

The issues of animal cruelty and abuse are too big for any of us to solve by ourselves, and that's probably a major reason you've joined The HSUS. You magnify your impact when you align with others of like mind. It's through our collective action for animals—11 million people putting their voices, dollars, and volunteer efforts behind the organization—that we gain greater leverage and influence elected officials, win ballot measures, convince corporations to adopt humane practices, and raise funds for rescues, rehabilitation, and public awareness campaigns.

If we as a movement want to address the big problems of animal welfare, like factory farming or puppy mills or the fur trade, we've got to amass the strength to confront cruel industries, shine the light on wrongdoing, and secure needed reforms. Winning the moral argument is not going to be enough. We need lawyers, lobbyists, scientists, investigators, and, most importantly, grassroots supporters in order to exert influence and drive change. That's why The HSUS is so important to the cause of animal protection. We don't shy away from taking on entrenched interests and calling cruel things as they are. No other animal welfare group has the influence that The HSUS does, and animals have always needed a group like this working for them.

But even The HSUS, with all its power and people, cannot win every battle. We are always looking for new allies whose goals overlap with ours. We know that collaboration and cooperation improves the likelihood of success.

When The HSUS led the fight for Proposition 2 in California two years ago to halt the extreme confinement of animals on factory farms, we knew we'd be more likely to succeed if we worked with other animal protection groups, food safety organizations, small farmers, environmentalists, and others. Factory farms spawn animal abuse, but also dangerous manure lagoons, pathogens in our food, and corporate consolidation that edges out family farms. For those reasons, we had a large pool of potential allies. Uniting with people and groups with shared concerns swells our ranks and gives us the capacity to take on the most formidable adversaries.

The same was true for our 2010 ballot initiative in Missouri to crack down on puppy mills. With 3,000 mills in the state, Missouri was ground zero for the fight over large-scale commercial dog breeding. Because so much was at stake, we joined forces with the Humane Society of Missouri, the Missouri Alliance for Animal Legislation, the ASPCA, Best Friends Animal Society, and other groups that despise these mills just as much as we do. We also connected with consumers across the country who have unwittingly purchased sick dogs from mills and now recognize that these operations are unhealthy places for animals.

In this issue of *All Animals*, as in all issues, you'll find evidence of our commitment to collaboration in our campaigns and programs. For example, we are one of the founders of the Species Survival Network, a consortium of dozens of groups across the globe fighting the capture of rare wildlife for the pet trade and other commercial uses. And we are on the ground with public and private partners to help protect prairie dogs and give these beleaguered creatures a chance at survival in the Great Plains ecosystem they helped create.

We are committed to strengthening the protections for animals in this country and around the world. As we work to that end, we'll unite with other groups whose interests intersect with ours. It's the right strategy for us, and it's the path to progress for animal protection in the years ahead.



“Uniting with groups that share our concerns gives us the capacity to take on the most formidable adversaries.”

▶ FOR REGULAR UPDATES, check out Wayne's blog at humanesociety.org/wayne.

Wayne Pacelle

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