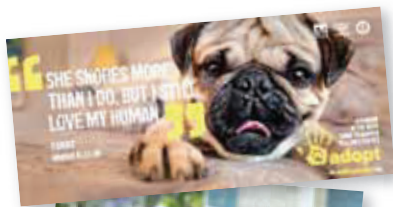




We are... building the movement



By reaching out to people and communities of all stripes, we are growing an army of animal advocates.

“ Literally, I screamed. I thought, ‘To hell with the neighbors, I’m going to enjoy this moment.’ ”

—Documentary filmmaker Martin Guinness

Guinness describes the moment he learned of the HSUS grant for his film *Cages of Shame*, about the practice of bear bile farming in China. The HSUS’s Hollywood Outreach office also helped bring our captive hunting investigation to the small screen and held the annual televised Genesis Awards, honoring the news and entertainment media for producing outstanding works that raise awareness of animal issues.

“ It was encouraging to be reminded of the strong Christian heritage of animal protection and care. ... The Q presentation challenged many Christian leaders, like myself, to continue advocating for the humane treatment of God’s creation. ”

—Evangelical leader Kevin Palau

8 million

people got the pro-adoption message when the Shelter Pet Project—a campaign of The HSUS, Maddie’s Fund, and the Ad Council—launched its latest PSAs in November.

Palau reflects on an HSUS talk at the Q (“questions”) conference for evangelical Christians in Portland, Ore. The HSUS’s presence on the agenda showed the reputation we’ve built with faith communities. “Now it’s not so much us trying to convince churches to have animal protection ministries,” says the campaign’s Christine Gutleben. “It’s, ‘There are so many ministries; how do we help them?’ ”