

# From the President



“When you pull it all together, The HSUS is the most formidable advocacy enterprise ever enlisted to take on animal cruelty. Without The HSUS, animals would be without a shield and a spear.”

**A**s you'll see in this report highlighting our 2011 activities and accomplishments, there's no animal protection group in the world like The HSUS. Let me tell you how and why we're unique.

**We have an unmatched depth and breadth of programs and expertise.**

There is no other group in the world with campaigns devoted to companion animals, farm animals, laboratory animals, marine mammals, wildlife and habitat protection, and equine protection. So many different types of animals are at risk, from so many different industries, and it's critical that there's a group with the experts and campaigners to confront these diverse problems. Our founders, in 1954, created the tagline, "Every field of humane work, everywhere," and that's the same wide-ranging activity we engage in today.

**We are committed to the prevention of cruelty.** The HSUS and our affiliates provide direct care for animals in crisis (more than 76,000 last year alone), but if that's all we did, we'd be failing in our mission, because we'd be addressing only the symptoms and not the root causes of animal cruelty. We don't have enough resources to rescue all of the animals in need, and we'd burn through our resources in rapid fashion if we tried. We cannot rescue our way out of problems like factory farming and animal testing either; these are legal, powerful industries. Instead, it's our job to change the mindset of these industries, convince consumers to move the marketplace, and reshape public policy. The best investment of our dollars is to prevent cruelty, since we can affect the lives of billions of animals and help them before they are in distress.

**We are 11 million strong.** We will never succeed if we don't get rank-and-file Americans involved. You and our other supporters multiply our impact by acting as ambassadors: driving thought, infusing the culture with humane sensibilities, demanding action by lawmakers, and pushing corporations to stop animal testing, improve the treatment of animals in the food chain, or drop fur coats from their racks.

**We are pragmatic.** We are willing to work with our traditional opponents and turn them into allies. For example, we were once bitter adversaries with the United Egg Producers trade association. But we sat down with their leaders and negotiated a landmark agreement to support federal legislation banning the barren battery cage. We've negotiated with other trade associations, corporations, governors, and lawmakers, and we use facts, science, and the strength of our brand and our constituency to urge them to be part of the solution and find a better way forward.

**We are fearless.** We'll sit down with adversaries, but when they refuse to find a better way ahead, we will be relentless and strategic in carrying on the fight. Our movement has always been diverse and somewhat disconnected, with thousands of local groups focusing on the urgent issues in their communities. While animals need those local rescue networks, they also need a group with the know-how, muscle, and courage to stand up to the biggest industries and interests causing the greatest harm. Every day, we take on animal agribusiness, the trophy hunting lobby, the exotic pet trade, the puppy mill industry, and even the governments of Canada (in demanding an end to the seal hunt) and the United States (in taking on government-conducted predator control, factory farming subsidies, and the

The HSUS Animal Rescue Team deploys to puppy mills, hoarding situations, natural disasters, cruelty cases, and more; this pup was rescued from a North Carolina dogfighting ring in August.



taxpayer-funded use of chimps and other animals in unnecessary experiments).

**We bring an array of weapons to the fight.**

We are the best in the field at policy work and lobbying. We have a large and aggressive in-house litigation unit, and more than 3,000 outside attorneys ready to do pro bono work for us. Our undercover investigators are able to see what's going on behind the curtains

at factory farms and research labs and puppy mills. We have academics, economists, biologists, doctors, and veterinarians who are all experts in the animal protection field. We have the best magazine in the field (*All Animals*), the most sophisticated website (*humane.org*), an enormous presence on Facebook and Twitter, and a wide range of other communications platforms that allow us to reach millions of people in short order.

We work with the media every

day to expose cruelty and hold officials accountable, generating news coverage to reach tens of millions. When you pull it all together, The HSUS is the most formidable advocacy enterprise ever enlisted to take on animal cruelty.

**We have a global reach.** Animal cruelty knows no national boundaries, so it's vital that we have the capacity to fight problems everywhere. Our international teams sterilize street dogs and are improving the lives of millions of animals in nations without a network of shelters. We're fighting the fur trade in China, elephant poaching in Africa, factory farming in Brazil and India, and so many other global problems. Our work in the worldwide realm grows stronger every day.

I lay out these attributes because we at The HSUS want to earn your financial support and your engagement with our programs and activities. We also want you to know what makes this organization so special and so vitally needed in this country and throughout the world. Without The HSUS, animals would be without a shield and a spear. But we cannot do it alone. This whole enterprise depends on your decision to give generously. I hope you'll deepen your commitment to The HSUS, as a means of changing the world for animals.

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



## HEAR MORE FROM WAYNE:

Read his blog and listen to his podcast with author and radio show host Tracie Hotchner.

## BE INFORMED AND INSPIRED:

Read our award-winning magazine, *All Animals*.

## GET SOCIAL:

Follow us on Facebook and Twitter.

## WATCH HUMANETV:

Download our app for iPhone, iPad, and Android.

## SIGN UP FOR TEXT ALERTS:

Join our Mobile Action Team to make a critical difference for animals right from your phone. Text IAMHSUS to 30644.

## VOLUNTEER WITH US:

Respond to disasters, monitor land trust properties, help animals at our care centers, and more.

For details, go to [humane.org](http://humane.org).