ANIMAL-PROTECTION PROGRAMS
PUBLIC EDUCATION, MEMBERSHIP INFORMATION, AND PUBLICATIONS

The HSUS News, the society’s award-winning membership magazine, introduced a full-color format in 1990. The special Earth Day 1990 issue of the News was distributed not only to the society’s members, who numbered more than 400,000 at year’s end, but also to participants in Earth Day celebrations across the country. In support of its operations and programs, The HSUS produced more than 100 new items, many of which are described in this report. They ranged from a sturdy canvas tote bag to be used in place of disposable sacs, to an updated information sheet on pound seizure to assist activists in their efforts to ban that cruel practice. Advertisements, regional newsletters, and membership, conference, workshop, and campaign materials were printed and distributed at special events throughout the year. Reprints of popular articles from all HSUS periodicals continued to be much in demand, and our publications catalog featured more than 200 items economically priced for use by humane societies, pet owners, educators, and activists.

The Animal Activist Alert, The HSUS’s activist-outreach publication, provided its readers with valuable information to help them write letters and opinion pieces, organize demonstrations and educational events, and work on animal-protection legislation. The public-relations department distributed press releases to the nation’s media and monitored their interest in a number of topics. The puppy-mill issue prompted appearances by HSUS staff members on such television shows as “20/20,” “Good Morning America,” “Inside Edition,” “Face to Face with Connie Chung,” “Sonya Live,” “Geraldo,” and “CBS This Morning.” HSUS staff members discussed the “Beautiful Choice” campaign in Vogue and Glamour magazines, the “Shame of Fur” campaign on “Geraldo,” vicious dogs in Newsday, elephants on “Inside Edition,” Chincoteague ponies on “Good Morning America,” and wild horses on “CBS This Morning.”

The HSUS continued to support the work of the Jane Goodall Institute, the National Alliance for Animals Symposium, and E magazine. The HSUS also continued to be a major sponsor of “Living with Animals,” a national television series that deals with pets, wildlife, and the environment. The program is aired by 127 PBS stations and 500 cable affiliates annually.

The HSUS prepared the Pocket Guide to the Humane Control of Wildlife in Cities and Towns to help people solve wildlife-related problems in their communities. We also disseminated information, through publications and seminars, on solving wildlife problems encountered in households and have encouraged pest-control companies to look at alternatives to poisoning animals that some people perceive as pests.

CRUELTY INVESTIGATIONS AND REGIONAL OFFICES

Although the HSUS investigations department continued to handle animal-cruelty complaints daily, it also focused on trying to curtail large-scale, industrywide abuses. We stepped up our campaign to end the suffering of animals in midwestern puppy mills. After ten years of documenting the atrocious conditions found in such places—and having little success in pressing for the prosecution of puppy-mill operators—the investigations department initiated a very public national boycott of dogs bred or brokered in Kansas, Nebraska, Oklahoma, Arkansas, Missouri, Iowa, and Pennsylvania. The sale of puppy-mill dogs from these states declined drastically, prompting many midwestern puppy mills to close.

Our efforts, in conjunction with major media coverage of the cruelties involved in greyhound racing, resulted in the arrest of some of the nation’s most prominent greyhound trainers and breeders for baiting their dogs with live rabbits. HSUS investigators presented legislators with vast evidence of abuses in the industry and were instrumental in preventing the expansion of dog racing into states where it had been proposed.

HSUS investigators closed in on their goal of having dogfighting made a felony in all 50 states with the passage of such a law in New Jersey—the 42nd state to have enacted one. In states where the brutal “sport” still flourishes, law-enforcement officers have taken aggressive action to curtail it, making numerous raids and arrests. The HSUS also hopes to have cockfighting made a felony nationwide. In 1990 we saw a 16th state declare the activity a felony. HSUS investigators conducted training sessions for local, state, and federal law-enforcement officers across the country that have led to raids and arrests.

The HSUS conducted investigations of rodeos to provide local organizations with evidence to be used for educational and political purposes. Such ammunition has proved invaluable in attempts to outlaw rodeo itself—and specific rodeo events—on local levels. The HSUS investigated cases involving the sacrifice of animals by ritualistic cults and assisted law-enforcement agencies with their investigations of this practice.

Investigators documented the routine sale of severely debilitated horses at auction to “killer buyers.” An expose of that practice in the National
Southeast office wrote and promoted Florida’s new “pet dealer” law; similar legislation is being introduced in other states.

We took on many aspects of the use of animals for sport. The Southeast office blocked Florida’s attempts to legalize the prereace use of corticosteroids in racehorses, a practice that can result in further harm to sick or injured horses. That office also pursued cruelty charges against a dog-track operator for using live rabbits as lures. The New England office fought the conversion of a jai alai facility into a dog track and worked for legislation that would regulate animal-pulling contests. The West Coast office uncovered many cruelties involved in a Mexican-style charro rodeo in California and assisted with criminal investigations.

Southeast office staff members participated in a dogfight raid in Alabama at which 31 fighting dogs were seized. That office also assisted in the prosecution of ten people in Mississippi for cockfighting. West Coast office staff members assisted Oregon prosecutors in a raid that resulted in a racketeering suit against a cockfighter and the arrest of an additional 348 people for illegal animal fighting. They also assisted Tuolumne County, California, narcotics agents in seizing 37 pit bull dogs from a remote northern California location. The owner of the animals pleaded guilty to felony dogfighting and narcotics charges. The Gulf States office supplied the Houston Society for the Prevention of Cruelty to Animals with evidence that aided in the seizure of animals from one of Texas’s most notorious dogfighters.

As several major circuses traveled around the country, regional staff members alerted the media to the abuses of circus animals that can occur and urged the public to find more humane sources of entertainment. We stepped up our investigations of allegations of substandard conditions and inhumane practices at zoos. The New England office joined other groups in calling for a ban on so-called bloodless bullfighting in Massachusetts.

The Great Lakes office helped persuade the governor of Ohio to veto a bill that would have permitted the use of toxic collars to kill coyotes. It also fought an Ohio bill that would have banned protests against the sale of fur, and it succeeded in securing a veto of a hunter-harassment bill in that state.

The New England office supported efforts to introduce hunting reforms, including “reverse posting,” under which hunting on private property would be prohibited unless the owners specifically indicated that they wished to allow it. In Connecticut, the New England office joined other groups in bidding against trappers for usage rights on state-owned land. The animal-protection coalition acquired the rights to four parcels and declared them trap-free zones for the four-year life of the rights.

All the regional offices continued to help local...
humane societies and animal shelters improve the treatment of animals in their communities by upgrading their policies and practices. All of them organized and participated in a variety of workshops and seminars as well.

Since 1979 the HSUS Animal Control Academy has conducted training programs for animal-control and animal-protection personnel. In 1990 the academy conducted four sessions and graduated 124 students. Another 327 participated in 13 “Euthanasia: The Human Factor” workshops.

**WILDLIFE, ANIMAL-HABITAT, AND SHELTERING PROGRAMS**

The fur issue continued to be a major concern of the wildlife- and habitat-protection department, and

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#### Statement of Financial Position on December 31, 1990

<table>
<thead>
<tr>
<th>Assets</th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Endowment Funds</th>
<th>Annuity Funds</th>
</tr>
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<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
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<td>$1,510,880</td>
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<td>Receivables, Deposits, and Prepaid Expenses</td>
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<td><strong>Total Assets</strong></td>
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<td>$1,568,531</td>
<td>$2,822,581</td>
<td>$3,917,199</td>
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</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Fund Balances</th>
<th>$2,822,581</th>
<th>$3,917,199</th>
<th>$3,917,199</th>
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<tbody>
<tr>
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<td><strong>Total Liabilities and Fund Balances</strong></td>
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#### Statement of Revenue and Expenditures for the Year Ended December 31, 1990

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Endowment Funds</th>
<th>Annuity Funds</th>
<th>Trust Funds</th>
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<tr>
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<td>$ —</td>
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<td>Gifts and Grants</td>
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<td>Bequests</td>
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<td>Investment Income</td>
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<td>Sale of Literature and Other Income</td>
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<td>Expired Annuities</td>
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<td>(13,260)</td>
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<td><strong>Total Revenue</strong></td>
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<td>$797,759</td>
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<td>$241,574</td>
<td>$94,259</td>
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<table>
<thead>
<tr>
<th>Expenditures</th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Endowment Funds</th>
<th>Annuity Funds</th>
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<tbody>
<tr>
<td>Animal-Protection Programs:</td>
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<td>Public Education, Membership Information, and Publications</td>
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<td>Youth and Higher Education</td>
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<td>$ —</td>
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<td>Legal Assistance, Litigation, Legislation, and Government Relations</td>
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<td>$ —</td>
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<td>Bioethics and Farm Animals</td>
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<td>$ —</td>
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<tr>
<td>Gifts and Grants to Other Humane Organizations</td>
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<tr>
<td>Payments to Annuitants</td>
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<td>$ —</td>
<td>$ —</td>
<td>$ —</td>
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<tr>
<td>Supporting Services: Management and General</td>
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<td>6,760</td>
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<td>Membership Development</td>
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<td>$ —</td>
<td>$ —</td>
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<tr>
<td>Fund-raising</td>
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<td>$ —</td>
<td>$ —</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>$16,035,130</td>
<td>$53,246</td>
<td>$28,504</td>
<td>$243,317</td>
</tr>
</tbody>
</table>

**Excess of Revenue over Expenditures**

The society's audited financial statements are available upon request.
members of its staff continued to strive to improve conditions for and eliminate abuses of wild animals in captivity. We intensified our lobbying efforts in support of H.R. 1693, reintroduced as H.R. 330 in the 102nd Congress, which would eliminate recreational and commercial hunting and trapping on national wildlife refuges.

The HSUS pushed for alternatives to shotgun and bow-and-arrow hunting as solutions to perceived wildlife problems. We also worked diligently to stop the hunting of bison that cross outside the boundaries of Yellowstone National Park by educating the public and communicating with the government agencies that authorized such hunts.

We strongly backed the development of animal contraceptives as a way of addressing the perceived overpopulation of white-tailed deer in urban and suburban areas. We are also participating in a cooperative effort to use new contraceptive techniques in captive groups of ungulates.

We continued to educate the American public about the suffering caused by importing wild birds for the pet trade and worked for stronger regulations on the transportation of wildlife. As a result of a lawsuit brought by The HSUS, the first federal regulations mandating the humane transportation of wildlife were promulgated in 1990.

On April 22, 1990, 200 million people gathered in communities all over the world to demonstrate their love for the Earth. The HSUS was represented on the board of directors of Earth Day 1990 and helped to coordinate national environmental and religious organizations’ observances of Earth Day.

The HSUS sponsored several conferences concerning ethics, animals, and the environment, including the Albert Schweitzer conference at the United Nations headquarters in New York and the Caring for Creation conference in Washington, D.C. We sponsored the Washington, D.C., broadcast of the national television series “Race to Save the Planet” and worked with the National Coalition on Religion and Ecology to produce and distribute facilitators’ and viewers’ guides for the series.

The HSUS and the Global Tomorrow Coalition sponsored a public hearing on a proposed national energy strategy held at the Smithsonian Institution, arranged a Global Town Meeting on energy and the environment held in Albuquerque, New Mexico, and sponsored the Globescope Pacific Assembly, which focused on humane, sustainable development.

In testifying at a joint U.S. Senate energy subcommittee hearing that The HSUS had initiated, we described the adverse effects of certain ways of producing and using energy and supported safe, clean,
efficient, and renewable energy production that does not harm animals. We served on the executive committee of Green Seal, Inc., which identifies environmentally preferable products for consumers, and the board of directors of Renew America, which selects humane, environmentally sustainable model programs for recognition and replication.

In response to a petition filed by the HSUS laboratory-animals department and the Animal Legal Defense Fund (ALDF), the USDA agreed to begin extending AWA protection to farm animals used in biomedical research. The HSUS and ALDF then sued the USDA in an effort to gain similar protection for the millions of birds and laboratory-bred mice and rats used in research. In addition, the laboratory-animals department submitted comprehensive comments to the USDA to advocate strengthening proposed AWA regulations on dogs, cats, and primates in laboratories.

The HSUS succeeded in compelling the federal government to promote the development of alternative research and testing methods more actively. Following meetings with representatives of the National Toxicology Program (NTP), testimony at federal agencies, and congressional lobbying, the HSUS laboratory-animals and government-affairs departments, in cooperation with the Massachusetts SPCA, gained increased funding for the NTP’s efforts to develop alternatives. The HSUS and other groups succeeded in gaining increased funding for the National Institutes of Health alternatives program as well.

The laboratory-animals department continued fighting for an end to the testing of cosmetics and personal-care products on animals. In addition to testifying in favor of relevant state-wide legislation, members of the department’s staff participated in a congressional briefing on the Consumer Products Safe Testing Act.

For dolphins, 1990 was a banner year. After The HSUS and other groups launched a boycott of tuna caught by dolphin-deadly means, the three major U.S. tuna canners, StarKist, Chicken of the Sea, and Dole, temporarily went “dolphin safe,” saving thousands of dolphins’ lives. The HSUS’s European office conducted briefings and worked closely with officials of the European Community in an attempt to close European markets to dolphin-deadly tuna.

The HSUS played a key role in bringing about an indefinite extension of a moratorium on commercial whaling, attending the annual meeting of the International Whaling Commission (IWC) as part of our ongoing work on behalf of marine mammals. The HSUS also helped to fund an investigation of Japan’s brutal decimation of Dall’s porpoise. The findings resulted in the IWCs calling on Japan to reduce the kill drastically. We continued to coordinate the activities of the Global Cetacean Coalition, in which more than 60 organizations participate.

The HSUS’s newest campaign, “The Beautiful Choice,” was launched in the fall with the help of actress Ana-Alicia. More than 25 manufacturers have joined the campaign, which has encouraged consumers nationwide to begin using cosmetics and other personal-care products that are not tested on animals. We have distributed promotional materials to more than 6,000 U.S. retailers and have helped hundreds of consumers locate a nearby store that sells non-animal-tested products. Using a variety of promotional tools, The HSUS will continue to publicize that important campaign.

We continued our successful campaign “The Shame of Fur,” now in its third year, by placing billboards in strategic U.S. and Canadian cities and by developing an attractive ad featuring the Oakland Athletics’ manager, Tony La Russa, that appeared in such publications as Sports Illustrated and USA Today. We were particularly successful in affecting the mink market.

Our ever-popular “Be a P.A.L.—Prevent A Litter” campaign continued to emphasize responsible pet ownership and the tragedy of pet overpopulation.

The HSUS companion animals division works daily to support and advise humane societies, animal shelters, and individuals that are striving to improve the lives of the animals with whom we share our lives. In 1990 alone we participated in 25 workshops with over 500 attendees from across the country.

The companion animals division also participated in conducting training seminars for USDA inspectors who handle the transportation of animals by air. Such seminars are of vital importance in both making air travel safer for animals and upholding the provisions of the AWA.

Our newsletter Shelter Sense brought information and ideas to almost 4,000 readers involved in animal protection, sheltering, and control.

More than 250 participants in the HSUS pre-conference symposium, “New Perspectives on Animal Overpopulation,” learned of the latest developments in nonsurgical, chemical sterilants, and early spay/neuter programs.

The companion animals division is at the forefront of nationwide efforts to eliminate the tragedy of pet overpopulation. The many handouts, ads, bumper stickers, T-shirts, and posters created as part of our “Be a P.A.L.—Prevent A Litter” campaign helped raise the public’s awareness of that tragedy and promoted spaying or neutering as the solution.

In 1990 the animal-sheltering and -control staff conducted more than 30 evaluations that helped shelters improve their facilities and programs so as to provide the best possible care to the animals they house.
YOUTH- AND HIGHER-EDUCATION PROGRAMS

The National Association for Humane and Environmental Education (NAHEE), which is The HSUS's youth-education division, launched the nation's first teacher workshops designed to highlight both humane and environmental education techniques. NAHEE also provided crucial in-service teacher training for the Costa Rica Humane Education Project. Costa Rica is the first country to have mandated a nationwide humane education curriculum in public schools. May 1990 saw the culmination of our international children's campaign to end pet overpopulation, "Helping Hands for Pets": 45 countries participated.

In 1990 NAHEE began to publish KIND News monthly during the school year. KIND News is reaching more classrooms than ever before thanks to NAHEE's Adopt-A-Teacher program. Winner of the Partnerships in Education Journal's 1990 Merit Award for Collaborative Alliances, the Adopt-A-Teacher program has been hailed as a model educational partnership.

NAHEE published a Spanish version of Breaking the Cycle of Abuse. More than 36,000 copies of the Spanish and English versions of the brochure have been sold. NAHEE also published Alternatives to Dissection and helped to develop The Responsible Use of Animals in Biology Classrooms, Including Alternatives to Dissection, published by the National Association of Biology Teachers.

The higher-education-programs department provided information on animal protection issues to students and faculty members at colleges, universities, and professional schools. The department also served as a liaison to organizations dealing with animal-facilitated therapy, law enforcement, animal control, animal behavior, and public health. Its staff established networks of animal-protection and human-service agencies to draw attention to the fact that animal cruelty is often an extension of family violence.

The higher-education department is in the process of being integrated into The HSUS's Center for Respect of Life and Environment (CRLE).

LEGAL ASSISTANCE, LITIGATION, AND LEGISLATION AND GOVERNMENT RELATIONS

The HSUS general counsel's office, in association with HSUS director O. J. Ramsey, continued its representation of Jennifer Graham, a high school student who had refused to dissect animals in her biology class. The case finally came to a close when a school board agreed to attach to Ms. Graham's transcript a detailed description of the alternative studies that she had undertaken and to pay the substantial attorneys' fees.

In support of the city of Hialeah, Florida, the general counsel's office filed an amicus curiae brief with the U.S. Court of Appeals. The brief argued that Hialeah ordinances banning the ritual sacrifice of animals promoted a compelling governmental interest—the protection of animals—and were not an infringement of the free exercise of religion.

We provided substantial legal support in the Southeast Regional Office's administrative challenge of an emergency rule issued by Florida's Division of Parimutuel Wagering that allows corticosteroids to be administered to racehorses in spite of a statute expressly forbidding their drugging.

The general counsel's office provides legal assistance, advice, guidance, and support to other HSUS departments, divisions, and offices. We also provide such aid to humane societies, HSUS members, and the HSUS board of directors. In addition, the general counsel's office serves as the chief guardian of The HSUS's income from bequests, which helps to finance the society's programs and activities.

The staff of the government-relations department worked directly with senior officials of the USDA, the Department of the Interior (DOI), and the Office of Management and Budget (OMB) to effect changes in the administration and funding of federal programs and activities that involve animals and the environment. We met with Secretary of the Interior Manuel Lujan, Jr., and his staff and discussed alternatives to the DOI's policy of permitting the slaughter of American bison that leave Yellowstone National Park. Our interactions with the USDA have influenced the development of regulations and the enforcement of the AWA. We have recommended increased funding for programs that promote more-humane livestock husbandry and alternatives to intensive chemical farming.

Our work with the OMB focused on gaining increased funding that would promote the enforcement of the AWA, the protection of animals in research labs, exhibits, and pet stores, and alternative tests of product safety.

"The HSUS provided congressional testimony in support of increased appropriations for the USDA's Animal and Plant Health Inspection Service, non-enthal methods of animal-damage control, alternatives to animal research, and a whistleblower amendment to animal-facility break-in legislation.

The HSUS federal legislative affairs department successfully worked for the passage of animal-protection provisions in the 1990 farm bill and saw the passage of several amendments that would increase the protection of veal calves and encourage the modernization of product-safety modeling by pro-
hibiting federal agencies from considering the results of the outdated LD50 toxicity test.

The HSUS was a steering committee leader of the Dolphin Coalition, lobbying with tuna processors on the passage in Congress of the Dolphin Protection Consumer Information Act, which established the standard for the use of the words “Dolphin Safe” on tuna cans, and was solely responsible for promoting the passage of a bill designating April 1990 as National Prevent-A-Litter Month. The state legislative department’s efforts to gain stronger anticruelty laws were rewarded by the passage of improved animal-protection and cruelty-prevention measures in Minnesota and Vermont.

The department sent more than 50,000 HSUS members Action Alerts on cockfighting, the Draize and LD50 tests, puppy mills, and other issues. We were a leader in a campaign to prevent the enactment of so-called break-in bills, which can have a chilling effect on cruelty investigations.

BIOETHICS AND FARM ANIMALS

Over the years the HSUS department of farm animals and bioethics has collected evidence of the harmful consequences of intensive livestock and poultry farming that has enabled us to refute the false claim of agribusiness that all is well down on the factory farm. We forged strong alliances with consumer food safety and environmental groups and farming associations on such issues as opposition to a genetically engineered bovine somatotropic (growth) hormone, cover-ups of corporate concentration and monopoly in the meat industry, and the evaluation of waste-management and agricultural practices' effects on animals and the environment. We helped to draft guidelines for raising farm animals humanely and according to the principles of the organic and alternative agriculture movement. Those guidelines have already been adopted by the Organic Foods Production Association of North America. We also initiated the international livestock and environment accountability project, which will involve evaluating the global impact of the livestock industry.

CRLE initiated two major projects designed to “green” academia and the professions. The first was to bring together outstanding Christian ecological theologians and experts on humane, sustainable living patterns to develop a core ecology curriculum for seminaries. In the second project, “Cultivating the Land Ethic in the Land-Use Professions,” CRLE continued its collaboration with the Institute for the Study of Natural Systems and planners and designers who focus on land use and the environment.

CRLE offered a workshop, “Steps toward a Humane, Sustainable Society,” that described five major steps that anyone can take to live in greater harmony with the Earth and all its creatures.

SUPPORTING SERVICES

The HSUS’s support staff carries out the day-to-day operations necessary to sustain the society’s work. The president, who is the chief executive officer of the society, is charged with administering the society on behalf of the board of directors. The executive vice president/treasurer is the chief operating officer and, with the president, prepares the annual operating budget for approval by the board of directors. He is responsible for overseeing the society’s assets, making disbursements for expenses in accordance with approved budgets, and maintaining the financial records necessary to meet federal and state reporting requirements. The treasurer’s records are audited annually by an independent certified public accountant, and a report is made directly to the board.

The society maintains a headquarters in Washington, D.C., a center in Bethesda, Maryland, nine regional offices that conduct many of the field operations, the Animal Control Academy, which trains professional animal-control officers, and the National Humane Education Center, headquarters for NAHEE, the youth-education division.

The society’s board consists of 24 directors, who are elected by the members of The HSUS and form numerous committees that direct the overall work of the organization.

MEMBERSHIP DEVELOPMENT

The society is funded through annual membership dues and through contributions and legacies from members and others. Without their generosity and dedication, the work of The HSUS would not be possible. The society produces and distributes literature describing its goals and current endeavors to a constituency of nearly 1.3 million Americans.

FUND-RAISING

The society funds its animal-protection programs through a variety of means. The HSUS, like all other not-for-profit organizations, must earn the confidence of its members and donors in order to continue to generate the funds required to operate. It does so primarily by educating the public about its numerous activities and programs on behalf of animals and the ways in which those efforts have made a difference. Among the vehicles for such information are the quarterly publications HSUS News and Close-Up Report and direct-mail communications. By making those contacts and encouraging endowments, legacies, and deferred gifts, The HSUS has succeeded in enlisting the support and participation of an ever-increasing constituency that shares its concerns and objectives.