

# *We're There*

Celebrating Animals  
and Confronting Cruelty

ANNUAL REPORT 2012



THE HUMANE SOCIETY  
OF THE UNITED STATES

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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. Here, The HSUS's Adam Parascandola comforts Rosie during a dogfighting raid in Kalamazoo, Mich.



# FROM THE PRESIDENT

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**T**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 soring and pig gestation crates. Or Judy Ki, 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.

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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 of our veterinary work, our programs to resolve human-wildlife conflicts, our street dog initiatives in Asia and Latin America, and our direct care work at our sanctuaries.

As vital as these hands-on programs are, there is more that we can and must do. Simply put, we cannot rescue our way out of the problems that animals face. We must work to prevent cruelty wherever it occurs, a formidable challenge because so many harmful uses of animals are routine and legal. The very notion of rescue is impractical and unworkable when we talk of factory farming or animal testing or the trade in wildlife parts.

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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.

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 floes 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 torments, 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 and a life of peaceful retirement.

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.

Wayne Pacelle, President & CEO  
The Humane Society of the United States

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### READ WAYNE’S BLOG

And listen to his podcast with author and radio show host Tracie Hotchner.

### BE INFORMED AND INSPIRED

Read our award-winning magazine, *All Animals*. (For the free iPad edition, search for “All Animals magazine” in the App Store.)

### WATCH HUMANETV

Download our app for iPhone, iPad, and Android.

### SIGN UP FOR TEXT ALERTS

Join our Mobile Action Team to make a critical difference for animals right from your phone. Text THERE to 30644.

### VOLUNTEER WITH US

Respond to disasters, monitor land trust properties, help animals at our care centers, and more.

For details, go to [humanesociety.org](https://humanesociety.org).

# The Challenges

## THE HSUS FACED IN 2012

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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.

**4-5 MILLION**  
CONFINED PIGS

**10,000**  
U.S. Puppy Mills

**DOGFIGHTS**  
**COCKFIGHTS**

**ANIMAL**  
TESTING

COMMERCIAL SEAL  
**SLAUGHTER**

**PET OVERPOPULATION**

**160,000**  
American  
**HORSES**  
SHIPPED TO SLAUGHTER

**WILDLIFE**  
Trafficking  
**SHARK FINNING**

# 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 immobilize 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 on hound 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.

We're  
There



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. 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.



## ATTACKING ROOT CAUSES

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 policymaking bodies worldwide, and our first responders work to ensure humane laws are enforced.



## HELPING ANIMALS IN CRISIS

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.



## 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.



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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

# We're There *Attacking Root Causes*



“It’s well past time to create a national standard that promotes more humane conditions everywhere.”

—The New York Times on legislation that would ratify a landmark agreement between The HSUS and the United Egg Producers to phase out barren battery cages (above) that confine egg-laying hens so tightly they can’t spread their wings. The legislative effort builds on The HSUS’s 2008 Proposition 2 campaign in California, which banned extreme confinement for laying hens, breeding sows, and veal calves. HSUS attorneys successfully defended the law in 2012, with a federal judge noting that the standards “are clearly not excessive in relation to the legitimate state interest in preventing cruelty to animals.”

*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 HSUS, which provided \$500,000 to help expand Chimp Haven for the new arrivals (thanks to one of our most generous supporters), has for years pushed the NIH to retire federally owned chimps. In 2009, an HSUS undercover investigation at New Iberia revealed chimpanzees kept in bare cages, some in isolation for months, and screaming in fear as they were forcibly sedated for experiments. Then in 2011, The HSUS successfully petitioned the federal government to stop illegal breeding of chimps at New Iberia.

Three biomedical research facilities recently ended their use of chimps, and several pharmaceutical companies have agreed to no longer use them.

The recent retirements may be just the beginning. In January 2013, an NIH committee recommended the government retire all but 50 of the remaining 350 federally owned chimps, including many who were caught in the wild and have spent half a century in labs.

## Sored No More

Startling images shot during an undercover HSUS investigation helped spark a critically important year in the battle against soring. Under this cruel and illegal practice, trainers deliberately inflict pain to a Tennessee walking horse’s legs or hooves in an effort to exaggerate his high-stepping gait, all for the sake of winning prizes. In the HSUS video, horses were shocked with cattle prods and irritating chemicals were applied to their lower legs. One horse was smacked in the face with a wooden pole, while another, too injured to stand, was whipped in his stall.

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 The HSUS, former trainer Barney Davis shed more 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.



*Finally Freed*

Penny spent decades in a lab before retiring to sanctuary in 2011. An HSUS campaign to end invasive experiments on chimpanzees has seen significant strides.



Rescued by an animal lover, Flicka narrowly avoided being sold to slaughter and now lives at a Texas sanctuary run by The Fund for Animals in partnership with The HSUS. In 2012, 160,000 American horses were shipped to their deaths in Canada and Mexico. The HSUS is working to bring about more happy endings like Flicka's, backing anti-slaughter legislation and supporting efforts to continue defunding inspections of U.S. slaughter plants.

“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-style running of the bulls.

In 2012, the USDA established minimum penalties for violations of the federal law against sorting, while a bill was introduced in Congress to strengthen those penalties and eliminate self-policing in the industry. It all adds up to what HSUS equine protection director Keith Dane calls “the most significant year we’ve ever had—I would call it a tipping point year.” Writes Roy Exum, columnist with *The Chattanooga* and The HSUS's 2012 Humane Horseman of the Year: “The outcry is reaching a nationwide crescendo after years of abuse that has been hidden, ignored, shunned, and mocked.”

### 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.

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, sending alerts that generated more than 55,000 supportive emails to California lawmakers.

Jake Sinclair joined the fight after receiving one of those alerts. The San Francisco Bay area pediatrician had once enjoyed watching bears near his family's cabin in the central Sierra Nevada Mountains. But sightings became rare after hound hunters found the peaceful valley. Sinclair and his children detailed these experiences in a letter they hand-delivered to state legislators, later dropping off home-baked cookies in gratitude for the lawmakers' support.

In late September, after The HSUS fended off a series of challenges by hound hunters, Gov.

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, luminescent 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 begun 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

## BUILDING REFORM

**NAME:**  
Paige Rense  
Noland



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

For nearly 40 years, Paige Rense 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 know I am helping,” she says. “I am benefiting as much as the animals.”

# 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.

### MAKING CHANGE



- Puppy mill laws passed in 2012
- Laws passed in prior years

*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 HSUS-backed state 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 report on the American Kennel Club’s weak stance on puppy mills, detailing its routine opposition to better laws, substandard inspection system, and financial ties to the industry.*



Chained near cutout barrels that served as makeshift shelters, the dogs rescued from Michigan animal fighting operations in August just wanted to be free.

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. HSUS staff have led a decade-long campaign to tighten loopholes in the law, most recently spurring introduction in 2012 of a bill to crack down on spectators at animal fights. Says John Goodwin, HSUS director of animal cruelty policy: “When the USDA has the power to go into a pit and charge every single person with a federal crime, you’re going to see this problem diminish in scope to a huge degree.”

## *A Better Life*

Farmer Kevin Fulton serves on The HSUS's Agriculture Council for Nebraska. The growing network of statewide advisory groups helps develop markets for higher-welfare products.



# We're There *Building a Humane Economy*

*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.



In the Washington, D.C., area, The HSUS's Humane Wildlife Services helped 2,441 animals in 2012, including a squirrel mom who, after being evicted from an attic, retrieved her five babies from a reunion box the team placed nearby (inset). Emphasizing solutions such as gentle hazing, one-way doors, and family reunions, the service offers a humane alternative to wildlife control operators who use unscrupulous methods such as lethal trapping, gassing, and drowning.

“We’re able to ... show our creativity, but also show our thought and our compassion.”

— John Bartlett on The HSUS’s inaugural H-Couture show in Los Angeles, where he was joined by fellow designers Victoria Bartlett, Marc Bouwer, Kimberly Ovitz, and Charlotte Ronson in showcasing fur-free fashions.

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 Li 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 Middleton, 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 meat-free 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 Bro-

ward 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 “reopenings” 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

### INVESTING IN SUCCESS

**NAME:**  
Robert Wilson

**WHY HE’S AN HSUS SUPERSTAR:**

**Initiated a \$2 million matching grant for the gestation crate campaign**

For philanthropist Robert Wilson, getting pigs out of gestation crates is a matter of basic humanity. “I’m not very fond of cruel and unusual punishments, as applied to either human beings or animals,” he says. “Hogs are the most intelligent of the animals that we eat. ... [Yet] they are basically in prison.” In 2012 the retired investor announced a \$2 million matching grant to help The HSUS end the confinement of pregnant sows in crates barely larger than their bodies. America is ready for the message, he says: “It’s becoming a more tolerant place—and that, I think, is applying to animals.”



### ANSWERING THE CHALLENGE

**NAME:**  
Brad Goldberg

**WHY HE’S AN HSUS SUPERSTAR:** Recruited additional supporters for farm animal protection

Growing up in the Midwest, Brad Goldberg often saw trucks packed with animals bound for slaughter. The memories led him years later to found the Animal Welfare Trust and support The HSUS’s work to protect farm animals. Last year, the retired portfolio manager pledged a generous gift to The HSUS’s gestation crate campaign and hosted a lunch to recruit others to match Robert Wilson’s \$2 million challenge. The truth about extreme confinement is reaching consumers who will demand change, he says. “Future generations will look back on this practice with disbelief that such cruelty was ever tolerated.”

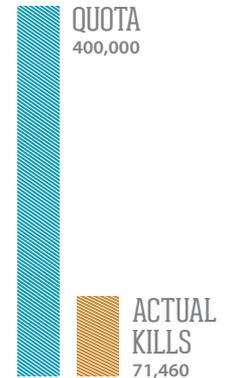


hours, the company had announced it would pull the items.

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 a resolution: Notified of The HSUS’s intent to file one, the company cut out raccoon dog from China entirely. The HSUS now owns shares in nearly 20 companies that sell fur, a list that is constantly growing.

In the enforcement arena, global online retailer Yoox agreed to withdraw fur from its U.S. market after The HSUS filed a false advertising complaint with the Federal Trade Commission. And customs officials took action following a two-year HSUS investigation into a New York retailer’s illegal sale of domestic dog fur.

### 2012 CANADIAN SEAL HUNT



For the fourth straight year, seal slaughter deaths amounted to a fraction of government-set quotas. Each year, we document the shooting and clubbing of weeks-old pups, many of them cut open while conscious. Staff have persuaded governments around the world to close their markets to seal fur, while nearly 6,000 businesses and 750,000 people have joined our boycott of Canadian seafood. We’re now pushing for a government buyout of the industry plus development of economic alternatives such as seal watching.



## STATES THAT HAVE PASSED CRATE BANS

ARIZONA .....



FLORIDA .....



OHIO .....



CALIFORNIA .....



MAINE .....



OREGON .....



COLORADO .....



MICHIGAN .....



RHODE ISLAND .....



*“HSUS won’t go away; in fact it has gained strength. It has the formula down and will replicate its strategies within the pork sector as well as across the agriculture sector.”*

— PORK MAGAZINE EDITORIAL, NOV. 7, 2012

60%

OF SOWS CAN’T FIT INTO CONVENTIONAL GESTATION STALLS WITHOUT BEING COMPRESSED AGAINST THE SIDES.<sup>1</sup>

# CHANGING LIVES CRATE BY CRATE

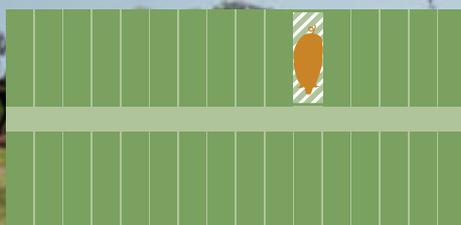
The shift came fast. In 2012, one company after another pledged to stop using pork from farms that lock breeding sows in gestation crates—so small the animals cannot turn around. In December, Paul Shapiro, HSUS vice president for farm animal protection, looked back, happily astonished. “Few would have 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, prodding 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 *Meatingplace* magazine: “HSUS won the argument.”

## CRATES VERSUS GROUP HOUSING

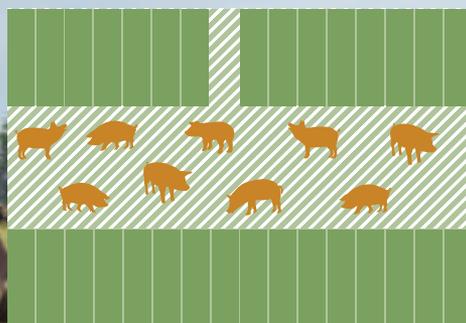
### GESTATION CRATE

For virtually their entire lives, breeding sows live in crates averaging about 7 feet long by 2 feet wide. They’re so tight, when pigs lie down to sleep, their udders protrude into neighboring crates.



### FREE STALL ACCESS

Sows use stalls to feed, rest, or avoid other pigs but can open the doors to walk in small common areas.



### ELECTRONIC SOW FEEDING

Pigs live in a group pen without crates. They eat by passing through a feeding station, where a computer reads their ear tags and dispenses food.



**Pigs on pasture:** Sows at Thompson Farms in Georgia lead natural, unconfined lives, roaming fields and rooting for food. Such systems represent the high end of gestation crate alternatives, with most producers switching to indoor housing that still allows more space and freedom.

SOURCES: 1: “THE PHYSICAL SIZE OF GESTATING SOWS,” *JOURNAL OF ANIMAL SCIENCE*, 2004. 2: “U.S. RESIDENT SUPPORT FOR GESTATION CRATE BANS,” *MSU PORK QUARTERLY*, 2008.



“How would you like to spend the rest of your life in a space as small as a bus seat?”

That was the question posed by HSUS messages on city buses in Des Moines, capital of the largest pork-producing state, and Washington, D.C., in 2012. The ads covered buses in images of sows confined in gestation crates, challenging the National Pork Producers Council’s support of this extreme confinement.

69% OF RESPONDENTS IN A NATIONAL SURVEY SUPPORT OUTLAWING GESTATION CRATES<sup>2</sup>

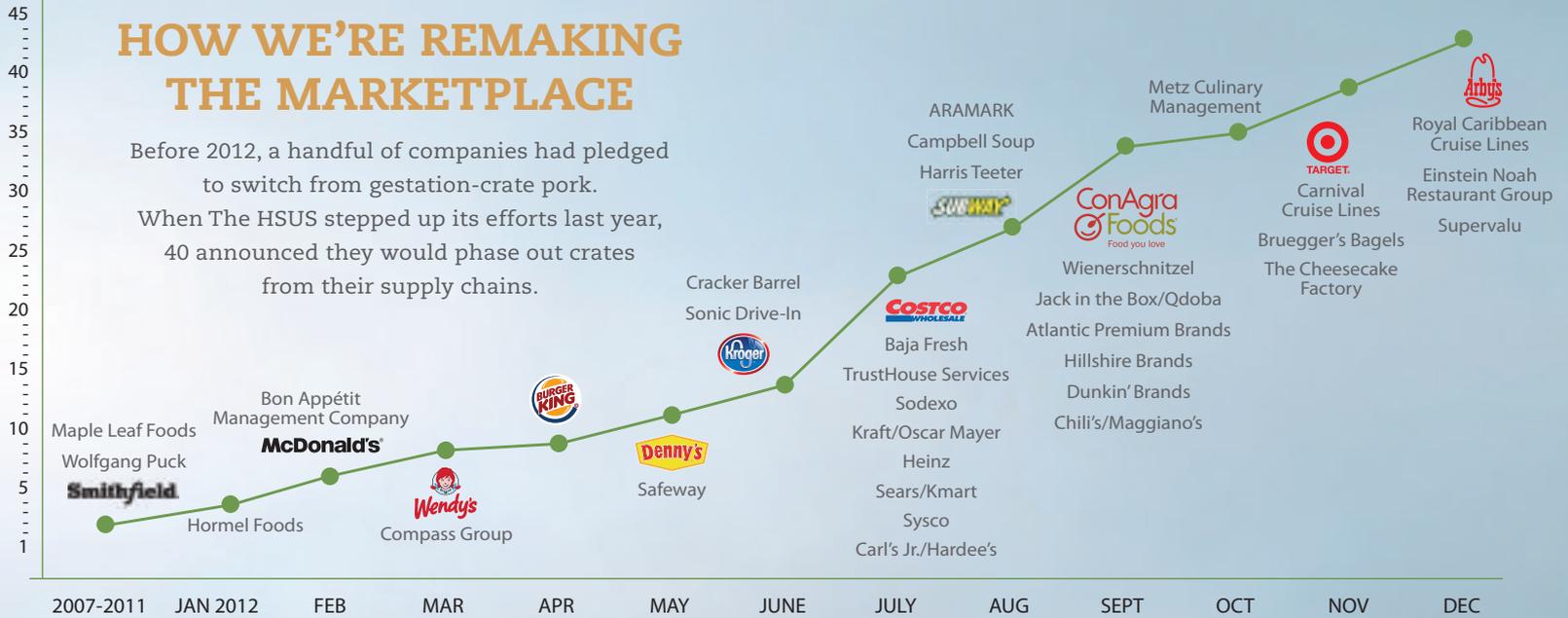


“You’d have to have rocks in your head to build a new sow barn with gestating sow stalls.”

—THE WESTERN PRODUCER, JUNE 1, 2012

## HOW WE’RE REMAKING THE MARKETPLACE

Before 2012, a handful of companies had pledged to switch from gestation-crate pork. When The HSUS stepped up its efforts last year, 40 announced they would phase out crates from their supply chains.



### COMPANIES THAT ARE SWITCHING



#### Smithfield

The world’s largest pork producer and processor and rival Hormel have committed to phasing out crates from company-owned farms by 2017. More than half of Cargill’s facilities are already crate-free.

#### SAFEWAY

In 2012, the company and four others among the six biggest grocery stores (all but Wal-Mart) announced they would make the change.

#### McDonald’s

One of the country’s top pork buyers, the fast food chain purchases meat from a quarter of all pigs raised in the U.S.





## *Captive Audience*

Rescued 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 January rescue and a four-month investigation into an Oklahoma exotic animal park shone a national spotlight on the plight of captive wildlife.



# We're There Inspiring Change

*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



"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.



**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.**



One among hundreds, a sterilized feral cat sunbathes at an Oahu park-and-ride. With its mild climate and lack of feline predators, Hawaii has one of the densest populations of outdoor cats in the U.S. Conservationists worry that some prey on the islands' threatened and endangered birds. In 2012, HSUS staff supported a coalition of cat and wildlife experts searching for solutions that protect all species. A national HSUS conference in California helped find common ground.

“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 protection coverage in the entertainment and news media

of people signing the No Shark Fin pledge. In 2012, HSI teamed with the Jane Goodall Institute China to fund educational projects by university student groups and organize photo exhibits at a popular Beijing seafood restaurant chain. Another campaign by HSI, Environment & Animal Society Taiwan, and the Hong Kong Shark Foundation challenged engaged couples to remove the soup from their wedding banquet menus and promote the pledge. In Taiwan, among the 44 couples participating—representing a combined 4,280 guests—one persuaded family elders to drop their support for the shark fin soup tradition, another handed out anti-finning posters and shopping bags, and yet another highlighted conservation messages on thank-you cards and reception menus.

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 Bea-

gle 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 "helped open conversations with a wider spectrum of people ... about how we raise 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, alerting supporters and recruiting other animal advocacy groups. The project



Foie gras producers shove pipes down the throats of ducks and geese, force-feeding them until their livers become enlarged.

OPPOSITE PAGE: MARCO GARCIA/FOR THE HSUS; THIS PAGE, FROM LEFT: AFP/GETTY IMAGES; KIM VANDERWOOD

## TAKING THE REINS

**NAME:**  
Leslie Register

**WHY SHE'S AN HSUS SUPERSTAR:**  
Speaks out against horse slaughter



Seventeen years ago, Leslie Register watched a 6-year-old horse, well past his prime, lose yet another race. His fate, she was told, would be racing on a second-tier track until he died. Instead, Register brought the horse home for a well-earned retirement. It's not a typical outcome; horses who don't have spectacular careers often end up shipped out of the country for slaughter. That reality, and the possibility that horse slaughter may resume in the U.S., motivated Register to join the Equine Leadership Council—key advocates who invest in HSUS goals and act as ambassadors for equine protection. A longtime HSUS donor, Register plans to bring awareness of slaughter and other equine issues to the Southern California horse shows in which she competes. "[My horse is] one of the lucky ones. I want other horses to be the lucky ones, too."

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 reach 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.

## MOTIVATING MILLIONS

**11 million**

visits to [humanesociety.org](http://humanesociety.org)

**2,783**

attendees at our 2012 Taking Action for Animals and Animal Care Expo conferences

**1.6 million**

Facebook fans



**1 million+**

readers of *All Animals*, *Kind News*, and *Animal Sheltering* magazines

**9.3 million**

viewings of HSUS videos

**1 million+**

viewings of "Sandbox," a national PSA promoting shelter adoptions produced by The Shelter Pet Project, a collaboration of The HSUS, the Ad Council, and Maddie's Fund

# We're There Helping Animals in Crisis



## AROUND THE GLOBE, STREET BY STREET



**Humane Society International is making a difference for the world's street dogs. Among the 2012 accomplishments:**

**HAITI:** Rabies vaccinations for 250,000 dogs, in partnership with government; more than 1,000 sterilized

**BHUTAN:** 10,000+ street dogs sterilized and vaccinated (40,000 since 2009)

**CEBU CITY, PHILIPPINES:** 11,000+ dogs sterilized and vaccinated; dramatically decreased euthanasia and dog bite numbers

**INDIA:** Nearly 6,000 street dogs sterilized and vaccinated; vet training and high-volume spay/neuter center opened in Jaipur

**WEIXIAN COUNTY, CHINA:** Country's first humane animal control program launched

**COSTA RICA:** 3,300+ dogs sterilized and vaccinated

*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 north-west 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,



Vet tech Erin Spencer checks a patient during a Rural Area Veterinary Services clinic at North Dakota's Standing Rock Reservation. RAVS—a program of the Humane Society Veterinary Medical Association—provided free spay/neuter and treatment to nearly 7,000 animals in 2012, training 309 veterinary students along the way.

THIS SPREAD, WOMAN WITH CAT: DAVID PAUL MORRIS/FOR THE HSUS; ALL OTHERS: KATHY MILANI/THE HSUS



*Into the Trees*

Monkeys, birds, and other wildlife trade victims are released back into the wild after rehabilitating at an HSI-supported rescue center in Nicaragua.



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 OK.”

## SAVING WILD LANDS

While expanding its portfolio of protected U.S. properties to 17,000+ acres in 2012, the Humane Society Wildlife Land Trust helped authorities catch and prosecute poachers through rewards and robotic decoys. The HSUS affiliate also built wildlife-friendly fencing on a Montana sanctuary, installed devices to collect snow and rainwater on overgrazed land, and enhanced habitat at an Oregon sanctuary for endangered sage grouse.

as well as elevated beds to keep them off the concrete kennel floors.

In 2012, Shelter Services staff fielded more than 1,000 inquiries from all over the country, providing in-depth remote assistance to 80 shelters, visiting 58, and conducting regional training workshops for a dozen more. Topics ranged from cleaning cages to improving customer service. The cost to the shelters: not one penny.

### Taking It to the Streets

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

chocolate ice cream cone, and the two finally chatted there under the train tracks—Smith telling her she could opt for public housing but didn’t want to give up her dogs, Momma and Rocky. Instead, she would continue slipping in and out through a basement opening in that boarded-up building.

Maxwell arranged to spay Momma and the puppies from her final accidental litter, while Smith in turn introduced her to most everyone on the block. “We talk all the time,” Maxwell says. “She’s a beautiful woman who loves her dogs so much that she’s going to stay in this situation in order to keep them.”

Similar stories—a selfless dedication to pets, clients becoming key advocates—have emerged from Philadelphia, Atlanta, and Los Angeles as well, where Pets for Life also operates. In Philly, Betty Hill’s Pomeranian Brandit had fathered at least a dozen litters with her female Chihuahuas. Pets for Life funded spay/neuter surgeries for all seven dogs and one cat. Now on a mission, “Miss Betty” has helped sign up additional clients for

## RAISING KINDNESS

**NAME:**  
The Fournier family

**WHY THEY'RE HSUS SUPERSTARS:** Have donated to disaster response, rescues and shelters, and other initiatives



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 rescues and 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.

spay/neuter appointments, including a dizzying 40 in one afternoon.

Also in Philly, Pets for Life helped spay and neuter Victoria Santiago's six shih tzu-Chihuahua mixes. Staff have also assisted her with vet bills, donated crates, and even dropped by for some in-home training. Now Santiago is a dedicated volunteer. "Anything I can help for HSUS, I'll be there," she says.

In 2012 alone, the program aided more than 11,000 animals with free services like spay/neuter, rabies vaccinations, dog-training classes, flea and tick medication, new collars, and food.

A grant from PetSmart Charities has also enabled The HSUS to mentor groups looking to establish similar programs in 10 additional cities, from Phoenix to Milwaukee to Camden, N.J.

## Neighboring Solutions

For every wildlife conflict, there's a humane solution. That's what the Rev. Sallye Hardy learned when she contacted The HSUS in 2012 for help with a beaver dam causing periodic flooding at Camp Selah in Sutherland, Va. Whenever it rained, the beaver pond overflowed into a nearby culvert and over a newly installed bridge, washing away the camp's only access road. The stagnant water became a mosquito breeding ground.

People offered advice: Destroy the dam. Trap and relocate the beavers. Or worse yet, kill them. "But everyone said no matter what you do, they are going to come back," says Hardy. And none of the propositions stayed true to the camp's humane stewardship ideals.

A water control device installed by HSUS specialists worked perfectly for the ministry's 37-acre retreat, even in heavy rains. Camp volunteers have since built an observation deck at the pond's edge where children can sit and watch the beaver lodge.

HSUS experts fostered humane alternatives to lethal wildlife management in several states in 2012, halting coyote and goose culling programs through community engagement and educational outreach. Nearly a dozen coyote hazing workshops helped communities resolve conflicts with prevention techniques.



Emphasizing techniques for coexistence, HSUS experts intervene to save coyotes, geese, beavers, and other wild animals from lethal management programs.



## WORLD SPAY DAY 2012



54,490

spay/neuter surgeries by partner organizations



600

events in 377 cities



\$294,162

raised for spay/neuter in the online pet photo contest



\$5,000

each given to Coalition: Humane in Tacoma, Wash., and Outer Banks SPCA in Manteo, N.C., the groups chosen by the judged and fundraising category winners, respectively

# We're There

## Rescuing Animals

**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.



# 11,087

Number of wild and domestic animals rescued by HSUS teams from natural and human-caused disasters and conflicts in 2012



“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



# We're There

## Providing Sanctuary and Healing



*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 diverse 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 Callison 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 improvement 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 everything," says ranch manager Jennifer Kunz, "then quickly found their new fa-

vorite 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 enlarging—the nearly 13,000 wild animals needing treatment and rehabilitation at The HSUS's South Florida Wildlife Center in 2012 necessitated a number of upgrades 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 property will provide habitat for native wildlife—and a beautiful backdrop to wildlife education and other events held in a new open-air pavilion.

THIS PAGE: KATHERINE BERK; OPPOSITE PAGE, CLOCKWISE FROM TOP LEFT: KATHY MILANI/THE HSUS; DEBORAH ROBBINS MILLMAN; JENNIFER KUNZ/THE HSUS; SOUTH FLORIDA WILDLIFE CENTER

## CAPE WILDLIFE CENTER

*Barnstable, Massachusetts*

When Superstorm Sandy hit the East Coast in fall 2012, many seabirds were blown ashore. Fortunately, the Cape Wildlife Center was prepared to care for the disoriented birds in a new 3,500-gallon saltwater pool. "The pool really kept their stress down," says director Deborah Millman. "It's made a vital difference in the way we rehabilitate birds who live on or near the water." Maintained at ocean temperatures, the pool allows

staff to test the birds' diving and underwater swimming skills before their release. Loons, storm petrels, and a pelican were among those who benefited from time in the water.

## THE FUND FOR ANIMALS

### WILDLIFE CENTER

*Ramona, California*

Nearly 500 native wild animals recuperated at The Fund for Animals Wildlife Center in 2012, and director Ali Crumpacker 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."



Clockwise from far left: Kept as a backyard pet before being brought to Black Beauty Ranch, dromedary camel Saudi and his new pal Omar enjoy the Texas sunshine; an orphaned bobcat kitten is examined at The Fund for Animals Wildlife Center in California, where she recovered before being released back into the wild; two juvenile herring gulls recuperating at the Cape Wildlife Center check out the new saltwater pool; at Duchess Sanctuary in Oregon, formerly abused, neglected, and homeless horses finally live the life they deserve; the new raccoon habitat at the South Florida Wildlife Center is a hit with these masked marvels.



### *We're There*

From rescuing animals in crisis to addressing the root causes of cruelty, The HSUS is bringing about a more humane society—but we can't do it without your help. Pictured here, Wendy Hergenraeder, HSUS state director for Montana, assists at a puppy mill raid.

# 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](http://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.*

## LEADERS OF THE PACK

**NAMES:** Tom and Joan Lyon

**WHY THEY'RE HSUS SUPERSTARS:**  
**Advocate for Michigan's animals**

Advocacy is a way of life for Tom and Joan Lyon, who live frugally so they can donate roughly 20 percent of their income to help animals. They live in a small house, drive one vehicle, and spend vacations at home. "This allows us to ... be extraordinary contributors to helping the animals," says Tom. In addition to helping transform their county's animal shelter, they serve on the HSUS Michigan State Council, comprising key supporters who serve as volunteer ambassadors for HSUS initiatives. As part of their service, they helped coordinate a grassroots effort to delay the prospect of a statewide wolf hunt and bring the issue before Michigan voters in 2014.

➔ [Learn more about the state councils at humanesociety.org/statecouncils.](http://humanesociety.org/statecouncils)



## STATE DIRECTORS

HSUS state directors work directly with residents and policymakers in their states. Learn more at [humanesociety.org/statecontacts](http://humanesociety.org/statecontacts).

Alabama, *Mindy Gilbert*  
Arizona, *Kari Nienstedt*  
California, *Jennifer Fearing*  
Colorado, *Holly Tarry*  
Connecticut, *Annie Hornish*  
Delaware, *Hetti Brown*  
Florida, *Kate MacFall*  
Hawaii, *Inga Gibson*  
Idaho, *Lisa Kauffman*  
Illinois, *Kristen Strawbridge*  
Indiana, *Erin Huang*  
Iowa, *Carol Griglione*  
Kansas, *Midge Grinstead*  
Kentucky, *Pam Rogers*  
Louisiana, *Julia Breaux*  
Maine, *Katie Hansberry*  
Maryland, *Tami Santelli*  
Massachusetts, *Alexis Fox*  
Michigan, *Jill Fritz*  
Minnesota, *Howard Goldman*  
Mississippi, *Lydia Sattler*  
Missouri, *Amanda Good*  
Montana, *Wendy Hergenraeder*  
Nebraska, *Jocelyn Nickerson*  
Nevada, *Holly Haley*  
New Jersey, *Kathleen Schatzmann*  
New York, *Brian Shapiro*  
North Carolina, *Kim Alboum*  
North Dakota, *Karen Thunshelle*  
Ohio, *Karen Minton*  
Oklahoma, *Cynthia Armstrong*  
Oregon, *Scott Beckstead*  
Pennsylvania, *Sarah Speed*  
South Carolina, *Kimberly Kelly*  
South Dakota, *Darci Adams*  
Tennessee, *Leighann McCollum*  
Texas, *Katie Jarl*  
Vermont, *Joanne Bourbeau*  
Virginia, *Laura Donahue*  
Washington, *Dan Paul*  
West Virginia, *Summer Wyatt*  
Wisconsin, *Alyson Bodai*

# FINANCIAL OPERATIONS REPORT

For the Year Ending December 31, 2012

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Assets		Liabilities	\$33,878,096
Cash and cash equivalents	\$27,706,707	<b>Net assets</b>	
Receivables	19,221,925	Unrestricted	138,702,993
Prepaid expenses, deferred charges, and deposits	1,955,953	Temporarily restricted	38,447,039
Redeemed securities	—	Permanently restricted	38,173,451
Investments, at market value	178,663,636	<b>Total Net Assets</b>	<b>\$215,323,483</b>
Fixed assets, net of depreciation	21,653,358	<b>Total Liabilities and Net Assets</b>	<b>\$249,201,579</b>
<b>Total Assets</b>	<b>\$249,201,579</b>		

## CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

Support and Revenue	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Contributions and grants	\$118,331,460	\$30,114,826	\$2,622,966	\$151,069,252
Bequests	18,657,568	5,035,926	289,270	23,982,764
Investment income	1,856,674	661,267	567,493	3,085,434
Other income, net	1,301,481	584,113	—	1,885,594
Net assets released from restrictions	34,084,637	(34,084,637)	—	—
<b>Total Support and Revenue</b>	<b>\$174,231,820</b>	<b>\$2,311,495</b>	<b>\$3,479,729</b>	<b>\$180,023,044</b>
<b>Operating and Supporting Expenses</b>				
<b>Animal protection programs</b>				
Advocacy, outreach, and policy	\$66,562,209	—	—	\$66,562,209
Direct care and service	30,690,844	—	—	30,690,844
Cruelty prevention programs	26,055,810	—	—	26,055,810
Research and education	18,809,187	—	—	18,809,187
<b>Supporting services</b>				
Management and general	5,225,819	—	—	5,225,819
Fundraising	29,479,645	—	—	29,479,645
<b>Total Operating and Supporting Expenses</b>	<b>\$176,823,514</b>	<b>—</b>	<b>—</b>	<b>\$176,823,514</b>
<b>Change in Net Assets from Operating Activities</b>	<b>\$(2,591,694)</b>	<b>\$2,311,495</b>	<b>\$3,479,729</b>	<b>\$3,199,530</b>
<b>Non-operating Activities</b>				
Realized and unrealized gains and losses	10,542,064	235,210	—	10,777,274
Pension related charges other than net periodic pension cost	864,080	—	—	864,080
<b>Change in Net Assets</b>	<b>\$8,814,450</b>	<b>\$2,546,705</b>	<b>\$3,479,729</b>	<b>\$14,840,884</b>
<b>Net Assets at beginning of year</b>	<b>\$129,888,543</b>	<b>\$35,900,334</b>	<b>\$34,693,722</b>	<b>\$200,482,599</b>
<b>Net Assets at end of year</b>	<b>\$138,702,993</b>	<b>\$38,447,039</b>	<b>\$38,173,451</b>	<b>\$215,323,483</b>

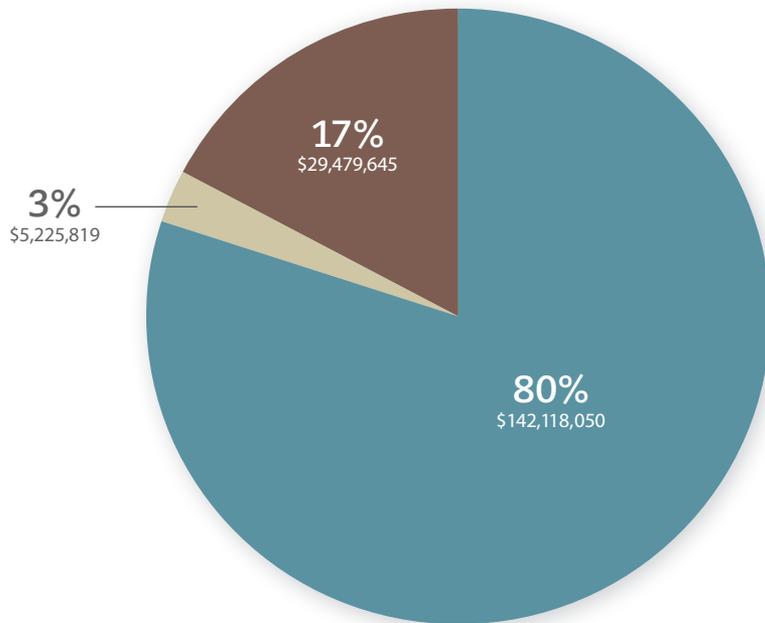
The audited version of this report had not yet been released at press time. The figures will be updated, if necessary, at [humanesociety.org/annualreport](http://humanesociety.org/annualreport).

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.

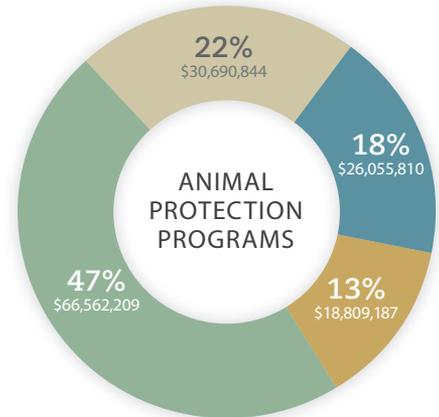
This report was printed on recycled paper from mixed sources with at least 10% postconsumer waste; 100% of the energy used was offset by renewable energy credits.



## OPERATING & SUPPORTING EXPENSES

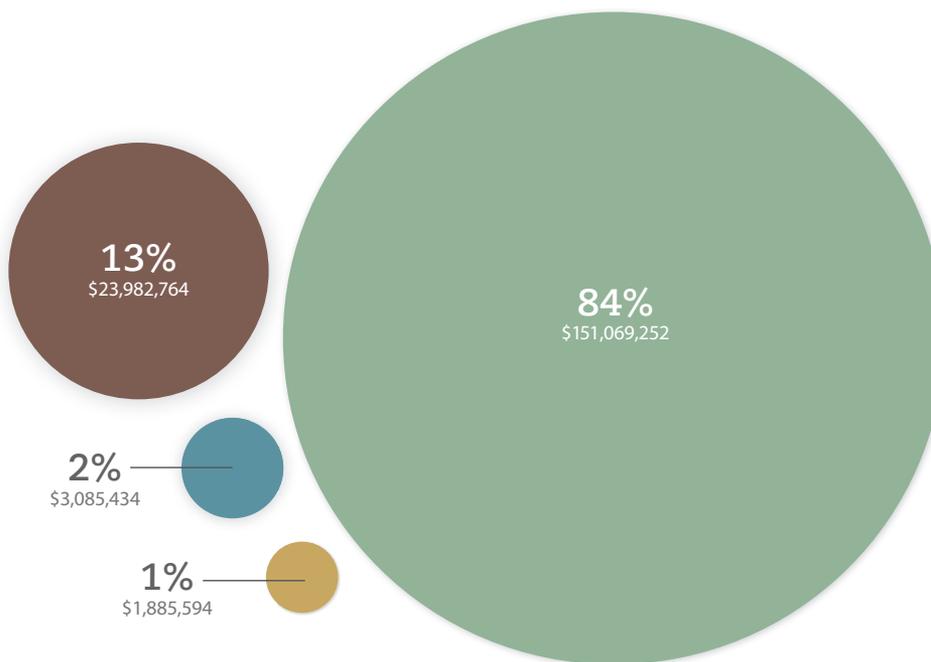


- ANIMAL PROTECTION PROGRAMS
- FUNDRAISING
- MANAGEMENT & GENERAL



- ADVOCACY, OUTREACH, & POLICY
- DIRECT CARE & SERVICE
- CRUELTY PREVENTION
- RESEARCH & EDUCATION

## SUPPORT & REVENUE



- CONTRIBUTIONS & GRANTS
- BEQUESTS
- INVESTMENT INCOME
- OTHER INCOME

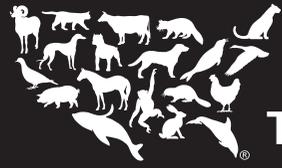
*Thank you* for being there with us.

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.



**THE HUMANE SOCIETY**  
OF THE UNITED STATES





**THE HUMANE SOCIETY**  
OF THE UNITED STATES

# 2012 Victories for Animals

*Thank you*  
*for reading our annual report.*

**Please click here to help us continue  
our life saving work for animals.**