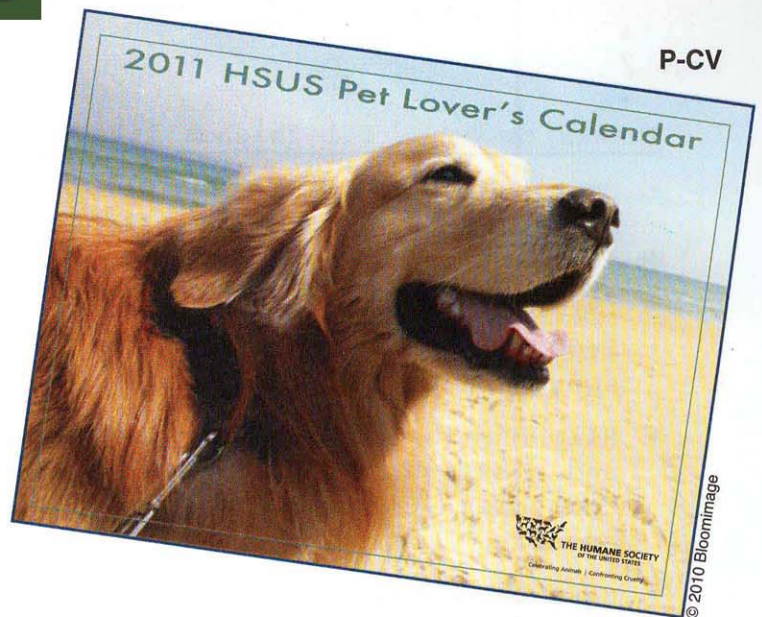




**THE HUMANE SOCIETY  
OF THE UNITED STATES**

Celebrating Animals | Confronting Cruelty

Please accept this wonderful **2011 PET LOVER'S CALENDAR** and my invitation to you to become a new member of **The Humane Society of the United States**, with all the benefits and privileges that come with it.



P-CV

Dear Member-Elect,

Please accept this invitation in the most serious and flattering way possible. I urge you to consider this nomination from the highest levels of our organization.

No matter why you're currently not a member, joining **The Humane Society of the United States** now is crucial – so much so that I personally would like to hear from you right away.

Simply put, my friend, the animals need your support. One of my goals is to build this nationwide animal protection organization from 1,200,000 to 2,000,000 members ... but I cannot do it without your help.

You are a key part of our drive for 2,000,000 active friends of animals in **The Humane Society of the United States**.

I have seen the difference that people who love animals can make throughout the United States and the entire world.

Over 55 years ago, **The Humane Society of the United States** was created with the idea of mobilizing people who care deeply about cruelty and neglect of animals. We wondered if there would be enough friends out there like you who would really be committed to our cause.

Since our beginnings in 1954, our wish has now become a reality. We have grown into the nation's largest and most effective animal protection organization ... and all because there are so many caring individuals who believe in us and our cause to help make the future a better and safer place for all animals.

Our mission statement: **Celebrating Animals/Confronting Cruelty**, sums up our plans, our goals, and the beliefs that we hold in our hearts. I know there are many, many people just like you and me who would join hands to protect puppies and kittens, dogs and cats, farm animals and wildlife from senseless, needless suffering and death.

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Thanks to wonderful friends like you, we:

- Continue to make progress helping to close down those abominable puppy mills, where puppies are often bred in deplorable, unhealthy conditions (so they can later be sold to pet stores); where thousands of mother dogs are trapped in the vicious puppy mill cycle with no escape;
- Support local shelters in their efforts to save lives with adoption and spaying/neutering programs;
- Help expose and shut down the horrific so-called "sports" of dogfighting and cockfighting, where animals tear each other to shreds until one of them dies (unfortunately this STILL thrives as an underground gambling event);
- Have become the leading disaster relief agency for animals, along with providing direct care for thousands of animals at our sanctuaries and rescue facilities, wildlife rehabilitation centers and mobile veterinary clinics;
- Contribute thousands of dollars to reward funds to help apprehend those individuals who have committed crimes of animal cruelty, abuse and neglect. And we also offer rewards for information leading to the arrest and conviction of anyone involved in dogfighting or cockfighting.

\* Our aggressive campaigns have included expanding animal cruelty laws and stopping dogfighting and cockfighting. Our continued exposure of the unspeakable cruelty of dogfighting events helped achieve a historic milestone on behalf of animals: dogfighting became a felony IN ALL 50 STATES!

So, you see, together you and I can make a difference!

Please, your new membership today will help us continue to focus on combating dogfighting and cockfighting, puppy mills, cruelty to pets, captive hunts, horse slaughter, the fur trade, the Canadian seal hunt, factory farming, the killing of whales and dolphins – and so much more. It would take dozens of pages to list it all!

But all our efforts are possible only because special people like you care enough about animals to make them happen. WE NEED SPECIAL PEOPLE LIKE YOU TO HELP US SAVE AND RESCUE THOSE WHO CANNOT SPEAK FOR THEMSELVES TO BEG FOR THEIR LIVES.

Note Honestly, we could not have done any of these things without the help of our loyal members and friends.

Help us continue our efforts on behalf of animals in the year ahead. We need your support and your new membership. In short, we need YOU to take a stand to help us spread our mission of **Celebrating Animals/Confronting Cruelty**.

We desperately need to expand our programs to prevent cruelty to animals, for abuse investigations, humane education, teacher training, and other important training initiatives for animal-protection professionals.

It is crucial we expand our shelter programs. Over 4,000,000 loving pets are put to death each year because no one came in time to adopt them. Their only

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crime was that these innocent animals were at the wrong place at the wrong time.

This heartbreaking statistic haunts me every day – local shelters try their best to save lives, but they are simply overwhelmed and need our help – YOURS AND MINE – TO HELP INCREASE ADOPTIONS. Please help us by encouraging friends and family to adopt their next pet from their local humane society or animal shelter.

Please, we cannot relax any of our many ongoing programs on behalf of all animals – there is so much at stake! *If you can!*

That's why I hope you will find it in your heart and in your means, to send a special gift today of \$12, \$8, or even \$5 to help our work continue, in any way you can afford.

YOU are an important part of **The Humane Society of the United States.** I hope you take great pride and satisfaction in knowing all the work we do DOES make a difference and YOU can be a part of our victories. YOU CAN HELP US SAVE UNWANTED PUPPIES, KITTENS, CATS AND DOGS FROM BECOMING GRIM STATISTICS.

On behalf of the board of directors, officers and staff of **The Humane Society of the United States**, please accept my personal invitation to join our lifesaving mission.

I need your acceptance today. I need your personal promise that you will keep a watchful eye open for animal cruelty and abuse, and will report any of these crimes to your local police. Help us fulfill our mission. Join our ranks now. It is very important to have you on our active roll of supporters.

Don't let this special opportunity pass. Don't let others carry the load for you – it is up to you to take a stand. Remember, every month of every year, innocent animals – cats and dogs, puppies and kittens – are put to death and discarded for lack of decent, loving homes.

You love animals, you hate cruelty, so please join The HSUS today.

Here's to a better, safer future for animals,



Wayne Pacelle  
President and Chief Executive Officer

P.S. Despite the progress we have made, there is so much that still needs to be done. Whatever amount you can send – \$12, \$8, or even \$5, would really help. All of us are hoping you answer "YES" to the cries of innocent, suffering animals. Proudly display and use your free 2011 Pet Lover's Calendar. Thank you and welcome to The HSUS.

Never leave your dog in a parked car.

Think about adopting an animal when you decide to add a pet to your home: you can save a life and get a great companion!

Think outside the house: volunteer with your local shelter or rescue group and help more animals find homes.