We're There
Celebrating Animals and Confronting Cruelty
ANNUAL REPORT 2012
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100,000+
Animals received care from The HSUS in 2012—through our disaster relief efforts, cruelty interventions, spay/neuter and vaccination programs, sanctuaries, wildlife rehabilitation centers, and more. And in February 2012, we rescued nearly 600 dogs who were about to be executed at a dogfighting ring in Kalamazoo, Mich.
His report chronicles a year’s worth of struggle and unparalleled progress for animals. At The HSUS, we focus on tangible outcomes—driving public policy and enforcement actions, initiating corporate reforms, exposing cruelty and raising public awareness, and bringing relief to animals through our hands-on programs. It’s my hope that this account of those efforts, in all of its granularity and its breadth, inspires you to recommit yourself to the organization and to help advance our vital mission for animals and for the whole of our society.

It is the people associated with The HSUS who bring its ideals to life. We have a world-class staff of issue and policy experts, lawyers, veterinarians, medical doctors, scientists, writers and editors, graphic artists, investigators, researchers, animal care specialists, and so many others. We also have a growing corps of volunteers—from our board of directors to our national, state, and issue-specific councils. We have interns, letter writers, petitioners, phone bankers, citizen lobbyists, and others as allies in our efforts to drive social reforms for animals.

They are people like 9-year-old Shira Zeiberg and her sister Brianna, who ask for donations to The HSUS in lieu of birthday presents for themselves. Or 12-year-old Martin Welych-Flanagan, who raised more than $10,000 by making and selling seal-themed bracelets to fund our anti-sealing campaign in Canada. Or Lou Montgomery, who has deployed all over the nation as a longtime volunteer and consultant with our Animal Rescue Team. Or Audrey Steele Burnand, who has made seven-figure contributions to finance our campaigns against horse sorcing and pig gestation crates. Or Judy Kj, a member of our California State Council who has regularly trekked to Sacramento to lobby for bills to end shark finning and hound hunting of bears. They are The HSUS. And, as a supporter of the organization, you, too, are The HSUS.

In this report, you’ll read about our teams rescuing animals in crisis—whether from natural disasters, like Superstorm Sandy, or human-caused calamities for animals, like puppy mills and dogfights. You’ll also learn about our care work at our sanctuaries. We are the HSUS. And, as a supporter of the organization, you, too, are The HSUS.

We must turn around these problems by raising awareness and creating a clamor for change, demanding and delivering corporate or public policy reforms, and showing a new and better way with alternative practices or products that make cruelty obsolete.

Very few people or industries that cause harm to animals do their dirty work out in the open. They typically hide it or disguise it, in addition to rationalizing it. They conduct their business or their recreation in the shadows or in some far-off land or port. They do their work far down the supply chain from the consumer. We, as individuals and as a society, are disassociated from so much of the cruelty, and the notion of "out of sight, out of mind" has particularly dire consequences for animals. The fact is, so much animal cruelty depends on good people not knowing of it.

One great purpose of The Humane Society of the United States is to connect people of conscience with the reality of what’s occurring with animals. If good people are made aware of an injustice or an abuse, then they will act. When we take collective actions, with thousands of us demanding change, we can bring about reform on a grand scale.

It has been HSUS staff who have been documenting the killing of baby seals on the beautiful but forbidding sea ice flies to the east of mainland Canada, and then telling the world about the slaughter. But for our work, the sealers would conduct their ruthless enterprise without anyone—except perhaps the foreign pelt buyers—knowing of it. Instead, people throughout the world, seeing the grim details of the hunt, have demanded that policymakers close their markets to seal pelts and other parts.

It was an HSUS investigator who went undercover to document "soring" of Tennessee walking horses—an illegal and cruel training technique conducted to induce the animals to exaggerate their gait in order to gain an advantage at competitive shows. Without this kind of exposure, that trainer would have continued his barbaric behavior and gathered up more ribbons. Instead, federal lawmakers are calling for a broader crackdown and an upgrade of the law prohibiting abuse.

It was an HSUS investigation that showed the harsh realities, and the daily privations and torment, that chimpanzees endure at biomedical research laboratories where they languish in small cages or suffer from the effects of invasive experiments. We exposed the problem, and as a result, the government is beginning to release approximately 400 chimps in labs to sanctuaries—good people not knowing of it.

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In all of these cases, the difference is The HSUS. And the difference is you—seeking to be a participant and not a bystander in re-examining the human relationship with animals and calling for standards of mercy and decency. It takes intentional action, and it takes the strength, the strategy, and the vision of an organization like The HSUS, embodied through the work of millions of people who dream of good outcomes for animals.
Changing the status quo is never easy. In 2012, we battled with those who want to reinstate domestic horse slaughter—and those who continue to profit from puppy mills, wildlife trafficking, and other cruelties. We fought the entrenched lobbying power of factory farming interests and trophy hunting enthusiasts. And we played offense and defense to retain our past achievements in the legislatures and the courts. It’s difficult, emotionally charged work, but we’re up to the challenges. More than any other organization, The HSUS is equipped to attack cruelty from multiple angles. And that’s why every year brings significant gains in our push toward a more humane world.
Every year, The HSUS provides hands-on care to tens of thousands of animals in need. We help operate five sanctuaries and rehab centers across the country, bring progressive solutions to rabies prevention and dog and cat overpopulation, and deploy rescue teams to natural and man-made disasters. And we leverage these stories to strike at the root causes of cruelty, helping ensure that future generations of animals won’t need our intervention.

**TOP 5 ACCOMPLISHMENTS**

**#1**
Nearly 50 major fast food chains, grocers, pork producers, and food service providers commit to phasing out gestation crates—which essentially immobilizes breeding sows for months on end.

**#2**
In the wake of Superstorm Sandy, HSUS teams open emergency shelters in coastal New York and New Jersey, rescue hundreds of animals from decimated neighborhoods, and help distribute tens of thousands of dollars’ worth of pet food and supplies.

**#3**
74 pro-animal state laws are passed, including bans onhound hunting of bears and bobcats in California and private ownership of dangerous wild animals in Ohio.

**#4**
Following a nationally televised HSUS undercover video on the abuse of Tennessee walking horses, trainer Jackie McConnell is convicted of a federal felony; the USDA establishes mandatory minimum penalties for Horse Protection Act violations.

**#5**
The National Institutes of Health agrees to retire more than 100 chimpanzees from research and ends government breeding contract with New Iberia Research Center, the subject of a 2008–2009 HSUS undercover exposé.

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"When I first joined The HSUS team, I had no idea of the tremendous scope of its activities… It is by far the most effective animal protection organization in the world, and may be more effective than the combined efforts of most of the other groups."

— John Mackey, co-CEO of Whole Foods Market and HSUS board member

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From retiring research chimpanzees to sanctuary to ending systemic abuse of horses to increasing penalties for animal fighters, The HSUS is the best in the field at securing public policy reforms. Our lobbyists speak for animals in statehouses and on Capitol Hill; our litigation team puts abusive industries on the defensive; our international staff advocate before governments and policy-making bodies worldwide; and our first responders work to ensure humane laws are enforced.

**INSPIRING CHANGE**

Most people believe animals deserve compassion and respect. But many don’t know how to move from opinion to action. Leveraging the power of new and traditional media, we mobilize millions on issues from shark finning to foie gras production.

**ATTACKING ROOT CAUSES**

Our training and conferences equip individuals and organizations to make a difference. And we reach out to faith communities, children and teens, and celebrities around the world. Their voices join ours, and a movement grows.

**HELPING ANIMALS IN CRISIS**

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**BUILDING A HUMANE ECONOMY**

The HSUS regularly squares off against industries that profit from animal abuse. When money is at stake, moral appeals are seldom enough. So we point the way to alternatives—to fur in fashion, to animal testing and research, to factory farming, to the exploitation and lethal management of wildlife, and more. We give humane-minded companies an edge against their competitors and those stuck in the old ways a financial incentive to change.
Recognizing that legislation, regulations, and litigation are among the most effective tools for confronting cruelty, we work to broaden and strengthen animal protection policies while ensuring that they are enforced.

The Great Ape Escape
The chimpanzees greeted the newcomers in the sanctuary’s play yard with boisterous vocalizations and hair standing on end. Chimps faced off, charged, chased, fled. But eventually, everyone calmed down and shared chimpanzee-style greetings: touching, smelling, and sizing each other up. One pair sat nose to nose, grooming. “It’s great to watch them express behaviors that are normal for chimpanzees,” says Kathleen Conlee, HSUS vice president of animal research issues.

It was the first day outside at Chimp Haven for 4 of the 111 federally owned chimps declared permanently ineligible for research in 2012. Under an agreement The HSUS and Chimp Haven helped bring about in December, the National Institutes of Health is moving the animals one small group at a time from Louisiana’s New Iberia Research Center to the national sanctuary.

The 49-day investigation dispelled the Tennessee walking horse industry’s contention that soring is a thing of the past, and the fallout came fast and furious. State and federal charges were filed against noted trainer Jackie McConnell and three of his associates, with McConnell pleading guilty to a felony. After ABC’s Nightline aired the footage, Pepsi and Ford withdrew their sponsorship of the annual Tennessee Walking Horse National Celebration. In an interview with Nightline, former trainer Barney Davis shed light on the scope of the problem: “You’re not going to win if you don’t sore.” And the U.S. Equestrian Federation—the nation’s largest horse show sanctioning body—banned the use of devices typically associated with soring. Federal policymakers took action as well.
Jerry Brown signed S.B. 1221 into law. Responding to the news, Sinclair emailed: “After a few whoops, I broke down and just started crying. … I am so, so happy right now.”

Legislate and Collaborate

In a basement corner where plywood boards helped cordon off a dogfighting pit, laminescent blue spray revealed splatters of blood everywhere, from a rolled-up carpet to the deep red walls.

It was one of two suspected Michigan dogfighting operations where The HSUS’s mobile crime lab helped gather evidence last August. Kalamazoo County Animal Services and Enforcement officials had been cracking down on dogfighting earlier in the year after attending a Humane Society University training. To set in motion the August raids, HSUS staff provided access to a database of suspected dogfighters; they later helped obtain search warrants and ran the temporary shelter for the 46 dogs rescued.

“Probably, if we didn’t have [The HSUS’s] assistance, we would put down all of the dogs,” Kalamazoo animal services director Steven Lawrence told a local TV crew. “They know what they’re doing. They made this so much easier.”

The cases caught the attention of state lawmakers, who in the ensuing months passed a package of HSUS-backed bills to create more avenues for prosecuting and penalizing animal fighters. It was one of multiple victories against animal fighting in 2012. The HSUS’s litigation team also secured the first-ever private prosecution of a dogfighter in Ohio and won a court ruling upholding the federal animal fighting law.

So last February, when then-president of the state Fish and Game Commission Dan Richards traveled to Idaho to hound and kill a mountain lion, The HSUS and the public were rightly outraged. The incident prompted a closer look at the related but still-lawful practices of bear and bobcat hounding, with The HSUS mounting an exhaustive campaign for a statewide ban, securing the first-ever private prosecution of a dogfighter in Ohio and winning a court ruling upholding the federal animal fighting law.

In Ohio, 1,000+ high-volume dog breeders exempt from federal licensing are now subject to state licensing and inspection thanks to a new law, one of eight puppy mill bills passed in 2012. In all, 32 states now have some sort of puppy mill law on the books. We also released a proposal to extend the USDA’s ban on puppy mills to online puppy sellers.

In Ohio, 350,000

Number of letters and signatures The HSUS hand-delivered to the USDA in favor of a proposal to extend federal oversight to online puppy sellers.

In late September, after The HSUS fended off a proposal to extend the USDA’s ban on puppy mills to online puppy sellers, the dogs rescued from Michigan animal fighting operations were moved to Idaho to hound and kill a mountain lion. The HSUS and the public were rightly outraged. The incident prompted a closer look at the related but still-lawful practices of bear and bobcat hounding, with The HSUS mounting an exhaustive campaign for a statewide ban, securing the first-ever private prosecution of a dogfighter in Ohio and winning a court ruling upholding the federal animal fighting law.

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Hounds Aground

Hunting mountain lions with dogs has been illegal in California since 1990. The practice causes suffering both for the mountain lions, who are chased into trees and shot or torn apart, and for the hounds, who can be killed or hurt and are often treated more like hunting equipment than family members.

“Human dignity must be extended to animals.”

—Costa Rica’s constitutional court, in siding with Humane Society International and others seeking to block a Pamplona-like running of the bulls.

Building Reform

NAME:
Pacifica Renée Noland

WHY SHE’S AN HSUS SUPERSTAR:
Helps stop puppy mills

For nearly 40 years, Pacifica Renée Noland commanded the helm of Architectural Digest as editor-in-chief. Her love for animals was apparent even then, in her refusal to publish photos of interiors decorated with animal trophies and fur rugs. After discovering the horrors of puppy mills—her own dog, Lucy, spent nearly a decade in one—she donated $100,000 to establish The HSUS’s Puppy Mill Reward Fund, then made additional gifts to further support the fight against puppy mills, including the campaign to pass tougher laws in multiple states. “It does so much for me to support the fight against puppy mills, including the campaign to pass tougher laws in multiple states. It does so much for me to support the fight against puppy mills, including the campaign to pass tougher laws in multiple states. It does so much for me to support the fight against puppy mills, including the campaign to pass tougher laws in multiple states.”

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To improve conditions for animals in global commerce, we facilitate the marketing of higher-welfare and humanely produced goods, help consumers modify their spending habits, and persuade corporations to adopt better policies.

**Fighting Fire with Fire**

Mike Callicrate won’t be beat. The Colorado cattle rancher, entrepreneur, and activist lost a feedlot operation and a lawsuit to Big Ag, but keeps coming up with new businesses and new challenges. His voice is heard in books and films and at conferences and through a half dozen websites. Starting in 2012, after he met Colorado state director Holly Tarry, it’s heard at The HSUS.

Last year, Callicrate joined the new HSUS Agriculture Council for Colorado and recruited two other farmers to serve, part of a growing network of statewide advisory groups helping to develop markets for higher-welfare products. For Callicrate, who decries the way industrial agriculture treats individual producers, it’s a natural alliance: “You [are] a cost to be reduced, just as the animal is a cost to be reduced.” The HSUS, for its part, has helped Callicrate bring a lawsuit charging that money collected by the federal government to promote beef consumption is instead being illegally used to lobby against animal welfare improvements. (The HSUS has filed a similar lawsuit on behalf of pork producers.)

In 1989, Callicrate and others sued the world’s largest meatpacker, Iowa Beef Producers, over industry consolidation that had driven small producers out of business. They were awarded $1.28 billion by a jury, but a judge reversed that verdict and ordered them to cover $80,000 in court costs. Afterwards, Callicrate designed a system to spare farm animals the stress and misery of being trucked to slaughterhouses. “I think Mike feels called to fight for better treatment of both farm animals and farmers because of who he is, but also because he’s one of the few who’s in a position to,” says Tarry. “He just never quits.”

**Cosmetic Adjustments**

“If every cosmetic tested on rabbits or mice had a photo on the packaging showing these animals with weeping, swollen eyes and inflamed skin, I believe everyone would leave cruelty on the shelf and go for the cruelty-free option instead,” noted Paul McCartney in support of Humane Society International’s Be Cruelty-Free Campaign to end animal testing for cosmetics worldwide. That choice is now much easier for European Union consumers, as the campaign successfully pressured the EU to uphold its March 2013 ban on selling imported cosmetics with ingredients newly tested on animals. (Animal testing for cosmetics was already banned within EU borders.)

**One Meal at a Time**

As a gastrointestinal pathologist at Providence St. Vincent’s Medical Center in Portland, Ore., Melissa Li has seen her share of sickness and disease caused by unhealthy eating habits. It’s the responsibility of all health professionals to advocate a better way, she says. For her, that means a diet free of animal products and the cruelty inherent to factory farming.

**SEA CHANGES:**

Amazon.com heeded demands from 50,000+ supporters to ban whale and dolphin meat from its U.S. and Japanese websites.

Hawaii’s false killer whales were listed as endangered, with restrictions placed on long-line fisheries that entangle and kill them.

In response to a 2010 trainer death at SeaWorld Orlando, a judge limited trainers to protected contact with orcas, such as from behind a barrier. The book Death at SeaWorld further exposed the captive orca industry, chronicling HSI scientist Naomi Rose’s efforts.
So when she read a Web article about a Colorado hospital that had begun offering meat-free meals one day a week, she forwarded it to Jason Lee, the hospital’s retail restaurant manager. Though he received a tentative response, she persisted, sending him the HSUS’s award-winning Meatless Monday video and connecting him with HSUS food policy manager Kristie Middle- ton, who provided free menus, recipes, and promotional posters and table tents. Within three weeks, St. Vincent—which serves 2,000 meals a day—launched its first Meatless Monday, serving meatless lasagna and stir-fry veggie dishes to appreciative customers.

In 2012, The HSUS helped more than 50 hospitals and other food service operations implement Meatless Monday, including school districts, colleges, corporate cafeterias, and restaurants. Topping the list were Florida’s Broward County School District and Detroit Public Schools, respectively serving 150,000 and 45,000 meals a day.

A Pledge for the Pups
Joe Seneshale was confident that the purebred dogs sold in his Wyoming pet stores were not puppy mill products. He used what he thought was a reputable broker, requested breeder names and USDA license numbers, and called many of them directly to ask about their dogs. But after receiving complaints about sick puppies purchased from Joe’s Pet Depot, Seneshale began to question what he’d been told. So when The HSUS’s John Moyer called in spring 2012 to pitch the Puppy Friendly Pet Stores pledge—in which store owners agree to take a stand against puppy mills by not selling dogs—Seneshale said yes.

In October, Seneshale held “reopening” events to mark his conversion from puppy-selling stores to adoption venues for local shelters. The events were a major milestone for the pledge program. Seneshale was the first signer to actively work with Moyer to switch to a humane business model. Joe’s Pet Depot locations were two of 400 stores added to the pledge in 2012, bringing the total number to 2,003 stores that will never open their doors to puppy mills.

Going Out of Style
True Religion had lost the faith. The HSUS found that the premium denim company, after years of being cruelty-free, had begun selling real animal fur. Tests revealed that the fur was raccoon dog, a canid species frequently skinned alive in China’s fur trade. The HSUS sent an action alert to thousands of supporters, and within three hours, the company had announced it would pull the items.

Intense pressure on the fur industry continued on many fronts in 2012. HSUS shareholder resolutions became an effective tool for initiating discussions with retailers about moving away from fur. Saks Fifth Avenue didn’t wait for resolutions to become an effective tool for initiating discussions with retailers about moving away from fur. Saks Fifth Avenue didn’t wait for resolutions to become an effective tool for initiating discussions with retailers about moving away from fur. Saks Fifth Avenue didn’t wait for resolutions to become an effective tool for initiating discussions with retailers about moving away from fur. Saks Fifth Avenue didn’t wait for resolutions to become an effective tool for initiating discussions with retailers about moving away from fur. Saks Fifth Avenue didn’t wait for resolutions to become an effective tool for initiating discussions with retailers about moving away from fur. Saks Fifth Avenue didn’t wait...
The shift came fast. In 2012, one company after another pledged to stop using pens from farms that lock breeding sows in gestation crates—so small the animals cannot turn around. In December, Paul Shapiro, HSUS vice president for farm animal protection, looked back, happily astonished. “Few would have predicted such a change in such a short amount of time.” For decades, factory farms crated most pregnant sows. Frustrated pigs gnawed their mouths bloody on metal bars. Sows went lame for lack of exercise. Then The HSUS began winning statewide crate bans, precluding companies to change, and conducting undercover investigations, including those released in 2012 of Tyson supplier Wyoming Premium Farms and of Oklahoma operations owned by two of the largest U.S. producers. Now the industry is poised to adopt systems that let sows move freely and socialize. Retail prices will rise little if at all. The debate is over, says Mestinger magazine. “HSUS won the argument.”
“Living walls [allowed] the society to be free and to let lions roam around. This means that the number of lions will increase again.” — Elvis Kismir of the African People & Wildlife Fund, which works with Humane Society International to build lion-proof fences in East Africa’s Maasai Steppe. Made of galvanized steel chain link and plantings from a quick-growing spiny tree, the “bomas” prevent cattle predation, protecting endangered lions from retaliatory poisoning by herders.

By generating public debate on animal protection issues, building partnerships with other professionals and causes, and mobilizing advocates, we engage the broader community in our mission.

Harmed and Dangerous
The undercover video captures the scene: A young child and a tiger cub are posed for the camera by insistent parents and staff at G.W. Exotic Animal Park in Wynnewood, Okla. The cub is not cooperating; the child is crying. “It seems like the toddler is the most sensible person in the entire situation,” says HSUS staff attorney Anna Frostic. “She’s very uncomfortable with the scene.”

The four-month HSUS investigation brought national media attention to the significant public safety and animal welfare concerns inherent to the private ownership of exotic animals. Five tigers died during that time, and tiger cubs were punched and whipped as part of their “training” for public appearances.

“The owner was allowing the public to have contact with tiger cubs who were large enough to cause serious injury,” says Mary Beth Sweetland, HSUS senior director of research and investigations. “While we were there, a young child was scratched and bitten by a tiger cub used for public handling.” HSUS attorneys followed up by filing legal complaints with state and federal officials and petitioning the U.S. Department of Agriculture to prohibit public contact with dangerous wild animals.

In Mississippi, a January rescue of 11 animals also exposed the problems with roadside zoos. In addition to tigers, cougars, leopards, and wolf hybrids, The HSUS helped rescue a macaque confined to an enclosure that was nothing but “dirt and bars,” says The HSUS’s Adam Parascandola. “Getting him into a better situation was one of the real highlights.”

The Fight Against Finning
It’s been a traditional dish at high-end hotels, government functions, and wedding banquets, considered a delicacy and status symbol in many Asian cultures. But shark fin soup comes at the cost of immense suffering, with animals thrown back into the ocean to die after their fins are hacked off. And it devastates ocean ecosystems, with tens of millions of these top predators finned annually.

But public awareness campaigns by Humane Society International and other groups are encouraging new generations to embrace cruelty-free traditions, with tens of thousands

Captive Audience
Included from a Mississippi roadside zoo (inset), Natalia the tiger rests at the Cleveland Amory Black Beauty Ranch, a Texas sanctuary operated by The Fund for Animals in partnership with The HSUS. The four-month investigation into an Oklahoma exotic animal park shone a national spotlight on the plight of captive wildlife.

Shark finning and unsustainable fisheries add up to a one-two punch for the world’s shark species; 74 of 468 are threatened with extinction.
“I’m a voice now for the animals. And part of that is because of The HSUS allowing me to host at the Genesis Awards… Without The HSUS, I don’t even know that I would have had this dream.”

— Dancing with the Stars judge Carrie Ann Inaba on The HSUS’s annual awards show honoring animal welfare issues.

The outreach efforts have greatly reduced institutional support for a once-sacrosanct custom. In 2012, Venezuela and Brazil joined a growing number of countries adopting strict shark finning bans in their nations’ waters, while Illinois and 13 Canadian municipalities banned sales of shark fins. Campaigns with partners such as the Chinese environmental organization Green Bangle and the China Hotel Association have resulted in a number of hotels and restaurants removing shark fin soup from their menus. Also in China—the world’s largest market for fins—the State Council announced its watershed decision to remove the dish from official government functions within three years.

Guiding Light
How do we live as human creatures among all the other creatures of God? It’s a question Charles Arand posed in a report on stewardship by The Lutheran Church—Missouri Synod, and one that caught the attention of Christine Gutleben, senior director of The HSUS’s Faith Outreach program.

In 2010, Gutleben invited Arand to a summit of religious leaders to learn more about The HSUS’s work engaging people of faith in animal protection. Two years later, it was Arand who played host, organizing a dinner that brought together Gutleben and other HSUS staff with Missouri pastors and colleagues at Concordia Seminary, where Arand is a professor. He also connected Gutleben with potential supporters for a ballot initiative that would have made extreme cruelty a felony in North Dakota.

As a member of The HSUS’s Faith Advisory Council, formed in 2012, Arand is tasked with supporting other spiritual leaders who are taking a stand on animal protection. His new role, he says, has “opened up conversations with a wider spectrum of people…about how we care for the food we eat and other animal welfare issues.” He acknowledges that advocating for animals has its challenges, and that not everyone will adopt the same solutions, but says that “when people step back and reflect on God’s relationship to creation… it tends to have positive results.”

Forcing the Issue
The massive factory farm planned for China’s Jiangxi Province would have caused the inhumane force-feeding of millions of geese and ducks to produce foie gras (French for “fat liver”), a so-called “delicacy.” The proposed facility also would have polluted an important overwintering habitat for migratory waterfowl. So when Humane Society International staff learned of the plan, they quickly mobilized an opposition campaign, allying supporters and recruiting other animal advocacy groups. The project collapsed after more than 50,000 people wrote to the Chinese premier and a UK investment firm withdrew funding—“a great example of animal protection groups across the world using their collective voice to challenge animal cruelty” says HSI/UK director Mark Jones.

In the U.S., The HSUS recruited chef Wolfgang Puck to campaign in support of upholding California’s foie gras ban, which took effect in 2012. “We chefs have the ability to create delicious and original dishes our customers will love without causing torment to animals,” Puck wrote in a letter to fellow restaurateurs. In September, a federal appeals court denied a motion to block the ban’s enforcement.
We provide care for animals in need: rehabilitating wildlife trade victims, preserving habitat, helping shelters and underserved communities care for pets, and intervening in human-animal conflicts.

Road to Freedom
The animals’ journey ends in May 2012 by a wetland drained for cattle pasture in northwest Nicaragua. It’s midday and hot, but a patch of forest across a drainage ditch offers shade and relative cool. After months of preparation, animals seized by police from the illegal wildlife trade, then rehabilitated at a center that Humane Society International helped expand, are released in rapid succession: Parakeets burst from their cages, winging their way into the trees, where they perch in a noisy group, already at home in the wild. White-faced capuchin monkeys rush out of their crate, like athletes taking the field. Yellow-naped parrots and toucans, owls and foxes, caracaras and kinkajous follow.

HSI is helping build and strengthen a network of rescue centers in Central America to return poached animals to forests—one in El Salvador in 2012 and another planned for Honduras in 2013. Across the region, the organization is training police, customs officials, soldiers, and others to identify protected species and handle captive wildlife.

The May release was bittersweet for Tatiana Teran, a rescue center veterinarian. She first met the parakeets and parrots when they were naked, starving, dehydrated hatchlings just confiscated from a dealer. “They didn’t have any feathers on them. … They were freezing.” For three and a half months, Teran fed them with a syringe. Over almost a year, she taught them how to fly. As they regained their freedom, she was both sad and excited. “I should not get attached,” Teran says. “But it’s hard.”

Serving Shelters
Tucked away in an industrial part of a southern Mississippi town, Brookhaven Animal Rescue League runs on a shoestring budget funded solely by donations, barely covering the bills and salaries for two employees. What it lacks in money and staff, though, it makes up for in the dedication of 90 volunteers who keep the shelter open seven days a week and rehome almost all of the pets they care for.

During Sarah Matisak’s visit to the small, limited-intake facility, the HSUS Shelter Services coordinator was struck by the emphasis placed on enrichment for the animals. Cats mingle in community living rooms and dogs romp in large fenced yards. Matisak arranged a gift of Kong toys to enhance the dogs’ play,
As a child, Jennifer Fournier (pictured above) offered her brother $10 to release the fish he’d caught. Today, that compassion is something she shares with her husband, Alan, and seeks to instill in her four children. Longtime supporters of local rescue shelters, the Fourniers became HSUS donors after Hurricane Katrina in 2005. “I saw all the good work [The HSUS was] doing and wanted to help,” she says. In 2012, they donated to The HSUS’s campaigns against gestation crates and puppy mills. The couple’s children have also gotten involved, collecting towels to pad the cages of dogs rescued from a puppy mill, volunteering at shelters, and asking for donations for animals in place of birthday gifts.

**RAISING KINDNESS**

**NAME:** The Fournier family  
**WHY THEY’RE HSUS SUPERSTARS:** Have donated to disaster response, rescues and shelters, and other initiatives

Pet owners line up for a Pets for Life outreach event in Chicago. Among other free services, the program provides dog training for clients like Philadelphia resident Megan Carman, owner of energetic King and Queen. “The dogs are a big help,” says Carman, whose son suffers from ADHD. “Sometimes when he has his rough days, he’ll go out and sit with the dogs. So it’s almost like the dogs are helping me keep him...”

Making it Rain

In the Chicago community of North Lawndale, where 45 percent of residents live below the poverty line, The HSUS’s Laurie Maxwell had been keeping an eye on a boarded-up house. As a manager for the Pets for Life program, her job involves helping pets in underserved neighborhoods by building relationships with their owners. She would often see two dogs in front of the house, but she could never get their owner, Del Smith, to come out and talk.

One night, Maxwell finally spotted Smith next to an ice cream truck. She bought her a...
Armed with flashlights, and decked out in winter attire, the HSUS Animal Rescue Team searched cold, wrecked homes in the wake of Superstorm Sandy last fall, removing trapped animals from flooded structures and rubble in parts of New York and New Jersey. The three search-and-rescue operations (middle photo) were just part of the organization’s massive response, as The HSUS also ran three emergency pet shelters and distributed supplies to pet owners who stayed behind in their homes.

“I’m so happy...for what you’ve done,” said Patrick Glenn, upon arriving at an HSUS shelter to reunite with his pets. “You went and rescued my cats, and you even saved two of my goldfish...I got my family back again.”

Five months earlier, The HSUS had responded to an entirely different kind of situation: an overwhelmed Ohio sanctuary filled with injured, suffering parrots (top left). Accustomed to coordinating large rescues of dogs, cats, and equines, the team reached out to avian experts for equipment and advice. “Frankly, we like a challenge,” says animal cruelty investigations director Adam Parascandola.

And throughout 2012, HSUS rescuers responded to a variety of other such challenges: (clockwise from top middle): In Wiggins, Miss., responders helped authorities remove 74 dogs from a puppy mill; the owner had been selling lethargic, filthy puppies at flea markets. In Tarpon Springs, Fla., a team dug 18 gopher tortoises from the path of construction, transporting them to a 35-acre release site. Missing his upper lip and portions of his bottom one, Sam was one of 17 dogs The HSUS helped rescue from a Jacksonville, Fla., dogfighting operation. Now in foster care with Pittsburgh-based Hello Bully, an HSUS placement partner, “he is a sweet dog and just wants to curl up on your lap,” says The HSUS’s Chris Schindler.

In Robeson County, N.C., staff helped investigate a suspected cockfighting operation, caring for rescued birds and documenting evidence. And in New Mexico, The HSUS’s Prairie Dog Coalition helped release 300+ captive Gunnison’s prairie dogs to protected sites.

“IT doesn’t appear that [the owner has] ever taken them to the vet. If we hadn’t gotten these dogs when we did, we would have ended up with a lot of dead dogs.”
— Phyllis Olds, chief deputy of the Stone County Sheriff’s Office, on a Mississippi puppy mill rescue

11,087

Number of wild and domestic animals rescued by HSUS teams from natural and human-caused disasters and conflicts in 2012
Providing Sanctuary for helping animals moving forward.

“accomplishments,” incredibly important son cites the projects as the year’s biggest research chimps, and broke ground animal habitat, upgraded housing for for-completed a new visitor center and farm animals—from tigers and a camel to pigs, verse animal sanctuary welcomed new

In 2012, America’s largest and most di-

municipality will provide habitat for native wild-

restoration of a wetland area on the prop-
near the water.” Maintained at ocean temperatures, the pool allows staff to test the birds’ diving and under-

water swimming skills before their re-

lease. Loons, storm petrels, and a pelican were among those who benefitted from time in the water.

THE FUND FOR ANIMALS WILDLIFE CENTER Ramona, California Nearly 500 native wild animals recuper-

ated at The Fund for Animals Wildlife Center in 2012, and director Ali Crump-

acker looks forward to increasing that number. Construction of a new wildlife care center, begun in 2012, “will allow us to provide medical and rehabilitative services for three times as many patients at one time,” she says. The 4,800-square-foot building will include state-of-the-art rooms for radiology, diagnostic lab work, and surgery, along with several ICU and recovery areas, enabling the center “to provide the best possible care to every patient who comes through our doors: snakes, falcons, bobcats, cougars, and more.”

Whether it’s an orphaned bobcat kitten, a horse rescued from abuse, an owl struck by a speeding SUV, or a victim of the exotic pet trade, animals in need find refuge at care centers operated by The HSUS and its affiliate, The Fund for Animals. In 2012, the centers rescued, rehabilitated, and provided sanctuary to more than 16,000 animals. To expand their services, increase the quality of care, and enrich the lives of the animals they serve, the centers also made significant habitat and facility improvements in 2012.

BLACK BEAUTY RANCH Murchison, Texas

In 2012, America’s largest and most di-

verse animal sanctuary welcomed new animals—from tigers and a camel to pigs, horses, and more. Black Beauty Ranch also completed a new visitor center and farm animal habitat, upgraded housing for former research chimps, and broke ground on a veterinary hospital. Director Ben Call-

son cites the projects as the year’s biggest accomplishments, “incredibly important for helping animals moving forward.”

DUCHESS SANCTUARY Douglas County, Oregon

More room to gallop and explore—that’s what resulted from the improve-

ment of previously unusable acreage at the 1,120-acre Duchess Sanctuary. After replacing old fencing, installing a water system, and building a road and a shelter for the horses, staff introduced the herd to two new pastures. “They galloped around a while, exploring ev-

erything,” says ranch manager Jennifer Kunz, “then quickly found their new fa-
favorite spots under shade trees.” The 200 acres of new grazing area should help reduce feed costs for the sanctuary’s 187 horses and ease pressure on the existing pastures.

SOUTH FLORIDA WILDLIFE CENTER Fort Lauderdale, Florida

Razing and rebuilding, adding and en-

larging—the nearly 13,000 wild animals needing treatment and rehabilitation at The HSUS’s South Florida Wildlife Center in 2012 necessitated a number of up-

grades to and expansion of its facilities. A new raccoon habitat welcomed its first occupants in 2012, while sea, marsh, and shore birds will benefit from new and larger aviaries and habitat. In addition, says executive director Sherry Schlueter, restoration of a wetland area on the prop-

erity will provide habitat for native wild-

dlife—and a beautiful backdrop to wildlife education and other events held in a new open-air pavilion.
How You Can Help

The world’s most effective animal protection organization, The HSUS is sustained by a community of animal lovers who show their support in many ways. Every gift you give, no matter how large or small, helps us carry on the work of confronting cruelty in all its forms.

- Make a one-time gift or donate monthly through your credit card or bank account.*
- Participate in your office’s workplace giving and matching gift campaigns.
- Make a Kindred Spirits memorial gift or donate to celebrate a special occasion.
- Donate your car, truck, boat, or other vehicle.

For details, go to humanesociety.org/donate or call 866-720-2676. For inquiries about leadership gifts, bequests, gift annuities, or gifts of stock, or to speak with your regional philanthropy officer, call 800-808-7858.

*An HSUS membership is $25 a year and includes a subscription to All Animals magazine.
FINANCIAL OPERATIONS REPORT
For the Year Ending December 31, 2012

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

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<th>Assets</th>
<th>Liabilities</th>
<th>Net Income/Net Loss</th>
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<td>Investments, at market value</td>
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<td>Fixed assets, net of depreciation</td>
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CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

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<th>Support and Revenue</th>
<th>Restricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
<th>Non-operating Activities</th>
<th>Total Operating and Supporting Expenses</th>
<th>Change in Net Assets from Operating Activities</th>
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<td>Support and revenue</td>
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<td>Restricted</td>
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<td>Net assets released from restrictions</td>
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<td>29,479,645</td>
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<td>Support and revenue</td>
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<td>Permanently Restricted</td>
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<td>Advocacy, outreach, and policy</td>
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<td>Direct care and services</td>
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<td>Management and general</td>
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<td>Fundraising</td>
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<td>Change in Net Assets from Operating Activities</td>
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<td>Non-operating Activities</td>
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<td>Net assets at end of year</td>
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<td>$58,172,451</td>
<td>$285,335,543</td>
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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, rated 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.

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OPERATING & SUPPORTING EXPENSES

SUPPORT & REVENUE
Thank you for being there with us.

Helping all animals in need—that’s the mission of The Humane Society of the United States. And we couldn’t do it without you. From shutting down puppy mills to providing refuge for wildlife, from standing up for farm animals to saving seals and horses from cruel slaughter, we’re there—together—fighting for a compassionate world. Thank you for helping us celebrate animals and confront cruelty in all its forms.