

FROM THE PRESIDENT



This report chronicles a year's worth of struggle and unparalleled progress for animals. At The HSUS, we focus on tangible outcomes—driving public policy and enforcement actions, initiating corporate reforms, exposing cruelty and raising public awareness, and bringing relief to animals through our hands-on programs. It's my hope that this account of those efforts, in all of its granularity and its breadth, inspires you to recommit yourself to the organization and to help advance our vital mission for animals and for the whole of our society.

It is the people associated with The HSUS who bring its ideals to life. We have a world-class staff of issue and policy experts, lawyers, veterinarians, medical doctors, scientists, writers and editors, graphic

artists, investigators, researchers, animal care specialists, and so many others. We also have a growing corps of volunteers—from our board of directors to our national, state, and issue-specific councils. We have interns, letter writers, petitioners, phone bankers, citizen lobbyists, and others as allies in our efforts to drive social reforms for animals.

They are people like 9-year-old Shira Zeiberg and her sister Brianna, who ask for donations to The HSUS in lieu of birthday presents for themselves. Or 12-year-old Martin Welych-Flanagan, who raised more than \$10,000 by making and selling seal-themed bracelets to fund our anti-sealing campaign in Canada. Or Lou Montgomery, who has deployed all over the nation as a longtime volunteer and consultant with our Animal Rescue Team. Or Audrey Steele Burnand, who has made seven-figure contributions to finance our campaigns against horse soring and pig gestation crates. Or Judy Ki, a member of our California State Council who has regularly trekked to Sacramento to lobby for bills to end shark finning and hound hunting of bears.

They are The HSUS. And, as a supporter of the organization, you, too, are The HSUS.

In this report, you'll read about our teams rescuing animals in crisis—whether from natural disasters, like Superstorm Sandy, or human-caused calamities for animals, like puppy mills and dogfights. You'll also learn of our veterinary work, our programs to resolve human-wildlife conflicts, our street dog initiatives in Asia and Latin America, and our direct care work at our sanctuaries.

As vital as these hands-on programs are, there is more that we can and must do. Simply put, we cannot rescue our way out of the problems that animals face. We must work to prevent cruelty wherever it occurs, a formidable challenge because so many harmful uses of animals are routine and legal. The very notion of rescue is impractical and unworkable when we talk of factory farming or animal testing or the trade in wildlife parts.

If good people are made aware of an injustice or an abuse, then they will act. When we take collective actions, with thousands of us demanding change, we can bring about reform on a grand scale.

We must turn around these problems by raising awareness and creating a clamor for change, demanding and delivering corporate or public policy reforms, and showing a new and better way with alternative practices or products that make cruelty obsolete.

Very few people or industries that cause harm to animals do their dirty work out in the open. They typically hide it or disguise it, in addition to rationalizing it. They conduct their business or their recreation in the shadows or in some far-off land or port. They do their work far down the supply chain from the consumer. We, as individuals and as a society, are disassociated from so much of the cruelty, and the notion of "out of sight, out of mind" has particularly dire consequences for animals. The fact is, so much animal cruelty depends on good people not knowing of it.

One great purpose of The Humane Society of the United States is to connect people of conscience with the reality of what's occurring with animals. If good people are made aware of an injustice or an abuse, then they will act. When we take collective actions, with thousands of us demanding change, we can bring about reform on a grand scale.

It has been HSUS staff who have been documenting the killing of baby seals on the beautiful but forbidding sea ice floes to the east of mainland Canada, and then telling the world about the slaughter. But for our work, the sealers would conduct their ruthless enterprise without anyone—except perhaps the foreign pelt buyers—knowing of it. Instead, people throughout the world, seeing the grim details of the hunt, have demanded that policymakers close their markets to seal pelts and other parts.

It was an HSUS investigator who went undercover to document "soring" of Tennessee walking horses—an illegal and cruel training technique conducted to induce the animals to exaggerate their gait in order to gain an advantage at competitive shows. Without this kind of exposure, that trainer would have continued his barbaric behavior and gathered up more ribbons. Instead, federal lawmakers are calling for a broader crackdown and an upgrade of the law prohibiting abuse.

It was an HSUS investigation that showed the harsh realities, and the daily privations and torments, that chimpanzees endure at biomedical research laboratories where they languish in small cages or suffer from the effects of invasive experiments. We exposed the problem, and as a result, the government is beginning to release approximately 400 chimps in labs to sanctuaries and a life of peaceful retirement.

In all of these cases, the difference is The HSUS. And the difference is you—seeking to be a participant and not a bystander in re-examining the human relationship with animals and calling for standards of mercy and decency. It takes intentional action, and it takes the strength, the strategy, and the vision of an organization like The HSUS, embodied through the work of millions of people who dream of good outcomes for animals.

A handwritten signature in black ink that reads "Wayne Pacelle".

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

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For details, go to humanesociety.org.

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