Educating, Engagement, & Outreach

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Heeding the Word

The HSUS’s Animals & Religion program launched a nationwide campaign to create awareness of people’s moral responsibilities to animals, including those raised for food. Eating Mercifully, a new 26-minute documentary film, examines several Christian perspectives on factory farming intertwined with the critical findings of a Pew Commission report on industrial agriculture. The film was debuted at religion journalists at the National Press Club in Washington, D.C., and was also shown at a symposium at the Washington National Cathedral. Nearly 15,000 people took our online pledge to make more humane food choices.

The HSUS partnered with HarperOne to promote The Green Bible, which highlights scriptural references supporting humane stewardship of all creation. Visit humansociety.org/religion to learn more.

Creating Better Advocates

More than 6,000 students from all 50 states and every continent except Antarctica took online courses at Humane Society University in 2008. HSUS gives animal care and control professionals and animal advocates the opportunity to study a wide range of topics in advocacy, animal caregiving and behavior, humane education, humane leadership and shelter management, and law enforcement.

The HSUS also prepared a new academic curriculum that will enable us to offer Bachelor of Science degrees in Animal Studies, Animal Policy and Advocacy, and Humane Leadership starting in 2009. Classes will be offered online and at The HSUS’s headquarters in Washington, D.C.

Honoring the Animals’ Heroes

We presented the Wyler Award, one of The HSUS’s top honors, to talk show host Ellen DeGeneres and her partner, actress Portia de Rossi, for their efforts on behalf of animals. They were feted at the 23rd annual Genesis Awards dinner and ceremony in Beverly Hills, which recognized artists, writers, and others in entertainment and the media who contributed their time and talents in 2008 to raise awareness of animal issues.

DeGeneres and de Rossi strongly supported the successful Proposition 2 California ballot initiative for factory farm reforms and hosted a celebrity-studded gala that raised $1.2 million at a critical point in the campaign. DeGeneres also publicized this issue on The Ellen DeGeneres Show, which included an interview with HSUS President and CEO Wayne Pacelle.

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Spreading the Message

Engaging and educating animal lovers and pet owners on a broad range of humane issues is fundamental to The HSUS’s mission. Nearly 58,000 people attended HSUS-sponsored workshops, courses, training sessions, and related events in 2008, while close to a million K-6th grade schoolchildren received our engaging and educating workshops, courses, training sessions, and related activities. Our Equine Protection department published Animals & Religion: A Complete Guide to Horse Care—drawn nearly 3,000 participants. Thousands more participated in our Lobby101 workshops held around the country. Nearly 58,000 people attended The HSUS’s annual conferences, with representatives from dozens of equine rescue groups attending, and worked with the Global Federation of Animal Sanctuaries to develop an accreditation program for horse sanctuaries and rescue programs.

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