

# 10 THINGS YOU DIDN'T KNOW ABOUT HSUS

(THE HUMANE SOCIETY OF THE UNITED STATES)

- 1 HSUS scams Americans out of millions of dollars through manipulative and deceptive advertising.** An analysis of HSUS's TV fundraising appeals that ran between January 2009 and September 2011 determined that more than 85 percent of the animals shown were cats and dogs. However, HSUS doesn't run a single pet shelter and only gives 1 percent of the money it raises to pet shelters, and it has spent millions on anti-farming and anti-hunting political campaigns.
- 2 HSUS's own donors feel deceived.** A 2015 poll of over 1,000 self-identified HSUS donors found that 92 percent of HSUS's own donors think the group "misleads people into thinking that it supports local humane societies and pet shelters." The poll also found 75% of donors were less likely to support HSUS knowing the facts.
- 3 HSUS receives poor charity-evaluation marks.** CharityWatch (formerly the American Institute of Philanthropy) has issued several "D" ratings for HSUS in recent years over the group's wasteful spending practices. CharityWatch finds HSUS spends as little as 63 percent of its budget on its programs. CharityWatch now gives HSUS a "C-plus" grade for being slightly less wasteful. Additionally, the 2013 Animal People News Watchdog Report discovered that HSUS spends 55 percent of its budget on overhead costs.
- 4 HSUS regularly contributes more to its own pension plan than it does to pet shelters.** An analysis of HSUS's tax returns determined that HSUS funneled \$16.3 million to its executive pension plan between 1998 and 2009—over \$1 million more than HSUS gave to pet shelters during that period.
- 5 The pet sheltering community believes HSUS misleads Americans.** According to a nationally representative poll of 400 animal shelters, rescues, and animal control agencies, **71 percent agree** that "HSUS misleads people into thinking it is associated with local animal shelters." Additionally, 79 percent agree that HSUS is "a good source of confusion for a lot of our donors."
- 6 While it raises money with pictures of cats and dogs, HSUS has an anti-meat vegan agenda.** Speaking to an animal rights conference in 2006, HSUS's then vice president for farm animal issues stated that HSUS's goal is to "get rid of the entire [animal agriculture] industry" and that "we don't want any of these animals to be raised and killed."
- 7 Given the massive size of its budget, HSUS does relatively little hands-on care for animals.** While HSUS claims it "saves" more animals than any other animal protection group in the US, but local groups that operate on considerably slimmer budgets, such as the Houston SPCA, provide direct care to more animals than HSUS does.
- 8 HSUS's senior management includes a former spokesman for the Animal Liberation Front (ALF), a criminal group designated as "terrorists" by the FBI.** HSUS president Wayne Pacelle hired John "J.P." Goodwin in 1997, the same year Goodwin described himself as "spokesperson for the ALF" while he fielded media calls in the wake of an ALF arson attack at a California meat processing plant. In 1997, when asked by reporters for a reaction to an ALF arson fire at a farmer's feed co-op in Utah (which nearly killed a family sleeping on the premises), Goodwin replied, "We're ecstatic."
- 9 In May 2014, HSUS was part of a \$15.75 million settlement of a federal racketeering lawsuit.** Feld Entertainment sued HSUS, two of its in-house lawyers, and others under the Racketeer Influenced and Corrupt Organizations (RICO) Act for bribery, obstruction of justice, fraud, and other torts. Court documents indicate that HSUS sent several checks as part of an alleged witness-payment scheme.
- 10 CharityWatch found that HSUS violated IRS rules for three years.** The watchdog group pointed out in its Fall 2013 issue that HSUS had improperly inflated its revenue. HSUS has since filed amended returns with the IRS.

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