slaughter of farm animals and wildlife abuses.

The HSUS today is still centered on these founding principles. We care for and provide direct services for an amazing number of animals—more than 70,000 in 2008. At the same time, we are work-

ing hard to increase standards and effectiveness among animal shelters and to eliminate the tragedy of the euthanasia of healthy and treatable dogs and cats. And we are saving countless animals by protecting habitat through our Humane Society Wildlife Land Trust. But our work to encourage more enlightened social behavior toward animals and to reform public policy and corporate practices has the potential to touch the lives of billions of animals—far more than any hands-on programs could possibly reach.

As we reflect on our accomplishments of 2008, the evidence of change surrounds us. The HSUS assisted in 57 raids of dogfight-

ing and cockfighting operations. We raided and shut down puppy mills from Tennessee to Quebec and rescued thousands of dogs from deprivation and squalor—in addition to passing a federal law to ban the import of dogs younger than 6 months from foreign puppy mills. We helped end greyhound racing in Massachusetts and blocked an effort to establish wolf hunting and trapping in the Northern Rockies and Upper Great Lakes regions. We persuaded companies to stop selling fur, and we continued to apply enormous pressure on Canada to end its barbaric seal hunt. We fought the exotic wildlife trade on many fronts.

More than any previous year, we gained ground in addressing major problems with industrial agriculture and factory farming. Our high-impact campaigns attracted the full focus of industry. By the year's end, we validated the notion that Americans care about the treatment of all animals, including those raised for food.

The year began with the most impactful investigation in The HSUS's history. One undercover investigator, possessed with fortitude and a tiny hidden camera strapped to his chest, recorded evidence of the systematic abuse of dairy cows during a six-week investigation. Workers at the Westland/Hallmark slaughter plant in Chino, Calif.—the number two supplier to the National School Lunch Program—were shown tormenting cows downed by illness or injury to get them to stand and walk to the slaughter area. The images of cows rammed by forklifts, kicked, or harassed with electric prods left decent people wondering about the integrity of the food supply and the people involved in the production chain.

Our investigation caused the \$100 million company to shut down, prompted schools across the nation to take beef off the menu for a period, triggered eight congressional hearings, and led to the largest meat recall in American history. The U.S. Department of Agriculture announced it would halt the slaughter of downed cows. The footage, broadcast worldwide, prompted tens of thousands of consumers to riot in the streets of South Korea—one of America's largest beef importers.

Americans got an ugly, inside look at modern-day slaughter plants, and they didn't like the callousness or the cruelty they saw.

As we rolled out the results of the Westland investigation—along with further evidence of cruel treatment of downed cows at five stockyards across the country, HSUS volunteers were also gath-

ering signatures in California to qualify the Prevention of Farm Animal Cruelty Act, Proposition 2, for the November 2008 ballot. Eventually, we amassed 800,000 signatures to place Proposition 2 on the ballot—to ban confining veal calves, breeding pigs, and egg-laying hens in crates or cages. With 20 million animals confined in these ways, there was much at stake, and the outcome would prove to be a gauge of Americans' tolerance for these inhumane systems.

In the end, California voters approved Proposition 2 by a nearly two-to-one margin, sending an unmistakable signal to agribusiness that it must change its methods. With Oprah Winfrey, Ellen DeGeneres, and the national media devoting attention to the controversy—on top of the exposure generated by our Westland investigation—the issue of food production and animal welfare moved out of the shadows and into the spotlight.

Indeed, that's what we do at The HSUS. We document abuse. We expose cruelty. We advance legislation and legal actions. We work with corporate partners. We educate. We rescue animals. And we foster change.

The new laws, the positive movement in corporate boardrooms, the increasing public enlightenment and awareness, and the arrests of abusers are all markers of our success. They are tangible indicators of what your support allows. And as we march ahead, we'll apply your investments with care. The HSUS holds the highest four-star rating from Charity Navigator, America's premier independent charity evaluator, and meets all applicable standards for charity accountability of the Better Business Bureau.

To face the challenges ahead, we must be unrelenting but also adequately equipped. We are uniquely able to tackle abuse from multiple angles. We count on you to participate in these tasks and to support this work. Your generosity allows it all to occur. If past is prologue, I know that together we can continue to change the world for animals—at a faster pace than ever before.

Wayne Pacelle, President & CEO
The Humane Society of the United States