It is not well known, but 19 states enacted anti-cruelty statutes years before the first U.S. animal protection organizations formed in the 1860s. People had a sort of moral intuition that cruelty was a problem even before there were organized efforts to help us see right from wrong.

But any big idea like this—that humans have responsibilities to animals—was bound to agitate people who believed that animals were here to serve our every whim. That’s perhaps one reason why early campaigners emphasized that animal cruelty deadens the human spirit. Anyone who could abuse an innocent animal could very easily turn his violent instincts toward people.

Today, with thousands of organizations devoted to helping animals, we’ve still not solved the problem of cruelty and abuse. But there’s greater moral clarity than ever on the issues, as well as a greater resolve to fight the mistreatment of animals.

In the process, especially in the last quarter century, there’s been a change in the trajectory of the debate. It is the animal abusers who are on the fringe of society, and it is animal advocates who are squarely in the mainstream of American thought. At The HSUS, we’ve surveyed the American public on a variety of issues, and time and again, there is little tolerance for practices that cause gratuitous harm to animals—such as puppy mills, seal clubbing, captive hunts, and animal fighting.

But that does not mean our battle is won. There are powerful industries working hard to maintain the status quo. They know they can’t argue that cruelty is acceptable. Instead, they claim they’re adhering to animal welfare principles in their pursuit of commerce or tradition.

Take the case of industrial animal agriculture, or factory farming. Very few industrial farmers think that warehousing pigs or chickens in small cages or crates is wrong. Their own trade associations tell farmers they are observing best practices. But how can it be right to confine other creatures in spaces barely larger than their bodies?

That’s why it’s so exciting to see a partnership between the United Egg Producers trade association and The HSUS. Traditionally adversaries, we are teaming up to advance a federal ban on barren battery cages—the small wire cages that house more than 90 percent of egg-laying hens.

Or take the case of private ownership of exotic animals. As you’ll see in this magazine, The HSUS and Mississippi authorities rescued tigers, mountain lions, and other beautiful animals who were put on display for profit at a roadside menagerie in Collins. When our Animal Rescue Team arrived, the animals were underweight and ill and in unsuitable housing.

This was not unusual for us to see. Thousands of people keep lions, tigers, chimps, Burmese pythons, and all manner of other wild animals as pets. They say they love the animals. Without question, most of these people find the animals fascinating and interesting—indeed, that’s partly why they have them. But these animals are just not suitable pets, and they often end up living in deficient enclosures for the bulk of their lives. Or they are discarded when they get too big and aggressive. Often the owners must turn them over to groups like The HSUS, which then must bear the expense of their lifetime care.

The challenge today is not to convince people that animal cruelty is wrong, but to apply anti-cruelty principles in a world where the use of animals is so widespread. That’s what your HSUS does every day.

We don’t shy away from the tough fights. We confront cruelty in all of its forms, confident the public believes that we must be responsible caretakers. And confident also that human ingenuity and problem-solving can allow us to have a good life and animals to have their share of pleasure and freedom in this world, too.