It is always difficult to convey through any written report the energy and dynamics that are indispensable to the success of a program such as that provided by The HSUS. Supported by a constituency of more than nine hundred thousand persons and serviced by a staff of approximately 115 persons, The HSUS is actively and aggressively involved in issues affecting literally millions of animals throughout our nation. Through investigations, litigation, education, training programs, public-awareness campaigns, and legislative action, The HSUS is at the forefront of virtually every major concern affecting animals being addressed in our society today. Often single-handedly, but sometimes in concert with various other animal or environmentally focused organizations, we are confident that the battle for animal protection is being won on many fronts.

Most especially is this so as regards the trapping and rearing of wild animals for fur products. Promoted by an industry that makes millions upon millions of dollars annually from one of the most hideous and outrageous cruelties ever inflicted upon animals by man, the wearing of fur in our society may soon be a thing of the past. As people are becoming educated and sensitized to the enormous pain and suffering inevitably accompanying the production of furs, they are joining the ranks of those who are repudiating this symbol of status and style. Among such persons are not only consumers, but creators of fashion, as well.

Another area in which the efforts of The HSUS are making a significant difference is in the reduction of unwanted companion animals. Bolstered by our “Be a P.A.L.—Prevent A Litter” campaign, we are beginning to see a measurable reduction in the numbers of animals passing through hundreds of animal shelters throughout the country. There is no greater challenge facing The HSUS—and our society—than to work for the day when no dog or cat is without a loving and caring companion.

While much remains to be accomplished in the rearing of animals for food, The HSUS is directing major efforts toward the elimination of various practices that frequently serve the interest of the producer but are unacceptable from an ethical and humane point of view. We are encouraged that a number of farmers and farming associations are supportive of our initiatives and recommendations and are joining with us to bring about a change in how agriculture is practiced in our country today. While not formally a vegetarian organization, The HSUS has among its constituency a goodly number of vegetarians and acknowledges the many ways in which this kind of personal commitment undergirds our efforts to eradicate abuse and suffering of these animals.

In the use of animals for research and various testing procedures, we are beginning to see a few encouraging signs. Impatient with the lack of government initiatives, a number of major industries and corporations are beginning to develop and utilize alternatives to live-animal use. This is especially so as regards such procedures as the Draize Eye-Irritancy Test and the Lethal Dose 50 (LD50) Test, but it would be false optimism to imagine that there is a strong commitment to the development and utilization of non-animal alternatives by either industry or government. The challenge to The HSUS at this level remains formidable. Finally, we are all increasingly aware of the threat to the environment which portends serious consequences for humans and other animals alike. Consequently, The HSUS is actively working with various environmental and conservation organizations to preserve both our planet and the life it sustains.

Indeed, we believe our commitment to this concern is one of great imperative, for, though the protection of animals from suffering and abuse is our immediate concern, it will be a vacuous victory if, at the same time, the world about us continues to disintegrate.

John A. Hoyt, President
The Humane Society of the United States
HUMANE EDUCATION, MEMBERSHIP AND PROGRAM SERVICES
EDUCATION, ANIMAL ISSUES, AND LEGISLATION

In its continuing effort to halt the cruel fur trade, The HSUS launched "The Shame of Fur" campaign in the fall of 1988. Directed at fashion consumers and bolstered by attractive outdoor advertising, this unprecedented effort concentrated on five major fashion centers—New York City, Dallas/Ft. Worth, Los Angeles, Chicago, and Washington, D.C.—and included dozens of communities nationwide. The HSUS held media events in New York City and Chicago which included anti-fur statements by fashion models and other celebrities. These activities, combined with efforts of many other organizations, turned up the heat under the fur issue to the point where top-name designers announced they would stop designing fur fashions. At year end, fur sales were down and the seasonal kill of fur-bearing animals had decreased by 75 to 90 percent, according to trapping industry estimates.

The HSUS filed suit against the U.S. government to force sanctions against Iceland, which is still killing whales in defiance of the international moratorium on whaling. We also convinced the U.S. Department of Commerce to pressure the Reagan administration to apply economic sanctions against Iceland, which still killing whales in defiance of the international moratorium on whaling.

We fought the wasteful slaughter of dolphins on the high seas when we filed suit against the U.S. government to force it to embargo tuna from countries that drown large numbers of dolphins in the nets of their tuna-fishing boats.

The Animal Activist Alert continued to serve as The HSUS’s primary activist outreach publication. AAA readers wrote letters, editorials, and op-ed pieces, organized demonstrations and educational events, and worked on legislation.

The laboratory animals department continued to oppose the practice of pound seizure, presenting practical, scientific, and ethical arguments against releasing pound animals for research and assisting several anti-pound-seizure campaigns at the state level.

We continued to oppose cruel animal tests and promote alternative testing methods. We provided support for state bans on the Draize Eye-Irritancy Test, the LD50 Test, or both, in Maryland, New Jersey, and Pennsylvania and provided written testimony in support of the Consumer Products Safe Testing Act, a federal bill that would ban the LD50 Test and encourage adoption of alternative testing methods.

We submitted written testimony to congressional committees on the National Chimpanzee Management Plan, which was designed to increase the supply of these primates for research but which failed to address adequately numerous humane issues. We also investigated and helped to expose National Institutes of Health (NIH) plans to consider procuring chimpanzees from the wild for use in research overseas. Afterward, NIH stated that it would not resort to taking chimpanzees from the wild.

The HSUS produced more than one hundred new items in support of its programs. These included issues of its periodicals, most notably the HSUS News, the society’s quarterly membership magazine whose circulation reached almost three hundred thousand; information kits for the general public and press in “The Shame of Fur” and “Be a P.A.L.” campaigns; magazine advertisements; and membership, workshop, and annual conference materials. Almost one hundred reprints of previously published materials on a variety of issues were made available at low cost.

The National Association for the Advancement of Humane Education (NAAHE), The HSUS’s education division, substantially increased the readership of its humane education periodicals in 1988; the circulation of NAAHE’s magazine for teachers, Children & Animals, increased by 90 percent and that of Kind News, NAAHE’s newspaper for children, nearly doubled.

NAAHE’s Adopt-A-Teacher program was responsible for much of the readership growth. The name, address, and logo of any group that adopted one thousand or more teachers was printed on each copy of the adopted group’s gift subscriptions to Kind News.

In 1988, NAAHE kicked off its Kids In Nature’s Defense (KIND) Club program, in which teachers are given a special KIND Club packet with their subscription to Kind News and Children & Animals. With more than 206,000 members, NAAHE’s KIND Club is the largest children’s animal-protection group in the world.

The division’s busy workshop schedule included a presentation to northeast animal-control officers that served as the basis of a program designed to provide shelter personnel with training in humane education methods and techniques. A presentation by NAAHE at an international humane educator’s conference led to the creation of a children’s pet-overpopulation campaign, Helping Hands for Pets.

The higher education programs division of The HSUS provides support on animal-pro-
tection issues to students and faculty at colleges, universities, and professional schools, especially students in medicine, veterinary medicine, and animal-health technology. The division also served as liaison to professional organizations dealing with animal-facilitated therapy, law enforcement, animal control, psychology, public health, and many other areas of human/animal interaction.

The staff of higher education has a special interest in the psychology of kindness and cruelty to animals. Staff members were

## The Humane Society of the United States

### Financial Operations Report For the Year Ended December 31, 1988

#### Statement of Financial Position at Year End

<table>
<thead>
<tr>
<th>Assets</th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Endowment Funds</th>
<th>Annuity Funds</th>
</tr>
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<tr>
<td>Cash and Cash Equivalents</td>
<td>$3,060,875</td>
<td>$1,119,126</td>
<td>$439,911</td>
<td>$198,506</td>
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<tr>
<td>Receivables, Deposits, and Accrued Revenue</td>
<td>—</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Investments</td>
<td>5,407,534</td>
<td>—</td>
<td>—</td>
<td>2,937,831</td>
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<tr>
<td>Fixed Assets</td>
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<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$11,062,210</td>
<td>$1,119,126</td>
<td>$439,911</td>
<td>$3,110,074</td>
</tr>
</tbody>
</table>

| Liabilities | — | — | — |
| Fund Balances | 10,833,575 | $1,119,126 | $439,911 | $3,110,074 |
| Total Liabilities and Fund Balances | $11,062,210 | $1,119,126 | $439,911 | $3,110,074 |

#### Statement of Revenue and Expenditures for the Year

| Revenue | Membership Dues $5,044,649 | — | — | — |
| Gifts and Grants $2,987,405 | — | — | 20,043 |
| Bequests $2,088,844 | — | — | — |
| Financial Income $344,884 | 91,939 | — | 206,530 |
| Sale of Literature and Other $273,053 | — | — | — |
| Trust Income $134,178 | — | — | — |
| Total Revenue $10,873,013 | $91,939 | $433,599 | $226,573 |

| Expenditures | Humane Education, Membership, and Program Services $5,807,310 | — | $200 | — |
| Cruelty Investigation and Litigation $956,828 | — | — | — |
| Management and General $1,064,241 | — | — | — |
| Membership Development $1,799,448 | — | — | — |
| Fund-raising $659,058 | — | — | — |
| Payments to/for annuitants | — | — | 160,471 |
| Total Expenditures $10,286,885 | — | $200 | $160,471 |
| Excess of Revenue Over Expenditures $586,128 | $91,939 | $433,399 | $66,102 |
asked to assist local and federal officials in legal cases involving animal cruelty in eight states. We wrote training materials on animal cruelty for the one hundred thousand members of the International Association of Chiefs of Police and conducted seminars on the connection between animal cruelty and forms of family violence.

The HSUS’s federal legislative staff worked actively for passage of the Marine Mammal Protection Act and the Endangered Species Act reauthorizations, the Elephant Conservation Act of 1988, and legislation that would prohibit the use of federal funds for any project that entails procurement of chimpanzees taken from the wild.

The HSUS led supporters of a bill to impose a two-year moratorium on the patenting of genetically altered animals. Although the bill did not pass, it strengthened HSUS relationships with the farm community and religious groups that share our concern on this issue.

The state legislation department launched its campaign to make cockfighting illegal in every state in the Union. Working with local activists, we made significant progress in Arizona and Louisiana, two of the four states in which this cruelty is legal.

Vicious-dog legislation was the hottest issue of the year, with laws enacted in Maryland, Georgia, Minnesota, Michigan, South Carolina, and South Dakota. Many of these laws contained provisions based on HSUS guidelines.

Our Action Alert system notified more than sixty thousand activists of upcoming legislative action regarding approximately thirty-five legislative efforts.

MEMBERSHIP AND PUBLIC INFORMATION

The public-relations department distributed national press releases on a variety of program issues, including the incidental killing of dolphins in tuna nets, efforts to halt the ivory trade, the HSUS “Be a P.A.L.” campaign, and protection for chimpanzees. HSUS staff members were interviewed and quoted extensively in national media, including the Los Angeles Times, television’s “West 57th Street,” and in hundreds of local radio, television, and news programs.

The HSUS data and information department provides research and information services to the society and its members. Staff expertise in offering solutions to urban wildlife problems was of particular value to municipalities, private citizens, and animal-protection organizations alike in 1988.

As part of its service to members, The HSUS sent informational material to its members and provided opportunities to upgrade membership status throughout the year. The HSUS also underwrites the publishing of *animalines*, a newsletter addressing the philosophical and
ethereal dimensions of the rights of animals and our responsibilities as humans for their protection.

ENVIRONMENT, FARM ANIMALS, BIOETHICS

The HSUS continued its major effort to end sport hunting and commercial trapping on national wildlife refuges. We worked for formation of the Wildlife Refuge Reform Coalition, which will pursue legislation, notably the Refuge Wildlife Protection Act, to prohibit those activities.

We worked on ensuring the humane shipment of live wildlife, winning a major lawsuit against the U.S. Department of the Interior to force it to implement the humane shipment regulations of the Lacey Act. Those regulations, now in full force, will help reduce the suffering of wildlife in transit, while we continue our efforts to end the commercial trade in live wild animals.

We participated actively in the successful effort to re-authorize both the Endangered Species Act and the Marine Mammal Protection Act, particularly to protect North Pacific fur seals from commercial slaughter.

Our staff investigated exotic-animal auctions, zoos, menageries, and other animal exhibits. We focused major attention on the abuses that often occur when elephants are maintained in captivity, taking the position that, if elephants cannot be kept without cruel discipline, they should not be kept in captivity at all.

The HSUS also fought for legislation to protect wild African elephants from the ravages of the ivory trade, petitioning the Department of the Interior to list the African elephant as an endangered species.

Increased public concern about diet and health and recognition of the global "greenhouse effect" increased awareness of the need for fundamental changes in animal husbandry worldwide. As a consequence, the HSUS farm animals and bioethics division worked with greater urgency for adoption of principles of humane, sustainable agriculture. We published, as part of this effort, Steps Toward a Humane, Sustainable Agriculture; Recommended Standards for Raising Livestock and Poultry; The Hidden Costs of Beef; and The Production of White Veal as an Animal-Welfare Issue. We contacted farmers and producer and consumer associations that share our concerns and goals and spoke to farm groups, agricultural and veterinary schools, and government agencies, nationally and internationally.

The division assumed a leading role in the debate over the ethical, animal-welfare, and environmental consequences of genetic engineering biotechnology. We provided testimony supporting legislation to place a moratorium on the U.S. Patent Office's decision to permit the patenting of animals that have been subjected to genetic engineering. Better legislative protection for animals used in genetic engineering research was also a concern, since farm animals and mice, widely used in such research, have no adequate protection under the federal Animal Welfare Act.

Following the broad directives of its goals and policies, The HSUS's newly established Center for Respect of Life and Environment cosponsored a consultation with representatives of various Christian denominations on the ethics and theology of genetic engineering biotechnology in April 1988. The center produced a video program based on center director Michael W. Fox's presentation at this conference, entitled "Silent World: Ethical, Environmental, and Animal-Welfare Concerns of Genetic Engineering Biotechnology." A second video program, "Animals, Nature, and Religion," was also completed.

COMPANION ANIMALS DIVISION

The HSUS companion animals division is a resource for hundreds of animal shelters in the United States. In 1988, the division sponsored specialized workshops on issues such as dangerous dogs and responsible shelter management.

The animal sheltering and control department provided animals with better and more humane care through more than thirty shelter evaluations and consulting services to many counties and municipalities on their animal programs and ordinances. The department was also actively involved in successfully prosecuting a case in which hundreds of companion animals starved at the Animals Farm Home in New York.

The Animal Control Academy, providing the only two-week training program for animal control and humane society workers, completed a successful tenth year, with five sessions held throughout the country. The academy also offered several two-day sessions on stress management for euthanasia technicians. The academy has trained fifteen hundred students who have gone on to make a difference for the animals in their shelters and communities.

Shelter Sense, our newsletter for professionals in animal sheltering and control, brought suc-
cessful ideas and programs to more than three thousand shelters and shelter workers.

The “Be a P.A.L.—Prevent A Litter” campaign promoted the importance of spaying and neutering companion animals through a successful national grassroots effort. The HSUS provided expertise and many materials, free of charge, to shelters, organizations, and individuals who wished to fight the problem of pet overpopulation in their communities. Such local efforts yielded gratifying results: more than five hundred billboards with the “‘Be a P.A.L.’” message sprouted in cities and towns across the country. Two states declared April 1988 as “‘Be a P.A.L.’” month, and more than five hundred localities followed suit. Local media publicized “‘Be a P.A.L.’” activities in their communities. Most exciting was the cooperative effort of several humane societies and veterinarians; thousands of animals were spayed and neutered through low-cost programs as a result.

CRUELTY INVESTIGATION AND LITIGATION
INVESTIGATIONS, REGIONAL PROGRAMS, AND SERVICES

Thirty-seven states are served through our eight regional offices and a staff of twenty-five directors, investigators, program coordinators, and support personnel. Major investigations in twenty-two states encompassed dog- and cockfighting rings and cruelties in horse and dog racing, auctions, zoos, animal shelters, and animal-sacrifice cults. 

Puppy mills and pet shops were targets of other HSUS investigative activity. We documented cruel conditions among breeders and shippers in Kansas, Missouri, and Nebraska. Our statewide investigation of franchised pet stores in California uncovered new evidence of abuses.

We documented use of live lures in training racing dogs in Kansas as well as Florida. We fought bills to legalize dog racing in thirteen states, winning in eleven. The work of collecting data on dog dealers and livestock auctions continued, with visits to operations in Mississippi, Missouri, Indiana, Ohio, Texas, Pennsylvania, Maryland, and Virginia.

The regional offices were busy in legislative, educational, and shelter-assistance fields and played active roles in local efforts on the HSUS “‘The Shame of Fur’” and “‘Be a P.A.L.’” campaigns.

The Mid-Atlantic Regional Office staff worked on more than twenty state bills. Regional staff members participated in protests to ban the Draize Test and to halt hunting in the Great Swamp Wildlife Refuge. Staff visited three zoos and thirty-five animal facilities in the four-state area and hosted two major conferences, on deer management and nuisance wildlife.

Horses and deer were the focus of the North Central Regional Office’s most important activities for the year. After we brought to the Bureau of Land Management’s attention a dying horse herd in North Dakota, all fee-waived adoptions of wild horses were stopped. Surplus deer were scheduled to be shot in the Ryerson Nature Preserve in Lake County, Illinois, and regional staff began an all-out effort to find alternatives to the plan.

California’s full-time legislative session occupied the West Coast staff’s attention. Approximately sixty bills with an impact on animals needed review, evaluation, and, in many cases, active support. Regional staff evaluated twelve shelters and participated in eight major meetings or workshops, which brought HSUS programs and policies to the attention of a variety of civic and law-enforcement groups.

In New England, The HSUS was active in educational/communications activities as diverse as preparing signs for use in livestock auction yards warning of anti-cruelty statutes and leading sessions at the National Animal Control Officers annual conference. Legislation regulating horse- and pony-pulling contests, a special interest of the New England office, was introduced in Connecticut and Maine; HSUS staff testified in both instances.

Exotic game hunting ranches, a particular problem in the Gulf States, were exposed by the HSUS office there. We organized a new regionwide group, the Gulf States Humane Educators Association, and its first activity was an annual education symposium.

Major legislative victories in the Midwest Regional Office territory included passage of all-important legislation in Kansas requiring state licensing and inspection of puppy mills and animal-care facilities, which proliferate in Kansas and whose animals are shipped across the country.

The Great Lakes office assisted in closing down an international dogfight operation; an action in which federal officers participated for the first time. It worked to pass differential-licensing legislation in Ohio, which should make spaying and neutering pet animals more attractive to the general public,
and fourteen other pieces of animal-related legislation.

In the Southeast Regional Office, staff took time from the investigative work that resulted in major greyhound-racing and cockfighting raids to offer advice and assistance to struggling humane organizations in Puerto Rico. A prominent lawmaker there agreed to sponsor felony dogfighting legislation as a result of our efforts.

**LITIGATION AND LEGAL SERVICES**

Throughout the year, the office of the general counsel continued to assist HSUS director O.J. Ramsey's representation of Jenifer Graham in the suit against the Victor Valley, California, school board, which penalized her for refusing to dissect animals as part of a high school biology course. This case was settled in Ms. Graham's favor, but, because the trial court refused to enforce the settlement, it was appealed.

The general counsel's office prepared and filed *amicus curiae* briefs opposing a U.S. Food and Drug Administration (FDA) policy which restricts veterinarians from prescribing needed drugs to their animal patients unless such drugs have been approved by the FDA. Of concern was the fact that there are many animal diseases and conditions for which FDA-approved drugs do not exist and that treatment of animals could be adversely affected by the agency's policy.

The staff continued to facilitate the work of The HSUS throughout the country, providing advice and guidance on legal issues and problems, assistance to local organizations, and review of materials destined for publication.

**SUPPORTING SERVICES**

**ADMINISTRATION AND MANAGEMENT**

The HSUS maintains a support staff indispensable in performing the functions necessary to conduct day-to-day operations. The president, who is the chief executive officer of the society, is charged with administering the total effort of the society on behalf of the board of directors. The treasurer and executive vice-president is the chief operating officer and, in concert with the president, prepares the annual operating budget for approval by the board of directors. He has responsibility for all funds and securities of the society and makes disbursements therefrom in payment of expenses in accordance with the approved budget. In this capacity, he is responsible for the maintenance of all financial records necessary to meet the reporting requirements of federal and state governments. Annually, the treasurer's records are audited by an independent certified public accountant and a report is made directly to the board.

The society maintains a headquarters building in Washington, D.C.; a center in Bethesda, Maryland, where the companion animals division and much of the financial, data processing, and publication operations are housed; eight regional offices; an Animal Control Academy; and the National Humane Education Center, headquarters for NAAHE.

The society has a board of directors consisting of twenty-four members elected by the membership and numerous committees that direct the overall work of the organization. In addition to the efforts by the society in direct furtherance of our animal-protection interests, occasional gifts are made to other organizations that further its philosophy, goals, and purposes.

**MEMBERSHIP DEVELOPMENT**

The society is funded through annual dues paid by its members as well as from additional contributions and legacies from members and others. Without this generosity and dedication, the work of The HSUS would not be possible. The HSUS produces and distributes information describing its program goals and ongoing endeavors to its constituency of more than nine hundred thousand persons nationwide.

**FUND-RAISING**

The HSUS raises funds by a variety of means in order to underwrite its animal-protection programs. It is a fact of life that The HSUS, as any other not-for-profit organization, must "earn" the confidence of its members and donors in order to receive the funds required to operate. We do this by educating the public, as potential members and contributors, about the numerous activities and programs conducted by the society on behalf of animals and the ways in which our actions have made a difference. This is done through the *HSUS News*, quarterly *Close-Up Reports*, and other direct-mail communications. Through these various vehicles, as well as through selecting and encouraging deferred giving, endowments, and legacies, The HSUS has been successful in enlisting the support and participation of an ever-increasing number of persons who share our concerns and objectives.