We Are

THE HUMANE SOCIETY
OF THE UNITED STATES

Annual Report 2011
From the staff who’ve dedicated their careers to celebrating animals and confronting cruelty, to the people and animals who’ve been reached by this work, to the advocates and supporters who make it possible,

We Are The HSUS
(and Humane Society International)
**President’s Letter**

**Who We Are**

Providing sanctuary and healing

Serving our best friends

Shutting down puppy mills

Helping equines standing up for farm animals

Advancing humane science

Rescuing animals

Protecting wildlife

Ending animal fighting

Building the movement

Board of Directors, National Council, & State by State

Testimonials & How You Can Help

Financial Operations Report

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**The HSUS Airlifts More**

More than 100 wild donkeys from Hawaii to mainland sanctuaries, and helps provide veterinary care, sterilization, and placement for hundreds more on the Big Island.

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**Allergan Develops**

A nonanimal procedure for nearly all Botox tests, sparing tens of thousands of mice each year from prolonged, painful deaths.

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**HSUS Undercover Investigations**

Expose the cruelty behind the captive hunting industry and a major Texas cockfighting ring.

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**HSUS Teams Work With Law Enforcement to Raid 16 Animal Fighting Operations, Uncover Illegal Wildlife Trade, and Crack Down on Poaching.**

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**91 Pro-Animal State Laws**

And regulations are enacted, including felony penalties for egregious animal cruelty in Mississippi and shark finning bans in several states.

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**The HSUS and Affiliates**

Provide rescue and emergency care, spay/neuter and other medical treatment, sanctuary, training, and owner assistance for more than 76,000 animals, including injured wildlife and victims of puppy mills, animal fighting, natural disasters, and the exotic pet trade.

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**The HSUS Reaches A**

Landmark agreement with the United Egg Producers on phasing out barren battery cages and wins a historic lawsuit against a California egg factory farm, while India prohibits starvation of egg-laying hens. Smithfield Foods commits to phasing out pig gestation crates in its U.S. facilities.

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**The Shelter Pet Project—**

A collaboration of The HSUS, the Ad Council, and Maddie’s Fund—launches a second national advertising blitz via TV, print, radio, and other media to promote shelter adoptions.

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**In New York, we removed 71 roosters in a cockfighting raid.**

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**Injured and orphaned wildlife got second chances at our Cape Wildlife Center.**

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**We are... making history**

2011 Key Accomplishments

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**Humane Society International’s Spay/Neuter Initiative in Bhutan treats 30,000th street dog, while Spay Day results in 48,000+ cats and dogs spayed or neutered and nearly 700 events worldwide.**

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**HSUS airlifts more than 100 wild donkeys from Hawaii to mainland sanctuaries, and helps provide veterinary care, sterilization, and placement for hundreds more on the Big Island.**

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From the President

As you’ll see in this report highlighting our 2011 activities and accomplishments, there’s no animal protection group in the world like The HSUS. Let me tell you how and why we’re unique.

We have an unmatched depth and breadth of programs and expertise. There is no other group in the world with campaigns devoted to companion animals, farm animals, laboratory animals, marine mammals, wildlife and habitat protection, and equine protection. So many different types of animals are at risk, from so many different industries, and it’s critical that there’s a group with the experts and campaigners to confront these diverse problems. Our founders, in 1954, created the tagline, “Every field of humane work, everywhere,” and that’s the same wide-ranging activity we engage in today.

We are committed to the prevention of cruelty. The HSUS and our affiliates provide direct care for animals in crisis (more than 76,000 last year alone), but if that’s all we did, we’d be failing in our mission, because we’d be addressing only the symptoms and not the root causes of animal cruelty. We don’t have enough resources to rescue all of the animals in need, and we’d burn through our resources in rapid fashion if we tried. We cannot rescue our way out of problems like factory farming and animal testing either; these are legal, powerful industries. Instead, it’s our job to change the mindset of these industries, convince consumers to move the marketplace, and reshape public policy. The best investment of our dollars is to prevent cruelty, since we can affect the lives of billions of animals and help them before they are in distress.

We are 11 million strong. We will never succeed if we don’t get rank-and-file Americans involved. You and our other supporters multiply our impact by acting as ambassadors: driving thought, infusing the culture with humane sensibilities, demanding action by lawmakers, and pushing corporations to stop animal testing, improve the treatment of animals in the food chain, or drop fur coats from their racks.

We are pragmatic. We are willing to work with our traditional opponents and turn them into allies. For example, we were once bitter adversaries with the United Egg Producers trade association. But we sat down with their leaders and negotiated a landmark agreement to support federal legislation banning the barren battery cage. We’ve negotiated with other trade associations, corporations, governors, and lawmakers, and we use facts, science, and the strength of our brand and our constituency to urge them to be part of the solution and find a better way forward.

We are fearless. We’ll sit down with adversaries, but when they refuse to find a better way ahead, we will be relentless and strategic in carrying on the fight. Our movement has always been diverse and somewhat disconnected, with thousands of local groups focusing on the urgent issues in their communities. While animals need those local rescue networks, they also need a group with the know-how, muscle, and courage to stand up to the biggest industries and interests causing the greatest harm.

Every day, we take on animal agribusiness, the trophy hunting lobby, the exotic pet trade, the puppy mill industry, and even the governments of Canada (in demanding an end to the seal hunt) and the United States (in taking on government-conducted predator control, factory farming subsidies, and the taxpayer-funded use of chimps and other animals in unnecessary experiments).

We bring an array of weapons to the fight. We are the best in the field at policy work and lobbying. We have a large and aggressive in-house litigation unit, and more than 3,000 outside attorneys ready to do pro bono work for us. Our undercover investigators are able to see what’s going on behind the curtains at factory farms and research labs and puppy mills. We have academics, economists, biologists, doctors, and veterinarians who are all experts in the animal protection field.

We have the best magazine in the field (All Animals), the most sophisticated website (humanesociety.org), an enormous presence on Facebook and Twitter, and a wide range of other communications platforms that allow us to reach millions of people in short order. We work with the media every day to expose cruelty and hold officials accountable, generating news coverage to reach tens of millions. When you pull it all together, The HSUS is the most formidable advocacy enterprise ever enlisted to take on animal cruelty.

Without The HSUS, animals would be without a shield and a spear.

The HSUS Animal Rescue Team deploys to puppy mills, hoarding situations, natural disasters, cruelty cases, and more; this pup was rescued from a North Carolina dogfighting ring in August.

From the President

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We are...STRONG
11+ million supporters of The HSUS’s work

1 million+
readers of All Animals
& Kind News
magazines

1 million+
Twitter
followers

91,000+
Facebook fans

Favorite post:
Hurricane
Irene rescue
photo album
(see p.11)

Favorite video:
Flying Hawaiian
donkeys to safety
(see p.13)

650,000
promises to boycott
Canadian seafood while
the seal hunt continues
(see p. 22)

54,700
letters to the U.S. Fish
and Wildlife Service,
asking the agency to
classify chimpanzees as
an endangered species

We are...COMMITTED
to animal protection

1 million+
readers of All Animals
& Kind News
magazines

1.1 million
Facebook fans

1.4
million
advocacy actions
by our online
supporters in
2011

3.9 million
viewings of HSUS
videos in 2011

300,000
pledges not
to buy puppies
from pet stores
or online
(see p. 12)

2,600
TAPA and Animal
Care Expo attendees
in 2011, honing
their advocacy
and rescue skills

We are...PLUGGED IN
With more than 16,000 rehabilitating and permanent residents under their care, staff at The HSUS’s five animal care centers contended with the added challenges of impending hurricanes, floods, and wildfires in 2011. They weathered the storms and went on to expand their programs so that even more animals will have a second chance.

1 **The Fund for Animals Wildlife Center**  
Ramona, California  
Melvin and Lenny were two of four orphaned bobcats rescued, raised, and released in 2011. The dynamic duo, fitted with radio collars before their release, are reported to be doing well. They are among the nearly 500 animals who received care at the center throughout the year.

2 **South Florida Wildlife Center**  
Fort Lauderdale, Florida  
The warm Florida climate means it’s nearly always baby season. Of the nearly 13,000 animals cared for in 2011, 1,438 were orphans raised and released back into the wild. While growing and rehabbing, raccoons now have the run of a new habitat designed just for them.

3 **Cleveland Amory Black Beauty Ranch**  
Murchison, Texas  
RooRoo is one of the most popular of the nearly 1,100 animals who share the sanctuary’s 1,250 acres. Once forced to box in a circus, the gentle gray kangaroo lost an arm and was surrendered to Black Beauty, where he now hangs out with an elderly blind goat named Kingston.

4 **Cape Wildlife Center**  
Barnstable, Massachusetts  
Of the 1,700+ animals cared for in 2011, hundreds of birds, reptiles, and small mammals were treated and released. All raptor chicks received were successfully renested or adopted by others of their species, while 22 raccoons, four foxes, and a coyote were reunited with their families.

5 **Duchess Sanctuary**  
Douglas County, Oregon  
Where’s Waldo? He’s roaming the 1,120-acre Duchess Sanctuary with nearly 200 other horses rescued from abuse and neglect. Staff spent nearly three years nursing him back to health and earning his trust. Finally, in 2011, he was able to join the herd. “When I see Waldo nose-to-nose with another horse, I know our patience has paid off,” says ranch manager Jennifer Kunz.
Our spay/neuter campaigns, shelter mentoring program, and outreach to underserved communities are helping bring about a day when every healthy, adoptable animal has a home and all pet owners have the resources to care for their best friends for life.

Street Dog Policies Transformed

Attending a 2008 Humane Society International workshop was like “a slap in the face,” says Alice Utlang, lead government veterinarian in Cebu City, Philippines. She realized that everything about her department’s street dog control program was inhumane.

With Utlang’s newfound knowledge and HSI’s support, the department has since switched to kinder methods of capture and euthanasia and embraced spay/neuter for population control. In 2011, two HSI-funded clinics sterilized 3,000 dogs, and HSI partnered with Southwestern University to teach advanced spay/neuter techniques to 45 Filipino veterinarians.

HSI also continued to expand its street dog programs in India and Haiti and reached a milestone in Bhutan: 30,000 dogs spayed and neutered, more than halfway to the 50,000 goal.

Caravan of Compassion

“Attending this trip reaffirmed for me the fact that helping people and animals who are really in need ... is my true passion,” says veterinary student Blaire Cullman-Clark, who volunteered in June for a weeklong pet care and spay/neuter clinic at South Dakota’s Cheyenne River Indian Reservation.

The clinic was just one of 28 in 2011 run by the Humane Society Veterinary Medical Association’s Rural Area Veterinary Services program, which provided more than $1.5 million in free medical treatment and spay/neuter surgeries to communities in the U.S. and Latin America. Among the nearly 8,700 patients treated, a Chihuahua named Nosy had surgery to remove a life-threatening hernia. Later, she rejoined her 9-year-old companion. “Seeing the human-animal bond between those two was amazing, and being able to really help is something I will never forget,” says Cullman-Clark.

Into the Disaster Zone

Jennifer Potter and her family rode out Hurricane Irene huddled on a top bunk, their dogs perched on furniture and their cats floating on a mattress. Afterward, they fled, handing their pets off to HSI responders for safekeeping at a nearby shelter. “With raw sewage in the house, and as much water that came up, they didn’t have a dry place to sleep in there,” said Potter. “And ... I just thought this would be the best decision because they’d be fed, taken care of ... until I can get back to them.”

Following the storm, HSI responders crisscrossed stricken areas in North Carolina, rescuing animals and delivering pet food. Over the course of the year, the team helped more than 2,300 animals in disaster situations, including a tornado in Alabama and floods in Missouri and Mississippi.

COME TOGETHER: A record 1,748 people from 48 countries attended The HSUS’s 20th annual Animal Care Expo, receiving information and hands-on training to improve their services in animal care and control, rescue, and disaster response.

OUT OF THE RUINS: Following the March tsunami and nuclear disaster in Japan, a Humane Society International team spent two weeks caring for displaced animals. HSI later sent $300,000 to fund sheltering efforts and pet care in affected areas.

AT THEIR SERVICE: The HSUS’s Shelter Services program visited 29 shelters in 2011 and helped 71 others, offering coaching and critiques to improve operations. In addition to Spay Day funds awarded to spay/neuter programs, we distributed $224,000 in grants to more than 60 shelters for needs such as replacing equipment, seizing animals from cruelty situations, transitioning to a more humane form of euthanasia, and reducing pet homelessness. A $200,000 grant will expand the shelter medicine program at Louisiana State University, giving veterinary students hands-on experience while helping shelters in underserved communities.

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Rising from the Ranks

For one Philadelphia teenager, searching hard for a job, everything changed the day he read the flyer advertising free dog training classes. The sessions are a key part of The HSUS’s Pets for Life program—based in Philadelphia, Chicago, Atlanta, and now Los Angeles—which in 2011 helped 2,500+ animals in neighborhoods with socioeconomic, language, and other barriers.

Devell Brookins, 19, certainly didn’t need much training help; his pit bull Ace could already turn off a light switch on command. But as a longtime animal lover, Brookins was intrigued—and today, he has progressed into a consultant role, teaching classes, helping neighbors with their pets, and encouraging spay/neuter. “I stuck with it and volunteered for six months,” he says, “and now I’ve finally got a job—a job that I love to do.”
Through investigations, consumer education, legislative campaigns, and breeder outreach, we’re shuttering the mass commercial facilities that raise puppies in cruel conditions.

**TURNING THE TIDE:** Hundreds of large-scale breeders in Missouri have dropped their commercial licenses since the 2010 passage of Proposition B, an HSUS-led ballot initiative cracking down on puppy mills. While Missouri lawmakers weakened some portions of the new law, they later strengthened important standards and provided $1.1 million for enforcement. The HSUS also helped enact laws against puppy mills in six other states in 2011.

**SUPPLY CHAIN EXPOSED:** The Today show aired an HSUS investigation connecting what may be the nation’s largest online puppy broker to puppy mills; our attorneys and a Florida law firm filed a consumer protection suit against Purebred Breeders. A second investigation linked more than 100 New York pet stores to puppy mills.

**REACHING CONSUMERS:** “It’s a song about loving and caring for something or someone so much that your heart just goes out to them. It’s how I feel about the poor dogs in the puppy mills,” says two-time Grammy winner Colbie Caillat of her song “Make It Rain,” used in The HSUS’s PSA for Puppy Mill Action Week in May. More than 33,000 people pledged to not buy animals from pet stores or online (bringing total pledgers to 300,000).

1,600+ pet stores signed, by year’s end, an HSUS pledge to support adoption programs instead of selling puppies.

**FEDERAL ARENA:** More than 32,000 people signed a petition submitted by The HSUS and other groups asking President Obama to require licensing and inspections for commercial breeders who sell directly to the public. Seeking the same federal oversight, the Puppy Uniform Protection and Safety Act gained 200+ cosponsors.

By rescuing and rehoming animals in need, and campaigning against cruelties such as soring and horse slaughter, we’re securing better futures for our equine companions.

**EQUINE BOOT CAMP:** Fabio (shown at left) once spent his days harassing picnickers at Maryland’s Assateague Island National Seashore. Sent to the HSUS’s Doris Day Horse Rescue and Adoption Center in Texas, the stallion was trained to get along with people and other horses. “We figured we couldn’t go wrong with The Humane Society of the United States as long as they could take him,” says the National Park Service’s Allison Turner. “We knew he would get the care and respect he needs.” The center, which opened in May at the Cleveland Amory Black Beauty Ranch, cared for 41 horses in 2011.

**RINGING OUT THE OLD:** The HSUS helped secure a nearly 40 percent increase in funding (to $696,000) for the USDA to attend Tennessee walking horse competitions and enforce the Horse Protection Act. The law bans soring, whereby trainers cause intense pain to a horse’s legs or hooves in order to exaggerate his high-stepping gait and gain a competitive edge in shows.

**OFF THE BEATEN TRACK:** In a change pressed for by HSUS staff, the USDA closed a loophole that had allowed the horse slaughter industry to transport horses in dangerous double-decker trucks. Designed for short-necked animals, the vehicles forced horses to ride for long distances in an unnatural position, increasing chances of injuries and deaths.
When Fedele Bauccio cofounded Bon Appétit Management Company in 1987, he was focused on food quality, not animal welfare. But during his time on the Pew Commission on Industrial Farm Animal Production, the CEO visited a poultry farm where the caged chickens looked like prisoners. He met factory farm neighbors who said their children couldn’t breathe because of manure in the air. And he learned that the antibiotics used to raise animals in such crowded, filthy conditions are creating drug-resistant superbugs.

Working with The HSUS, Bon Appétit—operator of 400+ cafés at universities, museums, and other facilities—has transitioned away from factory farming products, eliminated foie gras from its menus, and promoted vegetarian options. It’s the only way to respond, says Bauccio. “I don’t believe anything can taste good that’s produced from so much suffering.”

Fedele Bauccio

Hail to the Chief

We Are Nebraska
In November 2010, Nebraska cattle farmer Kevin Fulton was walking in one of his pastures with HSUS president and CEO Wayne Pacelle. The two had just attended a town hall meeting at which the factory-farm–supporting Nebraska Farm Bureau had stirred up hostility toward The HSUS. “We were just getting beat up out here,” says Fulton, who shared an idea: Why not form a farmers council to show that The HSUS is working with farmers, with the goal of stopping inhumane practices?

Negotiations with the Nebraska Farmers Union, which supports family farms, quickly led to the formation of The HSUS’s Nebraska Agricultural Council in 2011. The council, composed of Fulton and four other farmers, exchanges ideas with HSUS staff and pursues markets for farmers who raise their animals under high welfare standards. Similar councils are forming in Colorado and other states. “The Farm Bureau wants to paint this picture that the only people who oppose them are animal rights activists,” says Fulton. “We’re fighting back with Nebraskans, not only with Nebraskans, but with Nebraskan family farmers.”

Rosie the Riveting
Rosie has a talent for convincing people to support factory farming reforms. “She brings the whole chicken issue to life,” says owner Jill Johnson (shown on next page), who brought the gregarious hen along as she campaigned for a Washington State ballot initiative to end extreme confinement in egg production. At community events and farmers markets, Johnson asked passersby to imagine a dozen Rosies stuffed into her travel crate. “It really [gave] them an idea of how hideous the chickens’ conditions are.”

As the Washington initiative and a similar measure in Oregon gained steam—and Ohio enacted a moratorium on new battery cage facilities, along with phasing out veal and gestation crates—the egg industry’s largest trade group saw the writing on the wall. In July, the United Egg Producers reached an agreement with The HSUS to support federal legislation phasing out the barren battery cage model, which confines more than 90 percent of U.S. laying hens. Six months later, the Egg Products Inspection Act Amendments was introduced in Congress, requiring nearly double the space per bird, nesting and scratching areas, perches, and more transparent egg labels. The legislation is supported by animal welfare groups, veterinary associations, and egg farmers from Florida to Oregon.

“We’ve heard them loud and clear. This company is going to do what’s in the best interest of the business and the best interest of our customers.”
—C. Larry Pope, Smithfield Foods president & CEO

As quoted by the Associated Press, Pope explained to investors in December why the company had renewed its commitment to phasing out gestation crates for breeding pigs. The move came just weeks after a firestorm of media attention generated by The HSUS about both the company’s inhumane practices and its misleading claims about that abuse.
Embracing Change

After meeting an HSUS staffer at a food show, Paul Carriere brought cage-free eggs to Philadelphia's Magee Rehabilitation Hospital, where he is director of hospitality services. Patients and staff have welcomed the change, he says: “Once someone understands what these animals go through, I really do believe that they have it in their heart to do whatever they can to reduce the suffering.” One at a time, The HSUS has persuaded institutions, restaurants, and companies throughout the food industry to implement stronger cage-free policies and other animal welfare improvements.

Burger King*
Carnival Cruise Lines
Compass Group*
General Mills
Hyatt Hotels
Johnson & Wales University (home of one of the world's largest culinary schools)
Royal Caribbean Cruise Lines*
Subway*
Unilever*

* Owner of Hellmann's mayonnaise brand

HEN STARVATION BANNED: More than 100 million hens will be spared prolonged fasting thanks to the Animal Welfare Board of India, which banned farmers from withdrawing food or water to force molting and extend the laying cycle. It was the first time the country's cruelty law was applied to chickens; Humane Society International and allies brought the matter to the board's attention.

LET IT SHINE: The HSUS fought bills in New York, Florida, and Minnesota that would have prevented undercover investigations of factory farms; media coverage of the "ag-gag" bills helped even more people see our footage.

SHAREHOLDER ADVOCACY: HSUS staff attended 29 meetings of food sector companies, using our shareholder status to encourage them to move away from extreme confinement systems. In June, the U.S. Securities and Exchange Commission required Bob Evans to hold a vote on our proposal to phase out purchases of battery eggs. In the ruling, special counsel Raymond Be noted, “In our view, the proposal focuses on the significant policy issue of the humane treatment of animals. Bob Evans Farms’ practices and policies do not compare favorably with the guidelines of the proposal.”

For more than a decade, Yepez (above, third from left) and his family and neighbors endured noxious odors and fly swarms from the nearby Olivera Egg Ranch, a factory farm dumping manure from 600,000+ caged hens into a 13-acre cesspool. In May, a federal jury ruled in favor of a lawsuit filed by residents and The HSUS's Animal Protection Litigation team, awarding more than $500,000 in damages.

“I was so grateful for the representation and to have attorneys with integrity. Without that, we would have had nothing. It was just us.”

—Larry Yepez, factory farm neighbor in Lathrop, Calif.

A DONE DEAL: Research facilities won’t be able to use National Institutes of Health funds to acquire cats from Class B dealers as of October 2012; a similar policy for dogs will take effect by 2015. The policies are a capstone on The HSUS’s campaign to end a shady system whereby pets obtained through “free to good home” ads or outright theft are funneled to laboratories. Only seven Class B dealers remain active in the U.S., down from 100+ in the 1990s.

REVERSING COURSE: The U.S. Army committed to replacing its chemical warfare training on monkeys with a combination of trained actors, computer programs, and patient simulators. More than 1,000 HSUS supporters, U.S. Rep. Roscoe Bartlett, R-Md., and many others had urged that the use of monkeys be discontinued.

ADVANCING TRANSPARENCY: A new USDA database provides better access to information about research facilities; it will allow HSUS staff to determine the most common Animal Welfare Act violations and the types of studies that cause the most suffering. The project stems from a 2009 agreement with The HSUS following our Freedom of Information Act lawsuit.

PAIN RELIEF: The HSUS sent letters from 26,688 members of the public to 388 federally funded colleges and universities, urging them to adopt a formal policy of not causing severe suffering to animals in their care.

We are advancing humane science

We’re helping usher in a new future for biomedical research and testing that replaces animal use with cutting-edge technology and refines methods to cause less suffering.

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Advancing transparency: A new USDA database provides better access to information about research facilities; it will allow HSUS staff to determine the most common Animal Welfare Act violations and the types of studies that cause the most suffering. The project stems from a 2009 agreement with The HSUS following our Freedom of Information Act lawsuit.

Pain relief: The HSUS sent letters from 26,688 members of the public to 388 federally funded colleges and universities, urging them to adopt a formal policy of not causing severe suffering to animals in their care.
We are... 
rescuing animals

By coming to the aid of animals in crisis, we’re helping the victims of abuse, neglect, and disaster find fresh starts.

Llama Rescue: 
Family Ties Still Binding
Mother and daughter stuck close from the start. That was clear to responders in Nebraska in August, when The HSUS helped organize the rescue of 19 llamas whose owner could no longer care for them (photo 2). “They would always be together,” says Lisa Saunders, a volunteer with Southeast Llama Rescue, noting that Quay, the daughter, would occasionally try to do a “security nursing” when anxious.

Today, Fay and Quay protect goats and sheep from coyotes on a farm outside Indianapolis (1). They love patrolling their new pasture and gobbling oat treats fed by hand. And their new owners will occasionally spot them cuddling, heads touching. Still together.

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Puppy Mill Rescue: 
Finally Free, 
Finally Home
Abigail stood behind wire caging in a North Carolina puppy mill, her skin red and inflamed, her head tilted to the side because of a severely infected ear. The skinny French bulldog was one of 276 dogs rescued from the property in June (5). “She looked exhausted,” The HSUS’s Kim Alboum remembers, “and very sad.”

But Abigail now has a new home (6) and a best friend—Loki, also a French bulldog. “They’re inseparable,” says adopter Rebecca Muller. “They play tug-of-rope, tug-of-Frisbee, tug-of-ball.” And though they have their own dog beds, they’re much happier sharing one.

Dogfighting Rescue: 
Sweet as Honey
Raiding a suspected dogfighting ring in Indiana in July, HSUS responders found Honey the pregnant pit bull tied to a short, tangled tow chain outside a dilapidated doghouse (3). She was covered in flies, with no food or water and a nasty hole in her cheek.

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Hoarder Rescue:
Living Up to His Name(s)
Rescued from an unprecedented hoarding situation in Florida in June, one unforgettable cat has found a fresh start—and not one, but two fitting names.

All told, 697 cats were rescued from the property (7), including one whom responders dubbed Velcro for his propensity to cling to their shoulders, chests, and arms. “He stuck to you like Spiderman,” remembers The HSUS’s Ashley Mauceri. After having some troublesome teeth pulled, Velcro began putting on weight. His coat grew healthier. And around the holidays, he found a new home (8), with Gainesville realtor Darlene Pifalo, who renamed him “Romeo.”

“He’s just a lover,” she says. “... He’s been a blessing.”
We are...

protecting wildlife

Our long-fought battles are having an impact on large-scale cruelties such as shark finning and seal slaughter. We’re pushing for tougher laws against captive hunting and the exotic pet trade, protecting wild animals from poaching and habitat loss, and helping people peacefully resolve conflicts with wildlife.

Saying No to Shark Fins
HSUS supporter Judy Ki spent much of 2011 urging anyone who would listen to vote for A.B. 376, a California bill prohibiting the sale, possession, or distribution of shark fins, used in a soup considered a delicacy by some Asian cultures. After their fins are hacked off, the sharks are thrown back into the ocean to drown.

Born and raised in Hong Kong—and the cofounder of the Asian Pacific American Ocean Harmony Alliance—Ki is quick to counter arguments that a ban is culturally discriminatory. “Cultures evolve—extinction is for- ever,” she says. Her dedication was rewarded when A.B. 376 was signed into law, along with similar bans in Oregon, Washington State, Guam, and Toronto. Meanwhile, Chile and Taiwan adopted strict finning bans in 2010, thanks to Thiele’s dedication on more than 80 on-site jobs.

Minding the Wild Kind
To help Maryland’s Greenbelt Homes community keep the peace with its wild neighbors, Lori Thiele with The HSUS’s Humane Wildlife Services squeezes through the “raccoon highway”: an underground network of steam tunnels and crawl spaces. She installs one-way doors and, once the animals vacate, secures the openings so they can’t return. Community maintenance director Matt Berres says hundreds of animals have been saved since 2007, thanks to Thiele’s dedication on more than 80 on-site jobs.

In Wareham, Mass., HWS and HSUS experts also addressed a skunk problem in 2011, sharing simple solutions such as securing garbage and blocking potential entrances. Says police Lt. John Walcek, “Folks that … were originally ready to hang the skunks up by their tails … said, ‘You know what? I guess I understand a little better.’” Altogether, HWS helped more than 2,300 wild animals throughout the year.

Trending Topic
Despite her misgivings, Lizette Avineri found herself incorporating animal fur into her design sketches at Parsons New School for Design in Manhattan. An HSUS presentation at the top fashion school inspired her to drop the fur—and use her senior thesis to counter Saga Furs’ outreach to Parsons students. Working with materials received through The HSUS’s connections to a Paris-based faux fur company, Avineri earned a coveted spot in the 2011 senior fashion show and a display at Saks Fifth Avenue.

Shaping consciousness in budding designers is just one tool in The HSUS’s arsenal against animal fur in fashion. In 2011, we continued the push for change with shareholder resolutions, consumer alerts, and Federal Trade Commission complaints about animal fur sold as faux.

“Thank you all for showing me the video; I’ve not seen such before, and I think people will find it edifying to see what some folks call hunting and sport. … If congresspeople watch this, I think it’s going to probably bring some people to tears because this is really sick and sad.”


Cohen shared with HSUS staff his reaction to our captive hunting investigation, which aired on Animal Planet in June. Undercover investigators traveled to captive hunting ranches and wildlife auctions in Texas and New York, finding a kangaroo, an endangered oryx, and other semi-tame exotic animals confined in enclosures to be shot for trophies; one operator even admitted to tranquilizing his animals. With Rep. Brad Sherman, D-Calif., Cohen introduced the Sportsmanship in Hunting Act to crack down on facilities like these.
LITTLE HOUSES ON THE PRAIRIE: In partnership with the U.S. Forest Service and other advocacy groups, The HSUS relocated 349 prairie dogs further into Wyoming’s Thunder Basin National Grassland, saving them from likely poisoning; more than 1,400 prairie dogs have been moved since the project began in 2010.

THE LION’S SHARE: Seeking to prohibit the import of African lion trophies into the U.S., The HSUS, Humane Society International, and other animal protection groups filed a federal petition to classify the species as endangered. In Africa, HSI joined with the Born Free Foundation to build bomas, lion-proof barriers that protect cattle, sheep, and goats and help save lions from retaliatory killings.

EXOTIC EMERGENCY: Long before police in Zanesville, Ohio, shot nearly 50 exotic animals released from a private menagerie, The HSUS had been calling attention to the problem of captive exotics in the state. We conducted investigations, produced reports, and garnered pledges from state leaders to take action. After the tragedy, we worked with Gov. John Kasich, TV personality Jack Hanna, and state zoos and lawmakers to draft a bill banning private citizens from acquiring exotic animals.

LEVELING THE PLAYING FIELD: HSI wildlife specialists helped nearly 90 communities adopt nonlethal techniques for resolving urban wildlife conflicts. We trained advocates, police officers, park officials, and more to humanely manage resident Canada goose populations and to keep coyotes safely away from people.

Canada’s Seal Hunt: A Dying Industry

Since The HSUS began documenting Canada’s massive annual seal slaughter in 2005—with video footage shown around the world—opposition to the killing has grown while the global demand for sealskins has plummeted. Total kills have dropped to a fraction of government-set quotas, with hundreds of thousands of young seals spared gruesome deaths at the hands of sealers.

We are... ending animal fighting

Out of the Shadows: Aired on ESPN, our yearlong undercover investigation exposed 17 illegal cockfighting rings across Texas, documenting severe cruelty and other criminal activity at these events, where children were often present. The footage helped The HSUS pass a statewide ban on attendance at cockfights, possession of birds with intent to fight, and sale or possession of cockfighting weapons; we then helped train authorities in enforcing the new law. “I think that people in Texas were horrified to know that this was happening in their state,” says The HSUS’s Ann Chynoweth. “It’s amazing to rescue all these animals who otherwise would have suffered a horrible fate,” says The HSUS’s Patrick Kwan of a New York cockfighting raid in September.

We persuade legislators to pass tougher laws against animal fighting, help law enforcement bring criminals to justice, and rescue the animal victims of blood sports.

Tipping the Scales: The HSUS’s animal fighting tip program celebrated its 100th successful case in 2011, a conviction in a federal cockfighting case in Indiana. The program offers up to $5,000 for information leading to a successful dogfighting or cockfighting case—money that helps gain confidantiał informants, says The HSUS’s Ann Chynoweth. “We’ve seen dozens of arrests and charges and convictions of people around the country that would not have happened but for this reward and people coming forward.”

The HSUS successfully lobbied for EU ban on seal products

Russia ends its seal hunt

HSI blocks China seal meat deal

Taiwan and South Korea move toward seal product trade bans

Russia, Kazakhstan, and Belarus ban seal skin fur

Nearly 6,000 businesses and 550,000 people have joined The HSUS’s seal product boycott

Paul McCartney travels to Canada’s seal harvest

HSI launches Canadian seal product boycott

Government quota

Actual kill numbers

Small reductions in seal quotas

Government quota

Actual kill numbers

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Daisy BalaweJder
Bully Pulpit

For Pittsburgh-based rescue Hello Bully, it can take months to prepare rescued pit bulls for life after dogfighting. Success stories remind founder Daisy BalaweJder why the hard work is worth it. Chained to a tree in Florida, perky-eared Linus was rescued in April. Elderly Gia and her 10 puppies were removed from a North Carolina dogfighting operation in August.

In 2011, BalaweJder became coordinator of The HSUS’s Dogfighting Rescue Coalition, comprising 50+ shelters and rescues that placed nearly 70 dogs from HSUS-assisted cases throughout the year. Linus’ adoptive family adores his gentle nature. And Gia loves being a couch potato with her new mom and canine siblings.
By reaching out to people and communities of all stripes, we are growing an army of animal advocates.

"Literally, I screamed. I thought, `To hell with the neighbors, I'm going to enjoy this moment.'"

—Documentary filmmaker Martin Guinness

Guinness describes the moment he learned of the HSUS grant for his film Cages of Shame, about the practice of bear bile farming in China. The HSUS’s Hollywood outreach office also helped bring the captive hunting investigation to the small screen, and the Humane Society for the Prevention of Cruelty to Animals for producing outstanding works that raise awareness of animal issues.

"It was encouraging to be reminded of the strong Christian heritage of animal protection and care. … The Q presentation challenged many Christian leaders, like myself, to continue advocating for the humane treatment of God’s creation."

—Evangelical leader Kevin Palau

Palau reflects on an HSUS talk at the Q (“questions”) conference for evangelical Christians in Portland, Ore. The HSUS’s presence on the agenda showed the reputation we’ve built with faith communities. “Now it’s not so much us trying to convince churches to have animal protection ministries,” says the campaign’s Christine Gutleben. “It’s, ‘There are so many ministries; how do we help them?’”

By reaching out to people and communities of all stripes, we are growing an army of animal advocates.

"We are… building the movement"
We are... all in this together.

The world’s most effective animal protection organization, The HSUS is sustained by animal lovers who show their support in many ways. Thanks to their generosity and commitment, we’re able to carry on the work sustained by animal lovers who show their support in many ways. Thanks to the world’s most effective animal protection organization, The HSUS is


gent need for The HSUS’s legislative work. “The problem is endless if we don’t find long-term solutions,” he says. It is very dear to my heart,” she says of the sanctuary. “I don’t have children, I’m not going to take it with me, and this is what I care about.”

James Berwind:
“Climbing the Mountain”

After giving birth to stillborns in a Pennsylvania puppy mill, Riley was scheduled to be put down. Spared that fate by Philadelphia-based Main Line Animal Rescue, the labradoodle still had to deal with a severely distended stomach, infected ears, Lyme disease, and a tumor.

Six years later, she rolls happily on her back in the Florida grass. For her adopter, HSUS National Council member James Berwind, she exemplifies both the inexcusable cruelty behind puppy mills and the great potential of the dogs rescued from them: “It brought it home, seeing how loving and incredible this dog is.”

Passionate about national issues—from the way dogs are treated as a “cash crop” in large commercial breeding facilities, to factory farms and inhumane roundups of wild horses—Berwind is also active with shelters in Philadelphia, Palm Beach, Fla., and Newport, R.I. Along with his three siblings, he donated start-up funds for The HSUS’s Pets for Life program in Philadelphia.

“I honestly feel like we are making progress in climbing the mountain,” he says of The HSUS’s capacity to expose cruelty and drive change. “... [That] is what really keeps me charged.”

Carlee and Laurie McGrath:
It Runs in the Family

One’s partial to cats, and the other has a soft spot for dogs. Together they have a passion for creating a more humane world for all species.

Founders of the McGrath Family Foundation, Carlee McGrath and her daughter Laurie are dedicated to financially supporting causes that help children and animals in need. “A common theme for us is abuse, neglect, or the underdog,” says Laurie, the cat lover.

When The HSUS brought the Proposition 2 campaign to California in 2008, the San Diego residents quickly joined the effort to give more space to farm animals. They made a generous gift to support TV ads encouraging Californians to vote for the ballot initiative, which passed overwhelmingly and set in motion a number of HSUS-led victories on extreme confinement in the years to come.

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The story about the founding of the all-species sanctuary in Texas haunted the retired actress. “The whole intent of it was such a thing of beauty that I just could never give it up,” she says. As a child, Vincent had spent summer days watching her dad—a “big, gentle, quiet man”—care for cats, dogs, and wild animals brought to his tiny veterinary hospital in the California foothills. Like him, she always felt more comfortable with animals than with people.

In 2000, her father passed away, and soon after, Vincent made her first trip to Black Beauty, falling in love with the “low-slung, calm, peaceful feeling of the place,” where exotic and domestic animals alike radiated contentment.

Since then, Vincent has visited at least once a year. She recently made a large donation to help fund, among other improvements, an on-site veterinary hospital—a project she knows her dad would have applauded.

“It is very dear to my heart,” she says of the sanctuary. “I don’t have children, I’m not going to take it with me, and this is what I care about.”

Arthur Benjamin:
On a Mission

After a series of life-changing experiences with rescued dogs, Utah philanthropist Arthur Benjamin founded American Dog Rescue with the goal of finding every dog a home. Now he’s never without foster dogs. 

do better with a dog by my side than on my own,” he says. His work caught the attention of The HSUS, and he was soon partnering with the organization to help animals in crisis. The relationship opened his eyes to the urgent need for The HSUS’s legislative work. “The problem is endless if we don’t find long-term solutions,” he says.

In 2011, Benjamin joined The HSUS’s National Council, an advisory body to the board and executive staff, and was a major financial supporter of The HSUS’s To the Rescue benefit in New York, which raised money for the Animal Rescue Team. For Christmas, he gave 100 All Animals gift subscriptions to family and friends. Most recently, he traveled to Canada’s ice floes to help The HSUS and HSIL document the mass seal hunt.

For Benjamin, it’s about placing societal values ahead of profit—about people working together to help animals, whatever the species. “This is central to who I am as a human being.”

Pam Vincent:
Keeping the Dream Alive

Pam Vincent’s connection to Black Beauty Ranch began many years ago when she read Cleveland Amory’s Ranch of Dreams. The story about the founding of the all-species sanctuary in Texas haunted the retired actress. “The whole intent of it was such a thing of beauty that I just could never give it up,” she says.

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Since then, the McGraths have contributed to The HSUS’s Puppy Mills and Protect Seals campaigns and have supported a renewed push against gestation crates. Says Laurie, “We like to support programs where we feel we can make a significant impact.”
Financial Operations Report
For the Year Ending December 31, 2011

Consolidated Statement of Financial Position

Assets
- Cash and cash equivalents: $25,212,413
- Receivables: 19,672,106
- Prepaid expenses, deferred charges, and deposits: $93,672
- Redeemed Securities: 3,000,000
- Investments, at market value: 163,280,544
- Fixed assets, net of depreciation: 20,970,197

Total Assets: $231,874,932

Liabilities
- Unrestricted
- Temporarily restricted
- Permanently restricted

Total Liabilities: $31,392,333

Net assets
- Unrestricted: 129,933,351
- Temporarily restricted: 35,655,328
- Permanently restricted: 34,693,720

Total Net Assets: $200,482,599

Consolidated Statement of Activities and Changes in Net Assets

Support and Revenue
- Contributions and grants: $109,593,240
- Bequests: 20,592,202
- Investment income: 3,543,288
- Other income, net: 1,618,931
- Net assets released from restrictions: 30,981,094

Total Support and Revenue: $166,328,755

Operating and Supporting Expenses
- Animal protection programs
- Advocacy and public policy: 55,052,251
- Direct care and service: 30,293,563
- Cruelty prevention programs: 23,578,627
- Research and education: 19,640,917
- Supporting services
- Management and general: 6,024,755
- Fundraising: 25,315,261

Total Operating and Supporting Expenses: $159,905,374

Change in Net Assets from Operating Activities: $6,423,381

Non-operating Activities
- Realized and unrealized gains and losses: (6,046,201)
- Pension-related charges other than net periodic pension cost: (4,830,631)

Change in Net Assets: $(5,046,201)

Net Assets at beginning of year: $134,979,635
Net Assets at end of year: $129,933,344

The audited version of this report had not yet been released at press time. The figures will be updated, if necessary, at humanesociety.org/annualreport.

Operating & Supporting Expenses

The HSUS is rated a 4-star charity (the highest possible) by Charity Navigator, approved by the Better Business Bureau for all 20 standards for charity accountability, voted by GuideStar’s Philanthropedia experts as the No. 1 high-impact animal protection group, and named by Worth magazine as one of the 10 most fiscally responsible charities.

The report was printed on recycled paper from mixed sources with at least 10% postconsumer waste; 100% of the energy used was offset by renewable energy credits.
HSUS supporters come in all shapes and sizes and from all walks of life. We are first-graders and senior citizens, armchair advocates and puppy mill protesters, vegetarians and omnivores. What brings us together is the conviction that animals deserve respect and compassion. In 2011, we reached a social media milestone with 1 million Facebook fans. To celebrate this achievement, we asked our online friends to submit photos of the pets who inspire them to advocate for animals. Here are some of the endearing faces behind our movement toward a more humane world.