



Promoting the protection of all animals



2004 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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Front and back cover photography:
Horse, dog, duckling, piglet, and cat by Diane Ensign.
Elk and beaver by Jim Robertson. This page by Jim Robertson.

A Special Bond

AT THE HUMANE SOCIETY OF THE UNITED STATES (HSUS), we celebrate the bond between animals and humanity—that innate affinity and sense of fellowship that most people feel toward the creatures of the world.

Animals enrich our lives in so many ways. In America alone, there are more than 60 million households with dogs and cats; in most of them, these creatures are seen and cared for as part of the family. Millions more people have horses, who inspire us with their grace and beauty. One hundred million Americans watch birds, marveling at their design and feats of flight. Some 200 million Americans travel to national parks and other protected areas to see animals in the wild. And more than nine million people support The HSUS, entrusting to us the responsibility of helping spare animals from cruelty and abuse.

The HSUS seeks to strengthen the human-animal bond. With our Pets for Life® program and other efforts, we work to promote the union of people and pets; to educate people about responsible care, including spaying and neutering; and to help shelters and animal control agencies better fulfill their mission. Our Wild Neighbors™ program teaches people about living harmoniously with the wild creatures who share our backyards and communities, fostering an ethic of kindness and respect for these creatures.

We also work to repair that bond of respect where it is violated. When people place dogs in a pit and force them to fight to injury or death—taking delight in the bloodletting that ensues and gambling on the outcome—the bond has been broken. When farmers pack millions of pigs or chickens in windowless sheds and confine them so intensively that they cannot turn around or extend their wings—turning animals into meat, milk, and egg-producing machines—the bond has been broken. When so-called sportsmen shoot exotic animals in a fenced enclosure to collect new trophies—what we call *canned hunts*—the bond has been broken.

We believe that in every act of cruelty, human beings not only do harm to animals, but also diminish and degrade themselves. There is a right way to treat animals and a wrong way. And The HSUS stands as a beacon, guiding us in the ways of understanding and mercy.

Our bond is also with you—our members and supporters. We operate only because of your generosity. In the pages that follow, you'll learn more about the work of our 400 staff members—veterinarians, animal scientists, lawyers, lobbyists, animal sheltering specialists, investigators, and others—and countless volunteers and supporters committed to fostering an ethical relationship with animals.

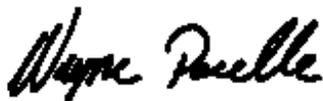
In 2004, soon after I assumed the post of president and CEO of The HSUS, we forged yet another bond worth noting. As the year drew to a close, The HSUS board of directors voted to unite with The Fund for Animals, one of the nation's leading animal protection organizations, founded in 1967 by the legendary Cleveland Amory.

Through the years, I had heard a familiar refrain from animal advocates: "There are so many animal groups with a common purpose. Why don't these groups get together?" Well, we heard you and responded.

And now as we look ahead to 2005, The HSUS is a force stronger than ever, more united than ever, better prepared than ever to fight cruelty and to spread the spirit of compassion.

I am so grateful for your support. Together, we face the awesome and inspiring task of building a humane society, person by person, heart by heart. We cannot fulfill that mission without your confidence and your active, ongoing help.

Thank you.



Wayne Pacelle
President & CEO



HILARY SCHWAB

Moving Forward

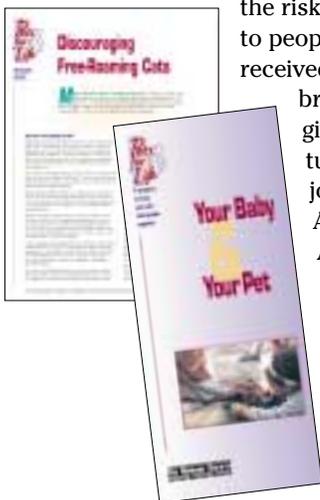
FOUNDED IN 1954 AS A CHARITABLE NONPROFIT ORGANIZATION, The Humane Society of the United States (HSUS) now counts more than nine million members and constituents. We have worked for 50 years to create a more humane and sustainable world through our many programs, regional offices, and affiliates. We have helped families care for their pets and supported the work of animal sheltering professionals in communities around the globe. We have helped people live in harmony with their wild neighbors and children develop compassion and respect for animals and the environment. We have advocated for animals, speaking out in local, regional, state, federal, and international arenas. We have relieved the suffering of the animal victims of neglect and cruelty, disasters, and institutional abuse. And with our historic union with The Fund for Animals at the close of the year, we will continue in coming decades to be an ever more effective force for change in the world.



Keeping Pets and Their People Together



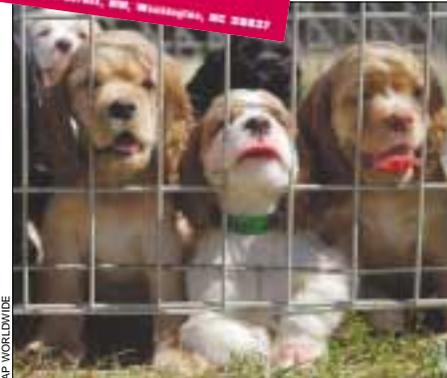
Our Pets for Life® program to help people meet the responsibilities of caring for their pets again grew in 2004, touching even more families. New projects included translating our pet behavior tip sheets into Spanish and making them available online. We also sent new brochures and other materials to 31,000 physicians to dispel the myths about the risks toxoplasmosis poses to people with cats—and we received requests for 130,000 brochures for them to give their patients in turn. And we again joined the U.S. Administration on Aging in celebrating Older Americans Month in May, this time promoting the health benefits of caring for pets.



We also launched www.StopPuppyMills.com, a new website to let consumers know the truth about highly commercialized dog breeding operations. Author Nancy Levine helped us spread the word by directing readers of her new holiday book, *Homer for the Holidays*, to the site and distributing our new bookmark promoting it at book signings.



Our Safe Cats™ campaign to spread the word about the importance of keeping cats safely inside their homes also continued to expand, with regional public outreach and the mayors of Sacramento, California, and more than a dozen Texas cities—and the states of Connecticut, Maine, Massachusetts, and New Hampshire—declaring an official Safe Cats Week.



AP/WORLDWIDE

Our Pets for Life program and Safe Cats campaign continued to grow during the year, and we launched a new website for our Stop Puppy Mills campaign to end the abuses of the commercial dog breeding industry.

Touching Lives

PERHAPS THE SAGEST ADVICE I received in college was not from a professor, but from a friend. “If you want to help animals, go work in an animal shelter,” she said. “You need that perspective.” And I’ve come to see that having that perspective couldn’t be more important in the work I do today. It was good to work directly with animals who needed my help but hard to know that just hoping each one would find a home wouldn’t make it a reality. I needed to work harder than ever to help fix the problem of animal homelessness.

At the shelter I knew many animals would be in need of adoption, but I wasn’t prepared for the magnitude of the problem. I was equally dumbfounded by the parade of relinquished high-priced purebred dogs. Their people were always quick to note that the dogs “had papers,” thinking this might facilitate adoption. But purebreds can suffer in a way that mixed breeds normally don’t—many are forced to produce puppies in puppy mills.

I’ll never forget the first time I learned about puppy mills. I was horrified by the brutality: row after dismal row of cages stacked up, all packed full of dogs who appeared sick, sad, and broken of spirit. It’s even more of an outrage that these dog factories—for they are little else—still operate today.

Puppy mills are unique enterprises. The very people who want to help dogs are the ones condemning them, simply because they patronize (often unknowingly) these factories. It’s simply a matter of supply and demand. If people would stop buying the puppies, there would be no incentive to mass produce them. The pet industry has masterfully manipulated the public into forgetting about the parents who produce those puppies, dogs who have no hope of ever having a real home.

We work to stop these places in many ways—including legislation and enforcement—but this is an issue that will only be won through public education. The more people who understand that puppy mills lurk behind well-designed Internet sites, local newspaper ads, and pet stores, the more dogs we’ll save. I have yet to meet anyone who has looked at our website, www.StopPuppyMills.com, and gone away unmoved to take action.

Today, I find myself with my dream job at The HSUS. I’m responsible for handling a multitude of issues, from the plight of guard dogs to the proper care of hamsters and every critter in between. But my primary focus is on ridding the country of the puppy mills that use dog lovers’ emotions to fuel their unspeakable business. It takes me back to my days at the shelter, as I continue to hope for a lifelong home for all companion animals. And although I can’t put my hands on the animals who need my help, I still know that I need to work harder than ever because we can’t simply hope this problem away.

—Stephanie Shain, Director of Outreach, Companion Animals



WALTER LARRIMORE

More than 1,000 animal sheltering professionals from nearly every state and almost 30 foreign countries attended our thirteenth annual Animal Care Expo educational conference.



Helping Shelters and Communities

We held our thirteenth annual Animal Care Expo in Dallas, Texas, bringing training to more than 1,000 animal sheltering professionals from nearly every state and almost 30 foreign countries. And our Animal Services Consultation program went to five cities during the year to help shelters and local animal control agencies improve their operations to better serve their communities.

Our Rural Area Veterinary Services (RAVS) program continued providing free spay/neuter



Our RAVS program brought free veterinary services to some 25,000 animals in communities here and abroad without other access to such care.

surgeries, veterinary care, and humane education in communities without access to them here and abroad, bringing treatment to some 25,000 animals during the year. More than 500 veterinary students participated, gaining invaluable experience and an introduction to humane work.

Animal Sheltering[®], our bimonthly magazine, continued to be an essential resource for the animal care and control community, and we produced the sixth annual *Shelter Pages*[®], our invaluable directory of sheltering products and services. We also again celebrated National Animal Shelter Appreciation Week to raise awareness of local shelters’ important work. And to help shelters face the growing problem of animal hoarding, we produced a new video and brochure on establishing an animal hoarding community task force.



Our Dallas Spay/Neuter Clinic and Animal Wellness Center staff performed more than 6,000 spay/neuter surgeries and nearly 13,000 examinations



THE HUSLS

Our Dallas Spay/Neuter Clinic and Animal Wellness Center provided more than 6,000 spay/neuter surgeries and nearly 13,000 veterinary examinations.

during the year, in addition to helping provide veterinary care for some 300 small dogs seized by authorities from a suspected puppy mill. Staff also provided presentations and humane education resources to hundreds of area grade school students.

For the eighth year we chaired the New Jersey Governor’s Domestic Companion Animal Council, which manages the state’s Animal Population Control Fund to provide low-cost spay/neuter surgeries for the pets of people on public assistance and animals adopted from shelters. And after we developed the marketing plan and lobbied

for a Florida Animal Friendly license plate to similarly fund the state’s spay/neuter efforts, the bill was passed and signed by the governor.



Protecting the World’s Wildlife

Our Protect Seals campaign continued to focus attention on Canada’s commercial seal hunt—applying pressure to the government with rallies and mailings to travel agents and college newspapers—and helped secure a Belgian ban on seal fur products.



HILARY SCHWAB



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



DIANE ENSIGN

Full Circle

AFTER GRADUATING from veterinary school, I had the good fortune to practice in an “all creatures great and small” rural area in northern California. During those 11 years, I became very aware of the inequity with which veterinary care is distributed. My clients were generally poor and isolated, especially those on the Round Valley Reservation near Covelo. I loved the life of a rural practitioner, despite the long hours and constant emergency schedule that made it seem like I was living in a fire station.

However, I also wanted to further my training and try my hand at teaching. So I took advantage of an opportunity to do an internal medicine residency at the University of California. Seven years later, I found myself on the faculty of the University of Tennessee’s College of Veterinary Medicine in Knoxville. Though doing equine medicine and surgery at a teaching hospital was a long way from the reservation in Covelo, I always wanted to address the problem of delivering humane care to animals in underserved rural areas. It was also becoming clear that veterinary education was developing a “disconnect” between student training in school and the realities of much of the world outside.

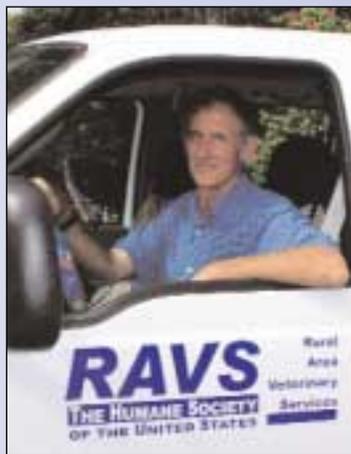
By chance my wife, Ila Davis, DVM, PhD, DACVIM, came upon a volunteer medical organization in Knoxville, and we began volunteering to help with animal health issues on the American Indian reservations of the Dakotas. We found that this was also an excellent opportunity for students to learn medical and surgical skills and to come into contact with the real world so far away from affluent American society.

Over the next five years our volunteer activities grew and the program expanded to include communities in Appalachia and Central America, as well as ever more reservations. We were recognized by the American Veterinary Medical Association as the Humane Veterinarian of the Year in 1999. But it was the enthusiasm of our young volunteers and the appreciation of the communities we visited that pushed us to do more every year. By 2001, I had two full-time careers, and something had to give. As much as I enjoyed teaching, the opportunity to make a difference in the lives of animals and provide an alternative model of veterinary practice to students was just too good to pass up. So when The HSUS offered to take over the program in 2002 and allow me to make it my only job, I jumped at the chance.

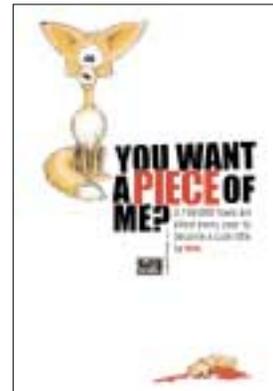
Since then we’ve expanded the reach of Rural Area Veterinary Services to more than 30 American Indian reservations, eight Latin American countries, three islands in Micronesia, and countless communities in Appalachia. We also responded to last December’s tsunami in South Asia by sending teams to Sri Lanka and Thailand.

Of course, we also do regular clinics in my old practice area on the Round Valley Reservation. My career has now come full circle, and I feel fortunate to be able to really help alleviate the gap in animal health care I recognized so many years ago.

—Eric Davis, DVM, MS, DACVS, DACVIM, Director,
The HSUS Rural Area Veterinary Services



Our second annual Design Against Fur! contest involved anti-fur advertisement designs by more than 300 students from 30 universities.



More than 300 students from 30 U.S. universities joined our second annual Design Against Fur! contest to maintain global awareness of the horrors of the fur trade. Donors sent some 700 fur garments during the year for us to distribute to wildlife rehabilitators, who use



We distributed some 700 donated fur garments to wildlife rehabilitators.

them to comfort the orphaned and injured animals in their care.

And we made more progress toward securing a ban on the cat and dog fur trade throughout the European Union.

We helped pressure the National Marine Fisheries Service into holding an interagency summit on protective measures for critically endangered right whales. We also played a key role in winning the battle to keep the zero mortality rate goal provision in the Marine Mammal Protection Act.



We pushed for protections for right whales and other marine mammals.

Our Wild Neighbors™ program worked with other groups in developing Humane Wildlife Solutions, a model program for urban wildlife conflict resolution, and continued to provide Urban Wildlife Sanctuary Program members with tips on living humanely with wildlife in our *Wild Neighbors News* newsletter. Our humane Canada goose management efforts expanded again during the year in communities from Washington State to Washington, D.C., and we produced more issues of our *Goose Tracks*™ newsletter for program coordinators and



Going Toe to Toe

IN OUR WORK on animal cruelty cases, we often hear prosecutors exclaim their amazement at the intense public reaction a particular case provokes—often far in excess of criminal cases involving human victims. People naturally feel sorrow and outrage when they see animals—arguably the most vulnerable, innocent members of our society—victimized by abusers.

That's how I felt when we first heard about Sunbear, a two-year-old chocolate Labrador retriever, who was cruelly starved by his caretaker. When he was discovered locked inside his West Virginia home without food and water, Sunbear was skin and bones. He was just barely able to stumble out the front door and roll down the side of a hill to a creek for a desperate drink of water. Despite valiant efforts to save him, Sunbear quietly died at a veterinarian's office a few nights later.

Perhaps it was Sunbear's heartbreaking image moments before he died, or perhaps it was his resemblance (in his happier, healthy days) to my own beloved Lab Chester, that struck a particular chord in me. In any case, we were not about to let Sunbear's death go unanswered.

When the man responsible for Sunbear's grim death, Hubert Wilmer, skipped town, it seemed unlikely that he would ever resurface. But thanks to a bit of luck and a lot of diligence, we helped track him down after he applied for a job in Michigan. Within hours Wilmer was on his way back to West Virginia in handcuffs, and within months he was convicted of animal cruelty.

While Sunbear's case exemplifies the power of a single image to inspire public sentiment, individual cases of cruelty are not where our fight ends. Animal cruelty abounds at a larger, institutionalized level, and that is where we have turned our attention—toward illegal animal fighting rings.

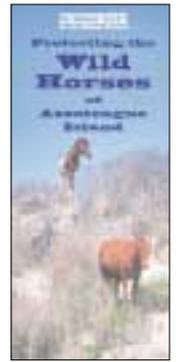
Last December, I joined several HSUS staff members, federal law enforcement officials, and state police in a raid on a top hog dog "rodeo" facility in South Carolina's Chester County, while officials in three other states conducted simultaneous raids. Hog dog fighting pits trained attack dogs against trapped feral pigs, who suffer repeated attacks and bloody mutilation. The multistate busts netted the arrests of eight leading hog dog fighting organizers, as well as the seizure of more than 100 abused fighting animals.

On the scene of that South Carolina raid, I looked into the eyes of the dejected, chained dogs who had been through so much; into the eyes of the terrified hogs in various states of injury and disfigurement; and then into the still hopeful, innocent faces of puppies yet unaware of the horrors that might have awaited them. Seeing their faces helped remind me that the countless thousands of animals killed in animal fighting rings and other acts of cruelty across the country are more than just a statistic—they are all individuals deserving of our protection.

—Ann Chynoweth, Esq., Director, Animal Cruelty and Fighting Campaign



WALTER LARRIMORE



volunteers. We served again on the U.S. Wildlife Services' National Advisory Committee, promoting nonlethal wildlife conflict resolution. Our immunocontraception programs continued to reduce wildlife conflicts around the country—and our new brochure explaining these efforts on Assateague Island's wild horses for the National Park Service generated an enormously positive response.

We testified on behalf of state and community prohibitions on the use of elephants and other wild animals in circuses. Our work to educate people about the wild and exotic pet trade also continued, and we held several workshops to help the sheltering community cope with this growing problem.

We distributed even more of our Give Wildlife A Brake!™ materials to help protect animals from the dangers of highways, and the Federal Highway Administration continued to use our joint video on making roads safer for wildlife. We were also invited to serve on the National Academy of Sciences' new Task Force on Ecology and Transportation.

Our Cape Wildlife Center on Cape Cod admitted nearly 2,000 injured, ill, and orphaned animals during the year and provided training for veterinary and college students from the United States and overseas.

Center staff raised community support to oppose the pheasant-stocking program for hunters on the Cape Cod National Seashore and to demand studies of the impacts of offshore wind farm facilities on wildlife. We also continued to support the Cape Cod Rabies Task Force and the Cape Cod Stranding Network's efforts to rescue stranded marine mammals and continued producing our *Wild News and Views* newsletter for community members.



HILARY SCHWAB

We offered testimony to support state and community bans of the use of elephants and other wild animals in circuses.



THE HSUS

Our Cape Wildlife Center in Massachusetts provided care to more than 2,000 injured, ill, and orphaned wild animals.





THE HSUS

THE HSUS

CAPE COD STRANDING NETWORK, INC.

And with 11 new sanctuaries established during the year, The HSUS Wildlife Land Trust now permanently protects wild animals on more than 72,000 acres in 23 states and five countries from hunting, trapping, development, and commercial logging and continues keeping donors up-to-date with our *Wildlife Lands* newsletter.



Combating Animal Cruelty

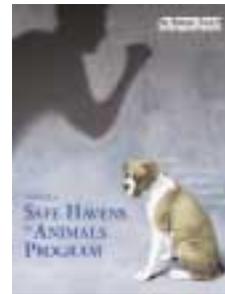
We provided local, state, and federal officials training and assistance in investigating and prosecuting illegal animal fighters from California to Maine during the year. Our efforts helped secure the conviction in New York of a major publisher in the dogfighting industry. After participating in the investigation, we helped coordinate a raid on a huge cockfighting operation in Florida that resulted in the seizure of more than 1,700 fighting birds. We also were instrumental in the development of South Carolina's dogfighting task force and supported efforts to devote a state police investigator exclusively to this crime. We assisted Oklahoma authorities in two of the largest dogfighting raids in the state's history, resulting in 22 arrests and 200 dogs seized. We were also active in a major Montana puppy mill case and a massive California cruelty investigation involving some 500 horses.



THE HSUS

We helped investigate and raid a Florida cockfighting operation, resulting in the seizure of more than 1,700 fighting birds.

Our First Strike® campaign to raise awareness about the connection between animal cruelty and human violence held some 40 workshops here and abroad for more than 2,000 attendees. We sponsored our fourth annual Animal Cruelty/Human Violence Awareness Week, distributing a new poster and flyer on providing temporary housing for the pets of family violence victims to more than 5,000 animal and domestic violence shelters and social services agencies and introducing a manual to help them develop Safe Havens for Animals™ programs.



Our immunocontraception programs to humanely manage deer populations continued on New York's Fire Island (top left) and suburban Maryland. Our Give Wildlife a Brake! campaign grew, as well, with our participation on the National Academy of Sciences' new Task Force on Ecology and Transportation to better plan safe passage for animals across highways (center). And our support of the Cape Cod Stranding Network's efforts to rescue stranded marine mammals continued (right).

Responding to Disasters

When four major hurricanes hit Florida late last summer and fall, we answered the call for help. Our National Disaster Animal Response Team (DART) members set up centers to provide rescue services, immediate relief and first aid, supplies, and sheltering, and we helped move dozens of animals out of harm's way. Throughout the rescue and recovery efforts, we managed companion animal issues for Florida and handled thousands of calls to the state's pet hotlines.

We also held our third National Conference on Animals in Disaster—this time in Philadelphia—providing training for more than 300 responders from around the country. We continued to support State Animal Response Team (SART) efforts, serving on steering committees for several states and entering into a Memorandum of Understanding with the North Carolina SART. We were also invited to join the National Disaster Education Coalition as its only animal protection organization.



THE HSUS



We held our third National Conference on Animals in Disaster for more than 300 emergency responders (above top) and answered the call for help after Florida's hurricanes.



Fighting Factory Farming

Our campaign to promote humane, sustainable farming practices continued to focus most heavily on Iowa, with new publications, a joint conference, and meetings with hundreds of residents to generate support, while our *Manure Money Pit* report exposed the tax exemptions given to industrial hog farms. We also helped a group near Sioux City, Iowa, set up a local food system and farmers' market to support traditional local producers.

We responded to revelations about workers' horrific treatment of chickens at the Pilgrim's Pride slaughterhouse in West Virginia and launched an online petition drive to include poultry in the Humane Methods of Slaughter Act that generated 70,000 signatures by year's end. Families in Maryland also approached us to help them fight a new chicken factory farm planned near their homes.

We began a suit against the New Jersey Department of Agriculture to strengthen its proposed Humane Standards for Domestic Livestock, and we continued our work to improve the National Organic Standards, urging the U.S. Department of Agriculture (USDA) to strengthen provisions and close loopholes. Our support for Humane Farm Animal Care's Certified Humane food label also continued, and we are helping Whole Foods Market® draw up its own humane guidelines. Our staff also presented several practical workshops in humanely handling cattle.

And in new projects abroad, Humane Society International (HSI)—our global arm—supported the development of a rural

treatment center and recovery site for donkeys and other large working animals in Rajasthan, India, through Animal Aid Unlimited. We also successfully conducted the first segment of a three-year model Animal Welfare Training initiative in Bali.



We launched an online petition drive to secure protections for chickens, turkeys, and other poultry under the Humane Methods of Slaughter Act that garnered more than 70,000 signatures by the year's end.



HSI supported a rural treatment center and recovery site for working animals in India and began a model training initiative in Bali.



Relieving Research Animal Suffering

We launched a campaign to pressure Allergan, Inc., the makers of Botox® Cosmetic, to end its use of the outdated and inhumane LD₅₀ test, generating more than 5,500 letters and phone calls to the company. We held a three-day workshop for international experts and continued producing our *Pain & Distress Report* newsletter on the latest developments in alleviating animal distress in laboratory research. We also coordinated an international coalition to speak for animals at the Organization for Economic Cooperation and Development, which administers a testing guidelines program that potentially affects millions of laboratory animals.

Some of our new materials promoted educational memorial programs that allow people to donate their deceased pets to veterinary and biology anatomy laboratories, and we continued supporting student dissection choice initiatives. We also distributed materials on reducing animal pain and distress at a conference attended by some 4,000 members of the animal research community, and we took the lead on drafting extensive care standards for mice, rats, and birds used in research who fall under Animal Welfare Act regulations.

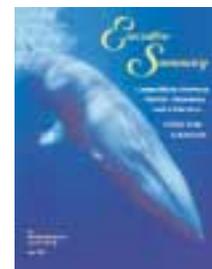


We worked to end the use of lethal animal testing in the production of Botox Cosmetic.



Providing International Leadership

For the fifty-sixth annual International Whaling Commission (IWC) meeting, HSI launched a study disputing whaling countries' claim that whales compete with international fisheries. We also helped reverse the U.S. delegation's





HSI disputed pro-whaling nations' claim that whales compete with international fisheries, helped reverse a weak plan for whaling oversight, and won adoption of a humane killing resolution at the IWC.

support of a weak, unenforceable

plan for overseeing commercial whaling in the event that the ban is lifted. And we played a leading role in a new coalition of nongovernmental organizations (NGOs) whose humane killing resolution was adopted at the meeting.

The thirteenth Conference of the Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) met in Bangkok, Thailand, and we drafted comments on key proposals that resulted in protections for minke whales and Irawaddy dolphins. We also coordinated NGO efforts at the second meeting of the Inter-American Convention for the Protection and Conservation of Sea Turtles. Twelve NGOs signed our statement successfully urging the adoption of a resolution to increase protections for leatherback sea turtles.



HSI also gained support for international protections of leatherback sea turtles.

We supported attempts to stop violations of the Mediterranean drift-net ban, and we expanded our efforts to combat swim-with-the-dolphins programs, especially in the Caribbean, ending the year with a victory by helping shut down Antigua's only facility. We also continued working to regulate human-caused marine noise, successfully lobbying in international forums for strong policy positions on military sonar and seismic exploration by the oil and gas industry.



We continued combating swim-with-the-dolphins programs, helping shut down Antigua's only facility.

Our trade capacity building program in Central America continued to grow, and—with the Global Alliance and the CITES Secretariat—we sponsored a regional CITES enforcement

workshop in El Salvador. And as Greece prepared for the summer Olympics, we joined a coalition that successfully encouraged the government to initiate a humane animal control program to prevent the poisoning of street dogs.

True Fortune

IT WAS MY FIRST DAY on the job. When my boss introduced me to my new colleagues at the senior staff meeting as the new controller, they—of all things—applauded! During my 20 years of experience in public accounting and commercial real estate, that was a first.

Coming to The HSUS as the controller and later becoming the treasurer and CFO was a sea change for me. I have always had a passion for animals, growing up with a plethora of cats and dogs and developing a fascination with frogs that continues today. Joining The HSUS was thus an easy decision for me, even though I knew that I would not be directly participating in the programs that help animals.

In fact, that was probably the good news. Working for The HSUS brings tremendous highs, but with these highs come equally terrible lows from witnessing the suffering of so many animals around the world. Dealing with this suffering is a struggle for me, as it is for many people. It is difficult to learn about dogs and cats being slaughtered in China for fur, exotic animals being shot in small pens by hunters just for the sake of “trophy” kills, and baby seals being brutally bludgeoned on the ice in Canada. These are just a few of the issues confronting HSUS staff. In fact, it takes very special people who love



animals to take on the daily task of fighting such brutality, looking into the animals’ sad eyes, and being criticized by so many for doing what we all know is the right thing.

I consider myself fortunate to have a meaningful career using my business experience to help such a noble cause. However, I feel even more fortunate to support the people who have courageously fought—and who continue to fight—the long and often thankless battles to help make this world a better place for animals. These are the people whom I applaud.

—G. Thomas Waite III, Treasurer and CFO

In the wake of Washington State’s mad cow disease case, we helped establish—and defend—a ban on the use of downed cows for human consumption.



Speaking Out on Capitol Hill

We successfully pushed Congress to sustain funding for Animal Welfare Act enforcement, despite intense budget pressures and proposed cuts by the president. We also helped maintain funding for USDA enforcement of the Humane Methods of Slaughter Act, including a dedicated \$5 million in fiscal years 2004 and 2005, and we helped secure \$800,000 in increased funding for enforcement of the federal animal fighting law.

Our swift response to the mad cow disease case in Washington State at the end of 2003 helped convince Secretary of Agriculture Ann M. Veneman to immediately ban the use of “downed” animals too ill or injured to walk for human food. We then helped defend the ban against the cattle industry’s efforts to weaken it. We again coordinated a spring “stampede”



We helped build cosponsorship for several federal bills, including a resolution urging Canada to end its commercial seal hunt.

on Capitol Hill with the Buffalo Field Campaign, setting up meetings with offices, and worked with a large coalition to draft and support a moratorium on bison slaughter.

We helped generate cosponsorships and secure passage of legislation that authorized funding to protect marine turtles. We also helped build cosponsorship for bills to stop the transport and slaughter of horses for human consumption, to require the use of a bittering agent in antifreeze to prevent the poisoning of animals and children, to urge the Canadian government to end its commercial seal hunt, to protect dolphins, and to ban the use of steel-jaw leghold traps. And we fought a bill to weaken the Migratory Bird Treaty Act, helping prevent its passage until the final closed-door negotiations on the omnibus appropriations bill when it was attached with no hearings or public debate.



We launched a ballot initiative to protect Maine’s black bears from hounding, baiting, and trapping.

Advocating in State Legislatures

We launched a ballot initiative in Maine to halt the use of hounds, bait, and traps in hunting black bears, collecting twice the number of signatures required and breaking the state’s signature record. The measure was narrowly



AP WORLDWIDE

defeated, but we will continue our battle to stop these inhumane practices. We fought a Michigan bill to authorize dove hunting that narrowly passed and then launched a referendum to allow voters to decide the issue. We also combated a measure to prop up Florida's greyhound racetracks with slot machines to increase gambling revenues that just barely passed in spite of the huge sums our opponents spent.

In 11 states we aided in the passage of 15 new laws during the year, helping achieve bans on exotic pets in New York and Minnesota, foie gras in California, greyhound racing in Pennsylvania, and large cat declawing in California, while ensuring veterinarian reporting of animal cruelty in California and greyhound injury reporting in New Hampshire, student dissection choice in Virginia, humane euthanasia in Kentucky, and increased animal cruelty and fighting penalties in Iowa, Maryland, Massachusetts, and New York.

Our state lobbyists also met with 100 state legislators at the National Conference of State Legislators, building relationships and developing new leaders for animal protection around the country. We continued building our Humane Action Network, holding our annual Legislative Fly-In in June for 20 attendees from 19 states that resulted in many new cosponsorships. We work with 35,000 activists to promote our legislative agenda through the network and *Humane-Lines*, our grassroots e-newsletter. And our award-winning bimonthly newsletter for activists—*Humane Activist*—continued to generate citizen action on federal and state measures to ensure animal protection, while our federal and state *Humane Scorecards* again provided voters with information on their legislators' animal protection records.

Standing Up in the Courts

We won several landmark courtroom victories in 2004, successfully defending against challenges to voter-approved measures in Oklahoma—where the state Supreme Court upheld the cockfighting ban without dissent—and in Washington State and California, where we helped stop assaults on laws banning the use of traps, poisons, baiting, and hounding to protect wildlife and pets.

New Jersey's Supreme Court—relying on arguments we presented previously with The Fund for Animals and overturning a lower court ruling—with a unanimous decision canceled a bear hunt only days before it was scheduled to begin. Along with The Fund and other organizations, we also reached a settlement with the federal government in a suit challenging a lethal "study" of mountain lions' impact on bighorn sheep in Arizona.



We fought a measure to prop up greyhound racing in Florida and won a ban on the practice in Pennsylvania and mandatory reporting of racing injuries in New Hampshire (top left). We fought a Michigan bill to authorize dove hunting and launched a referendum to allow voters to decide the issue (center). And we helped build cosponsorship for a bill to stop the transport and slaughter of horses for human consumption (right).

We won our challenge of a lethal study of mountain lions impact on bighorn sheep in Arizona.

The U.S. Court of Appeals for the Ninth District again refused to allow the Makah Indian tribe to hunt gray whales off the Washington State coast. And with several other groups we won another major ruling from the federal district court in San Francisco that blocked the U.S. Commerce Department's attempt to weaken the dolphin-safe tuna labeling program.

The year also saw the launch of our new Animal Protection Litigation section, which will employ eight full-time lawyers and supporting staff, outside counsel,



We supported animal-friendly measures—and fought policies that would harm animals—in communities and state legislatures across the country.



So It Begins

AS FAR BACK as I can remember I've loved animals. They were my companions and confidants. But not all my early memories are good. I recall being so excited I couldn't sleep the night before a second grade field trip to a circus, but it was nothing like I'd imagined. The elephants seemed so scared and sad, and my teacher couldn't understand why I wanted to leave.

In fifth grade I wrote a report on the plight of whales. Thrilled with my grade and the subject, I continued writing school reports about animals. When not in school—while my friends were babysitting—I walked neighbors' dogs and took care of their cats.

When I went to law school, I wanted to use my degree to protect animals. But at the time, animal law coursework was practically nonexistent. So I volunteered at a number of organizations, learning as much as I could. When I joined The HSUS's Investigations staff, I quickly discovered that state animal cruelty laws were tragically inadequate. I worked with local prosecutors and state legislators to enhance the penalties for animal abuse—which were misdemeanors equivalent to parking violations in most states.

For the last seven years, I have worked to protect animals on a global scale at the International Whaling Commission (IWC) and the Convention on International Trade in Endangered Species (CITES). At the IWC we work to maintain the moratorium on commercial whaling, which Japan and its allies continue to attack each year.

The week before my first IWC meeting, my mother mailed me my fifth grade report on whales. After reading through the first few paragraphs on whale anatomy—likely copied straight out of an encyclopedia—I read about how whales were being slaughtered and how this had to stop.

Much has changed since 1975. In 1986 the IWC passed a whaling moratorium. I no longer go to circuses—unless I'm handing out literature at the gates encouraging people not to attend. Animal law courses are almost

commonplace among the top law schools, and 41 states have increased animal abuse penalties from misdemeanors to felonies.

I also now have a daughter, who is three years old. She tells me that our two cats are her best friends. But some things remain painfully the same. My daughter's preschool teacher just informed me that her class will be going on a field trip to a circus. And so it begins.

My fifth grade whale report is now in my desk at work. On days when I feel completely frustrated by the sheer will of some countries to diminish the few international protections for animals that exist, I pull out my report and it reminds me just how lucky I really am. Each day I get to do what I have always wanted to do—protect animals.

—Kitty Block, Esq., Director, Treaty Law, Oceans, and Wildlife Protection, Humane Society International



WALTER LARRIMORE

and pro bono attorneys in the nation's largest in-house department of its kind. The staff will prosecute ground-breaking cases and help train lawyers and law students working to make a difference for animals.

Teaching Compassion

The National Association for Humane and Environmental Education (NAHEE)—our youth education affiliate—reached more than a million children with *KIND News*®, our monthly classroom newspaper and the most widely used humane education program in the country.



We developed several new materials during the year, including a colorful dog-bite prevention poster and an activity kit for preschoolers. We also launched Story Mountain, a new section on our website for children that includes stories from our

Troubadour's Tales audio CD. And we developed the sixth workshop in our Teach Kids to Care professional development series for animal care and control personnel. During the year we conducted 10 of the workshops, training 517 attendees.



NAHEE and Humane Society University (HSU) unveiled our Certified Humane Education Specialist self-paced, online program. HSU also launched the world's first bachelor's degree in humane leadership—an accelerated online program—with Duquesne University's School of Leadership and Professional Advancement. And HSU staff developed a fundraising manual specifically for the sheltering community and offered more than 60 workshops during the year—reaching 3,700 students altogether, nearly double the number taught in 2003.



HSU launched two new online programs to help animal advocacy professionals further develop their skills.

Spreading Our Message

Our online efforts brought our programs and messages into hundreds of thousands of homes and businesses during the year.



Our *Humane Living*, *HumaneLines*, and *Pets for Life* e-newsletters brought news, expert advice, and urgent action alerts to readers every week, while other e-mail communications highlighted specific campaigns and promoted benefits from our corporate partners. We redesigned our flagship website to highlight our action alerts, encourage visitors

to join our online community, and help people find their nearest animal shelters.

Our video and multimedia productions reached millions of viewers through our websites and television broadcasts. We filmed in locations around the world, covering issues from trophy hunting, animal hoarding, and animal fighting to hurricane disaster relief and humane urban wildlife conflict resolution. We also assisted hundreds of reporters working on stories about animal protection issues during the year. Through press releases, interviews, opinion-editorials, letters to the editor, and other outreach efforts, we continued to influence ever more policy makers and build public support.

An Evening with Van Cliburn—the piano recital benefit held at the John F. Kennedy

An Evening with Van Cliburn—our fiftieth anniversary benefit—brought legislators, foreign ambassadors, and an appreciative audience together to celebrate all animals.



GLENNWOOD JACKSON



Center for the Performing Arts in Washington, D.C., in February—was a great success in celebrating all animals and

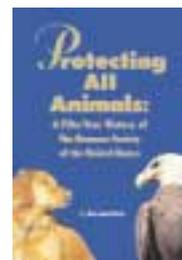
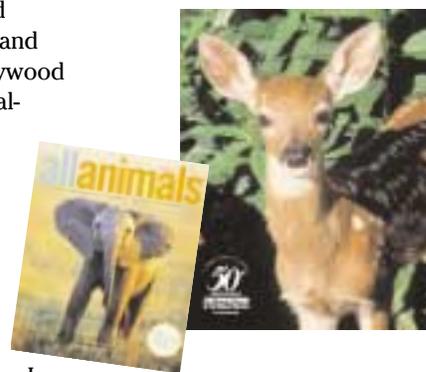
our fiftieth anniversary, with a guest list including legislators, foreign ambassadors, and First Lady Laura Bush. Our Hollywood Office's presentation of the star-studded eighteenth annual Genesis Awards ceremony again encouraged the major media to raise public awareness of animal protection issues in publications, broadcasts, and film. And our second annual Spotlight Humane exposition and cruelty-free fashion show at the Hollywood Paladium showcased the many animal-friendly lifestyle choices available to consumers.

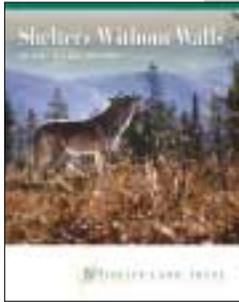
During the year we included several special anniversary features in *All Animals*®, our membership magazine, including a serial gatefold timeline, four pages of extra articles highlighting our past achievements, and a special gift poster in every issue. In addition to this—and more than a half-dozen quarterly and bimonthly newsletters to support our programs—we published *Protecting All Animals: A Fifty-Year History of The Humane Society of the United States* by Bernard Unti, PhD, the chronicle of our first half-century and the larger humane movement. And we continued to produce other outreach materials, from bumper stickers and brochures to scholarly reports to event programs and banners, in support of our vital work—a total of more than five million printed pieces during the year. And while we always have used recycled paper for our publications, in 2004 affordable, high-quality, 100-percent post-consumer recycled paper—processed without chlorine and printed with soy-based ink—became commercially available for us to use in nearly all of our materials.

We were very gratified to be recognized with a number of awards for our materials and services again this year. An issue of *All Animals* won honorable mention for design at *Folio* magazine's annual Ozzie Awards. Graphic Design USA bestowed five 2004 American Graphic Design Awards for our Wild Neighbors gardening brochures,



At the eighteenth annual Genesis Awards, senior vice president of International Programs and Regions—and HSI president—Patricia A. Forkan, president and CEO Wayne Pacelle, vice president of our Hollywood Office Gretchen Wylar, and Virginia McKenna, guest of honor, (left to right) recognized animal-friendly members of the major media.





Reptiles as Pets DVD sleeve, *Shelters Without Walls* Wildlife Land Trust annual report, 911 donor reception invitation, and Safe Havens for Animals manual and poster, and we received three Creativity Awards of Distinction for our anniversary branding ad, Van Cliburn event logo, and Club Sandwiches Not Seals T-shirt design, each of which will appear in the *Creativity 34 Annual*.



We were also presented with the 2004 Society of National Association Publishers EXCEL Gold Award for Newsletter Editorials for a *Humane Activist* article and four Awards of Excellence for Editorial for *All Animals*, *Humane Activist*, and *Animal Sheltering* articles. We were granted 2004 Awards for Publications Excellence for *Shelters Without Walls*, *Protecting All Animals*, an issue of *Humane Activist*, and articles from *Humane Activist* and *All Animals*. And we were awarded Cat Writers Association Certificates of Excellence for our *Your Baby and Your Pet* brochure and an *Animal Sheltering* article.



An edition of NAHEE's *Critters with Character Lesson Plans* was selected as one of the year's top educational resources in *Instructor* magazine's



"Best of 2004" product review, while the *Troubadour's Tales* audio CD was chosen as a 2004 Parents' Choice Approved Award winner. And our video production of *Camp Collie* won First Place in the Advocacy/Public Awareness category in Latham Foundation's Search for Excellence Awards.

For the third consecutive year, the Maryland Work-Life Alliance awarded us the Workplace Excellence Seal of Approval for our dedication to building workplace excellence. We were also awarded the TOPS! Maryland Employer of Distinction Award, sponsored by the Maryland Society for Human Resource Management State Council and *The Daily Record*, and the 2004 Successful Worklife Strategies Award from the Human Resources Association of the National Capital Area to recognize our continuing commitment to our staff.



We achieved a great deal of progress in making the world a more humane place during 2004, but our work is not yet done. So we remain dedicated to continuing our efforts—with your ongoing support—during our next half-century and beyond.

Thank You

Our efforts would not be possible without the generous support of our members, and we extend our sincere appreciation to everyone who helped us make the world a more humane place during the year.

We also gratefully acknowledge the following members of our Humane Legacy™ recognition society—as well as those who wish to remain anonymous—who intend to name us as beneficiaries in their wills, and whose gifts will help ensure that our work to protect animals will continue into the future.

Susan Atherton
Dorothy Ayers
Kimberly Ayers
Jenifer, Pez, Alley, and Rupert Bagby
Molly Ballentine and David Selig
Banner Living Trust
Brian Bolton
Lorie and Mark Bowers
Sonia Brake
Susan Query Bratton
Brenda A. Carswell
Cindy F. and Richard M. Cochran III,
in honor of Virgil E. Ford Sr., DVM
Chad Collins

Cherilyn E. Crabill
Karen Dembosky
Susan C. Detmaur
Barbara S. Drake, in memory of Tiki
Grace Driskill
Jerry Dyer and Jerald Kaseman
Benjamin T. Friedman, MD
Roberta Fuss
Virginia Gliwa
Lynn Grados
Carmen Grey
Leslie Grimes (and the late Daniel Grimes)
Laura Haislip
Margaret Hakkila
Sherry Hale
Valerie Hart
Stacy Hopkins
Cynthia G. Idell
June Johns
Alicia Johnson
Sherri Johnson
Diane and Robert Keadle
Lisa Kirk
Karen Kopriva
Marilyn Lampard
Cindy Lewis
Pamela Lilly
Catherine Lomuscio
Kathryn and John C. Lotz
Robin Mackenroth
Sue Magnuson



Sharon Marchisello
Pauline M. Marsden
Micki Morrison
Katherine G. and Daniel G. Morse
Ted and Beverly Paul
Colleen Porter, Betty Breaux, Corkie,
and Maggie
Kim Pundai
Verna Rooney
Christine Rupp
Carol Sacks
Angie Samborski
Jody Sartain
Herta ("Thera") Snaider
Bonnie Tone
Tamara Vargo
Suzanne Westgaard
Penny Dallas Woodbury
Tibeca Yao
Colleen Reilly Yoest
Rudolph Zwack

We also continue to work with nationally respected companies in innovative ways to support our many programs. These relationships broaden the reach of our humane message to an ever greater audience, and we warmly thank all of our corporate partners for their continuing support and commitment.

THE HUMANE SOCIETY OF THE UNITED STATES
COMPARATIVE FINANCIAL OPERATIONS REPORT
 FOR THE YEARS ENDED DECEMBER 31, 2004 AND 2003

Consolidated Statement of Financial Position

	December 31	
	2004	2003
Assets		
Cash and cash equivalents	\$10,416,125	\$5,082,758
Receivables	6,724,876	5,446,189
Prepaid expenses, deferred charges, and deposits	2,006,728	3,186,725
Investments, at market value	96,370,414	92,937,715
Fixed assets, net of depreciation	<u>10,229,778</u>	<u>9,552,495</u>
Total Assets	<u>\$125,747,921</u>	<u>\$116,205,882</u>
Liabilities		
	\$14,261,707	\$13,509,299
Net Assets		
Unrestricted	79,690,584	72,129,687
Temporarily restricted	11,010,811	9,941,440
Permanently restricted	<u>20,784,819</u>	<u>20,625,456</u>
Total Net Assets	<u>111,486,214</u>	<u>102,696,583</u>
Total Liabilities and Net Assets	<u>\$125,747,921</u>	<u>\$116,205,882</u>

Consolidated Statement of Activities

	Unrestricted	Temporarily Restricted	Permanently Restricted	Year Ended December 31	
				2004 Total	2003 Total
Revenue, Other Additions, and Transfers					
Contributions and grants	\$55,799,194	\$6,978,737	\$170,623	\$62,948,554	\$58,456,981
Bequests	15,422,673	198,407	—	15,621,080	10,419,796
Investment income	2,876,077	258,770	—	3,134,847	3,670,164
Sale of literature and other income, net	<u>3,837,394</u>	<u>315,474</u>	—	<u>4,152,868</u>	<u>4,376,729</u>
Total Revenue and Other Additions	\$77,935,338	\$7,751,388	\$170,623	\$85,857,349	\$76,923,670
Transfers (Net assets released from restrictions)	6,934,070	<u>(6,934,070)</u>	—	—	—
Total Revenue, Other Additions, and Transfers	<u>\$84,869,408</u>	<u>\$817,318</u>	<u>\$170,623</u>	<u>\$85,857,349</u>	<u>\$76,923,670</u>
Expenses and Other Deductions					
Animal-protection programs					
Public education, membership information, and publications	\$36,319,557	—	—	\$36,319,557	\$24,196,485
Cruelty investigations and regional offices	5,945,404	—	—	5,945,404	5,464,579
Wildlife, animal habitat, and sheltering programs	11,562,555	—	—	11,562,555	10,551,527
Youth and higher education programs	3,000,848	—	—	3,000,848	3,095,362
Legal assistance, litigation, legislation, and government relations	2,599,539	—	—	2,599,539	2,297,755
Animal research issues and bioethics and farm animals	1,669,685	—	—	1,669,685	1,774,087
Supporting services					
Management and general	7,091,082	—	—	7,091,082	6,039,120
Membership development	1,131,089	—	—	1,131,089	1,015,755
Fund-raising	<u>10,485,252</u>	—	—	<u>10,485,252</u>	<u>20,430,014</u>
Total Expenses and Other Deductions	<u>\$79,805,011</u>	<u>0</u>	<u>0</u>	<u>\$79,805,011</u>	<u>\$74,864,684</u>
Change in net assets before net appreciation in fair value of investments	\$5,064,397	\$817,318	\$170,623	\$6,052,338	\$2,058,986
Minimum pension liability adjustment	(841,786)	—	—	(841,786)	451,206
Net appreciation in fair value of investments	<u>3,338,286</u>	<u>252,053</u>	<u>(11,260)</u>	<u>3,579,079</u>	<u>12,045,218</u>
Change in Net Assets	<u>\$7,560,897</u>	<u>\$1,069,371</u>	<u>\$159,363</u>	<u>\$8,789,631</u>	<u>\$14,555,410</u>

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



WE RECEIVED EVEN MORE MEDIA COVERAGE IN 2004, with more than 8,000 appearances during the year. Our new president and CEO was profiled in several major outlets—most notably *The Washington Post*, the *Los Angeles Times*, and the *Hartford Courant*—and interviewed on live radio programs from the Voice of America's *Talk to America* to National Public Radio's *Diane Rehm Show*.

Our fiftieth anniversary also gained press attention. *The Washington Post* reviewed our benefit Van Cliburn concert, and *Animal Planet Radio*, a nationally syndicated program, broadcast interviews of our staff. *Dog Fancy* also ran a "Humane for Half a Century" feature.

The announcement of The HSUS's union with The Fund for Animals received strong press coverage in Scripps-Howard news service—which was syndicated nationally and appeared in many newspapers—while *The Washington Post*, *The Baltimore Sun*, and *The Chronicle of Philanthropy* also ran stories on this historic combination of two major animal protection organizations.

Our efforts to combat cockfighting were mentioned in media outlets such as the Associated Press (AP), *The Boston Globe*, ABC News, *USA Today*, and *The Washington Post*. *The Hill* and Knight-Ridder news service noted our support for a federal bill to ban the interstate transport of fighting birds, and a multistate animal fighting raid in December

resulted in media coverage in the *Los Angeles Times* and other major outlets. Our staff also was quoted in a *USA Today* story on animal hoarding and appeared on Montel Williams' television show to discuss the animal cruelty/human violence connection.

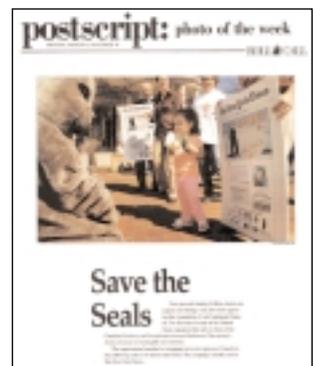
The AP cited us in an article on alternatives to dissection and Virginia's student dissection choice law that ran on the national wire. When a military base in Colorado was discovered harming goats for research, the AP, *The (Colorado Springs) Gazette*, *Rocky Mountain News*, and *Army Times* reported our concerns. *Newsday* also mentioned us repeatedly in a three-part series on animal research.

The AP, CBS News Radio, FOX News, MSNBC, the *St. Petersburg Times*, and the *Palm Beach Post* were among the outlets for some 80 news articles covering our efforts to provide relief for the animal victims of the year's string of hurricanes. A story on pet care related to the 17-year-cycle cicadas quoting our staff ran in a national AP story that appeared in more than 70 outlets, and we were cited in a similar story in the *Los Angeles Times*. *Parenting* magazine also quoted us in an article on dog-bite prevention. *Cooking Light* featured our tips on avoiding holiday pet hazards, and *Country Living* cited us in a story on traveling with pets. *Woman's Day* urged readers to visit our website for information on pet care, while *Prevention* reported our outreach to physicians across the country to dispel the myths of the threat of toxoplasmosis to cat caregivers.

Bear hunting and baiting issues, principally in New Jersey and Maine, resulted in a flurry of media coverage quoting or citing us in the AP, *The New York Times*, *The Washington Post*, *The Philadelphia Inquirer*, and Knight-Ridder. *The Wall Street Journal* quoted us in a front-page story on the Maine bear baiting initiative. The AP, *The Washington Post*, and *The Baltimore Sun* covered bear hunting in Maryland. We also generated significant coverage on Michigan dove hunting, including many broadcast appearances and an opinion piece in the *Detroit Free Press*. *Time* magazine published our letter opposing the trophy hunting of large cats. The AP ran an article noting our efforts to stop Canada's commercial seal hunt, and our staff appeared live on Canadian network television to discuss our opposition. And *People* magazine published a feature citing us on urban wildlife issues, while *Time* quoted our staff in a story on conflicts between communities and beavers.

After the escape of a pet tiger in Florida, we generated coverage in a national AP story, *The Miami Herald*, the *Palm Beach Post*, and the South Florida *Sun-Sentinel*, as well as interviews with several broadcast networks. An interview with NBC News resulted in stories airing on *NBC Nightly News*, the *Today* show, and MSNBC, and *ABC World News Tonight* also consulted us.

There was a great media response to farm animal issues, including an AP article on the launch of the first Certified Humane restaurant that ran in more than 160 newspapers nationwide. As Thanksgiving Day approached, an AP food writer noted our efforts to include poultry in the Humane Methods of Slaughter Act, the *St. Petersburg Times* published an editorial endorsing these efforts, and CNN aired a piece highlighting the Certified Humane label program and Ayrshire Farm, with comments from our staff.





**THE HUMANE SOCIETY
OF THE UNITED STATES.**

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Printed on 100% recycled paper, made with 50% post-consumer waste and processed chlorine free, with soy-based ink. By using this environmentally friendly paper, we have saved 51 fully grown trees; 10,327 gallons of water; 24 million BTUs of energy; and 2,471 pounds of solid waste while preventing the creation of 3,880 pounds of greenhouse gases. Calculated based on research by Environmental Defense and other members of the Paper Task Force.