

THE CHRONICLE OF  
**PHILANTHROPY**  
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## Letters to the Editor

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### Humane Society's Claims About Animal-Welfare Expenses Disputed

To the Editor:

Humane Society of the United States president Wayne Pacelle misled *Chronicle* readers by claiming that his group spends “20 percent” of its budget annually “to help shelters and directly care for animals.” ([“Nonprofit Group Attacks Humane Society Over Spending of Donations,” March 11\)](#)

HSUS's own tax records show that the real number is around one-half of 1 percent. And although the group does run five animal-care facilities, they deal with wildlife and horses, not dogs and cats. HSUS doesn't run a single pet shelter anywhere. But you'd never know that from the group's ubiquitous pet-focused infomercial-style TV fund-raising ads.

Equally troubling is the reporting of Marcus Owens's remarkably uninformed opinion regarding how the Center for Consumer Freedom educates the public about deceptive charities like HSUS. The IRS has already reviewed our management practices and determined that there's no “there” there.

Washington is full of nonprofit organizations that hire management firms to run their day-to-day operations. In the case of CCF, which devotes most of its budget to research and advertising costs, Berman and Company gives the organization excellent value for its money, even routinely waiving commissions on ad buys. We have a sterling record of carefully managing our nonprofit clients' affairs—something Mr. Pacelle, sadly, cannot say about his own organization.

Richard Berman

President

Berman and Company

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