



### Captive Audience

Rescued from a Mississippi roadside zoo (inset), Natalia the tiger rests at the Cleveland Amory Black Beauty Ranch, a Texas sanctuary operated by The Fund for Animals in partnership with The HSUS. The January rescue and a four-month investigation into an Oklahoma exotic animal park shone a national spotlight on the plight of captive wildlife.

## We're There Inspiring Change

*By generating public debate on animal protection issues, building partnerships with other professionals and causes, and mobilizing advocates, we engage the broader community in our mission.*

### Harmed and Dangerous

The undercover video captures the scene: A young child and a tiger cub are posed for the camera by insistent parents and staff at G.W. Exotic Animal Park in Wynnewood, Okla. The cub is not cooperating; the child is crying. "It seems like the toddler is the most sensible person in the entire situation," says HSUS staff attorney Anna Frostic. "She's very uncomfortable with the scene."

The four-month HSUS investigation brought national media attention to the significant public safety and animal welfare concerns inherent to the private ownership of exotic animals. Five tigers died during that time, and tiger cubs were punched and whipped as part of their "training" for public appearances.

"The owner was allowing the public to have contact with tiger cubs who were large enough to cause serious injury," says Mary Beth Sweetland, HSUS senior director of research and investigations. "While we were there, a young child was scratched and bitten by a tiger cub used for public handling." HSUS attorneys followed up by filing legal complaints with state and federal officials and petitioning the U.S. Department of Agriculture to prohibit public contact with dangerous wild animals.

In Mississippi, a January rescue of 11 animals also exposed the problems with roadside

zoos. In addition to tigers, cougars, leopards, and wolf hybrids, The HSUS helped rescue a macaque confined to an enclosure that was nothing but "dirt and bars," says The HSUS's Adam Parascandola. "Getting him into a better situation was one of the real highlights."

### The Fight Against Finning

It's been a traditional dish at high-end hotels, government functions, and wedding banquets, considered a delicacy and status symbol in many Asian cultures. But shark fin soup comes at the cost of immense suffering, with animals thrown back into the ocean to die after their fins are hacked off. And it devastates ocean ecosystems, with tens of millions of these top predators fished annually.

But public awareness campaigns by Humane Society International and other groups are encouraging new generations to embrace cruelty-free traditions, with tens of thousands



"Living walls [allowed] the society to be free and to let lions roam around. This means that the number of lions will increase again."

— Elvis Kismir of the African People & Wildlife Fund, which works with Humane Society International to build lion-proof fences in East Africa's Maasai Steppe. Made of galvanized steel chain link and plantings from a quick-growing spiny tree, the "bomas" prevent cattle predation, protecting endangered lions from retaliatory poisoning by herders.



Shark finning and unsustainable fisheries add up to a one-two punch for the world's shark species; 74 of 468 are threatened with extinction.

OPPOSITE PAGE: KATHY MILAN/THE HSUS. THIS PAGE, FROM LEFT: FRED RAVENDAM/INDEN PICTURES; AFRICAN PEOPLE AND WILDLIFE FUND



One among hundreds, a sterilized feral cat sunbathes at an Oahu park-and-ride. With its mild climate and lack of feline predators, Hawaii has one of the densest populations of outdoor cats in the U.S. Conservationists worry that some prey on the islands' threatened and endangered birds. In 2012, HSUS staff supported a coalition of cat and wildlife experts searching for solutions that protect all species. A national HSUS conference in California helped find common ground.

“I’m a voice now for the animals. And part of that is because of The HSUS allowing me to host at the Genesis Awards. ... Without The HSUS, I don’t even know that I would have had this dream.”

— Dancing with the Stars judge Carrie Ann Inaba on The HSUS’s annual awards show honoring animal protection coverage in the entertainment and news media

of people signing the No Shark Fin pledge. In 2012, HSI teamed with the Jane Goodall Institute China to fund educational projects by university student groups and organize photo exhibits at a popular Beijing seafood restaurant chain. Another campaign by HSI, Environment & Animal Society Taiwan, and the Hong Kong Shark Foundation challenged engaged couples to remove the soup from their wedding banquet menus and promote the pledge. In Taiwan, among the 44 couples participating—representing a combined 4,280 guests—one persuaded family elders to drop their support for the shark fin soup tradition, another handed out anti-finning posters and shopping bags, and yet another highlighted conservation messages on thank-you cards and reception menus.

The outreach efforts have greatly reduced institutional support for a once-sacrosanct custom. In 2012, Venezuela and Brazil joined a growing number of countries adopting strict shark finning bans in their nations’ waters, while Illinois and 13 Canadian municipalities banned sales of shark fins. Campaigns with partners such as the Chinese environmental organization Green Bea-

gle and the China Hotel Association have resulted in a number of hotels and restaurants removing shark fin soup from their menus. Also in China—the world’s largest market for fins—the State Council announced its watershed decision to remove the dish from official government functions within three years.

### Guiding Light

*How do we live as human creatures among all the other creatures of God?* It’s a question Charles Arand posed in a report on stewardship by The Lutheran Church—Missouri Synod, and one that caught the attention of Christine Gutleben, senior director of The HSUS’s Faith Outreach program.

In 2010, Gutleben invited Arand to a summit of religious leaders to learn more about The HSUS’s work engaging people of faith in animal protection. Two years later, it was Arand who played host, organizing a dinner that brought together Gutleben and other HSUS staff with Missouri pastors and colleagues at Concordia Seminary, where Arand is a professor. He also connected Gutleben with potential supporters

for a ballot initiative that would have made extreme cruelty a felony in North Dakota.

As a member of The HSUS’s Faith Advisory Council, formed in 2012, Arand is tasked with supporting other spiritual leaders who are taking a stand on animal protection. His new role, he says, has “helped open conversations with a wider spectrum of people ... about how we raise the food we eat and other animal welfare issues.” He acknowledges that advocating for animals has its challenges, and that not everyone will adopt the same solutions, but says that “when people step back and reflect on God’s relationship to creation ... it tends to have positive results.”

### Forcing the Issue

The massive factory farm planned for China’s Jiangxi Province would have caused the inhumane force-feeding of millions of geese and ducks to produce foie gras (French for “fat liver”), a so-called “delicacy.” The proposed facility also would have polluted an important overwintering habitat for migratory waterfowl. So when Humane Society International staff learned of the plan, they quickly mobilized an opposition campaign, alerting supporters and recruiting other animal advocacy groups. The project



Foie gras producers shove pipes down the throats of ducks and geese, force-feeding them until their livers become enlarged.

OPPOSITE PAGE: MARCO GARCIA/FOR THE HSUS. THIS PAGE, FROM LEFT: AP/GETTY IMAGES; KIM WANDERWOOD

### TAKING THE REINS

**NAME:**  
Leslie Register



**WHY SHE’S AN HSUS SUPERSTAR:**  
Speaks out against horse slaughter

Seventeen years ago, Leslie Register watched a 6-year-old horse, well past his prime, lose yet another race. His fate, she was told, would be racing on a second-tier track until he died. Instead, Register brought the horse home for a well-earned retirement. It’s not a typical outcome; horses who don’t have spectacular careers often end up shipped out of the country for slaughter. That reality, and the possibility that horse slaughter may resume in the U.S., motivated Register to join the Equine Leadership Council—key advocates who invest in HSUS goals and act as ambassadors for equine protection. A longtime HSUS donor, Register plans to bring awareness of slaughter and other equine issues to the Southern California horse shows in which she competes. “[My horse is] one of the lucky ones. I want other horses to be the lucky ones, too.”

### MOTIVATING MILLIONS

**11 million**

visits to [humanesociety.org](http://humanesociety.org)

**2,783**

attendees at our 2012 Taking Action for Animals and Animal Care Expo conferences

**1.6 million**

Facebook fans



**1 million+**

readers of *All Animals*, *Kind News*, and *Animal Sheltering* magazines

**9.3 million**

viewings of HSUS videos

**1 million+**

viewings of “Sandbox,” a national PSA promoting shelter adoptions produced by The Shelter Pet Project, a collaboration of The HSUS, the Ad Council, and Maddie’s Fund

collapsed after more than 50,000 people wrote to the Chinese premier and a UK investment firm withdrew funding—“a great example of animal protection groups across the world using their collective reach to challenge animal cruelty,” says HSI/UK director Mark Jones.

In the U.S., The HSUS recruited chef Wolfgang Puck to campaign in support of upholding California’s foie gras ban, which took effect in 2012. “We chefs have the ability to create delicious and original dishes our customers will love without causing torment to animals,” Puck wrote in a letter to fellow restaurateurs. In September, a federal appeals court denied a motion to block the ban’s enforcement.