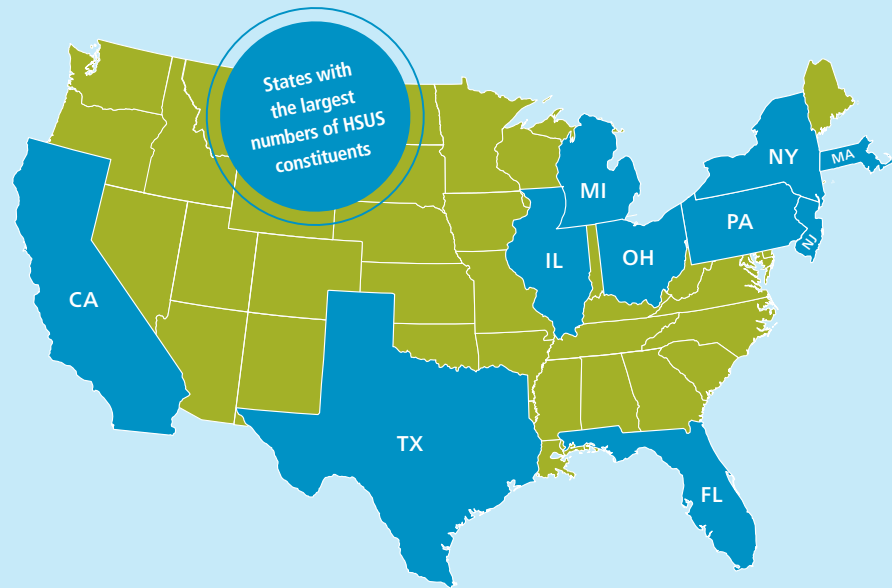


We are...STRONG

11+ million supporters of The HSUS's work

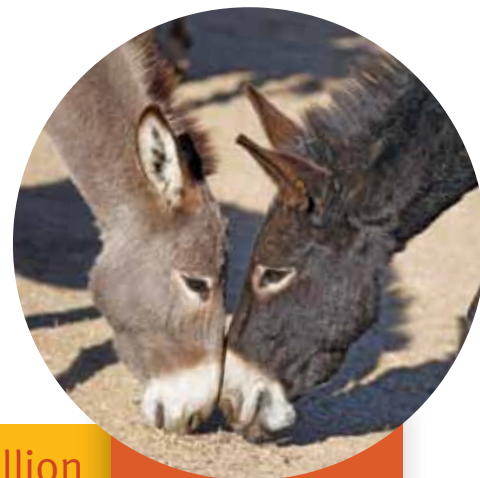
1 million+ readers of *All Animals* & *Kind News* magazines



We are...PLUGGED IN

1.1 million Facebook fans

91,000+ Twitter followers



3.9 million viewings of HSUS videos in 2011

Favorite video: Flying Hawaiian donkeys to safety (see p. 13)

Favorite post: Hurricane Irene rescue photo album (see p. 11)



We are...COMMITTED to animal protection



650,000 promises to boycott Canadian seafood while the seal hunt continues (see p. 22)

300,000 pledges not to buy puppies from pet stores or online (see p. 12)



1.4 million advocacy actions by our online supporters in 2011

54,700 letters to the U.S. Fish and Wildlife Service, asking the agency to classify chimpanzees as an endangered species



2,600 TAFE and Animal Care Expo attendees in 2011, honing their advocacy and rescue skills

TAKING ACTION FOR ANIMALS