HUMANE EDUCATION, MEMBERSHIP, AND PROGRAM SERVICES
EDUCATION, ANIMAL ISSUES, AND LEGISLATION

For the second consecutive year, The HSUS’s “Shame of Fur” campaign pressured the fur industry and educated fashion consumers about the cruelty of fur fashions. Several large fur retailers closed, or considered closing, their doors because of declining fur sales, and fur-trapping reports continued to indicate a decrease in the seasonal kill of fur-bearing animals. Approximately 100 outdoor billboards advertised the HSUS campaign in more than 20 cities nationwide, the result of a cooperative effort between The HSUS and several local humane societies and SPCAs. In New York City, consumers saw 35 king-sized campaign posters on commuter buses in selected areas of the city and an animated campaign sign on Times Square.

Our tuna boycott, organized to protest the drowning of dolphins in tuna fishermen’s nets, gathered force as school cafeterias, restaurants, and food markets joined the effort. The HSUS helped to formulate legislation that would force tuna companies to label their products to indicate whether or not the tuna was caught using methods that are known to kill dolphins.

The HSUS helped to organize, and was the host of, the newly formed Global Cetacean Coalition, an ad hoc group of 40 national and international organizations whose goal is to extend the global moratorium on the commercial killing of whales to the year 2000 and to stop the accidental killings of cetaceans in driftnets and other fishing nets. The HSUS also pressed President George Bush to impose economic sanctions against Japan, the foremost outlaw whaling nation, and worked for two bills before Congress that would expand the President’s ability to impose economic sanctions against countries that subvert international fishery and whale-conservation agreements.

The newly redesigned Animal Activist Alert, The HSUS’s primary activist outreach publication, gave its readers valuable information to help them write letters, editorials, and op-ed pieces, organize demonstrations and educational events, and work on legislation.

In an effort to remedy the long-standing exclusion of birds, laboratory-bred rats and mice, and farm animals from the protections of the Animal Welfare Act (AWA) when these species are used in biomedical research and other regulated activities, the laboratory animals department filed a petition with the U.S. Department of Agriculture (USDA). We also submitted comprehensive comments to the USDA, seeking to strengthen proposed regulations under the Dole/Brown amendments to the AWA that would improve conditions for animals in laboratories.

We testified in favor of the federal Consumer Product Safe Testing Act and assisted several statewide campaigns against pound seizure, working closely with The HSUS’s state legislative department.

We submitted written testimony to congressional committees to strengthen a government program on nonanimal research alternatives and began substantial collaborations with a major patient-advocacy organization and a professional research society to pursue mutual interests in alternatives.

The HSUS federal legislative affairs staff was a leader in the introduction and/or reintroduction of many important animal-protection bills in Congress, including legislation to prohibit inhumane practices in veal-calf raising, impose a moratorium on the patenting of genetically engineered animals, and institute a ban on the use of the Draize Test and Lethal Dose (LD-50) Test.

Our coalition work with family-farm groups, which began in connection with the animal-patenting issue, was expanded to include humane sustainable agriculture, which will be debated in Congress in preparation for the farm-bill reauthorization in 1990.

We sent letters to house and senate sponsors and submitted testimony that opposed acts of violence aimed at animal-research laboratories addressed by bills that would make such acts federal crimes. At the same time, The HSUS supported legislation that would protect whistleblowers and give individuals the right to sue the USDA for failing to enforce the AWA.

The state legislative department continued its efforts to get felony dogfighting laws passed in all 50 states. All 42 existing laws have been passed since 1975; Nevada, New Jersey, and Arkansas joined the ranks in 1989.

The HSUS increased its efforts nationwide to upgrade anticruelty statutes from misdemeanors to felonies and to give greater authority to officials to remove animals from abusive situations, with special efforts being made to assist dogs constantly chained in yards and animals kept outside in extreme weather conditions.

The HSUS produced more than 100 new printed pieces in support of its operations and programs. The HSUS News, the society’s award-winning membership magazine, reached more than
300,000 readers quarterly. Numerous advertisements in major national magazines; regional newsletters; and membership, conference, and workshop materials provided an important link to a far-flung membership.

The higher education programs division supported animal-protection issues to students and faculty at colleges, universities, and professional schools. The division also served as liaison to professional organizations dealing with animal-facilitated therapy, law enforcement, animal control, public health, and many other areas of human/animal interaction.

The staff of higher education has a special interest in the psychology of cruelty and kindness to animals, and we have worked with many local groups to establish coalitions of animal-protection and human-service agencies to draw attention to the common roots of violence against animals and people.

In 1989, The National Association for the Advancement of Humane Education officially became The National Association for Humane and Environmental Education (NAHEE). The formal incorporation of environmental awareness into the education programs broadened the scope and educational impact of NAHEE activities.

In cooperation with the Royal SPCA in London, England, NAHEE launched its first international children's campaign, “Helping Hands for Pets.” A total of 15,400 teachers in the United States received the “Helping Hands for Pets” teaching packet for use throughout the 1989-90 school year. Forty-five other countries also participated in this children's campaign to help end pet overpopulation.

NAHEE's *Children & Animals* magazine was honored by the Educational Press Association of America as the most improved education publication of 1989. (*Children & Animals* has since been retitled *KIND Teacher*.) *KIND News* is the newspaper of the Kids In Nature's Defense (KIND) Club. In the KIND Club's second year, membership climbed to 246,400.

**MEMBERSHIP AND PUBLIC INFORMATION**

The public-relations department distributed national press releases on a variety of program issues, ranging from The HSUS's fur campaign to pet tips to protecting the earth and all its creatures.

HSUS staff members were quoted extensively in the national media, including *The Washington Post*, *The New York Times*, *Glamour* magazine, and television’s “USA Today on TV” and “20/20.” We worked closely with the producers of “LA Law” and provided the controversial trapping footage that appeared in the show's season premiere. The controversy was picked up, with The HSUS mentioned, by TV's “Entertainment Tonight,” *The Washington Post*, and *Women's Wear Daily*.

**ENVIRONMENT, FARM ANIMALS, BIOETHICS**

The wildlife and environment department supported the “Shame of Fur” campaign to end the wearing of fur by educating people about the cruelty of trapping and fur “ranching.” We remained at the forefront of efforts to end sport hunting and commercial trapping on national wildlife refuges. We closely followed the management plan at Seal Beach National Refuge, California, opposing proposed destruction of foxes, opossums, and skunks. Finally, we successfully filed suit to protect deer from a shotgun hunt on the Mason Neck National Wildlife Refuge in Virginia.

The HSUS continued to work for a closed season on black ducks and other waterfowl whose populations are at alarming and record low levels.

We spearheaded efforts to protect and enhance wild horses on public lands. We supported the development of a workable contraceptive for wild horses that would offer a nonlethal means of reducing the reproductive potential of wild horses and wildlife in specific problem areas.

At the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) meeting held in Lausanne, Switzerland, we took a leadership position in banning commercial trade in elephant ivory and in obtaining additional restrictions on commercial trade in other endangered or threatened species. We strongly opposed the continued importation of “trophy” elephant tusks into the United States.

We worked to end the pet trade in wild birds and to adopt measures to ensure the welfare and humane treatment of birds in captivity and in transit.

We presented strong testimony opposing “swim with dolphin” programs and worked with the National Marine Fisheries Service to improve regulations on the care and maintenance of marine mammals in captivity.

We prepared a booklet entitled *A Practical Guide to Humane Control of Wildlife in Cities and Towns* to help laypeople and municipal animal-control agents solve wildlife-related problems. We
also organized seminars to advance humane solutions to urban-wildlife problems.

The HSUS filed a lawsuit to protect ravens in the Mojave Desert in California from mass poisoning by federal agencies. As a result, the program was halted. In order to reduce raven predation of endangered juvenile desert tortoises, The HSUS and the Bureau of Land Management organized a volunteer program to make the desert tortoise area “raven proof” through nonlethal means. For areas where predators and livestock coexist, we also continued to press the U.S. government to budget more money for workable, nonlethal predator-control methods and to end the sale of inhumane and destructive poisoning programs.

In 1989, the Center for Respect of Life and Environment established four program priorities: strengthening an ecological spirituality; building humane sustainable communities; protecting and

### The Humane Society of the United States

#### 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>
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<td>Cash and Cash Equivalents</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Total Assets</td>
<td>$13,346,839</td>
<td>$1,457,357</td>
<td>$2,932,075</td>
<td>$4,007,818</td>
<td>$1,352,868</td>
</tr>
</tbody>
</table>

| Liabilities                   | $503,119           | 15,339           | 108,870         | 91,495       | -           |
| Fund Balances                 | 12,843,720         | 1,442,018        | 2,823,205       | 3,916,323    | 1,352,868   |
| Total Liabilities and Fund Balances | $13,346,839   | $1,457,357       | $2,932,075      | $4,007,818   | $1,352,868  |

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

| Revenue                        | $6,447,382         | -                | -               | -            | -           |
| Dues and Contributions         | 3,679,211          | 40,554           | 2,883           | 95,000       | -           |
| Gifts and Grants               | 3,444,435          | -                | -               | -            | -           |
| Bequests                       | 1,156,731          | 88,171           | (27,404)        | 303,215      | 122,177     |
| Investment Income              | 325,771            | 23,863           | -               | -            | -           |
| Sale of Literature and Other Income | 89,934              | -                | (89,934)        | -            | -           |
| Total Revenue                  | $15,142,844        | $152,588         | ($24,521)       | $308,281     | $122,777    |

| Expenditures                   | $7,110,874         | $50,136          | $300            | -            | $100,651    |
| Humane Education, Membership, and Program Services | 1,655,058          | -                | -               | -            | -           |
| Cruelty Investigation and Litigation | 1,301,522          | 1,697            | -               | 27,222       | 21,607      |
| Management and General         | 2,208,647          | -                | -               | -            | -           |
| Membership Development         | 856,598            | -                | -               | -            | -           |
| Fund-raising                   | -                 | -                | -               | 226,211      | -           |
| Total Expenditures             | $13,132,699        | $51,833          | $300            | $253,433     | $122,258    |

| Excess of Revenue Over Expenditures | $2,010,145          | $100,755         | ($24,821)       | $54,848      | $519        |
appreciating wild and sacred places; and "greening" academic disciplines and professional practices.

Recognizing that religious teachings have much to offer in terms of awakening public conscience and concern for fellow creatures and earth's creation, two relevant monographs were published, St. Francis of Assisi, Animals, and Nature, and Animal Welfare and Nature: Hindu Scriptural Perspectives. The Center also prepared a critical review of the inherent problems of modern agriculture and a vision of alternative farming practices in a new video program, "Steps Toward a Humane Sustainable Agriculture."

The HSUS farm animals and bioethics staff monitored the harmful environmental consequences of intensive livestock- and poultry-production practices and consumer and animal-health concerns arising from an overdependence on drugs to keep such animals productive.

We are concentrating efforts to make livestock and poultry farming less inhumane by working with organic farmers and farming associations and with those individuals and organizations concerned about environmental and consumer risks of a chemical-dependent agribusiness that monopolizes almost the entire food industry. Recognizing that the adoption of a humane and sustainable alternative agriculture will not happen overnight, we have presented testimony in support of more humane veal-calf husbandry standards and continue to question the misapplication of genetic-engineering biotechnology (as well as the patenting of animals) in agriculture.

COMPANION ANIMALS DIVISION

The HSUS companion animals division is a resource for hundreds of animal shelters in the United States. In 1989, the division conducted comprehensive shelter evaluations of more than 30 facilities, offering local agencies expert advice on providing the best possible care for animals. We offered specialized workshops on protecting animals at the community level and participated in numerous other seminars and workshops attended by more than 1,300 people.

In an important program to improve the treatment of animals in air transport, the companion animals division was called upon to train USDA inspectors in proper animal handling during air travel. This training will help inspectors enforce the provisions of the AWA and protect animals transported by plane.

The Animal Control Academy held five sessions, graduating 150 students who will go on to improve the lives of animals in their communities. The only two-week training program of its kind, the academy trains animal-control officers to carry out their jobs with knowledge, humaneness, and the utmost professionalism. The academy also offered several sessions of a workshop entitled "Euthanasia: The Human Factor," which provided valuable guidance and sup-
port for shelter workers coping with the stress inherent in the job.

Shelter Sense, our newsletter for professionals in animal sheltering and control, brought successful ideas and programs to more than 3,000 shelters and animal-protection workers.

The “Be a P.A.L.—Prevent A Litter” campaign promoted the importance of spaying and neutering companion animals through a successful national effort for its third year. 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. With hundreds of billboards, fliers, bumper stickers, and T-shirts by the thousands spreading the “Prevent A Litter” message, the benefits of this effort extended to millions of people.

CRUELTY INVESTIGATION AND LITIGATION
INVESTIGATIONS AND REGIONAL PROGRAMS AND SERVICES

The field services division and the investigations department investigated cruel methods of slaughter in packing plants and uncovered significant cases of nonenforcement of the federal Humane Slaughter Act. HSUS investigators undertook a major investigation of the transportation, handling, and sale of male “bob calves” in New York State. Abuses in pet shops, zoos, circuses, and animal shelters were other targets of our staff.

Perhaps the most significant investigation of the year was the Santeria trial in Florida, in which the HSUS played the major and crucial role. An October 1989 lawsuit questioned whether or not ritual animal sacrifice was constitutional. HSUS staff testimony, supported with photographs and investigative reports, was largely responsible for a court ruling that ritual killing of animals is not protected under the Constitution. The victory means we can continue to act against animal sacrifice as practiced by an estimated 2 million Santeria followers across the country.

We won significant victories in exposing cruelty in the training of greyhounds. In Alabama, our investigation led to the arrest of the largest dealer in jackrabbits, used in “coursing,” in the southeastern states. A shipment of 330 rabbits was seized en route from Missouri, and the truck’s driver and the dealer were arrested. Our persuasive documentation and evidence convinced the U.S. attorney that the dealer was in violation of the federal Lacey Act, which carries much heavier fines than violation of state anticult laws or wildlife regulations.

We raided four Florida kennels and a greyhound-training track where rabbits were being used as live lures. In another case, our investigators found a greyhound kennel where 100 dogs were starved and neglected. The kennel owner and an associate were charged with cruelty and abandonment. These and other successful HSUS raids sent shock waves through the huge greyhound-racing industry and led to significant legislative changes in Kansas.

In Nevada, 36 pit bulls were seized and their dogfighting owner charged when an HSUS investigator led law-enforcement officers in a successful “bust.” In Pennsylvania, another HSUS investigator led state and local officials to a notorious cockfight operation. In Columbia County, Oregon, an HSUS investigator developed the information needed for a search warrant to raid what we considered the largest cockfight operation in the Pacific Northwest.

In Sandusky County, Ohio, our Great Lakes staff helped clean up a puppy mill, rescuing 42 dogs. Our Mid-Atlantic and New England staff helped rescue over 100 starving and diseased dogs from a New York dog-breeding kennel. In Cass County, Missouri, our Midwest investigator uncovered 18 starving horses and brought charges of cruelty.

Legislatively, The HSUS’s eight regional offices chalked up many successes. In the Gulf States, bear wrestling was outlawed in Arkansas, dog racing defeated in Oklahoma, and pound seizure overturned in Louisiana. West Coast staff were part of a state task force to establish badly needed guidelines for handling exotic animals. In New England, HSUS staff worked on a number of hunting and trapping bills. The Mid-Atlantic region noted with satisfaction the 12 animal-protection bills signed into law during New Jersey Governor Tom Kean’s administration. For the fourth straight year, the Midwest office reported that dog racing was blocked in Missouri, as were efforts to weaken Kansas’s puppy-mill law, the first law of its kind in the nation. North Central staff participated in the regulation of Wisconsin’s greyhound-racing industry. The Southeast office celebrated a major victory when Florida lawmakers added felony provisions to the state’s animal-cruelty statute. The Great Lakes region helped to defeat greyhound racing in Indiana and eliminated pound-seizure legislation in West Virginia.
Throughout 1989, the general counsel’s office continued its representation, in association with HSUS director O. J. Ramsey, of Jenifer Graham, the California high school student who sued her high school district because school authorities would not allow her to undertake alternative studies in lieu of dissecting animals in her biology class. This case continues to be a catalyst compelling the reexamination by students, parents, educators, and textbook publishers throughout the country of the need for animal dissection at the elementary and secondary school levels, and it continues to inspire similar lawsuits as other students who conscientiously object to dissection follow the example of Ms. Graham and The HSUS. The Graham case is an appellate proceeding before the U.S. Court of Appeals in San Francisco.

The general counsel’s office submitted comments to the U.S. Fish and Wildlife Service urging the inclusion of the red ear slider turtle on the list of species protected by CITES—part of our efforts to protect this species that date to 1973. We also drafted a model cruelty-procedures statute that will prevent animals from being returned to defendants convicted, or even acquitted, of cruelty when the best interests of the animal require that it be permanently removed to another person’s custody.

A central role of the general counsel’s office is to provide legal assistance and support to other HSUS departments and programs. Some of the principal activities included preparation of an opinion on the implications under the antitrust laws of The HSUS joining with other organizations in attempting to force changes in government regulations affecting the care of animals.

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, 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; eight regional offices; the Animal Control Academy; and the National Humane Education Center, headquarters for NAHEE.

The society has a board of directors consisting of 24 members elected by the membership and numerous committees that direct the overall work of the organization. In addition to the efforts by the society and in direct furtherance of our animal-protection interests, occasional gifts are made to other organizations that further our philosophy, goals, and purposes.

MEMBERSHIP DEVELOPMENT

The HSUS 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 900,000 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.