

Compassionate Living and Civic Participation *President's Message*

THE HUMANE SOCIETY OF THE UNITED STATES (HSUS) is a social change organization. Specifically, we seek to change the way people view and treat animals. As I look back on the year 2000—a year of chronological significance because it marks the dawn of a new millennium—I am struck not only by the simplicity of our goal, but also by the complexity of our task in achieving it.

There is no formula for changing attitudes and minds. Each person—shaped by experience, economic placement, cultural biases, ethnic heritage, and other influences—is a complex psychological package, and he or she processes and responds to information in distinct ways. In a country of 280 million people and a world of more than six billion, we cannot sit each person down, learn his or her psychographic makeup, and deliver a scripted message. We have to reach out in broad strokes to the public and hope that we nourish and grow their compassionate instincts. We also have to rely on you, our members and supporters, to be ambassadors for the animals, reaching out to the people in your family, workplace, and community and providing a model of compassionate living and civic participation worthy of emulation.

Our collective task in changing hearts and minds is made all the more difficult by the strenuous defenses offered up by animal-use industries. Whether they are commercial fur trappers, factory farmers, circus industry boosters, or cockfighters, people who are exploiting animals represent significant deterrents to our goal of creating a humane society.

While we appeal to the universal value of alleviating cruelty and suffering, the exploiters also appeal to certain time-honored values that resonate with Americans. They speak of tradition; they talk of freedom; they argue for the preservation of livelihoods. Tradition, freedom, and economic opportunity are powerful values, but they cannot trump considerations of ethical conduct; these values lose their power when they are perverted into an excuse for behavior that causes suffering and misery. Rocks-scissors-paper is a nice game, where one item breaks, cuts, or covers another. It is a game of black and white; it is orderly. But our social order does not work that way. An appeal to freedom that denies liberty to animals or a claim of economic livelihood that diminishes or destroys life itself falls under the weight of its inherent inconsistency.

Important pillars of our work at The HSUS are education, investigation, consumer action, and policy making. Each one is essential in the process of social change.

Education. Many people simply do not know of the abuses that animals endure. Many of us cherish notions of bucolic farms, when, in fact, industrialized factory farms confine animals, denying them the basic freedoms of movement and space. Most do not know that mink or foxes raised on “fur farms” are housed in cages that drive the animals mad before they are killed by electrocution or manual neck-breaking. In order to act, we need to be informed.

Investigation. Investigative work sharpens our awareness of abuses. And with the acquisition of dramatic footage or heretofore unknown information, we expose the abuse. Our investigation of the karakul lamb industry, for instance, revealed yet another compelling reason to shun fur and shut down this cruel industry.

Consumer Action. We vote for or against animal protection every day in the marketplace. When we eat lower on the food chain, we save animals' lives. When we buy products not tested on animals, we eliminate suffering. When we don't wear fur, we save lives. It's that simple.

Policy Making. Laws reflect the values of our culture. And laws constrain the actions of individuals who might otherwise harm animals if their choices were left to individual conscience. In 2000 The HSUS worked to pass ten new animal-protection laws in the U.S. Congress and dozens more in the states. With laws come change.

The HSUS is a catalyst for social change. But our work—and its yield of compassionate action—does not happen without you. Your financial support allows The HSUS to exist and grow. But more than that, you are the voice for animals in every community in this country. You determine what food and household products are stocked and sold in stores. You elect officials to public office. Never forget your power to effect change.



HILARY SCHWAB

A handwritten signature in black ink that reads "Paul G. Irwin". The signature is written in a cursive, flowing style.

Paul G. Irwin
President and CEO

Reaching for Our Vision

AS THE NATION'S LARGEST ANIMAL PROTECTION ORGANIZATION, with more than seven million constituents, The HSUS is stronger than ever. The dedicated HSUS staff of more than 250 people working in Washington, D.C., and 10 regional offices, strives to make the world a better place for animals. Whether the animals are mice used in biomedical testing, pigs confined in crates on factory farms, elephants killed for their ivory, or your own cats and dogs, The HSUS is promoting their protection.

Meeting the Needs of Domestic Animals

In addition to our day-to-day efforts to respond to the numerous inquiries about companion animals, in 2000 we expanded



our Pets for Life™ campaign, which aims to keep pets and people together by helping pet caregivers solve the problems that often cause them to relinquish their pets.

Specifically, the campaign addresses animal behavior issues; rental housing restrictions; changes in lifestyle attributed to moving or the birth of a child; human health problems such as allergies and diseases that weaken the immune system; animal health issues including spaying and neutering; and commitment problems that derive from unrealistic expectations on the part of the pet caregiver.

The HSUS's Pets for Life National Training Center held its first training session in



HSUS/NANCY PETERSON

A student works with a shelter dog at The HSUS's Pets for Life National Training Center.

March 2000. Run in partnership with the Dumb Friends League in Denver, Colorado, the center saw 100 shelter personnel from 32 states and 65 shelters complete training in its first year. This vital program is being funded by Animal Planet™, Frontline, the Kenneth A. Scott Charitable Trust, foundations, corporations, and individual donors.

The HSUS worked on legislation that would benefit companion animals as well. To protect pets traveling by air, we helped draft the Safe Air Travel for Animals Act, significant portions of which were adopted in the Federal Aviation Administration Reauthorization Act in April. It is estimated that up to 5,000 animals a year are injured, killed, or lost due to extreme temperatures, inadequate oxygen supplies, unsafe cargo design, and poor handling techniques.

The HSUS strongly supported the passage of two other bills protecting companion animals. One allows military dogs to find adoptive homes rather than face euthanasia when they retire, and the other provides strict penalties for harming federal law enforcement dogs and horses.



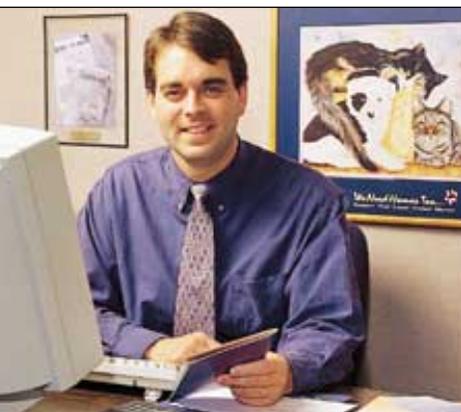
The HSUS helped to pass laws protecting dogs in the military and pets traveling by air.

We Don't Run Shelters We Help Shelters Run Better

RECENTLY HELPED a mid-sized Midwestern city build a beautiful new animal shelter. But I didn't contribute a dime or even lift a shovel. Instead, I wrote a report published by the International City/County Management Association (ICMA) explaining why and how cities and counties should run well-conceived animal care and control programs.

The report, the city's animal control director told me, helped convince city leaders of the need to replace the aging shelter with a new, state-of-the-art facility. It was only the latest validation of the vital role The HSUS plays in helping those on the front lines care for animals and protect the public in the most humane and effective ways possible.

Just as The HSUS promotes the protection of animals, the ICMA promotes quality local government through professional management. Our two organizations have met at the intersection of animal advocacy



and good governance four times since 1981, when we first collaborated in bringing new ideas and best practices in animal care and control to local government leaders. Best practices can be defined as those that protect your kids from being attacked by a dangerous dog, prevent your neighbor's dog from being tied to a chain for hours on end, and safeguard your neighborhood from legions of unsterilized, free-roaming animals.

I first traversed that intersection in 1993, when I wrote our third update of ICMA's influential report on local

animal control management. This year I wrote the fourth update. The intervening years have provided enough time to witness the gratifying transition of new ideas into standard practice.

One of those new ideas was the policy of sterilization at adoption, under which animal shelters spay or neuter all adopted dogs and cats *before* they go home with their new caregivers. The HSUS did not pioneer the concept; it came from an animal shelter that grew weary of having adopters promise in writing to spay or neuter their pets only to renege and later contribute to the overbreeding of pets. But, using our national platform and influence, we helped sell the idea. As we have done for so many best practices that help animals, we wrote reports, published articles, gave workshops, and spoke one-on-one with shelter managers across the country. Today we tell shelters that sterilization at adoption is something every community should be doing right now.

As one local humane society once said, animal shelters feed the hungry, shelter the homeless, and run a matchmaking service on the side. We help shelters worldwide ensure that the food is healthful, the shelter is stress-free, and the adoption is made to a lifelong home. In short, we don't run shelters; we help shelters run better.

It's a role I relish. And thanks to our enduring relationship with an association that promotes good governance, another set of best practices is now reaching an audience of people who work every day to protect the public and help animals get the care they deserve.

—Geoffrey L. Handy, Director, Communications and Campaigns,
Companion Animals and Equine Protection

The HSUS continued our work to protect horses and other equines. We worked with the U.S. Department of Agriculture (USDA) and certain horse industry organizations to strengthen the USDA's enforcement of the Horse Protection Act. In addition, staff members served as expert witnesses on the veterinary treatment of racehorses at a hearing at which the Ohio Veterinary Medical Board prosecuted five racetrack veterinarians for alleged inappropriate use of anabolic steroids in horses racing in Ohio.

Fighting Pet Overpopulation

The HSUS worked hard to combat the ever-present problem of pet overpopulation. Through a program called Project Outreach, the HSUS Great Lakes Regional Office worked to assist impoverished county humane societies and animal control facilities for the Appalachian region of Ohio, and the HSUS Central States Regional Office provided hands-on assistance at a free spay/neuter clinic in Hartsville, Tennessee.

Other regional offices were hard at work as well. The HSUS Northern Rockies Regional Office (NRRO) and West Coast Regional Office (WCRO) assisted Native American tribal leaders in developing programs to prevent pet overpopulation and successfully handle animal control. The NRRO spent more than 47 days working on spay/neuter, vaccination, and educational clinics on 14 reservations. The WCRO helped 852 animals on the Quinault, Warm Springs, Round Valley, and Hoopa reservations.

HSUS staff also helped with the pet overpopulation problem overseas. Working with the University of Pretoria (South Africa) Animal Care and Use Committee, we traveled to Johannesburg, South Africa, to participate in the initiation of a dog population control study. We trained the Johannesburg SPCA staff to prepare and store zona pellucida, the population control vaccine, in liquid nitrogen tanks.

Reaching Out to Shelters

The HSUS works with shelters in many ways. Animal Care Expo—The HSUS's annual international trade show and educational conference for the animal care and control

community—was held in Las Vegas, Nevada, February 16–19. It featured a sold-out exhibit hall, 36 specialized workshops, and nine



Animal Care Expo featured a sold-out exhibit hall, where attendees tried out thousands of useful products.

daylong courses on topics that ranged from illegal animal fighting to animal shelter design. A total of 1,523 animal care and control professionals attended the conference, including 577

first-time attendees and 54 international guests.

The HSUS also promoted National Animal Shelter Appreciation Week (NASAW),

November 5–11. The goal of NASAW is to recognize the many services and programs that animal shelters provide to their communities. This year two new posters—featuring art by Patrick McDonnell, creator of the *Mutts*[®] cartoon—were produced for shelters. In addition, for the third year in a row, McDonnell dedicated a week's worth of the



Mutts cartoon to shelters in honor of NASAW.

Animal Sheltering, The HSUS's bimonthly magazine for animal care and control professionals, has increased its subscriber base to 7,200. The second edition of *Shelter Pages*, The HSUS's national directory of manufacturers, suppliers, and service providers for the animal care and control field, was distributed to more than 20,000 humane organizations nationwide.



Banning a Brutal Trade

A few weeks before I started my job at The HSUS, *Dateline NBC* broke a story on the trade of dog and cat fur products, and I knew I was coming to work at the right place. It took the better part of the 106th Congress to enact a ban on the sale, import, and export of these horrific products, but not much gets done quickly on Capitol Hill. It's like putting together a jigsaw puzzle: You have to make sure each piece is in the right place at the right time.

Representative Jerry Kleczka of Wisconsin (D-4th) had seen the *Dateline* story too. A true dog lover, he was outraged at the brutality. He wanted to ensure that U.S. consumers would no longer be unwitting participants in the purchase of dog and cat fur. As a member of the Ways and Means Committee handling import and export issues,

Rep. Kleczka was well situated to be our champion. We also reached out to Senator Bill Roth (R-DE), chairman of the powerful Senate Finance Committee with jurisdiction over import/export matters. We knew of his lifelong devotion to his Saint Bernards, and as we hoped, he enthusiastically welcomed the opportunity to lead the effort in the Senate.

The drafting process was surprisingly complicated, involving such tricky questions as how to ensure due process for those whose products are suspect. We also wanted to make sure the ban would not be vulnerable to a World Trade Organization (WTO) challenge by a country engaging in the trade of dog and cat fur products. The key was to prohibit all trade of dog and cat fur products in this country in a nondiscriminatory manner. In other words, as long as Congress bans the activity altogether, other countries should not be able to argue that they are being unfairly disadvantaged. We hope this approach will not only protect the dog and cat fur ban against a potential WTO challenge but also serve as a model for future animal protection and environmental laws to survive a WTO challenge.

—Mimi Brody, Director, Federal Legislation



WALTER LARRIMORE



Our Animal Services Consultation program, conducted through evaluations of several local animal care and control agencies, makes recommendations for improvement.

The HSUS Animal Services Consultation program, our fee-for-service consultation program for local animal care and control agencies, evaluated agencies in Maryland, New Mexico, Oklahoma, Pennsylvania, and California. At the request of government officials or a nonprofit's board of directors, The HSUS assembles a team of experts to perform a site visit and make recommendations about how to improve local agencies' animal services.

Humane Society University (HSU), designed to provide animal shelter professionals with the ideas and theories behind managing a successful business, graduated more than 30 students in 2000.

HSU received honorable mentions from the Corporate University Xchange's Excellence Awards and the National Alliance of Business. The **HUMANE SOCIETY UNIVERSITY** certificate program through Johns Hopkins University received the 2000 ACHE Distinguished Credit Program Award sponsored by Wayne State University. The national recognition HSU has enjoyed contributed to its success in receiving a grant from the Geraldine R. Dodge Foundation.

Providing Disaster Relief

Valentine's Day thunderstorms spawned tornadoes in south central Georgia, bringing staff from the HSUS Southeast Regional Office (SERO) and members of the HSUS animal disaster response team together to provide assistance. Their efforts included searching for and rescuing animal victims, setting up temporary animal facilities at the local animal shelter, and providing animal supplies for pet caregivers affected by the tornadoes.

In June, wildfires developed in New Mexico, affecting the communities of Los Alamos and Santa Fe. The HSUS teams cared for more than 700 animal victims of the disaster. Two teams from The HSUS joined local animal control officers to rescue



HSUS disaster relief efforts included setting up temporary shelters for animal victims.

Saying Good-Bye to a Kindred Spirit

MOST DAYS I don't know whether to laugh or cry. Every day people send us pictures, poems, funny anecdotes, and tales about their pets, relatives, and friends who have passed away. I find these informal eulogies to be incredibly moving. Most of the letters sent to the Kindred Spirits™ memorial program are filled with touching stories that reveal the heartbreak of saying good-bye. They serve as testaments to the powerful love that other living beings stir in our hearts and the profound effect they have on our lives.

I know how hard it is to lose a pet. I have lost three dogs in my life. I almost lost my fourth two years ago. My six-month-old yellow Lab was diagnosed with a tumor. My husband and I were devastated. Luckily he had surgery to remove the cancer, and to this day, he is cancer free. But not everyone is so lucky.

The idea for an official HSUS memorial program came to me when my grandfather died in 1998. I did some research and soon realized that there were no animal welfare groups that had formal memorial programs. Since losing a pet can be as traumatic as losing a family member, I knew The HSUS had a responsibility to create a way for people to make tributes in memory of their beloved pets.

The letters I read and my own experiences also told me that when death occurs, people often feel a compelling need to express their deep feelings about their lost loved ones. In 2000, we began accepting entries for the first edition of our *Diary of Kindred Spirits*, a commemorative book that we plan to publish annually. The diary is a forum in which people can celebrate the special bonds they shared with animals and memorialize these kindred spirits by sharing the stories of their lives and how much they meant to those left behind.

When you lose someone precious to you, it is nice to have something to hold on to and remind you of how much that loved one meant to you.

—Robin Bacon, Manager,
Kindred Spirits memorial program



HILARY SCHWAB

animals who had to be left behind following the sudden, urgent order to evacuate.

August saw a continuation of wildfires in Montana and nearby states. The NRRO mobilized the HSUS mobile veterinary clinic and its new field response trailer and worked side by side with the Gallatin Valley Humane Society to establish a temporary shelter at the county fairgrounds. The NRRO also served as Animal Incident Command and helped create disaster plans for specialized animal facilities such as the Beartooth Nature Center.

To help animals and caregivers in future disasters, The HSUS signed a Memorandum of Understanding with the Federal Emergency Management Agency (FEMA) to help communities develop disaster plans that address the needs of animals and their caregivers. Called Project Impact, it is the first and only such agreement with an animal protection organization.

In March the SERO hosted the first National Animal Disaster Conference (NADC) with the Florida Department of Agriculture and Consumer Services, the Florida Division of Emergency Management, and the USDA. The three-day event drew more than 300 participants from 36 states and three countries. At the conference, The HSUS was instrumental in developing the National Animal Disaster Coalition, which comprises several other animal protection organizations active in disaster relief, as well as federal government agencies such as FEMA and the USDA.

With a generous grant from the Geraldine R. Dodge Foundation, The HSUS completed the comprehensive *Disaster Planning* manual, which outlines how to develop household, animal facility, and community disaster plans for animals.

HILARY SCHWAB



HSUS staff and FEMA's James Lee Witt, middle, display the historic Project Impact agreement.



Helping Farm Animals

The HSUS promoted National Farm Animals Awareness Week in 2000 by sponsoring a life-sized fiberglass cow in CowParade New York 2000. Our cow, entitled *A Walk in the Pasture*, was painted by HSUS Artist-in-Residence Ron Burns, and carried the message, "Celebrate Farm Animals Awareness Week."



Our urban bovine stood on New York's Avenue of the Americas to promote farm animal awareness.

The HSUS began work on a campaign to educate and mobilize opposition to hog factory farms. Our efforts included instigating a Florida ballot initiative banning the use of gestation crates for pregnant sows and advising an alliance of Iowa hog farmers who are interested in developing a strategic plan to raise hogs according to a humane, sustainable ethic.

We are also reaching out to the academic and scientific communities regarding farm animal welfare. HSUS staff spoke at more than 10 universities in the United States and Britain. In 2000, we helped three graduate students attend the International Society for Applied Ethology Conference held in Brazil in October. This conference is the leading forum to present new findings in animal welfare science.

Protecting Wild Animals

Living with wildlife is one of the major challenges facing us as we enter the twenty-first century. The HSUS Urban Wildlife Sanctuary Program (UWSP) works with state agencies, civic and community leaders, and even individual homeowners to establish model programs that result in protection and humane treatment of and appreciation for wildlife and our environment, while enhancing community life.

Our urban wildlife seminar series continued with special public forums in Monterey County, California, held in

conjunction with the Monterey Society for the Prevention of Cruelty to Animals. We provided training in conflict resolution strategies for people dealing with Canada geese in Wisconsin and Virginia, as part of our continuing efforts to stop the roundup and slaughter of these birds. And we produced more than a dozen video segments, *Wild Neighbors Minutes*, that aired on the HSUS Animal Channel.

The UWSP reached a broad audience, sharing ways to make the urban and suburban landscapes more hospitable to the wild creatures who share these environments. Through its property certification for individual landowners, municipalities, and others, the UWSP fosters humane and positive interaction with our wild neighbors. The program's newsletter, *Wild Neighbors News*, was expanded and issued quarterly, reaching more than 10,000 new contacts during the year.

The HSUS Wildlife Land Trust (WLT) concluded a seventh successful year protecting wild animals by permanently preserving their natural habitats. In 2000, we dedicated 12 properties as wildlife sanctuaries that will be permanently protected from hunting, trapping, logging, and development. The WLT now protects 57,502 acres on 45 sanctuary properties in 19 states and three foreign countries.

The HSUS made significant progress in its efforts to use immunocontraception to provide humane, nonlethal management of wildlife, including captive populations. Most notably, our field tests showed that the porcine zona pellucida (PZP) vaccine can be used to reduce small populations of white-tailed deer in suburban environments. We also advanced our efforts to develop a safe, long-lasting, single-dose vaccine for preventing pregnancies in wild horses, deer, and other species. Internationally, The HSUS continues to work with South African National Parks to make immunocontraception a cost-effective tool for controlling



The HSUS WLT dedicated 12 properties as permanent wildlife sanctuaries.



HSUS staff and volunteers work to humanely reduce populations of white-tailed deer.



HSUS/JANE GARDNER

The HSUS helped keep New Jersey's black bears safe from hunters' sights.

populations of African elephants on parks and reserves.

At the same time, The HSUS actively opposed lethal methods as wildlife management tools. We scored two important victories in New Jersey. First, we mobilized citizen opposition and stopped a proposed hunt of the state's black bears. The HSUS offered to cooperate with the state both to implement educational programs to help New Jersey residents coexist with bears and to provide aversive conditioning to teach "problem" bears to avoid humans and their property.

Second, The HSUS backed wildlife activist Jack Schrier for the New Jersey Fish and Game Council. The governor's appointment of Schrier is a landmark advance in state wildlife management, one that The HSUS will work to repeat in other states across the country.



Former New Jersey Governor Christie Todd Whitman appoints nonhunter Schrier to the state's wildlife council.

We have been directly engaged in many hotly contested battles regarding mourning dove hunting. The day before Thanksgiving, in a lame-duck session of the Michigan legislature, we learned of a stealth effort promoting two bills to authorize a mourning dove hunt. In a down-to-the-wire struggle, we sent out thousands of alerts, mobilized our grassroots activists, phoned our membership, wrote testimony against the legislation, and assembled a lobbying and public relations strategy, defeating the Senate bill by a single vote.

The HSUS also supported state ballot initiatives restricting hunting and trapping. Washington voters enacted a ban on body-gripping traps for recreation and commerce in fur; Alaska voters passed a ban on same-day airborne hunting of wolves and defeated a prohibition on wildlife protection initiatives; Montana voters passed a measure to ban canned hunts; and Arizona voters defeated a supermajority requirement for wildlife protection measures.

We also worked relentlessly to secure funding for a \$1 million pilot program with the USDA's Wildlife Services to develop nonlethal predator control methods.



DIANE ENSIGN



SAVE THE MANATEE CLUB/PATRICK M. ROSE

The HSUS staved off a mourning dove hunt and filed a lawsuit to protect manatees.

Helping Marine Wildlife

January 2000 saw the launch of a major coalition effort to protect the endangered Florida manatee. The HSUS and more than a dozen other environmental and animal protection organizations filed a lawsuit to force the U.S. Fish and Wildlife Service and the Florida Fish and Wildlife Conservation Commission to properly implement and rigorously enforce the Endangered Species Act in regard to the manatee. By the end of the year, settlements increasing the number of manatee sanctuaries, slowing boat speed zones, and increasing speed zone enforcement were imminent.

The HSUS fought proposed expansion of the definition of dolphin-safe tuna to include tuna caught by chasing, encircling, and netting dolphins to be considered dolphin-safe. We filed a lawsuit to overturn former Commerce Secretary William Daley's decision to weaken the dolphin-safe label definition. A federal judge agreed with our position, but the U.S. government is appealing the judge's decision. We also filed suit in the Court of International Trade to maintain the embargoes on dolphin-deadly tuna.

The HSUS took several actions to protect whales. In October we filed a lawsuit against the National Marine Fisheries Service, charging the agency with failing to protect the highly endangered North Atlantic right whale. Only some 300 North Atlantic right whales are left in the wild, concentrated in waters off the East Coast of North America.



CETACEAN SOCIETY INTERNATIONAL

We filed another lawsuit to help the highly endangered North Atlantic right whale.

The HSUS continued the fight to keep the worldwide moratorium on commercial whaling in place. At the annual International Whaling Commission (IWC) meeting, we presented a paper on the evolving role of the IWC itself. Our position is that the IWC has evolved through practice and international law from a body that simply regulates whaling to one that encompasses the protection of whales and their habitat. In addition, The HSUS presented a paper asserting that Japan is in violation of an