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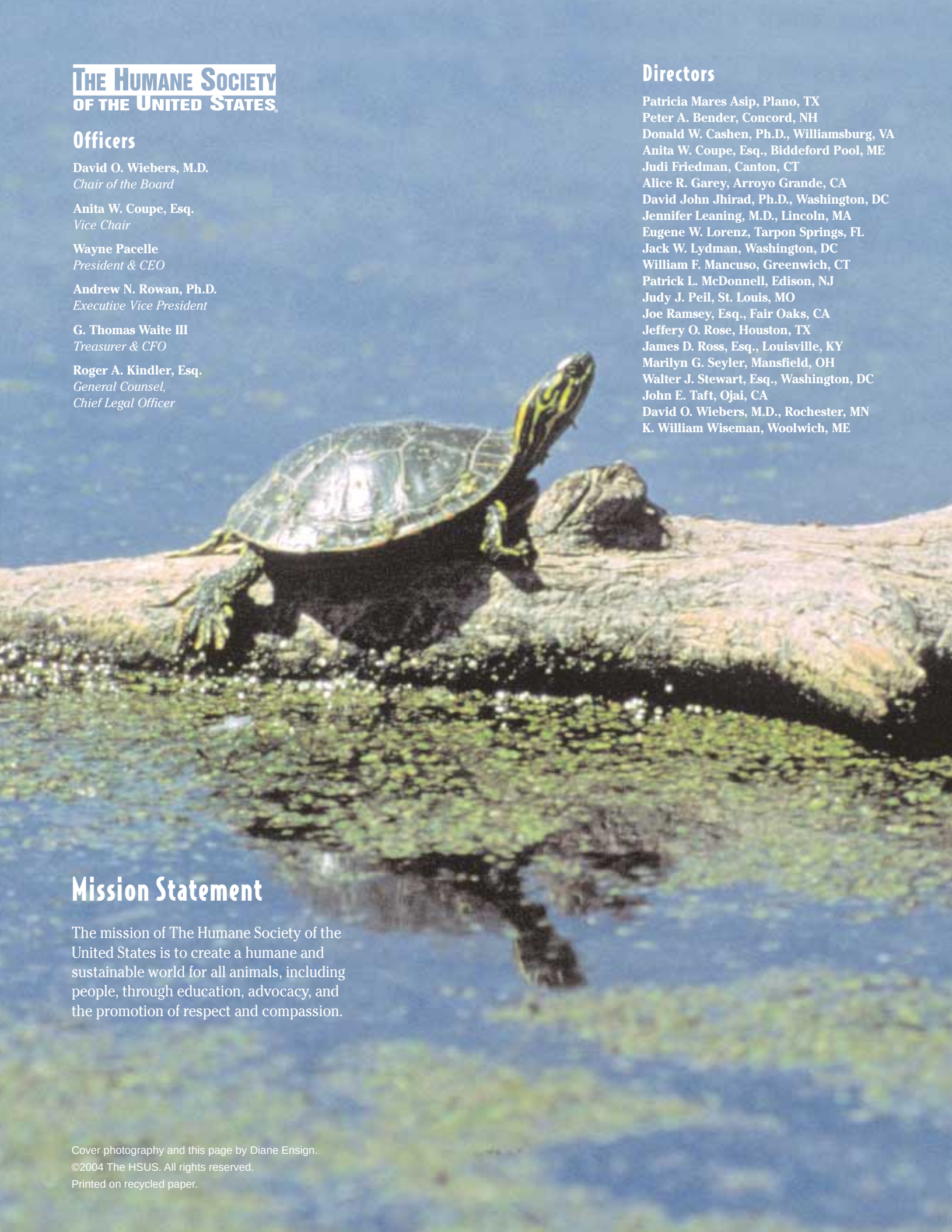
Promoting the protection of all animals

2003 ANNUAL REPORT

THE HUMANE SOCIETY OF THE UNITED STATES®



THE HUMANE SOCIETY OF THE UNITED STATES®

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Mission Statement

The mission of The Humane Society of the United States is to create a humane and sustainable world for all animals, including people, through education, advocacy, and the promotion of respect and compassion.

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Proud Past, Promising Future

THE HUMANE SOCIETY OF THE UNITED STATES (HSUS) celebrates 50 years of animal protection in 2004, so this is a particularly fitting time to cast a glance back to our past and to look ahead to the future. The band of reformers who founded The HSUS in 1954 followed a practical path of change, embracing even small improvements to relieve animal suffering while never compromising their ideals or losing sight of their more sweeping goals. From the organization's inception, The HSUS tackled persistent forms of animal abuse such as animal fighting, puppy mills, vivisection, and inhumane slaughter practices. At the same time, The HSUS worked to professionalize the sheltering field and to help provide direct care to animals in need.

During the preceding decades we have built a staff of professionals, experts, and scientists unprecedented in the animal protection field and grown a constituency of more than eight million people—one in every 40 Americans. We have also extended our reach beyond the nation's borders, making us an important presence across the United States and around the world.

HILARY SCHWAB

As you will see in the following pages, our long-term investments in animal protection produced tangible rewards for animals in 2003. We finally secured a ban on the abuse of downed cattle—animals too sick or injured to walk and dragged with chains or pushed with bulldozers to get them into slaughterhouses. We led the effort to pass a federal law to crack down on the startling phenomenon of dangerous big cats being kept as pets, and we redoubled our work in individual states to secure the passage of similar laws. Our Rural Area Veterinary Services program provided veterinary care for 24,000 animals during the year in communities with no other access to such treatment. We also provided direct care for tens of thousands of animals at our Dallas Spay/Neuter Clinic and Animal Wellness Center and at our Cape Wildlife Center. And we added thousands more acres to those already permanently protected as wildlife sanctuaries by our Wildlife Land Trust.

While we are proud of our past accomplishments, we are focused on future action. We must continue to provide for the responsible care and protection of companion animals. We must sustain our efforts to end persistent forms of animal cruelty such as dogfighting, cockfighting, and other blood sports. We must bolster our work to stop the senseless slaughter of animals for the fur trade and protect even more habitat for wild animals. But we must also renew our focus on protecting the billions of farm animals whose suffering is acute, though often hidden behind the walls of factory farms. And we must combat other institutional forms of cruelty, such as the mistreatment of pets bred at puppy mills and the millions of animals who suffer and die in quiet desperation in testing and research laboratories.

We can only realize our vision for achieving a humane society with the active participation of HSUS members who support our efforts financially, work to influence the media and lawmakers, make responsible purchasing choices in the marketplace, and help educate the people around them in their communities.

We can envision, 50 years from now, perhaps, a more compassionate and caring society that affords all animals the dignity and respect they deserve. We hope you will work with us, shoulder to shoulder, to make our shared vision a reality.

Thank you.

Wayne Pacelle
President & CEO

Making a Better World

EVERY EFFORT THE HUMANE SOCIETY OF THE UNITED STATES (HSUS) makes has one goal—to create a more humane and sustainable world for all animals. To achieve this we help people meet the responsibilities of caring for pets and learn to live humanely with wildlife. We support the work of local animal shelters and teach children to respect animals and the environment. We give animals a voice with local, regional, state, federal, and international policy makers. We work to end animal suffering wherever it arises—after disasters or abuse and within institutions. And through our global and national programs, regional offices, and affiliates, we continue to expand our efforts across the country and around the world.

HELPING PEOPLE WITH PETS ...

In 2003 we broadened our Pets for Life® program's reach to help even more pet caregivers solve the problems that separate them from their pets. We sent our CD-ROM with 43 pet behavior tip sheets to thousands of veterinary clinics and shelters for distribution in their communities. Our regional Safe Cats™ campaign to let people know about the importance of keeping cats safely confined was a huge presence in Sacramento, California, where the mayor even officially declared March 16–23 to be Safe Cats Sacramento Week.

DIANE ENSIGN

THE HSUS

Mayor Heather Fargo, her feline friend, and the Sacramento River Cats AAA baseball team welcomed our Safe Cats campaign to Sacramento, California.

We continued our fight against puppy mills, launching a special website—*www.StopPuppyMills.com*—devoted to ending the abuses of commercial dog breeding. We worked with other groups and the U.S. Postal Service to promote the sale of special spay/neuter stamps released in 2002. The stamps—with 250 million sold, among the fastest selling in U.S. history—carried a message of compassion across the country. We also held our first Pet Fest America™ show at the MCI Center in Washington, D.C., for an audience of 12,000 who enjoyed educational sessions, exhibits, and demonstrations geared to enhance their bonds with their pets.

GLENWOOD JACKSON

GLENWOOD JACKSON

Our first Pet Fest America show offered educational exhibits and family fun, including a book signing by HSUS board member and syndicated* Mutts® *cartoonist Patrick McDonnell (inset above, with characters Mooch and Earl).

... and Communities and Shelters

We put our Pets for Life National Training Center on the road as Regional Training Centers, with the ongoing support of Hill's® Science Diet® and the Kenneth A. Scott

A Report from the Field

MY EYES WERE OPENED TO ANIMAL PROTECTION ISSUES while I was a student at American University and I attended a meeting in which the speakers discussed animals used in research. I became so concerned that, in 1983, I founded Students for Animal Welfare, the first such group ever formed at the school. Our goal was to make people more aware of animal issues by staffing booths, attending rallies, sponsoring speakers, and holding discussion groups. We also addressed the plight of animals in the university's research labs.

After graduating from law school, I was thrilled to get a job in The HSUS's legal department. There I saw firsthand how our regional offices were changing animals' lives. For example, regional staff were instrumental in conducting a raid on four Colorado dogfighting operations that resulted in 22 arrests. I realized then how effective our regional offices were. And I realized that I wanted to be more involved in this aspect of The HSUS's work—helping to pass animal protection legislation, uncover animal fighting and other crimes, and improve conditions for shelter animals. I was happy to join this terrific team when I was appointed director of Field Services in 1994.

WALTER LARRIMORE

Our field programs make it clear how The HSUS benefits animals and people. I was part of the disaster relief team that responded to the Red River floods in 1997. I can't fully explain the feeling of reuniting families with their lost pets. People had lost everything in the floods, but helping them find their animals brought them some hope—and joy—amid all the devastation. It was incredible. Over the last 10 years, I've seen The HSUS evolve from an organization that simply responded to disasters to one that leads the charge in helping local, state, and federal agencies include animals in their emergency plans. We are now nationally recognized by the Federal Emergency Management Agency and the U.S. Department of Agriculture, and animal protection is taken seriously when disasters strike.

Another accomplishment I'm especially proud of is bringing the Rural Area Veterinary Services (RAVS) program to The HSUS. RAVS takes animal care to places where there is none. Last year alone RAVS reached more than 24,000 animals, bringing the equivalent of more than $1 million worth of veterinary services to needy communities across the United States and Central and South America. RAVS also offers veterinary students important exposure to the humane field—and invaluable experience honing their skills—as clinic volunteers.

Our RAVS, Disaster Services, and regional office staff do a phenomenal job. They are the eyes and ears of the organization, directly touching the lives of animals and people in communities across the country. I'm proud to be involved in this vital work.

—Melissa Seide Rubin, Esq., Vice President of Field and Disaster Services

THE HSUS

Our Pets for Life Regional Training Centers brought training to staff from 61 animal shelters across the country to help improve the animal behavior services they offer their communities.

Charitable Trust (a KeyBank Trust), bringing training sessions to professionals from 61 shelters. At our twelfth annual Animal Care Expo, more than 1,000 attendees—including guests from 30 countries—came to Reno, Nevada, for dozens of training courses and workshops and more than 100 service and equipment exhibits for the animal care and control community.

THE HSUS

At our twelfth annual Animal Care Expo, more than 1,000 animal care and control professionals attended dozens of workshops and an exhibit of more than 100 products and services.

From North Carolina to Texas, local governments and nonprofit groups called on our Animal Services Consultation program to help improve their operations. And our Shelter Partners® program provided even more shelters with savings on training, products, and services. The Hill's Science Diet Shelter Nutrition Partnership, which provides free pet food to participating shelters, reached several hundred facilities by the end of the year.

Our involvement with other organizations in several high-profile animal hoarder cases led to a National Hoarder Response Task Force. Our Rural Shelter Project helped agencies in dozens of counties throughout Virginia with training, equipment, and grants. And our Rural Area Veterinary Services (RAVS) program teams provided care for more than 24,000 animals—including more than 5,000 spay and neuter surgeries—across the country and beyond our borders in communities without any other access to such services. More than 500 veterinary students gained invaluable hands-on training at RAVS clinics this year.

THE HSUS

RAVS teams provided veterinary care and spay and neuter surgeries for more than 24,000 animals in U.S. and foreign communities.

HSI

HSI's second Working Equine Welfare workshop program in Peru brought humane education to 10 rural communities and veterinary care to more than 800 animals.

Our Dallas Spay/Neuter Clinic and Animal Wellness Center provided spaying and neutering for nearly 8,000 dogs and cats and veterinary care for more than 12,500 animals. Humane Society International (HSI), our global arm, hosted a groundbreaking shelter operations workshop in Moscow, Russia, for attendees from 10 countries. HSI continued supporting the Animal Birth Control program in India, providing training in veterinary care and humane animal control. And HSI sponsored our third annual no-cost spay/neuter clinic at the rural Refuge de Thiernay in France and provided funding for a pilot spay/neuter program in Hong Kong.

HSI also helped fund an Equine Welfare Intervention project in Brazil and, with our RAVS program, conducted our second Working Equine Welfare workshop program in Peru, bringing humane education classes to 10 communities and treating more than 800 animals. We also offered training at many state, regional, and national animal care and control conferences and helped hundreds of local shelters with direct, personalized assistance.

WORKING FOR WILDLIFE AROUND THE WORLD ...

Our massive effort to protest Canada's commercial seal hunt included full-page advertisements in newspapers from coast to coast, a letter-writing campaign to Canadian government agencies, and a rally at the Canadian embassy in Washington, D.C. We also launched a new website to inform the public about the hunt and encourage action to help stop the slaughter.

We formed a collective of designers and celebrities to end the use of fur in garments from within the fashion industry. We also continued to be a driving force behind the Fur Free Alliance of 35 animal

HILARY SCHWAB

Our Protect Seals campaign targeted Canada's ongoing commercial seal hunt with demonstrations in front of the Canadian Embassy and ads in newspapers nationwide.

DIANE ENSIGN

Reaching Out to the World

IT HAS NOW BEEN MORE THAN 30 YEARS since I first donned my brand new RSPCA inspector uniform and ventured out into the streets of London to do battle with animal abusers. My epaulettes were still gleaming as I paraded my first animal cruelty perpetrator into court, a man who had starved his pet dog to the point of emaciation. The dog, a German shepherd, was nursed back to health, and I can still recall my elation as the owner was subsequently convicted and banned from owning a dog for 10 years.

Three decades later, although I no longer wear a uniform, it's clear that there has never been a greater need to protect animals from the cruelty, deprivation, distress, and suffering they experience when they are used to feed people's unenlightened self-interest.

When I joined Humane Society International (HSI), the international arm of The HSUS, some seven years ago, I was at first overwhelmed by the challenges. Animal cruelty is rife in the developing world—from the huge numbers of homeless dogs systematically poisoned or beaten to death to the countless species of wildlife illegally captured and traded to the billions of food animals subjected to barbaric and inhumane transport and slaughter methods. The question was where to begin to make a positive impact. Many of these countries are severely challenged economically. They face a myriad of human welfare issues. Why should they be interested in helping animals?

WALTER LARRIMORE

The livestock issue is a good case in point. In most of the developing world, animals arrive at the slaughterhouse bruised and battered. They are brutally killed without any form of pre-stunning. Carcasses are butchered on the ground in extremely unsanitary conditions. The result is severe bruising of the hide and meat, as well as fecal contamination of the product. Our investigation into the specifics of the process provided statistics documenting huge economic losses—tons of meat unfit for human consumption, hides unusable for quality leather goods, and precious dollars spent treating people for *E. coli*, *Salmonella*, and other infections.

This was our "hook." Armed with these facts and offering a comprehensive training program in the humane handling, transport, and slaughter of food animals, we have been enthusiastically received at the highest levels of government in many countries around the globe. These HSI initiatives clearly raise the bar on animal welfare but also provide tangible benefits to local communities. Among our more recent efforts, we are now beginning a three-year program with the national government of Indonesia to train all livestock handlers and slaughterhouse managers and workers, a program that will transform the country's industry. While economics may not always be the motivating force, HSI will continue to develop practical, culturally sensitive, long-term solutions that promote the protection of all animals worldwide.

—Neil Trent, Executive Director, HSI

We continued to distribute donated furs to wildlife rehabilitators, who use them to fashion surrogate "mothers" to comfort the orphaned and injured wild animals in their care.

DIANE ENSIGN

protection organizations from around the world, holding a global anti-fur ad design competition. And our program to distribute donated fur garments to wildlife rehabilitators—who use the furs to comfort the orphaned and injured wildlife in their care—again grew this year.

We are leading international efforts to oppose swim-with-the-dolphins facilities in the Caribbean and dolphin petting pools in the United States and abroad. We also won a victory in our court challenge with other groups to limit the use of low frequency active sonar, and HSUS staff were appointed to the Marine Mammal Commission's Advisory Committee on Acoustic Impacts on Marine Mammals.

Our ongoing work to humanely solve conflicts with urban wildlife continued nationally and internationally with our participation in the World Wildlife Congress in New Zealand and the European Beaver Management Conference in the Netherlands and training workshops across the United States. We also sponsored the first nonlethal beaver control workshop ever held in Europe. Our Canada goose management program expanded again this year, as well, with growing efforts in several states.

THE HSUS

We brought Europe's first humane beaver damn flow device to Poland, along with training in nonlethal beaver control for agency officials.

... and in Your Neighborhood

We continued to fight the abuses of circuses, testifying on behalf of state legislation and community prohibitions to ban the use of elephants and other wild animals in performances in California, Maine, and Massachusetts. Our work to educate the public about the pet trade in wild and exotic animals and to help the shelter community cope with this growing problem also continued, with workshops on the care of exotics in shelters at several regional animal control association conferences. Our staff also serve on the U.S. Wildlife Services'

HILARY SCHWAB

Our efforts to stop the use of wild animals in circuses and other inhumane entertainment venues continued in state legislatures and communities from coast to coast.

On Solid Ground

MARINE MAMMALS COME IN MANY SHAPES AND SIZES, all tied together by their oceanic or coastal habitats. Most people are concerned about their protection, and I am no exception. When I was only 13 years old, I knew I wanted to be a marine mammal biologist. The path I started down then led me 11 years ago to The HSUS.

As marine mammal scientist, I'm responsible for issues concerning whales, dolphins, porpoises, sea lions, seals, walruses, polar bears, manatees, and sea otters. The sheer amount of information I receive in a typical day is sometimes mind-boggling, covering events in the United States and abroad that affect captive and wild marine mammals. I feel constantly barraged by e-mails, faxes, and phone calls, but come what may, my job is to sort through it all and identify those issues on which we can have the greatest impact.

Recently, I've been coordinating a coalition of environmental and animal protection organizations working on the reauthorization of the Marine Mammal Protection Act (MMPA), a landmark piece of legislation originally passed in 1972. The MMPA offers precautionary protection to species about which science knows too little—it recognizes that, because of their largely underwater lives, most marine mammals can suffer serious declines in number before people know it's happening. Every few years, the MMPA is amended. Unfortunately, too often the changes are for the worse, and the current reauthorization has been no exception. "User groups" such as the military and the oil and gas industry want to insert language that allows them to avoid the law's regulatory standards. The coalition is doing all it can to keep the law strong and equally applicable to everyone who impacts the marine environment.

HILARY SCHWAB

Despite periodically spending a great deal of my time on Capitol Hill, I don't think of myself as a lobbyist—I have no educational background in law or policy. I'm a scientist. But I no longer do field research, having made the choice a decade ago to move into the policy arena because I felt the pressing need to help as many marine mammals as I could. Science is necessary to inform environmental policy, but it is only a piece of the puzzle. Policy decisions are made by governments. These decisions are based as much on opinion, social pressures, and economic needs—and on political ideology—as they are on science. Sometimes science plays the smallest role of all. This is something far too many scientists don't understand. So I feel I am doing a service to both scientists and policy makers by acting as a sort of translator between the two.

I miss the animals sometimes. I loved the years I spent studying these fascinating creatures in their natural habitats. But at The HSUS, I've learned the power of the persuasive argument, the need for public education, and the positive impact one can have on ocean life without ever getting one's feet wet.

—Naomi A. Rose, Ph.D., Marine Mammal Scientist

I-STOCK/STEVE SCHAEFFER

National Advisory Committee, promoting nonlethal wildlife conflict resolution.

Our Give Wildlife a Brake!™ program to protect animals from the dangers of highways distributed even more brochures and bumper stickers to the public. And this year the Federal Highway Administration distributed our video on making roads safer for wildlife. Our ongoing immunocontraception program helped humanely manage wildlife populations in parks and on public lands across the country. We also continued to oppose lethal predator and "nuisance" species control, fighting programs targeting Virginia's vultures, Nevada's ravens, Oregon's black bears, Maine's coyotes, and other wildlife in the crosshairs.

The HSUS Cape Wildlife Center on Cape Cod admitted nearly 1,650 injured, ill, and orphaned animals in 2003 and provided training for veterinary and college students from the United States and abroad. Our center staff also helped block the pheasant-stocking program for hunters on the Cape Cod National Seashore and continued to support the Cape Cod Stranding Network's efforts to rescue stranded marine mammals. And The HSUS Wildlife Land Trust celebrated 10 years of protecting wildlife habitat in 2003 and established five new sanctuaries during the year. We now permanently protect 63,020 acres on 73 total properties in 22 states and five countries.

THE HSUS

The Cape Wildlife Center provided care for nearly 1,650 injured, ill, and orphaned wild animals, as well as statewide animal advocacy and an extern program for students from around the world.

RESPONDING TO CRUELTY ...

The HSUS Animal Cruelty Response Team responded to more than 150 cases of animal cruelty, helping law enforcement agencies nationwide investigate and prosecute animal cruelty violations. We assisted in an animal hoarding case involving more than 300 cats in Maryland and another involving 100 tigers in California and the seizure of more than 2,000 fighting birds and bags of cockfighting

THE HSUS

THE HSUS

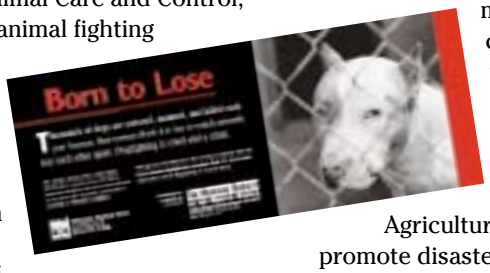
THE HSUS

In the Camp Collie case, our staff testified at the trials and coordinated the efforts of the many groups involved.

equipment in California. And in the milestone "Camp Collie" cruelty case, our staff testified at the jury trials, arranged the transport of nearly 200 rescued animals, and coordinated the efforts of the many rescue groups and shelters involved. We also stepped in when a family's dog was shot and killed by a police officer during a mistaken felony stop in Tennessee, training more than 500 police officers in nonlethal methods of handling animals.

Our efforts this year resulted in a number of "firsts" in the fight against animal cruelty. We helped obtain the first conviction under the federal animal cruelty depictions law for a Wisconsin dogfighting video distributor. We assisted in the first case of felony charges for severe animal neglect in Alabama and in similar cases in several other states. In the first reported case of a fugitive extradited for animal cruelty charges, we helped apprehend and extradite a man charged with allowing Sunbear, his Labrador retriever, to starve to death. We also helped obtain the first felony convictions for cruelty to a farm animal in Missouri and Virginia and helped win the first conviction for causing mental anguish to an animal in Missouri.

With Chicago Animal Care and Control, we launched a large animal fighting public awareness campaign in the city, posting our Born to Lose ads in English and Spanish on El-trains. Through our First Strike® campaign, HSUS staff trained more than 1,500 professionals on the animal cruelty/human violence connection at workshops and conferences in 2003. And with the help of HSI, we even brought the First Strike campaign to Panama and Hong Kong.



THE HSUS

Our First Strike campaign and HSI brought awareness of the connection between animal cruelty and human violence to Panama.

We assisted in investigating and busting a large cockfighting operation in California, working with law enforcement and other organizations to seize more than 2,000 fighting birds and bags of fighting equipment (above left). We worked to protect black bears in Oregon from lethal control methods (above center). And our DART members responded to Hurricane Isabel on the East Coast, helping agencies prepare and respond and rescuing chickens left without food, water, or shelter in a destroyed facility (above right).

... and Disaster

During the year's wildfires in Southern California, our National Disaster Animal Response Team (DART) members rescued more than 200 animals from behind the fire lines and helped with sheltering and medical care for evacuated animals. DART teams also responded in North Carolina after Hurricane Isabel struck, running animal search and rescue operations at the state Emergency Operations Center and monitoring damage and coordinating with relief agencies in several other states. And our staff helped when a tornado devastated a Missouri town, rescuing nearly 50 animals and providing dozens more with veterinary care and food and water. In a promising new development, we also signed an agreement with the U.S. Department of Agriculture (USDA) to help promote disaster preparedness and coordinate disaster operations training and response activities.

THE HSUS

Our staff rescued more than 200 animals from behind the fire lines and helped with sheltering and medical care for evacuated animals during Southern California's wildfires.

During National Farm Animal Awareness Week, we held an online farm animal sanctuary contest that brought in more than 300,000 votes. Ezell the goat (above) from Pennsylvania's OohMahNee Sanctuary won first place.

We continued our efforts to maintain dolphin-safe tuna standards and protect wild dolphins from captive swim-with-the-dolphins programs and dolphin petting pools in the United States and abroad, and AEON agreed to substantially reduce the sale of whale, dolphin, and porpoise products in its Japanese stores.

PROTECTING ANIMALS IN FACTORY FARMS ...

Again this year we focused our Halt Hog Factories campaign in Iowa, and a new poll showed that nearly three quarters of Iowans favor a moratorium on new hog factory farms in the state. We worked to build a coalition against such facilities, joining with the Iowa Farmers Union, state Soil and Water Conservation District Boards and Regional Economic Development Authority Boards, and local environmental and community groups and farmers' markets.

When New Jersey became the first state to draw up humane standards for agricultural animals, we presented evidence to the state's Department of Agriculture encouraging stronger measures. HSI provided support for training programs on humane slaughter techniques in Chile, Indonesia, Nepal, the Philippines, and Uganda. And we raised awareness of farm animal issues with an online farm animal sanctuary contest for National Farm Animal Awareness Week that brought in more than 300,000 votes.

... and Animals Used in Research

We continued to urge the USDA to tighten animal research regulations, and our efforts to end the use of chimpanzees in biomedical research showed real promise when a National Institutes of Health (NIH) senior official admitted that he could foresee a day when such research is ended. We also coordinated an international coalition to give animals a voice at the Organization for Economic Cooperation and Development, which administers guidelines for chemical testing that affect millions of laboratory animals in its 30 member countries.

A senior NIH official admitted to us that he could foresee a day when all biomedical research using chimpanzees is ended, and we targeted government officials in our initiative to achieve this goal by 2005.

Our efforts to maintain the IWC's moratorium on commercial whaling and to close loopholes in the ban continued with ads, a protest card campaign, and a strong presence at international forums.

LEADING GLOBALLY ...

We continue working to block Japan, Norway, and Iceland's efforts to undermine the International Whaling Commission (IWC) commercial whaling moratorium. And at the annual IWC meeting in Berlin in June, member countries passed the HSUS-backed Berlin Initiative, a landmark measure that will help strengthen the IWC's conservation agenda. The efforts we began in 2001 to pressure Talbots clothing store majority shareholder AEON (formerly JUSCO) to stop selling whale, dolphin, and porpoise products in its stores in Japan succeeded this year when AEON agreed to substantially reduce such sales. And when the U.S. Secretary of Commerce—under pressure from the Mexican tuna industry—moved to lower dolphin-safe tuna standards, we joined a lawsuit to protect dolphins. The court ruled in our favor with a preliminary injunction, keeping the standards intact while the lawsuit progresses.

This year we also began the Central American Free Trade Agreement (CAFTA) Alliance for Capacity Building to help developing countries establish programs to protect wildlife, companion animals, and farm animals. At the final round of the CAFTA negotiations, member countries formally invited us to be a member of a permanent Cooperation Committee to further capacity building programs. And at the Eighth Ministerial Meeting of the Free Trade Area of the Americas, we joined another high-level panel discussion on capacity building and the Hemispheric Cooperation Agreement.

THE HSUS

Our staff continued to participate in international trade negotiations across the globe, maintaining our prominent place in IWC, WTO, and CAFTA meetings.

Our staff was reappointed to the U.S. Trade and Environment Policy Advisory Committee to provide guidance to the U.S. Trade Representative's Office (USTR) on the impact international trade policy has on animals and the environment. We convinced

BRANDON COLE

All the Difference

I WORKED WITH THE HSUS AS A VOLUNTEER while in law school, and when I graduated I joined the staff as a grassroots coordinator for legislative campaigns. Soon I found myself working to protect Canada geese from lethal wildlife control programs. We successfully challenged a Migratory Bird Treaty Act permit issued to kill geese in Minnesota in 1997, but our success led to an unusual dilemma—the state held 300 Canada geese in a pen. State agents had removed the birds' flight feathers and planned to kill them under the now invalid permit. What would become of the geese?

After touch-and-go negotiations, we convinced the state it had no legal right to kill them and that we could find the birds a new home. Our chances of finding a safe place before winter—without the government's support—seemed dim, so we were delighted when the Choctaw Nation in Oklahoma happily agreed to give them haven. With state and federal agencies working to block the rescue, we hurried to secure a U.S. Fish and Wildlife Service permit to move the geese.

When our team pulled up to the pen on moving day even the arrival of our goose transport truck was uncertain. We'd only had a week to make all the arrangements and now a December storm was bearing down on us. We also learned that the state would only give us until sundown to remove the geese. We waited anxiously and finally, at noon, the truck pulled in.

WALTER LARRIMORE

We sprang into action, racing to examine every goose before loading them into specially made wooden containers filled with clean straw. It wasn't until we pulled away from the empty pen that I allowed myself to breathe again. I stayed awake all night as we crept along the icy freeway, stopping every three hours for our veterinarian to check on the birds.

Soon after dawn we arrived at the Chocktaw refuge and set up a pen for the geese near a small pond. As we unloaded the crates, soft honks turned more insistent. One by one the geese walked out into the warm sunlight, flapping their wings and calling to one another. We left them in the pen overnight to adjust, but when we returned in the morning they had gotten through the fencing and made themselves at home in the pond.

Nearly a decade has passed since then. I now spend most of my days on Capitol Hill, but I'll never forget that Oklahoma morning when I saw a few hundred geese reach safety through our efforts. It might seem unusual to work so hard to save so few—but for those geese we made all the difference in the world. Now as we work to pass laws to prevent animals from being harmed, I try to picture the ones we are reaching out to protect. There are lots of good reasons to work on animal protection legislation, but the most important is that such work saves lives—in places we never see and for animals whose suffering is hidden. Whether our work involves moving animals to safety or lobbying in the halls of Congress, we must do it with urgency and a sense of purpose. For the animals, the help often cannot come soon enough.

—Nancy Perry, Director, Government Affairs

the USTR to support the inclusion of the Animal Welfare provisions in the Agreement on Agriculture at the World Trade Organization (WTO) Fifth Ministerial Conference in Cancún, Mexico, where we also participated on panels addressing international trade and environmental issues and capacity building. And we participated on a panel on sustainable agriculture at the WTO Symposium in Geneva, Switzerland.

When HSI investigators discovered Asian dog and cat fur items being sold fraudulently throughout Europe in 2003, we successfully urged Belgium, Denmark, France, Greece, and Italy to ban the fur. Member of the European Parliament Struan Stevenson, with help from HSI, garnered 346 signatures on a Written Declaration calling on the European Union to ban the fur. The European Commission resisted, but our efforts continue.

... on Capitol Hill ...

Despite intense budget pressures and proposed cuts, our work to sustain funding for Animal Welfare Act enforcement succeeded. We helped secure $5 million to fund 50 new USDA inspectors to better enforce the Humane Methods of Slaughter Act, an $800,000 increase in funding for enforcing the federal animal fighting law, $535,000 for promoting the use of hoop barns as humane alternatives to factory farming, and $2.5 million for the NIH to develop ways to reduce the suffering of research animals. Congress also allocated $9 million of the $10 million we requested—including $4 million in new funding—for the Environmental Protection Agency to develop humane toxicology testing methods.

RSPCA PHOTOLIBRARY/ALBAN DONOHOE

We helped secure funding for Animal Welfare Act enforcement, including money to promote hoop barns as humane alternatives to the intensive confinement of factory farms.

One of the year's highlights was the passage of HSUS-backed legislation banning the interstate transport of tigers, lions, and other big cats for sale as pets. And after the monkeypox outbreak, we worked closely

Congress passed HSUS-backed legislation to ban the interstate transport of tigers, lions, and other big cats for sale as pets.

with U.S. House and Senate offices and other organizations to develop federal legislation to curb the exotic wildlife pet trade. Our long efforts to protect "downed" animals too injured or sick to walk from slaughter for human consumption were successful when, in response to the mad cow disease case in Washington State, U.S. Secretary of Agriculture Ann M. Veneman announced a ban. We also worked with other groups on drafting legislation to address antibiotic overuse in farm animals.

I-STOCK/SERGEY KASHKIN

We worked closely with Congress and other organizations on legislation to curb the exotic and wild animal pet trade.

We campaigned heavily for a bill to halt bear baiting on federal lands, securing the cosponsorship of 190 representatives and testifying before a congressional committee during a hearing. The bill eventually stalled, but our efforts continue. We also worked to end the tax-payer funded slaughter of Yellowstone's bison, helping to generate congressional support and draft federal legislation on the issue.

Our efforts to stop the tax-payer funded slaughter of Yellowstone's bison continued as we helped draft new legislation and garner congressional support.

We also helped build support for legislation to stop the transport and slaughter of horses for human consumption, to require a bittering agent in antifreeze to prevent animal poisoning, to urge Canada's government to end the commercial seal hunt, to fund marine turtle protections, and to ban steel-jaw leghold traps. And we continued building our Humane

We also helped build support for measures placing further restrictions on the use of steel-jaw leghold traps.

DIANE ENSIGN

Protecting Animals One Child at a Time

WHEN I BEGAN WORK SOME 20 YEARS AGO as an intern at the National Association for Humane and Environmental Education (NAHEE), The HSUS's youth education affiliate, I knew little of humane education's rich history. But I soon learned. I learned how in the late nineteenth and early twentieth centuries, animal welfare pioneers like George Angell made youth education a centerpiece in their strategy to combat cruelty to animals. By 1922, Angell's kindness-to-animals clubs, called Bands of Mercy, had enrolled more than four million children. He and his contemporaries were also responsible for the widespread distribution of humane literature for children—manuals, periodicals, and storybooks—including *Black Beauty*, three million copies of which Angell had circulated by 1909. State laws mandating that humaneness be taught in schools also began to appear. By 1920 such legislation had passed in 20 states.

Those were heady times for humane education, but times changed. In the years that followed, the growing day-to-day challenges of animal care left some humane agencies with little time or inclination to engage in comparatively idealistic pursuits like youth education. Colleges of education had not incorporated humane education into their teacher training programs. Humane societies faced increasing competition from other interest groups for representation in the classroom. And the back-to-basics movement threatened to exclude from curricula any subject viewed as ancillary to traditional academics. Today, pressure to meet state curriculum standards can make it difficult for teachers to find time for humane lessons.

Despite the obstacles, I believe humane education is on the verge of a renaissance, with the potential to surpass even the groundbreaking achievements of the early years. The rise of character education has given the teaching of values such as kindness, respect, and responsibility—all central tenets of humane education—a renewed relevance in elementary school classrooms. In middle and high schools, the proliferation of service learning programs offers humane educators a special opportunity to engage teens in activities that combine humane work with academics.

For a humane education resurgence to take hold, educators in and out of the classroom will need tools and training. NAHEE's talented, dedicated staff stands ready to meet that need. Our award-winning classroom newspaper, *KIND News*™, provides a unique, ready-made springboard for teaching humaneness. Through our ever-expanding array of lesson plans, activity guides, educational posters, videos, and CDs, NAHEE offers a wider assortment of high-quality humane education materials than ever before. Our new Teach Kids to Care workshop series provides exciting professional development opportunities for humane educators. And through our collaboration with Humane Society University, courses in humane education theory and practice are now available online. I believe the stage is set for humane education to rise to new heights. Making that happen will be NAHEE's paramount goal in the months and years ahead.

—Bill DeRosa, Executive Director, NAHEE

THE HSUS

Activists from 20 states attended our annual Legislative Fly-In for help lobbying their representatives to support animal-friendly bills.

Activist Network, holding our annual Legislative Fly-In for attendees from 20 states; 30,000 activists now help promote our legislative agenda through the network and *HUMANElines*, our electronic newsletter for activists.

... and in State Legislatures

We launched an effort to include an initiative on Maine's ballot next November to ban the use of dogs, bait, and traps to hunt black bears, collecting more than twice the required number of signatures. And after our work successfully supporting such bills in Colorado, Kentucky, and Nebraska, 41 states now provide felony-level penalties for animal cruelty. We also aided a successful effort to pass a bill in Connecticut to require psychological counseling for those found guilty of such cruelty.

Thanks in part to our work, New Hampshire and Oregon made cockfighting a felony and California dramatically increased fines for cockfighting activities. With our help Colorado, Florida, and Nebraska upgraded their animal fighting laws. We also helped thwart attacks on Oklahoma's ban on cockfighting, which we were instrumental in helping enact in 2002. Oregon passed two bills prohibiting the transport and slaughter of downed animals, enhancing our federal work on the issue. And after our Florida victory in 2002, California and Maryland introduced bills limiting the confinement of pigs in gestation crates, while California and New Jersey introduced bills to ban the tethering of veal calves. Our efforts helped ensure that bear feeding was prohibited in Colorado, Pennsylvania, and Virginia. We also helped ensure passage of a landmark Connecticut bill limiting the time that dogs can be tethered. And the groundwork for future successes was laid when our state lobbyists met with 75 state legislators from 38 states at the National Conference of State Legislators.

DIANE ENSIGN

We assisted efforts to introduce bills in California and Maryland limiting the intensive confinement of pigs in gestation crates to allow them more freedom of movement and social access.

GETTY IMAGES

THE HSUS

Gretchen Wyler (center), Genesis Awards founder and vice president of The HSUS Hollywood Office, joined cohosts Eric Roberts and Gena Lee Nolin onstage during the first Genesis Awards held under our banner (above left). Our efforts helped ensure the passage of landmark legislation in Connecticut limiting the amount of time dogs can be tethered (above center). And NAHEE, our youth education division, continued to provide children and teens with new resources to help them develop respect and compassion for all life (above right).

EDUCATING CHILDREN ...

The National Association for Humane and Environmental Education (NAHEE)—our youth education affiliate—continued producing *Kids In Nature's Defense (KIND) News*™, our monthly classroom newspaper for children in grades K–6. The most widely used humane education program in the country, *KIND News* had a readership of nearly 1.2 million children in 2003. NAHEE's new material included several lesson plan guidebooks, a series of Spanish/English workbooks on pet care and wildlife, study and activity guides for high school students on pets and on exploitative animal industries, and a book of short stories with questions for discussion for younger children and an accompanying audio CD.

NAHEE also conducted several Teach Kids to Care workshops, training 340 animal care and control professionals. We added an interactive message board for visitors to exchange information on animal protection issues to *www.HumaneTeen.org*, our website for teens. And we added animated e-greeting cards and a new interactive game focusing on responsible pet care to *KIND News Online*.

... and Shelter Professionals

Humane Society University (HSU) continued to expand our agreements with universities to create degree programs for animal care and control professionals this year. More than 600 shelter professionals attended HSU workshops at Expo 2003, and our online and onsite training programs reached more than 2,000 students. We distributed euthanasia training videos in partnership with Animal Care Training and led 22 seminars nationwide on compassion fatigue. We also created a manual and online course for shelter volunteer managers and launched an online executive leadership certificate course.

HUMANE SOCIETY
UNIVERSITY

REACHING OUT ONLINE AND OVER THE AIR ...

The National Geographic Channel aired HSUS video productions on our RAVS program and on primates. We also produced a video to guide community responses to animal hoarding and public service announcements to promote our Safe Cats campaign and the importance of spaying and neutering pets.

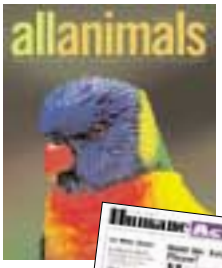
In May we launched two new electronic newsletters—*Humane Living* offers a biweekly look at the world of animal protection and *Pets for Life* provides expert advice on living with pets. Both feature streaming video, making The HSUS one of the first advocacy organizations to deliver videos through e-mail. And building on our main website, *www.hsus.org*, we launched dynamic, targeted websites to support two of our campaigns—*www.ProtectSeals.org* to help stop Canada's commercial seal hunt and *www.StopPuppyMills.com* to end the abuses of the commercial dog breeding industry.

And the annual Genesis Awards were held for the first time under the banner of

The HSUS, recognizing those in the global entertainment and news media who raised public awareness of animal issues and encouraging others to spread a message of compassion around the world.

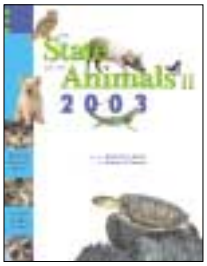
... and in Print

We continued producing *All Animals*®, our award-winning quarterly membership magazine, and *Humane Activist*, our bimonthly newsletter for grassroots political action, as well as other newsletters to support our programs, including *Wild Neighbors*™ *News*, *Wild News and Views*, *Goose Tracks*, *Because You Care News*, and the *Pain & Distress Report*. We also published a new *Publications Catalog*, offering a concise listing of the many materials we offer. And we produced a wealth of booklets, brochures, fact sheets, flyers, posters, ads, bumper stickers, booth graphics, and more to support our educational memorial program and biology classroom dissection alternative initiatives; our Wild Neighbors, Urban Wildlife Sanctuary, RAVS, and Pets for Life programs; and our Reptiles as Pets, Safe Cats, and Protect Seals campaigns.

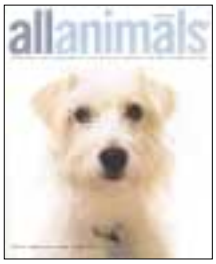


We produced material to support events such as Pet Fest America, Expo 2003, the second Back to the Wild gala to benefit our Cape Wildlife Center, and our rally to protest Canada's seal hunt, as well as material to support events to come in 2004 such as the National Conference on Animals in Disaster and An Evening with Van Cliburn, our fiftieth anniversary benefit recital at the John F. Kennedy Center for the Performing Arts in Washington, D.C. We also produced federal and Maryland State scorecards of legislative action on animal measures and a commemorative book for the Wildlife Land Trust's tenth anniversary.

We continued publishing our banner magazine for the animal care and control field, *Animal Sheltering*®. And we published the fifth edition of *Shelter Pages*®, our national directory of manufacturers, suppliers, and service providers for the animal care and control community, and distributed 12,000 free copies to humane organizations nationwide. Humane Society Press published *The State of the Animals II: 2003*, the latest addition to our Public Policy Series, and—with funding from the Munder Foundation—*Volunteer Management: A Hands-On Guide for Animal Care Organizations*.

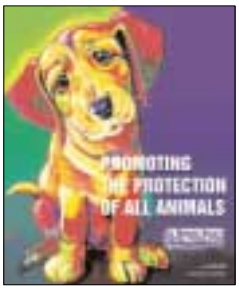


We also won more recognition during the year for our work in print. The cover of the winter *All Animals* generated an enormous response from members asking about Belle, the shelter adoptee who was featured. An article in the previous issue—"Pets Aren't Wild"—won a Society of National Association Publications EXCEL Gold Award for editorial content.



DIANE ENSIGN

The Cat Writers' Association recognized us with three Certificates of Excellence for Safe Cats campaign brochures and the Muse Medallion Award for our *Cat Care Basics* booklet. In a competition of 10,000 for-profit agency submissions, *Graphic Design USA* awarded seven American Graphic Design Awards for material for our Safe Cats and Reptiles as Pets campaigns, the first Back to the Wild invitation package, and an issue of *Wild Neighbors News*. And we received two new requests to reprint our Ron Burns HSUS ad in college-level marketing textbooks to illustrate effective advertising strategies.



LOOKING BACK– AND MOVING FORWARD

We have had another successful year. We have helped keep more pets with their families and more shelters offer improved services to their communities. We have helped teach more children to have compassion for animals. We have helped protect more wild animals—and more wild lands for them. We have helped relieve the suffering of animals affected by disaster and institutional abuse. And again this year, the Maryland Work–Life Alliance recognized The HSUS's commitment to the well-being of our staff and to the community outside our doors.

We have made much progress, but we still have far to go. And with your continuing support we will together build on our past successes to make the world a better place for us all.

PARTNERS IN PROTECTION

WE DEPEND UPON OUR MEMBERS' generous financial support to continue our efforts, and Humane Legacy™ gifts ensure the future protection of animals. We gratefully acknowledge the following people—and those who wish to remain anonymous—who intend to name us as beneficiaries in their wills.

"An animal lover"
A donor in memory of Tamar Cohen
Susan M. Ainsworth
Michelle I. Akins
Mary F. Begrisch
Lela Bishop
James B. and Bernadeen K. Bowers
Edward P. Browne in honor of Rupert
Suzanne Cavanagh
Ginny DeVasto
Sonia East
Carol Jurgens Edell
Alice Ross Garey
Patricia and Donald Gay
Nancy Geannaris
Niki A. Gold
Suzanne and John Gregoire
Virginia Katherine Gregory
Leslie Grimes and Daniel C. Grimes (deceased)
Jack J. Groggin
Vincent Hamon
David and Traci Hanson
Elizabeth Hodge
Janet and Daisy M. Hughes
Suzanne and Michio Ishii
Chrystal G. Jackson
Arlene Jerstad
Stacy C. Kinsler
Ann Klein
Tina M. Laolagi
Michele E. Liana
Barbara Long
Meredith MacCracken in memory of Peekay
Betty Marks
Caroline Marr
Lisa Marshall
Susan Lynn McGibney
Nan McNurlen
Louise Morse
Aaron Mullins
Deborah L. Murphy
A. E. Myers, M.D.
Maki Ogata
Mary Ellen Parkins
Patterson Family Trust
Daniel Phillips
Jennifer Lea Plombon ("in honor and memory of all the beloved animals who have shared my life")
Patricia Reppenhagen
Laura Rice
Chilton Rogers
Margo and David Santoro
Denise Stone
Patricia and Robert Thiemrodt
Helen H. Thomas
Harvey Topper
Nora Vartanian
Melanie Wadkins
Kim Walker
James O. Wallingford
Edie White
David and Andrea Wiebers
Lauren Wise
E. Lee Yaffe and Morrie Murdrick
Bernardo and Irma Zarkin
Kent and Janice Zimmerman
Richard and Jean Zukin

IN 2003, we worked with the following companies on programs to generate revenue and increase public awareness of The HSUS, enabling us to reach an ever-greater audience. We thank our corporate associates for supporting our vital work.

Advocate EAP, Inc.
AmericanFone
American Red Cross
Amica Mutual Insurance Company
Art Impressions
Avid Identification Systems
Build-A-Bear Workshop
Care2.com
Citibank USA
Custom Direct, Inc.
The Financial Network Group, Ltd.
GreaterGood.com
Hill's Science Diet
InPhonic, Inc.
John H. Harland Company
MasterCard
MBNA America Bank, N.A.
Market Development Group, Inc.
Memberdrive, Inc.
Oreck Merchandising, LLC
Pedigree Food for Dogs
PetSafe Training Systems
Saab Cars USA, Inc.
Safeway, Inc.
Taylor Corporation
Time Inc. Custom Publishing
Veterinary Pet Insurance Co.
WJLA Channel 7 ABC, Washington, D.C.

DIANE ENSIGN

THE HUMANE SOCIETY OF THE UNITED STATES

COMPARATIVE FINANCIAL OPERATIONS REPORT

FOR THE YEARS ENDED DECEMBER 31, 2003 and 2002

Consolidated Statement of Financial Position	December 31 2003	December 31 2002
Assets		
Cash and cash equivalents	$5,082,758	$7,200,698
Receivables	5,446,189	3,617,857
Prepaid expenses, deferred charges, and deposits	3,186,725	2,926,685
Investments, at market value	92,937,715	76,778,364
Fixed assets, net of depreciation	9,552,495	9,817,932
Intangible pension asset	——	867,119
Total Assets	$116,205,882	$101,208,655
Liabilities	$13,509,299	$13,067,482
Net Assets		
Unrestricted	72,129,687	61,531,825
Temporarily restricted	9,941,440	6,031,018
Permanently restricted	20,625,456	20,578,330
Total Net Assets	102,696,583	88,141,173
Total Liabilities and Net Assets	$116,205,882	$101,208,655

Consolidated Statement of Activities	Unrestricted	Temporarily Restricted	Permanently Restricted	Year Ended December 31 2003 Total	Year Ended December 31 2002 Total
Revenue, Other Additions, and Transfers					
Contributions and grants	$52,502,646	$5,893,108	$61,227	$58,456,981	$56,700,807
Bequests	7,565,788	2,854,008	——	10,419,796	11,770,657
Investment income	3,457,392	212,772	——	3,670,164	4,483,843
Sale of literature and other income, net	4,107,012	269,717	——	4,376,729	3,176,185
Total Revenue and Other Additions	$67,632,838	$9,229,605	$61,227	$76,923,670	$76,131,492
Transfers (Net assets released from restrictions)	6,243,694	(6,243,694)	——	——	——
Total Revenue, Other Additions, and Transfers	$73,876,532	$2,985,911	$61,227	$76,923,670	$76,131,492
Expenses and Other Deductions					
Animal-protection programs					
Public education, membership information, and publications	$24,196,485	——	——	$24,196,485	$22,300,523
Cruelty investigations and regional offices	5,464,579	——	——	5,464,579	5,069,431
Wildlife, animal habitat, and sheltering programs	10,551,527	——	——	10,551,527	9,282,107
Youth and higher education programs	3,095,362	——	——	3,095,362	2,852,855
Legal assistance, litigation, legislation, and government relations	2,297,755	——	——	2,297,755	2,264,877
Animal research issues and bioethics and farm animals	1,774,087	——	——	1,774,087	1,962,006
Supporting services					
Management and general	6,039,120	——	——	6,039,120	5,630,311
Membership development	1,015,755	——	——	1,015,755	1,406,064
Fund-raising	20,430,014	——	——	20,430,014	21,709,193
Total Expenses and Other Deductions	$74,864,684	0	0	$74,864,684	$72,477,367
Change in net assets before net appreciation in fair value of investments	($988,152)	$2,985,911	$61,227	$2,058,986	$3,654,125
Minimum pension liability adjustment	451,206	——	——	451,206	(451,206)
Net assets received in acquisition of The Ark Trust, Inc.	——	——	——	——	198,774
Net appreciation in fair value of investments	11,134,808	924,511	(14,101)	12,045,218	(11,839,288)
Change in Net Assets	$10,597,862	$3,910,422	$47,126	$14,555,410	($8,437,595)

The HSUS is tax exempt under Section 501(c)(3) of the Internal Revenue Code.
Contributions are tax deductible to the extent allowed by law.
The HSUS's audited financial statements are available upon request.

In the News

MEDIA COVERAGE OF THE HSUS IN 2003 jumped to more than 6,000 appearances, dramatically increasing our presence in print, radio, and television news across the country.

When a performing tiger critically injured Roy Horn of Siegfried and Roy and an exotic pet spread monkeypox, the media asked us about the private ownership of wild and exotic animals. MSNBC, *ABC World News Tonight*, *The Washington Post*, *The New York Times*, the *Los Angeles Times*, the *Chicago Tribune*, *USA Today*, the Associated Press (AP), and other print and broadcast outlets cited us, ran our editorials, and interviewed our staff.

A case of mad cow disease in Washington State focused attention on downed animals, and we were quoted in AP articles picked up by newspapers across the country and on MSNBC and in *The Washington Post*, *The New York Times*, and the *Los Angeles Times*. Our editorials also ran in *Newsday*, the *Los Angeles Times*, the *Chicago Tribune*, and the *San Francisco Chronicle*.

An AP story citing us on the new federal animal fighting law ran in *The (New Orleans) Times-Picayune*, *The San Diego Union-Tribune*, the *Houston Chronicle*, and other outlets. Gannett News Service and *ABCNews.com* also quoted us, and media in California, Florida, Oregon, Virginia, and West Virginia followed our efforts to strengthen state animal fighting laws. When an outbreak of exotic Newcastle disease hit California and the Southwest, Scripps Howard and *The New York Times* cited our concerns about cockfighting's role in spreading the disease. The AP, *Newsday*, and *ABCNews.com* also noted our involvement in a New York dogfighting bust of the publisher of the *Sporting Dog Journal*. *Newsweek* magazine ran our letter to the editor on animal cruelty enforcement, and *The Chronicle of Higher Education* quoted us in a feature story on animal cruelty on campuses.

The New York Times

Stacking the Hunt

The AP cited us on making provisions for pets during military deployment in articles that ran in newspapers across the country, along with United Press International (UPI), *USA Today*, *Stars and Stripes*, and the *Seattle Post-Intelligencer*. Our tips on including pets in disaster plans were covered by *MSNBC.com*, *Newsday*, *The New York Times*, the *Philadelphia Inquirer*, *The (New Jersey) Star-Ledger*, the *Chicago Tribune*, the *Las Vegas Sun*, *The San Diego Union-Tribune*, *The Arizona Republic*, *The Oregonian*, the *(Minneapolis-St. Paul) Star Tribune*, *The Atlanta Journal-Constitution*, and more. And *The Christian Science Monitor* and many outlets in the path of Hurricane Isabel ran our disaster advice, while UPI, the *San Francisco Chronicle*, and other area outlets ran stories on our response to California's wildfires. KABC-TV in Los Angeles even shadowed one of our response teams.

We were widely quoted when a Tennessee police officer shot a dog, and the media also covered the training we then offered state law enforcement. Fox network's *The Pulse* program aired an interview with us on dangerous dogs, and we spoke live on the *CBS Early Show* about avoiding dog bites. Our staff also made broadcast appearances for the Pedigree Paws to Recognize ceremony on NBC's *Today* show and CNN. *The New York Times* ran a story that covered our Safe Cats campaign. And several AP stories on the Iditarod cited our opposition to the race, resulting in coverage in *The New York Times*, the *Los Angeles Times*, *Newsday*, *CNN.com*, MSNBC, *ESPN.com*, *USA Today*, and *The Boston Globe*.

Our staff discussed the Canadian commercial seal hunt live on Fox News' *The O'Reilly Factor*. And when several animals died at the National Zoo in Washington, D.C., *The Washington Post* ran our editorial and—along with *The New York Times*—repeatedly quoted our staff, while the *CBS Early Show*, ABC's *Good Morning America*, and CNN interviewed HSUS experts. *The Wall Street Journal* ran a front-page story noting our opposition to proposed federal changes allowing increased lethal Canada goose population management. The *Los Angeles Times* and a front-page *San Francisco Chronicle* article covered our part in a lawsuit to limit low frequency active sonar. And *CNN Headline News* interviewed us about swim-with-the-dolphins programs. Our support for a bill to ban bear baiting on federal lands was covered in the *Anchorage Daily-News* and *Roll Call*, and the *(Minneapolis-St. Paul) Star Tribune* and the *Milwaukee Journal-Sentinel* ran our editorial, while the *Los Angeles Times* covered our support for legislation to ban bear hounding in California.

While most media coverage during the year focused on our efforts to protect animals, *The Chronicle of Philanthropy* published a profile of *us*, noting our continued growth during a difficult time for many nonprofit organizations. And Court TV aired a profile of our director of Government Affairs in a piece on the feature film *Legally Blonde 2*.

THE HUMANE SOCIETY
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