

WHEN MARLENE CIMONS LOST HER BELOVED CHOCOLATE LAB, Hershey, last year, she felt a crushing sadness—a deep welling of loss and pain known to anyone who's felt the special love of a companion animal. But Marlene also felt resolve, wanting to do something to make the world better for all animals in Hershey's memory. So, Marlene decided to run a marathon at age 69 in Hershey's honor. She set up a page on *myHumane.org*—our online tool you can use to raise money to help The HSUS do its life-saving work—and reached out to her friends to ask for their support.

By the time Marlene completed the 26.2-mile Marine Corps Marathon just outside Washington, D.C., last year, proudly sporting an “Animals Matter” T-shirt, she had raised more than \$3,000 for The HSUS.

One of the most profound experiences of my job is hearing stories like Marlene's—of animal advocates who are so benevolent and passionate about our shared cause. Every one of us can be a bystander or a participant when issues of animal cruelty come to light, and it's heartening that so many HSUS supporters choose to intervene and do something about this grave moral problem. Indeed, that's the way we are collectively building a civil society, one that includes the animals who depend on our mercy and goodness.

We started myHumane to give you a new platform to help animals. The website lets you set up your own fundraising page, focused around a birthday, memorial, anniversary or some other key moment in your life. Actress Kaley Cuoco-Sweeting hosted a “Wheels for Seals” cycling event to raise money for our Protect Seals campaign, while an 8-year-old supporter raised more than \$500 on her birthday to help protect wolves. The very idea for myHumane came from Connecticut State Council member Charlene Zeiberg, whose daughters, Brianna and Shira, have raised nearly \$18,000 for The HSUS.

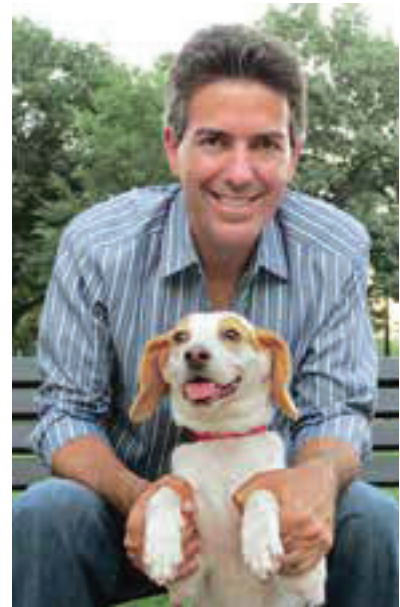
MyHumane also lets you tell the story of why you care about animals. You can write a description of your event and even upload a photo or video. In addition to raising money, this platform allows you to raise awareness and shine a light on problems that are all too often unknown to so many caring people.

Of course, *myHumane.org* is just one of many ways that you can get more involved with our work. Volunteers are the lifeblood of our programs, and there are so many ways you can give your time and energy to help animals. Whether working hands-on at our wildlife rehabilitation centers in South Florida, Southern California and Massachusetts or phone-banking from anywhere in the country, there is something you can do to make a difference. (You can find a full list of volunteer opportunities in your state at humanesociety.org/volunteer.)

If you have the time and want to make a special commitment to help animals, you might want to consider applying to be an HSUS district leader or faith outreach volunteer, or joining one of our other leadership councils.

As you'll read in this issue, The HSUS is transforming the landscape for animal welfare—educating the public, advancing the issues in the mass media, helping pass and enforce laws, negotiating corporate reforms and rescuing and caring for animals. But the change that we seek is not self-executing. It takes human agency, and it happens only when good people decide to make things happen and imagine vastly better outcomes for animals.

I hope you'll consider setting up a myHumane page, volunteering with The HSUS or digging even deeper to support our programs financially. However you choose to support our work, I send my thanks, because every action contributes to the success of our cause. When we work together, and do so with a burning desire to make this a safer, more humane world for animals, we can drive the change that every one of us wishes to see fulfilled in our lifetimes.



Wayne Pacelle with his adopted dog, Lily.

Wayne Pacelle

Wayne Pacelle, President & CEO
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