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U.S. POSTAGE

PAID

THE HUMANE SOCIETY
OF THE UNITED STATES

*We hope you
haven't forgotten us...*

*Please
renew
today!*

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

*Your first-class stamp on this envelope is
another gift to the animals. Thank You!*

AABCNW

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 15759 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

THE HUMANE SOCIETY OF THE UNITED STATES

PO BOX 97015

WASHINGTON DC 20077-7269



Renew Today!



Thank you for your past support!

The goals that we have set for 2009 are ambitious, and they are now more urgent than ever before. Today, millions of animals here in the United States, like your own beloved pets, are depending on the safety and protection that we work so hard to provide!

Without the generous assistance of concerned and compassionate members like you, our mission to protect animals from cruelty, suffering, and inhumane treatment would be hurt tremendously.

We need your renewed support to work to save millions of animals every year from senseless pain and harm. Here are...

**10 REASONS TO RENEW YOUR
MEMBERSHIP IN THE HSUS TODAY**

1. Your renewed membership helps The HSUS **assist local shelters** to become better through improving management and adoption practices.
2. Your renewed membership funds REWARDS to help apprehend and convict those who commit crimes

(Over, please)

THE HUMANE SOCIETY OF THE UNITED STATES
2100 L Street, NW • Washington, DC 20037
humanesociety.org

HUMANEWATCH.ORG

against animals and helps local law enforcement to investigate animal abuse.

3. Your renewed membership helps to put an end to the terribly cruel "sport" of dogfighting, where dogs fight to the death.

4. Your renewed membership helps educate schoolchildren about animal care and training, as well as sensitize children to fears and responses animals have toward humans.

5. Your renewed membership helps fight back against trophy hunting and commercial trapping interests that lobby for increased kill limits.

6. Your renewed membership helps counter senseless, unnecessary laboratory testing on animals.

7. Your renewed membership helps The HSUS encourage apartment owners to make their facilities pet-welcome.

8. Your renewed membership makes it possible for our Disaster Response Teams to be ready to rescue and treat animals caught in natural and man-made disasters.

9. Your renewed membership will enable the world's leading investigators of animal cruelty to help unearth the trade in dog and cat fur and also the trade in elephant ivory.

10. Your renewed membership ensures that your HSUS will continue to be the leading voice for animal protection in the United States by effectively lobbying for the passage of dozens of laws to protect animals.

Thank you for all of your past and future generosity.

The animals are truly fortunate to have a friend who cares so much. Please remember, that your assistance is still vital to their well-being. They are counting on you now more than ever before!



7 Steps To A Happier Pet

The Humane Society of the United States, in its constant battle to end animal neglect, cruelty and abuse, encourages all its members to take the following actions in support of animals.

- Make sure your pet wears an identification tag to enable him to be returned to you if lost.
- To prevent animal behavior problems, make sure you enroll your new puppy or dog in behavioral training classes and visit www.petsoflife.org.
- Animal behavioral problems can be health related. Make sure your pet has a complete medical exam by a veterinarian at least once a year.
- Prepare for disasters. Make sure you have a plan for your pet in the event of a hurricane, tornado, fire or flood.
- Plan for your pet's future in case something happens to you and visit humaneociety.org/petstravels for more information.
- Learn how to avoid dog bites, and how to prevent your dog from biting, by going to www.NoDogBites.org.
- Have a heart, be smart and make sure your pet is spayed or neutered.

The Humane Society of the United States
2100 L Street, NW • Washington, DC 20037-1598

MEMBERSHIP APPEAL STATEMENT

MEMBER NUMBER	STATEMENT PERIOD	2009 Membership
MEMBER SINCE	DATE DUE	September 7, 2009
STATEMENT FOR:		SUGGESTED \$10 DOLLAR \$15 AMOUNT \$20

The Humane Society
of the United States
2100 L Street
Washington, DC 20037

Dear

I want to share with you your 2009 Membership record and thank you for being a **"Member in Good Standing."** Your most recent contribution of \$10 is helping in our campaign to fight cruelty and abuse towards our innocent animal friends. Your support makes it possible for us to speak out for the animals who cannot speak out for themselves.

Unfortunately, as I review our budget and projects for this busy year, I see that we still have a lot of work left to do in 2009. **And the only way we can make these critical life-saving programs work and help save the lives of puppies and kittens in peril is with the continued support of our very best members such as you.**

Will you help us meet our program goals by sending another membership gift today? Please let me know if the animals can count on your continued membership support today by completing the **2009 Membership Appeal Statement Reply** below and returning it, along with your contribution, in the postage-paid envelope provided.

Thank you so much for your support,

Wayne Pacelle

Wayne Pacelle

President and Chief Executive Officer

P.S. I hope you will consider another membership gift so we may continue these vital programs!

Prepare for disasters. Make sure you have a plan for your pet in the event of a hurricane, tornado, fire or flood.

▼ PLEASE DETACH HERE AND RETURN BOTTOM PORTION WITH YOUR PAYMENT. ▼

2009 MEMBERSHIP APPEAL STATEMENT REPLY

MEMBER
NUMBER

STATEMENT PERIOD	2009 Membership	
DATE DUE	September 7, 2009	
AMOUNT ENCLOSED	<input type="checkbox"/> \$10 <input type="checkbox"/> \$20	<input type="checkbox"/> \$15 <input type="checkbox"/> \$_____

**PLEASE MAIL WITH CHECK IN ENCLOSED
ENVELOPE AND RETURN TO:**

The Humane Society of the United States
National Processing Center
PO Box 52137 • Phoenix, AZ 85072-9995

☐ Please charge my gift of \$_____ to my:

☐ Visa ☐ MasterCard ☐ Discover Card ☐ American Express

Credit Card No.

Exp. Date

Signature

Please make your check or money order payable to The Humane Society of the United States. Gifts to The HSUS are tax-deductible as provided by law.



**THE HUMANE SOCIETY
OF THE UNITED STATES**

Celebrating Animals | Confronting Cruelty

2009 Gift Coupons Enclosed!

Dear HSUS Member:

Please let me explain why I am sending you these Gift Coupons:

It's because I really need your continued support, so that we can step up our work to bring a stop to the terrible cruelty and neglect that is costing the lives of so many precious animals.

So we need you to stand with us - now more than ever before - shoulder to shoulder ...

... because for more than 50 years our strength has truly been in our grassroots membership. Because of folks like you!

Perhaps your special gift will go towards purchasing a pet carrier, collars, leashes, food and water bowls, and to provide immediate shelter for animals displaced by floods, fires or other emergencies ...

... or towards purchasing animal handling equipment, enabling HSUS Disaster Rescue Teams to safely and humanely save animals threatened by hurricanes, floods and other unexpected disasters ...

... or towards paying for the medical attention an abused animal needs after being confiscated in a cruelty case ...

... or towards investigating animal cruelty cases and working with the police and law enforcement to help bring the guilty parties to justice.

I know that deep in your heart you want to do all you can to help us bring an end to the disgraceful cruelty, abuse, and neglect that appears to be increasing at an alarming rate all across the country. It's so hard to believe ...

... that over 4,000,000 dogs, cats, puppies and kittens die each year simply because no one loves them ...

... that people still do horrible things like abuse animals such as in Mayfield Township, Maine, where a group of loggers found an injured bullmastiff who had been shot numerous times in the head and neck. Though he lost a lot of blood, thankfully the dog is

(Over, please)

well on his way to a full recovery and already has interested families looking to adopt him.

The Humane Society of the United States is offering a \$2,500 reward for information leading to the identification, arrest and conviction of the person or people responsible for the shooting.

It's all so hard to believe ... but it's happening! Right in your own community, and all across the nation.

And so that's why we need your special gift just as soon as possible.

May I hear from you? Immediately? Enclosed you will find a set of four HSUS Gift Coupons, and I urge you to choose the coupon most appropriate for you.

Whatever the gift amount you're able to send (plus an additional \$1.00 to help us offset increased operating costs, such as fuel, shelter and medical expenses), **please know that The HSUS will, as good stewards of your gift, use it where it is most urgently needed and can do the most good for the animals.**

And please remember that we are doing all we can to reach out to the public — especially children — to help them understand the need to protect all animals from suffering, abuse, and exploitation.

So much to do! So little time!

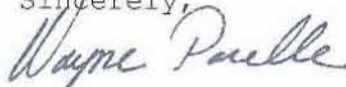
And so few generous and loving folks like you!

Please help us — so we can go on fighting the puppy mills, the factory farming interests, the fur industry, and other well-financed operations.

I await your positive response. And in the meantime, I hope you will keep the snapshot of the precious little puppy and kitten you'll find enclosed. What sweethearts! And they are just two living, breathing reasons why your gift is so very, very important.

I treasure your friendship, and the loyal support and gifts of love that you have shared with us. You're such a special person!

Sincerely,



Wayne Pacelle

President and Chief Executive Officer

P.S. Please send your special gift today, by selecting one or more of The HSUS Gift Coupons. Your action will be a quiet, but determined, symbol of how much you truly love the animals.

Plan for your pet's future in case something happens to you and visit humanesociety.org/petsinwills for more information.

Make sure your pet wears an identification tag to enable him to be returned to you if lost.

Urgent Request: Please support The HSUS 2009 Spring Membership Renewal Campaign!

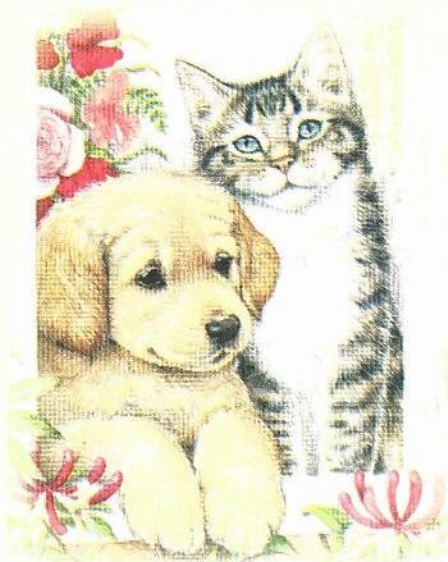


**THE HUMANE SOCIETY
OF THE UNITED STATES**

Celebrating Animals | Confronting Cruelty

Dear HSUS Member,

It's **Spring Membership Renewal** time once again! And just in case you've misplaced your 2009 HSUS Membership Card – here's another one! I am forwarding it to you with an unusual sense of urgency, because now that we are more than a quarter through the year...



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... It's clear that 2009 is shaping up to be a year of great challenges for our cause. We need your help now more than ever before.

Over the past year, we have continued our fight to protect innocent animals from cruel exploitation and even death by working to put an end to the heinous animal fighting rings that abuse defenseless animals for entertainment.

Just last December, authorities culminated a three-year-long investigation and swooped down upon Ed Faron's Wildside Kennels in Millers Creek, North Carolina where one of the nation's major dogfighting operations was thriving. Officers arrested three participants on felony animal fighting charges while authorities found suspected dogfighting paraphernalia on the property and seized 127 dogs. Several of the dogs had scars consistent with dogfighting.

The owner of Wildside Kennels, Ed Faron, is an internationally known breeder of fighting dogs and is known as the "godfather" of dogfighting. He authored one of the most infamous books on how to breed and raise dogs for fighting. In February of this year, Ed Faron pleaded guilty to 14 felony dogfighting counts and was sentenced to eight to ten months in prison in addition to probation. This is Faron's second conviction for dogfighting.

This raid has far-reaching implications for proponents of the bloodsport and sends a strong message to others that **dogfighting equals prison**. The raid sent a clear message to remaining dogfighters, reminding them that they cannot flout state and federal law or abuse our canine companions with impunity.

While your **HSUS** has accomplished a lot over the past year, and the last 54 years, cruelty to animals is still a huge problem. Animal fighting organizations are still thriving in cities and towns nationwide, celebrating the suffering of innocent animals for pleasure.

Horrific stories like this of dogfighting and cruelty toward innocent animals do not end ... in December, after an 11-month investigation into an alleged national dogfighting ring, the Pima County Sheriff's Department and **The Humane Society of the United States** raided four Arizona properties. 150 dogs were seized, some bearing

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scars consistent with animal fighting. Nine people were detained by authorities. Among the nine are two men alleged to be nationally recognized figures in the multi-million dollar world of criminal dogfighting.

These are just a few tragic examples of why **The HSUS** needs the strength that will come with your **Spring Membership Renewal**.

How can we stop the violence? How can we help prevent cruelty to innocent animals, and protect the pets in our neighborhoods?

The answer is public leadership ... members like you who will stand up for the lives of defenseless animals; **The HSUS** members who, by their example, demonstrate love and concern toward animals who depend on us.

During 2008, **The HSUS's** animal fighting reward program doubled; a number of states passed laws increasing the penalties for dogfighting; Chicago launched a wildly successful program to combat the bloodsport while helping inner-city youth; and Congress passed legislation making it a federal felony to possess or train dogs for fighting. Due to the help of **HSUS** supporters like you, 2008 could aptly be called the "**Year of the Dog**" for all the victories won in the battle against dogfighting.

So, you can see how very important your continued support this year really is! Help us spread our message of love and compassion for all animals and bring an end to the horrors of animal fighting.

Please renew your membership support and commitment today. The animals need you. **The HSUS** needs you.

I know that you, too, are appalled and outraged when you hear about animal cruelty and the terrible things that happen to puppies, kittens, dogs, cats and other pets.

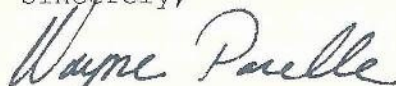
But of course, that's why you joined **The HSUS** in the first place! You believe we can make a difference. You believe in speaking out for the animals who cannot speak out for themselves.

So I urge you - carefully remove the 2009 Membership Card you will find enclosed, then attach the "**2009 Member**" sticker you will find on the outside envelope to your Membership Card. Please, back up your strong convictions by supporting **The HSUS 2009 Spring Membership Renewal** Campaign.

Perhaps you can send \$15, \$25, \$50, or even \$100. I'm sure you'll do the best you can, and I urge you to send your gift just as soon as possible, because our plans for the rest of 2009 hinge so much on membership renewals from friends like you.

Please help us put a stop to all the senseless cruelty that takes away wonderful pets. Your renewal gift today will mean so much to an animal in danger. I look forward to hearing from you.

Sincerely,



Wayne Pacelle

President and Chief Executive Officer

P.S. Even though HSUS membership gifts begin at \$10, many of our members are gracious enough to send \$15, \$25, \$50, or even \$100 or more. Please do the very best you can. Thanks for being such a wonderful friend to the animals!

Never leave your dog in a parked car.



**THE HUMANE SOCIETY
OF THE UNITED STATES**

Celebrating Animals | Confronting Cruelty

*Please read my letter - I want
you to choose your TWO FREE Gifts!*

Dear

I know you and your family are true pet lovers. Dogs, puppies, cats, kittens - animals of all shapes and sizes bring out your soft side. That's why you are among the proud and loyal members of **The Humane Society of the United States**.

Forgive me for being so direct and to the point, but as we go forward into the year, we need your continuing support and financial commitment now more than ever.

Cruelty to animals is a huge problem. Every city, town, and community throughout the U.S., even , reports gruesome violence toward innocent dogs, cats, puppies and kittens. I'm sure you agree, it is a terrible problem.

Just as alarming are reports showing an estimated four million cats, dogs, puppies and kittens are euthanized in shelters each year - that's one pet put to sleep every eight seconds - due to a critical lack of resources, including loving, lifetime homes.

How can we save these innocent puppies and kittens and find them good, loving homes? How can we stop the violence? How can we prevent cruelty to innocent pets in our neighborhoods?

The answer is public leadership ... members like you, who will stand up for the lives of defenseless animals; **The HSUS** members who, by their example, demonstrate love and concern toward animals who depend on us.

It's great that you and 1,500,000 other Americans carry **The HSUS** Member ID card and proudly display kindness toward puppies, kittens, dogs, cats and animals of all shapes and sizes. But, why are there more than 60 million households with companion pets, yet only 1,500,000 HSUS members? My goal is to sign up at least 1,000,000 more members like you.

THAT IS WHY I'M OFFERING TO SEND YOU TWO FREE GIFTS FROM OUR SELECTION OF T-SHIRTS, AND TOTE BAGS TO WEAR OR CARRY IN ORDER TO PROMOTE OUR MISSION OF LOVE AND COMPASSION TO ALL ANIMALS. All you need to do is send a contribution of \$15 and we'll send you your choice of two items from the five **FREE GIFTS** offered on the enclosed brochure. All we ask is that you wear our shirt

(Over, please)

THE HUMANE SOCIETY OF THE UNITED STATES • 2100 L Street, NW • Washington, DC 20037 • humanesociety.org

▼ PLEASE DETATCH HERE AND RETURN IN THE SUPPLIED ENVELOPE ▼

MEMBER REPLY FORM

THE HUMANE SOCIETY OF THE UNITED STATES • 2100 L Street, NW • Washington, DC 20037 • humanesociety.org

- ☐ I want to help The HSUS spread the message to stop cruelty to animals by wearing my HSUS T-shirt or carrying my HSUS tote bag.
☐ I'm enclosing a contribution but prefer NOT to receive free gifts - A126.

Enclosed is my tax-deductible gift: \$15 (includes 2 FREE T-shirts, or Tote Bags).

☐ \$10 ☐ \$15 ☐ \$20 ☐ Other \$_____

Check any two designs:

- ☐ Be Kind to Animals T-shirt - P101 ☐ Cat/Dog on Quilt T-shirt - P003
☐ Dog w/Bandana T-shirt - P105 ☐ Rescue Me Kitty Tote - P106
☐ Grocery Tote - V108

PAYMENT:

- ☐ My check or money order (made payable to **The HSUS**) is enclosed.
☐ Please charge my: ☐ VISA ☐ MASTERCARD ☐ DISCOVER CARD ☐ AMERICAN EXPRESS

Credit Card No. _____ Exp. Date _____

Signature _____
(Required)

Please allow up to 8 weeks for delivery.



In acknowledgement of your membership gift of \$25 or more, you will receive a one-year subscription to All Animals magazine. Your donation of \$25 or more is tax-deductible less the fair market value of \$3.60 for the subscription.

or carry our tote to help tell our story.

Every day a person like you walks their pet or strolls through the mall or is seen working in their yard, people will notice that you are wearing **The Humane Society of the United States** T-shirt, or carrying your **HSUS** tote bag ... proudly.

You don't have to say a word to have a major impact on people around you. The impact of our loving message is contagious. People are genuinely interested and often want to know where they can get a shirt or tote like yours. If they ask, let them know!

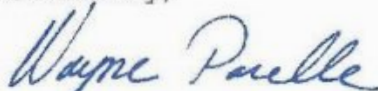
As a member of **The Humane Society of the United States**, you are encouraged to explain our mission and invite others to join our ranks. But your first priority is to enjoy your pet and let others know you are an animal lover, through and through.

We believe your commitment to the tender, loving care of your own pet is a contagious practice. Those observing your kindness will want to duplicate your good deeds to animals. So, you can see how very important you are!

Please make a commitment to continue your support of **The Humane Society of the United States** now. Send your special gift today ... and remember, IT COULD ENTITLE YOU TO YOUR TWO FREE GIFTS FROM OUR SELECTION OF MEMBER T-SHIRTS and TOTE BAGS.

Thanks and please let me hear from you today.

Sincerely,



Wayne Pacelle

President and Chief Executive Officer

P.S. Imagine — over 8 animals per minute are destroyed — a sad and horrible statistic! Please continue to stand with us to make this a kind and gentle world for all animals. Your gift will help make this possible and could entitle you to your **TWO FREE GIFTS**.

P.P.S. In times of terrible disasters, **The HSUS** staff has been responsible for saving lives ... only because membership support made it possible. We need your gift to be ready in the event of a natural disaster. Thanks so much for all you do.

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!

Financial information about The Humane Society of the United States (The HSUS) can be obtained by contacting us at 2100 L Street, N.W., Washington, D.C., 20037, 202-452-1100, or as stated below. **Colorado:** Colorado residents may obtain copies of the registration and financial documents from the office of the Secretary of State, (303) 894-2680, <http://www.sos.state.co.us/> re: Reg. No.20053007448. **Florida:** SC No. CH01705 A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA. **Georgia:** A full and fair description of the programs and activities of The HSUS and its financial statements are available upon request at the address indicated above. **Illinois:** Contracts and reports regarding The HSUS are on file with the Illinois Attorney General. **Maryland:** For the cost of postage and copying, documents and information filed under the Maryland charitable organizations laws can be obtained from the Secretary of State, Charitable Division, State House, Annapolis, MD 21401, (800) 825-4510. **Michigan:** MICS No. 6355. **Mississippi:** The official registration and financial information of The HSUS may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF THE CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://njconsumeraffairs.gov/charity/chardir.htm>. **New York:** Upon request, a copy of the latest annual report can be obtained from the organization or from the Office of the Attorney General by writing the Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. **Pennsylvania:** The official registration and financial information of The HSUS may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. **Virginia:** Financial statements are available from the State Office of Consumer Affairs, P.O. Box 1163, Richmond, VA 23218. **Washington:** The notice of solicitation required by the Charitable Solicitation Act is on file with the Washington Secretary of State, and information relating to financial affairs of The HSUS is available from the Secretary of State, and the toll-free number for Washington residents: 1-800-332-4483. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Inquiries can be made to Thomas Waite, III, CFO at The HSUS. REGISTRATION IN THE ABOVE STATES DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION FOR THE HSUS BY THE STATE.

7 Steps To A Happier Pet

The Humane Society of the United States, in its constant battle to end animal neglect, cruelty and abuse, encourages all its members to take the following actions in support of animals.

- Make sure your pet wears an identification tag to enable him to be returned to you if lost.
- To prevent animal behavioral problems, make sure you enroll your new puppy or dog in behavioral training classes, and visit www.petsforlife.org.
- Animal behavioral problems can be health related. Make sure your pet has a complete medical exam by a veterinarian at least once a year.
- Prepare for disasters. Make sure you have a plan for your pet in the event of a hurricane, tornado, fire or flood.
- Plan for your pet's future in case something happens to you and visit humanesociety.org/petneeds for more information.
- Learn how to avoid dog bites, and how to prevent your dog from biting, by going to www.NoDogBites.org.
- Have a heart, be smart and make sure your pet is spayed or neutered.

Many companies offer a matching gift program that doubles the value of your gift to The HSUS.

Please ask your Human Resources representative for a form, complete it, and send it to us along with your gift today.

Thank you!

IMMEDIATE REPLY TO WAYNE PACELLE

HH0907CF

Dear Wayne,

YES, I did receive my **HSUS 2010 Pet Lover's Calendar**. Thank you for sending me this collector's item. I will hang it in a prominent spot in my home so my friends and family know that I am helping to save the lives of precious animals from cruelty and abuse. I want to continue to help The HSUS carry this important message of love and compassion to others. That is why I am sending my very best gift of:

- ☐ \$10 ☐ \$15
☐ \$20 ☐ Other \$ _____



Celebrating Animals | Confronting Cruelty

2100 L Street, NW • Washington, DC 20037
humanesociety.org

<input type="checkbox"/> My check or money order (made payable to The HSUS) is enclosed.	
<input type="checkbox"/> Please charge my:	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD
	<input type="checkbox"/> DISCOVER CARD <input type="checkbox"/> AMERICAN EXPRESS
Credit Card No. _____	
Exp. Date _____ Amount \$ _____	
Signature _____ (Required)	



THE HUMANE SOCIETY
OF THE UNITED STATES

Celebrating Animals | Confronting Cruelty

Dear

Did you receive your **HSUS 2010 Pet Lover's Calendar** I just sent you in good condition?

I sent you this special **2010 Pet Lover's Calendar** as a **FREE** gift because you have been such a loyal friend to **The HSUS** and a steadfast supporter of our defenseless animal friends.

As one of our best members, your friendship and dedication to **The HSUS** and to the plight of animals has helped **The HSUS** achieve a great deal over the last year, and for more than 54 years.

By hanging **The HSUS 2010 Pet Lover's Calendar** in a prominent spot in your home, you will let your friends and family in Fallbrook, California know that you are helping to save the lives of precious animals from cruelty and abuse.

I wanted you to have our **Pet Lover's Calendar** because your support is a critical part of all that we have achieved. But, it is also an urgent reminder that, even though we've accomplished a lot over the years, we are still facing extremely challenging situations.

your friendship means so much to **The HSUS** and to me. While many people say they love animals, they close their eyes to the suffering and needless deaths.

But you are different! You step forward and speak up for the dogs and cats and puppies and kittens who cannot defend themselves. As a respected member of **The HSUS**,

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Financial information about The Humane Society of the United States (The HSUS) can be obtained by contacting us at 2100 L Street, N.W., Washington, D.C., 20037, 202-452-1100, or as stated below. **Colorado:** Colorado residents may obtain copies of the registration and financial documents from the office of the Secretary of State, (303) 894-2680, <http://www.sos.state.co.us/> re: Reg. No. 20053007448. **Florida:** SC No. CH01705 A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA. **Georgia:** A full and fair description of the programs and activities of The HSUS and its financial statements are available upon request at the address indicated above. **Illinois:** Contracts and reports regarding The HSUS are on file with the Illinois Attorney General. **Maryland:** For the cost of postage and copying, documents and information filed under the Maryland charitable organizations laws can be obtained from the Secretary of State, Charitable Division, State House, Annapolis, MD 21401, (800) 825-4510. **Michigan:** MICS No. 8355. **Mississippi:** The official registration and financial information of The HSUS may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF THE CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://njconsumeraffairs.gov/charity/> chardir.htm. **New York:** Upon request, a copy of the latest annual report can be obtained from the organization or from the Office of the Attorney General by writing the Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. **Pennsylvania:** The official registration and financial information of The HSUS may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. **Virginia:** Financial statements are available from the State Office of Consumer Affairs, P.O. Box 1163, Richmond, VA 23218. **Washington:** The notice of solicitation required by the Charitable Solicitation Act is on file with the Washington Secretary of State, and information relating to financial affairs of The HSUS is available from the Secretary of State, and the toll-free number for Washington residents: 1-800-332-4483. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Inquiries can be made to Thomas Waite, III, CFO at The HSUS. REGISTRATION IN THE ABOVE STATES DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION FOR THE HSUS BY THE STATE.

7 Steps To A Happier Pet

The Humane Society of the United States, in its constant battle to end animal neglect, cruelty and abuse, encourages all its members to take the following actions in support of animals.

- Make sure your pet wears an identification tag to enable him to be returned to you if lost.
- To prevent animal behavioral problems, make sure you enroll your new puppy or dog in behavioral training classes, and visit www.petsforlife.org.
- Animal behavioral problems can be health related. Make sure you pet has a complete medical exam by a veterinarian at least once a year.
- Prepare for disasters. Make sure you have a plan for your pet in the event of a hurricane, tornado, fire or flood.
- Plan for your pet's future in case something happens to you and visit humanesociety.org/petsinwills for more information.
- Learn how to avoid dog bites, and how to prevent your dog from biting, by going to www.NoDogBites.org.
- Have a heart, be smart and make sure your pet is spayed or neutered.

Many companies offer a matching gift program that doubles the value of your gift to The HSUS. Please ask your Human Resources representative for a form, complete it, and send it to us along with your gift today. Thank you!

Your contribution is tax-deductible to the extent allowed by law. In acknowledgement of your membership gift of \$25 or more, you will receive a one-year subscription to All Animals magazine. Your donation of \$25 or more is tax-deductible less the fair market value of \$3.60 for the subscription.

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your continued and compassionate support is helping **The HSUS** step up our efforts to:

- Help stop the cruelty and suffering that results when animals are bred in puppy mills across the United States.
- Assist local shelters so that they can save lives through pet adoption, and spay and neuter programs.
- Increase our efforts to help expand animal cruelty laws and rid the nation of so-called "sports" such as dogfighting and cockfighting.

And your support helps many, many more programs that are crucial to the safety and well-being of animals.

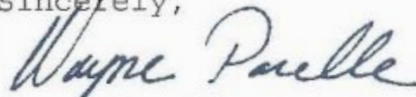
But in order to continue these life-saving programs, we need your continued membership support.

Please help us carry the message of love, compassion and pet owner responsibility to others. Please send your most generous contribution right now.

Your gift today can help in our campaign to put an end to cruelty and neglect for thousands of innocent and loving animals.

Thank you for being such a good friend to **The HSUS**, and most importantly, to the animals.

Sincerely,



Wayne Pacelle

President and Chief Executive Officer

P.S. Please keep and use your new **HSUS 2010 Pet Lover's Calendar** as a free gift from me to you for being such a valued member and friend of **The HSUS**. A full-color calendar of this quality and beauty could cost as much as \$15 in many stores. So please send in your most generous gift today to keep our programs moving forward.

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.