



## [ From the President ]

**O**ur 2010 annual report is a compendium of the problems facing animals, but it is also a chronicle of our efforts to turn the situation around. It is painful to confront cruelty, but none of us should be bystanders in the face of the current crisis for animals. We must do something about it, and The HSUS exists to exert the collective power of millions of people of conscience to show a better way for the whole of society.

The task is immense because there are so many varieties of animal harm and exploitation—in the realms of agriculture, animal research and testing, fashion, and wildlife management, as well as in more modest areas of commerce and entertainment that involve the use of so many animals. Because the animals have no voice, we must act as their surrogates and call others to a more honorable and decent standard of care for creatures less powerful than ourselves. Our challenge is compounded by the resistance of our political adversaries, who are often not only wedded to the status quo but also well-equipped to defend their positions in the political domain. Only through determined, multipronged, and strategic action can we overcome these many roadblocks and make animals' lives better, bringing us all, step by step, closer to creating a humane society.

We must of course focus on the crises right in front of us, and we do. There's no time to waste because animals are homeless, in distress, or in fighting pits right now. That's why The HSUS has developed so many capabilities to provide hands-on care for animals in need—through our five animal care centers, our veterinary services programs, our disaster response work, and our emergency deployments in cases of cruelty and neglect. In 2010, we provided direct care and relief to about 100,000 animals, putting our assets to use in so many areas where local communities do not have the resources or the expertise to step in and provide relief where needed.

But if that's all we did, we would be failing in our mission. Our great charge must be to prevent cruelty. If we only come to the aid of animals already injured, left homeless, or otherwise in distress, we will expend all of our resources attacking the symptoms of the problem. We must expand our efforts to strike at the root causes of cruelty, so that animals don't get in trouble in the first place.

Take, for instance, our successful effort in Missouri to pass Prop B, a ballot measure to crack down on puppy mills. There are 3,000 mills in the state, with perhaps 200,000 breeding animals and up to 1 million puppies churned out each year by these large-scale breeders. If we just rescued the discards or came to the aid of extreme cases of cruelty, we'd be chasing our tail. We need to put all of the bad operators out of business through the force of law, and to set up humane standards of care for those breeders who decide they'll play by the rules. It's more efficient and, in the long run, it's better for animals that we work on the front end—otherwise, we'd face a never-ending tide of animals and burn through all of our resources with no end in sight.

Similarly, we also work at the federal level to combat systemic abuses of animals. Each year, 73 million sharks are killed globally for their fins, used as an ingredient in soup. By strengthening our federal law to ban finning, as well as working in international circles to curb the industry, we are helping to prevent the gruesome killing of so many of these creatures.

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**Building Humane Communities:** In 2011, HSUS programs have continued to combat root causes of animal suffering. At a recent End Dogfighting in Chicago event, volunteer Angela Love-Bradford (right) helped owners sign their dogs up for free rabies vaccinations, training classes, and spay/neuter surgeries. At another April event, The HSUS worked with local church leaders to provide vaccinations and other services for pets of families in underserved areas.

We've not yet shut down Canada's seal hunt, but we are methodically closing down markets for sealskins and diminishing the commercial value of the pelts, making the whole enterprise for the sealers and the government of Canada a losing proposition. Through these efforts, we are saving hundreds of thousands of seal pups every year, and we'll not relent until the job is finished once and for all.

So much of our mission involves exposing abuse and holding it up to the light of day, reminding people that the mistreatment of animals violates the standards and ideals of our civil society. In 2010, The HSUS conducted five major exposés of factory farming, investigating some of the largest companies in agribusiness and exposing their extreme and callous confinement of animals raised for food. Factory farming is an example of human creativity and innovation divorced from conscience. We are reminding the American public about the need to sync our economic institutions and our commercial practices with our values and ideals.

Last year, we also exposed the archaic practice of bear baiting in South Carolina, plus cockfighting in Texas and so many other cruel practices throughout the nation.

It's part of our effort to throw back the curtain on animal abuse, and to call the good people of America to act on their conscience.

And person by person, we are spreading the message—to young people in urban communities, to people of faith, to law enforcement officials, to political leaders, and even to corporate leaders involved in industries that

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There's no group in the world like The HSUS. It brings more capabilities, more know-how, and more urgency to the fight for animals than any group ever has. As we press forward on so many fronts, we need your help more than ever.

We are grateful for all you do for us, and your continued support will allow us to expand our efforts to usher in changes for animals that we've worked so long to achieve.

Wayne Pacelle, President & CEO  
The Humane Society of the United States