From the staff who’ve dedicated their careers to celebrating animals and confronting cruelty, to the people and animals who’ve been reached by this work, to the advocates and supporters who make it possible,

We Are The HSUS
(and Humane Society International)
**President’s Letter**

**Who We Are**

Providing sanctuary and healing

Saving our best friends

Shutting down puppy mills

Helping equines

Standing up for farm animals

Advancing humane science

Rescuing animals

Protecting wildlife

Ending animal fighting

Building the movement

Board of directors, national council, & state by state

Testimonials & how you can help

Financial operations report

**91 Pro-animal state laws**

and regulations are enacted, including felony penalties for egregious animal cruelty in Mississippi and shark finning bans in several states.

**The HSUS airlifts more than 100 wild donkeys from Hawaii to mainland sanctuaries, and helps provide veterinary care, sterilization, and placement for hundreds more on the Big Island.**

**Allergan develops**

A nonanimal procedure for nearly all Botox tests, sparing tens of thousands of mice each year from prolonged, painful deaths.

**The HSUS and affiliates**

provide rescue and emergency care, spay/neuter and other medical treatment, sanctuary, training, and owner assistance for more than 76,000 animals, including injured wildlife and victims of puppy mills, animal fighting, natural disasters, and the exotic pet trade.

**The HSUS reaches a landmark agreement with the United Egg Producers on phasing out barren battery cages and wins a historic lawsuit against a California egg factory farm, while India prohibits starvation of egg-laying hens. Smithfield Foods commits to phasing out pig gestation crates in its U.S. facilities.**

**HSUS undercover investigations**

expose the cruelty behind the captive hunting industry and a major Texas cockfighting ring.

**HSUS teams work with law enforcement to raid 16 animal fighting operations, uncover illegal wildlife trade, and crack down on poaching.**

**Humane Society International’s spay/neuter initiative in Bhutan treats 30,000th street dog, while Spay Day results in 48,000+ cats and dogs spayed or neutered and nearly 700 events worldwide.**

**The shelter pet project**—a collaboration of The HSUS, the Ad Council, and Maddie’s Fund—launches a second national advertising blitz via TV, print, radio, and other media to promote shelter adoptions.

**We are... making history**

2011 Key Accomplishments

In New York, we removed 71 roosters in a cockfighting raid.

Injured and orphaned wildlife got second chances at our Cape Wildlife Center.

**The HSUS Undercover investigation** exposes the cruelty behind the captive hunting industry and a major Texas cockfighting ring.
As 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 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 (humanesociety.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. But we’re fighting the fur trade in China, elephant poaching in Africa, puppy mills 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.

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.

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

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.
We are... **STRONG**

11+ million supporters of The HSUS’s work

- **1 million+** readers of *All Animals & Kind News* magazine
- **91,000+** Twitter followers
- **1.1 million** Facebook fans
- **3.9 million** views of HSUS videos in 2011
- **Favorite post:** Hurricane Irene rescue photo album (see p. 11)
- **Favorite video:** Flying Hawaiian donkeys to safety (see p. 13)

We are... **PLUGGED IN**

- **650,000** promises to boycott Canadian seafood while the seal hunt continues (see p. 22)
- **54,700** letters to the U.S. Fish and Wildlife Service, asking the agency to classify chimpanzees as an endangered species
- **300,000** pledges not to buy puppies from pet stores or online (see p. 12)
- **1,140,000** advocacy actions by our online supporters in 2011
- **2,600** TACA and Animal Care Expo attendees in 2011, honing their advocacy and rescue skills

We are... **COMMITTED**

to animal protection

- **States with the largest numbers of HSUS constituents:**
  - CA
  - TX
  - FL
  - NJ
  - PA
  - IL
  - OH
  - MI
- **MANY**
- **54,700** letters to the U.S. Fish and Wildlife Service, asking the agency to classify chimpanzees as an endangered species
We are... providing sanctuary and healing

With more than 16,000 rehabilitating and permanent residents under their care, staff at The HSUS’s five animal care centers contended with the added challenges of impending hurricanes, floods, and wildfires in 2011. They weathered the storms and went on to expand their programs so that even more animals will have a second chance.

1 The Fund for Animals Wildlife Center
Ramona, California
Melvin and Lenny were two of four orphaned bobcats rescued, raised, and released in 2011. The dynamic duo, fitted with radio collars before their release, are reported to be doing well. They are among the nearly 500 animals who received care at the center throughout the year.

2 South Florida Wildlife Center
Fort Lauderdale, Florida
The warm Florida climate means it’s nearly always baby season. Of the nearly 13,000 animals cared for in 2011, 1,438 were orphans raised and released back into the wild. While growing and rehabbing, raccoons now have the run of a new habitat designed just for them.

3 Cleveland Amory Black Beauty Ranch
Murchison, Texas
RooRoo is one of the most popular of the nearly 1,100 animals who share the sanctuary’s 1,250 acres. Once forced to box in a circus, the gentle gray kangaroo lost an arm and was surrendered to Black Beauty, where he now hangs out with an elderly blind goat named Kingston.

4 Cape Wildlife Center
Barnstable, Massachusetts
Of the 1,700+ animals cared for in 2011, hundreds of birds, reptiles, and small mammals were treated and released. All raptor chicks received were successfully renested or adopted by others of their species, while 22 raccoons, four foxes, and a coyote were reunited with their families.

5 Duchess Sanctuary
Douglas County, Oregon
Where’s Waldo? He’s roaming the 1,120-acre Duchess Sanctuary with nearly 200 other horses rescued from abuse and neglect. Staff spent nearly three years nursing him back to health and earning his trust. Finally, in 2011, he was able to join the herd. “When I see Waldo nose-to-nose with another horse, I know our patience has paid off,” says ranch manager Jennifer Kunz.
Street Dog Policies Transformed

Attending a 2008 Humane Society International work-shop was like “a slap in the face,” says Alice Utlang, lead government veterinarian in Cebu City, Philippines. She realized that everything about her department’s street dog control program was inhumane.

With Utlang’s newfound knowledge and HSI’s support, the department has since switched to kinder methods of capture and euthanasia and embraced spay/neuter for population control. In 2011, two HSI-funded clinics sterilized 3,000 dogs, and HSI partnered with Southwestern University to teach advanced spay/neuter techniques to 45 Filipino veterinarians.

Our spay/neuter campaigns, shelter mentoring program, and outreach to underserved communities are helping bring about a day when every healthy, adoptable animal has a home and all pet owners have the resources to care for their best friends for life.

Our Pets
for Life clinic teaches communities with little access to affordable pet care.

We are... saving our best friends

30,000 dogs spayed and neutered, more than halfway to the 50,000 goal.

Caravan of Compassion

“Attending this trip reaffirmed for me the fact that helping people and animals who are really in need ... is my true passion,” says veterinary student Blaire Cullman-Clark, who volunteered in June for a weeklong pet care and spay/neuter clinic at South Dakota’s Cheyenne River Indian Reservation.

The clinic was just one of 28 in 2011 run by the Humane Society Veterinary Medical Association’s Rural Area Veterinary Services program, which provided more than $1.5 million in free medical treatment and spay/neuter surgeries to communities in the U.S. and Latin America. Among the nearly 8,700 patients treated, a Chihuahua named Nosy had surgery to remove a life-threatening hernia. Later, she rejoined her 9-year-old companion. “Seeing the human-animal bond between those two was amazing, and being able to really help is something I will never forget,” says Cullman-Clark.

Into the Disaster Zone

Jennifer Potter and her family rode out Hurricane Irene huddled on a top bunk, their dogs perched on furniture and their cats floating on a mattress. Afterward, they fled, handing their pets off to HSUS responders for safekeeping at a nearby shelter. “With raw sewage in the house, and as much water that came up, they don’t have a dry place to sleep in there,” said Potter. “And ... I just thought this would be the best decision because they’d be fed, taken care of ... until I can get back to them.”

Following the storm, HSUS responders crisscrossed stricken areas in North Carolina, rescuing animals and delivering pet food. Over the course of the year, the team helped more than 2,300 animals in disaster situations, including a tornado in Alabama and floods in Missouri and Mississippi.

COME TOGETHER: A record 1,748 people from 48 countries attended The HSUS’s 20th annual Animal Care Expo, receiving information and hands-on training to improve their services in animal care and control, rescue, and disaster response.

OUT OF THE RUINS: Following the March tsunami and nuclear disaster in Japan, a Humane Society International team spent two weeks caring for displaced animals. HSI later sent $300,000 to fund sheltering efforts and pet care in affected areas.

AT THEIR SERVICE: The HSUS’s Shelter Services program visited 29 shelters in 2011 and helped 71 others, offering coaching and critiques to improve operations.

In addition to Spay Day funds awarded to spay/neuter programs, we distributed $224,000 in grants to more than 60 shelters for needs such as replacing equipment, seizing animals from cruelty situations, transitioning to a more humane form of euthanasia, and reducing pet homelessness. A $200,000 grant will expand the shelter medicine program at Louisiana State University, giving veterinary students hands-on experience while helping shelters in underserved communities.

For one Philadelphia teenager, searching hard for a job, everything changed the day he read the flier advertising free dog training classes. The sessions are a key part of The HSUS’s Pets for Life program—based in Philadelphia, Chicago, Atlanta, and now Los Angeles—which in 2011 helped 2,500+ animals in neighborhoods with socioeconomic, language, and other barriers.

Devell Brookins, 19, certainly didn’t need much training help; his pit bull Ace could already turn off a light switch on command. But as a longtime animal lover, Brookins was intrigued—and today, he has progressed into a consultant role, teaching classes, helping neighbors with their pets, and encouraging spay/neuter. “I stuck with it and volunteered for six months,” he says, “and now I’ve finally got a job — a job that I love to do.”

Rising from the Ranks

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$220,000
raised for spay/neuter programs in the Spay Day online pet photo contest

$48,670
spay/neuters reported for Spay Day, with nearly 700 events worldwide

$220,000
raised for spay/neuter programs in the Spay Day online pet photo contest

Humane Society International helped Japanese animal groups develop rescue and sheltering strategies.
Through investigations, consumer education, legislative campaigns, and breeder outreach, we’re shuttering the mass commercial facilities that raise puppies in cruel conditions.

**Turning the Tide:** Hundreds of large-scale breeders in Missouri have dropped their commercial licenses since the 2010 passage of Proposition B, an HSUS-led ballot initiative cracking down on puppy mills. While Missouri lawmakers weakened some portions of the new law, they later strengthened important standards and provided $1.1 million for enforcement. The HSUS also helped enact laws against puppy mills in six other states in 2011.

**Supply Chain Exposed:** The Today show aired an HSUS investigation connecting what may be the nation’s largest online puppy broker to puppy mills; our attorneys and a Florida law firm filed a consumer protection suit against Purebred Breeders. A second investigation linked more than 100 New York pet stores to puppy mills.

**Reaching Consumers:** “It’s a song about loving and caring for something or someone so much that your heart just goes out to them. It’s how I feel about the poor dogs in the puppy mills,” says two-time Grammy winner Colbie Caillat of her song “Make It Rain,” used in The HSUS’s PSA for Puppy Mill Action Week in May. More than 33,000 people pledged to not buy animals from pet stores or online (bringing total pledgers to 300,000). 1,600+ pet stores signed, by year’s end, an HSUS pledge to support adoption programs instead of selling puppies.

**Federal Arena:** More than 32,000 people signed a petition submitted by The HSUS and other groups asking President Obama to require licensing and inspections for commercial breeders who sell directly to the public. Seeking the same federal oversight, the Puppy Uniform Protection and Safety Act gained 200+ cosponsors.
When Fedele Bauccio cofounded Bon Appétit Management Company in 1987, he was focused on food quality, not animal welfare. But during his time on the Pew Commission on Industrial Farm Animal Production, the CEO visited a poultry farm where the caged chickens looked like prisoners. He met factory farm neighbors who said their children couldn’t breathe because of manure in the air. And he learned that the antibiotics used to raise animals in such crowded, filthy conditions are creating drug-resistant superbugs.

Working with The HSUS, Bon Appétit—operator of 400+ cafés at universities, museums, and other facilities—has transitioned away from factory farming products, eliminated foie gras from its menus, and promoted vegetarian options. It’s the only way to respond, says Bauccio. “I don’t believe anything can taste good that’s produced from so much suffering.”

To campaign against factory farming practices that confine animals so tightly they can barely move, we raise awareness through undercover investigations, persuade companies to adopt better purchasing policies, and support farmers following higher welfare methods.

We Are Nebraska
In November 2010, Nebraska cattle farmer Kevin Fulton was walking in one of his pastures with HSUS president and CEO Wayne Pacelle. The two had just attended a town hall meeting at which the factory-farm–supporting Nebraska Farm Bureau had stirred up hostility toward The HSUS. “We were just getting beat up out here,” says Fulton, who shared an idea: Why not form a farmers council to show that The HSUS is working with farmers, with the goal of stopping inhumane practices?

Negotiations with the Nebraska Farmers Union, which supports family farms, quickly led to the formation of The HSUS’s Nebraska Agricultural Council in 2011. The council, composed of Fulton and four other farmers, exchanges ideas with HSUS staff and pursues markets for farmers who raise their animals under high welfare standards. Similar councils are forming in Colorado and other states. “The Farm Bureau wants to paint this picture that the only people who oppose them are animal rights activists,” says Fulton. “We’re fighting back with Nebraskans, and not only with Nebraskans, but with Nebraska family farmers.”

Rosie the Riveting
Rosie has a talent for convincing people to support factory farming reforms. “She brings the whole chicken issue to life,” says owner Jill Johnson (shown on next page), who brought the gregarious hen along as she campaigned for a Washington State ballot initiative to end extreme confinement in egg production. At community events and farmers markets, Johnson asked passersby to imagine a dozen Rosies stuffed into her travel crate. “It really [gave] them an idea of how hideous the chickens’ conditions are.”

As the Washington initiative and a similar measure in Oregon gained steam—and Ohio enacted a moratorium on new battery cage facilities, along with phasing out veal and gestation crates—the egg industry’s largest trade group saw the writing on the wall. In July, the United Egg Producers reached an agreement with The HSUS to support federal legislation phasing out the barren battery cage model, which confines more than 90 percent of U.S. laying hens. Six months later, the Egg Products Inspection Act Amendments was introduced in Congress, requiring nearly double the space per bird, nesting and scratching areas, perches, and more transparent egg labels. The legislation is supported by animal welfare groups, veterinary associations, and egg farmers from Florida to Oregon.

“We’ve heard them loud and clear. This company is going to do what’s in the best interest of the business and the best interest of our customers.”

—C. Larry Pope, Smithfield Foods president & CEO

As quoted by the Associated Press, Pope explained to investors in December why the company had renewed its commitment to phasing out gestation crates for breeding pigs. The move came just weeks after a firestorm of media attention generated by The HSUS about both the company’s inhumane practices and its misleading claims about that abuse.
Embracing Change

After meeting an HSUS staffer at a food show, Paul Carmine brought cage-free eggs to Philadelphia’s Magee Rehabilitation Hospital, where he is director of hospitality services. Patients and staff have welcomed the change, he says: “Once someone understands what these animals go through, I really do believe that they have it in their heart to do whatever they can to reduce the suffering.” One at a time, The HSUS has persuaded institutions, restaurants, and companies throughout the food industry to implement stronger cage-free policies and other animal welfare improvements.

Burger King*
Carnival Cruise Lines
Compass Group*
Hyatt Hotels
Johnson & Wales University *(home of one of the world’s largest culinary schools)*
Royal Caribbean Cruise Lines*
Subway*
Unilever* *(owner of Hellmann’s mayonnaise brand)*

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HEN STARVATION BANNED: More than 100 million hens will be spared prolonged fasting thanks to the Animal Welfare Board of India, which banned farmers from withdrawing food or water to force molting and extend the laying cycle. It was the first time the country’s cruelty law was applied to chickens; Humane Society International and allies brought the matter to the board’s attention.

LET IT SHINE: The HSUS fought bills in New York, Florida, and Minnesota that would have prevented undercover investigations of factory farms; media coverage of the “ag-gag” bills helped even more people see our footage.

SHAREHOLDER ADVOCACY: HSUS staff attended 29 meetings of food sector companies, using our shareholder status to encourage them to move away from extreme confinement systems. In June, the U.S. Securities and Exchange Commission required Bob Evans to hold a vote on our proposal to phase out purchases of battery eggs. In the ruling, special counsel Raymond Be noted, “In our view, the proposal focuses on the significant policy issue of the humane treatment of animals. Bob Evans Farms’ practices and policies do not compare favorably with the guidelines of the proposal.”

I was so grateful for the representation and to have attorneys with integrity. Without that, we would have had nothing. It was just us.”
—Larry Yepez, factory farm neighbor in Lathrop, Calif.

For more than a decade, Yepez (above, third from left) and his family and neighbors endured noxious odors and fly swarms from the nearby Olivera Egg Ranch, a factory farm dumping manure from 600,000+ caged hens into a 13-acre cesspool. In May, a federal jury ruled in favor of the “free to good home” ads or outright theft are funneled to capstone on The HSUS’s campaign to end a shady system whereby pets obtained through ‘

A DONE DEAL: Research facilities won’t be able to use National Institutes of Health funds to acquire cats from Class B dealers as of October 2012; a similar policy for dogs will take effect by 2015. The policies are a capstone on The HSUS’s campaign to end a shady system whereby pets obtained through “free to good home” ads or outright theft are funneled to laboratories. Only seven Class B dealers remain active in the U.S., down from 100+ in the 1990s.

REVERSING COURSE: The U.S. Army committed to replacing its chemical warfare training on monkeys with a combination of trained actors, computer programs, and patient simulators. More than 1,000 HSUS supporters, U.S. Rep. Roscoe Bartlett, R-Md., and many others had urged that the use of monkeys be discontinued.

ADVANCING TRANSPARENCY: A new USDA database provides better access to information about research facilities; it will allow HSUS staff to determine the most common Animal Welfare Act violations and the types of studies that cause the most suffering. The project stems from a 2009 agreement with The HSUS following our Freedom of Information Act lawsuit.

PAIN RELIEF: The HSUS sent letters from 26,688 members of the public to 388 federally funded colleges and universities, urging them to adopt a formal policy of not causing severe suffering to animals in their care.

95% reduction in animal testing of Botox will take place over the next three years, following The HSUS’s shareholder work with manufacturer Allergan.

We’re helping usher in a new future for biomedical research and testing that replaces animal use with cutting-edge technology and refines methods to cause less suffering.

We are advancing humane science

JERRY AT CHIMP HAVEN
Retirement at Last

After decades in laboratory cages, five elderly chimpanzees arrived at Louisiana’s Chimp Haven sanctuary. (An $18,000 HSUS grant will help pay for their care.) Surgery brought gentle Jerry relief from the large oral masses that made eating and drinking difficult.

For those working to retire the remaining 950 chimps in U.S. research facilities, 2011 successes brought new hope. The National Institutes of Health announced it won’t fund new studies while it implements an Institute of Medicine report concluding that chimps are unnecessary for current biomedical research. With The HSUS’s encouragement, Abbott Laboratories and Idenix Pharmaceuticals took promising steps. And The HSUS continued building support for a federal bill to phase out invasive experiments on chimpanzees and release government-owned animals to sanctuaries.

Our campaign works to spare chimpanzees from life in the lab.
We are... 
rescuing animals

By coming to the aid of animals in crisis, we’re helping the victims of abuse, neglect, and disaster find fresh starts.

Llama Rescue: 
Family Ties Still Binding
Mother and daughter stuck close from the start. That was clear to responders in Nebraska in August, when The HSUS helped organize the rescue of 19 llamas whose owner could no longer care for them (photo 2). “They would always be together,” says Lisa Saunders, a volunteer with Southeast Llama Rescue, noting that Quay, the daughter, would occasionally try to do a “security nursing” when anxious.

Today, Fay and Quay protect goats and sheep from coyotes on a farm outside Indianapolis (1). They love patrolling their new pasture and gobbling oat treats fed by hand. And their new owners will occasionally spot them cuddling, heads touching. Still together.

Dogfighting Rescue: 
Sweet as Honey
Raiding a suspected dogfighting ring in Indiana in July, HSUS responders found Honey the pregnant pit bull tied to a short, tangled tow chain outside a dilapidated doghouse (3). She was covered in flies, with no food or water and a nasty hole in her cheek. Fearful at first, she calmed to the point that The HSUS’s Chris Schindler could carry her off the property. Weeks later, she gave birth to two puppies. After spending time learning how to be a dog (4), she was adopted by a vet tech. Schindler saw her again in March 2012 and marveled at the ball-chasing, tail-wagging, outfit-wearing new dog she’d become: “She’s doing amazing.”

Puppy Mill Rescue: 
Finally Free, Finally Home
Abigail stood behind wire caging in a North Carolina puppy mill, her skin red and inflamed, her head tilted to the side because of a severely infected ear. The skinny French bulldog was one of 276 dogs rescued from the property in June (5). “She looked exhausted,” The HSUS’s Kim Alboum remembers, “and very sad.”

Fearful at first, she calmed to the point that The HSUS’s Chris Schindler could carry her off the property. Weeks later, she gave birth to two puppies. After spending time learning how to be a dog (4), she was adopted by a vet tech. Schindler saw her again in March 2012 and marveled at the ball-chasing, tail-wagging, outfit-wearing new dog she’d become: “She’s doing amazing.”

But Abigail now has a new home (6) and a best friend—Loki, also a French bulldog. “They’re inseparable,” says adopter Rebecca Muller. “They play tug-of-rope, tug-of-Frisbee, tug-of-ball.” And though they have their own dog beds, they’re much happier sharing one.

Hoarder Rescue: 
Living Up to His Name(s)
Rescued from an unprecedented hoarding situation in Florida in June, one unforgettable cat has found a fresh start—and not one, but two fitting names. All told, 697 cats were rescued from the property (7), including one whom responders dubbed Velcro for his propensity to cling to their shoulders, chests, and arms. “He stuck to you like Spiderman,” remembers The HSUS’s Ashley Mauceri. After having some troublesome teeth pulled, Velcro began putting on weight. His coat grew healthier. And around the holidays, he found a new home (8), with Gainesville realtor Darlene Pifalo, who renamed him “Romeo.” “He’s just a lover,” she says. “I... He’s been a blessing.”

“Working with them was wonderful. ... I would wish that a lot more of my rescues involved The Humane Society.”
—Lisa Saunders, Southeast Llama Rescue

The Animal Rescue Team helped 9,000+ victims of cruelty, neglect, and disasters in 2011.
Our long-fought battles are having an impact on large-scale cruelties such as shark finning and seal slaughter. We’re pushing for tougher laws against captive hunting and the exotic pet trade, protecting wild animals from poaching and habitat loss, and helping people peacefully resolve conflicts with wildlife.

**Saying No to Shark Fins**

HSUS supporter Judy Ki spent much of 2011 urging anyone who would listen to vote for A.B. 376, a California bill prohibiting the sale, possession, or distribution of shark fins, used in a soup considered a delicacy by some Asian cultures. After their fins are hacked off, the sharks are thrown back into the ocean to drown. Born and raised in Hong Kong—and the cofounder of the Asian Pacific American Ocean Harmony Alliance—Ki is quick to counter arguments that a ban is culturally discriminatory. “Cultures evolve—extinction is forever,” she says. Her dedication was rewarded when A.B. 376 was signed into law, along with similar bans in Oregon, Washington State, Guam, and Toronto. Meanwhile, China and Taiwan adopted strict finning bans in their nations’ waters.

**Minding the Wild Kind**

To help Maryland’s Greenbelt Homes community keep the peace with its wild neighbors, Lori Thiele with The HSUS’s Humane Wildlife Services squeezes through the “raccoon highway”: an underground network of steam tunnels and crawl spaces. She installs one-way doors and, once the animals vacate, secures the openings so they can’t return. Community maintenance director Matt Berres says hundreds of animals have been saved since 2007, thanks to Thiele’s dedication on more than 80 on-site jobs. In Wareham, Mass., HWS and HSUS experts also addressed a skunk problem in 2011, sharing simple solutions such as securing garbage and blocking potential entry sites. Says police Lt. John Walcek, “Folks that … were originally ready to hang the skunks up by their tails … said, ‘You know what? I guess I understand a little better.’” Altogether, HWS helped more than 2,300 wild animals throughout the year.

**Trending Topic**

Despite her misgivings, Lizette Avineri found herself incorporating animal fur into her design sketches at Parsons New School for Design in Manhattan. An HSUS presentation at the top fashion school inspired her to drop the fur—and use her senior thesis to counter Saga Furs’ outreach to Parsons students. Working with materials received through The HSUS’s connections to a Paris-based faux fur company, Avineri earned a coveted spot in the 2011 senior fashion show and a display at Saks Fifth Avenue.

Shaping consciousness in budding designers is just one tool in The HSUS’s arsenal against animal fur in fashion. In 2011, we continued the push for change with shareholder resolutions, consumer alerts, and Federal Trade Commission complaints about animal fur sold as faux.

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JENNIFER BRAVO

Cyber Sleuth on the Case

For three weeks, HSUS member Jennifer Bravo spent evenings surfing the Internet as part of Operation Cyberwild, an investigation into the illegal wildlife trade by the California Department of Fish and Game and the U.S. Fish and Wildlife Service. Using code words provided by federal agents, Bravo and five other HSUS volunteers uncovered sales of items such as sea turtle boots, a leopard fur coat, and an elephant’s foot, plus birds and endangered fish being sold as pets. Acting on the team’s leads, authorities investigated and brought criminal charges against 12 people.

In other 2011 efforts to curb poaching, The HSUS continued donating decoys for authorities to catch poachers in the act, offered $100,000 in rewards and brought criminal charges against 12 people.

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Cohen shared with HSUS staff his reaction to our captive hunting investigation, which aired on Animal Planet in June. Undercover investigators traveled to captive hunting ranches and wildlife auctions in Texas and New York, finding a kangaroo, an endangered oryx, and other semi-tame exotic animals confined in enclosures to be shot for trophies; one operator even admitted to tranquilizing his animals. With Rep. Brad Sherman, D-Calif., Cohen introduced the Sportsmanship in Hunting Act to crack down on facilities like these.
LITTLE HOUSES ON THE PRAIRIE: In partnership with the U.S. Forest Service and other advocacy groups, The HSUS relocated 349 prairie dogs further into Wyoming’s Thunder Basin National Grassland, saving them from likely poisoning; more than 1,400 prairie dogs have been moved since the project began in 2010.

THE LION’S SHARE: Seeking to prohibit the import of African lion trophies into the U.S., The HSUS, Humane Society International, and other animal protection groups filed a federal petition to classify the species as endangered. In Africa, HSI joined with the Born Free Foundation to build bomas, lion-proof barriers that protect cattle, sheep, and goats and help save lions from retaliatory killings.

EXOTIC EMERGENCY: Long before police in Zanesville, Ohio, shot nearly 50 exotic animals released from a private menagerie, The HSUS had been calling attention to the problem of captive exotics in the state. We conducted investigations, produced reports, and garnered pledges from state leaders to take action. After the tragedy, we worked with Gov. John Kasich, TV personality Jack Hanna, and state zoos and lawmakers to draft a bill banning private citizens from acquiring exotic animals.

LEVELING THE PLAYING FIELD: HSUS wildlife specialists helped nearly 90 communities adopt nonlethal techniques for resolving urban wildlife conflicts. We trained advocates, police officers, park officials, and more to humanely manage resident Canada goose populations and to keep coyotes safely away from people.

Canada’s Seal Hunt: A Dying Industry
Since The HSUS began documenting Canada’s massive annual seal slaughter in 2005—with video footage shown around the world—opposition to the killing has grown while the global demand for sealskins has plummeted. Total kills have dropped to a fraction of government-set quotas, with hundreds of thousands of young seals spared gruesome deaths at the hands of sealers.

OUT OF THE SHADOWS: Aired on ESPN, our yearlong undercover investigation exposed 17 illegal cockfighting rings across Texas, documenting severe cruelty and other criminal activity at these events, where children were often present. The footage helped The HSUS pass a statewide ban on attendance at cockfights, possession of birds with intent to fight, and sale or possession of cockfighting weapons; we then helped train authorities in enforcing the new law. “I think that people in Texas were horrified to know that this was happening in the shadows,” says John Goodwin, HSUS director of animal advocates, police officers, park officials, and more to humanely manage resident Canada goose populations and to keep coyotes safely away from people.

We persuade legislators to pass tougher laws against animal fighting, help law enforcement bring criminals to justice, and rescue the animal victims of blood sports.

67 monthly tips on average were received at 837-TIP-HSUS in 2011

TIPPING THE SCALES: The HSUS’s animal fighting tip program celebrated its 100th successful case in 2011, a conviction in a federal dogfighting case in Indiana. The program offers up to $5,000 for information leading to a successful dogfighting or cockfighting case—money that helps gain confiden- tial informants, says The HSUS’s Ann Chynoweth: “We’ve seen dozens of arrests and charges and convictions of people around the country that would not have happened but for this reward and people coming forward.”

“We are... ending animal fighting

For Pittsburgh-based rescue Hello Bully, it can take months to prepare rescued pit bulls for life after dogfighting. Success stories remind founder Daisy Balawejder why the hard work is worth it. Chained to a tree in Florida, perky-eared Linus was rescued in April. Elderly Gia and her 10 puppies were removed from a North Carolina dogfighting operation in August.

We persuaded legislators to pass tougher laws against animal fighting, help law enforcement bring criminals to justice, and rescue the animal victims of blood sports.
We are... building the movement

By reaching out to people and communities of all stripes, we are growing an army of animal advocates.

“Literally, I screamed. I thought, ‘To hell with the neighbors, I’m going to enjoy this moment.’”

—Documentary filmmaker Martin Guinness

Guinness describes the moment he learned of the HSUS grant for his film Cages of Shame, about the practice of bear bile farming in China. The HSUS’s Hollywood Outreach office also helped bring his captive hunting investigation to the small screen and held the annual televised Genesis Awards, honoring the news and entertainment media for producing outstanding works that raise awareness of animal issues.

“It was encouraging to be reminded of the strong Christian heritage of animal protection and care. ... The Q presentation challenged many Christian leaders, like myself, to continue advocating for the humane treatment of God’s creation.”

—Evangelical leader Kevin Palau

Palau reflects on an HSUS talk at the Q (“questions”) conference for evangelical Christians in Portland, Ore. The HSUS’s presence on the agenda showed the reputation we’ve built with faith communities. “Now it’s not so much us trying to convince churches to have animal protection ministries,” says the campaign’s Christine Gutleben. “It’s. ‘There are so many ministries; how do we help them?’”

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The HSUS’s state directors stand up for animals at their state capitals, network with grassroots campaigners, assist local shelters, and help with The HSUS’s field rescues. For more information, visit humanesociety.org/statecontacts.

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The world’s most effective animal protection organization, The HSUS is sustained by animal lovers who show their support in many ways. Thanks to their generosity and commitment, we’re able to carry on the work sustained by animal lovers who show their support in many ways. Thanks to their generosity and commitment, we’re able to carry on the work of confronting cruelty in all its forms.

Arthur Benjamin: On a Mission

After a series of life-changing experiences with rescued dogs, Utah philanthropist Arthur Benjamin founded American Dog Rescue with the goal of finding every dog a home. Now he’s never without foster dogs. “I do better with a dog by my side than on my own,” he says. His work caught the attention of The HSUS, and he was soon partnering with the organization to help animals in crisis. The relationship opened his eyes to the urgent need for The HSUS’s legislative work. “The problem is endless if we don’t find long-term solutions,” he says.

In 2011, Benjamin joined The HSUS’s National Council, an advisory body to the board and executive staff, and was a major financial supporter of The HSUS’s To the Rescue benefit in New York, which raised money for HSUS and HSI document the mass seal hunt. All Animals gift subscriptions to family and friends. Most recently, he traveled to Canada’s ice floes to help The HSUS and HSNI document the mass seal hunt.

For Benjamin, it’s about placing societal values ahead of profit—about people working together to help animals, whatever the species. “This is central to who I am as a human being.”

Pam Vincent: Keeping the Dream Alive

Pam Vincent’s connection to Black Beauty Ranch began many years ago when she read Cleveland Amory’s Ranch of Dreams. The story about the founding of the all-species sanctuary in Texas haunted the retired actress. “The whole intent of it was such a thing of beauty that I just could never give it up,” she says.

As a child, Vincent had spent summer days watching her dad—a “big, gentle, quiet man”—care for cats, dogs, and wild animals brought to his tiny veterinary hospital in the California foothills. Like him, she always felt more comfortable with animals than with people. In 2000, her father passed away, and soon after, Vincent made her first trip to Black Beauty, falling in love with the “low-slung, calm, peaceful feeling of the place,” where exotic and domestic animals alike radiated contentment.

Since then, Vincent has visited at least once a year. She recently made a large donation to help fund, among other improvements, an on-site veterinary hospital—a project she knows her dad would have applauded.

“It is very dear to my heart,” she says of the sanctuary. “I don’t have children, I’m not going to take it with me, and this is what I care about.”

James Berwind: “Climbing the Mountain”

After giving birth to stillborns in a Pennsylvania puppy mill, Riley was scheduled to be put down. Spared that fate by Philadelphia-based Main Line Animal Rescue, the labradoodle still had to deal with a severely distended stomach, infected ears, Lyme disease, and a tumor.

Six years later, the rolls happily on her back in the Florida grass. For her adopter, HSUS National Council member James Berwind, she exemplifies both the inexusable cruelty behind puppy mills and the great potential of the dogs rescued from them: “It brought it home, seeing how loving and incredible this dog is.”

Passionate about national issues—from the way dogs are treated as a “cash crop” in large commercial breeding facilities, to factory farms and inhumane roundups of wild horses—Berwind is also active with shelters in Philadelphia, Palm Beach, Fla., and Newport, R.I. Along with his three siblings, he donated start-up funds for The HSUS’s Pets for Life program in Philadelphia.

“I honestly feel like we are making progress in climbing the mountain,” he says of The HSUS’s capacity to expose cruelty and drive change. “… [That] is what really keeps me charged.”

Carlee and Laurie McGrath: It Runs in the Family

One’s partial to cats, and the other has a soft spot for dogs. Together they have a passion for creating a more humane world for all species.

Founders of the McGrath Family Foundation, Carlee McGrath and her daughter Laurie are dedicated to financially supporting causes that help children and animals in need. “A common theme for us is abuse, neglect, or the underdog,” says Laurie, the cat lover.

When The HSUS brought the Proposition 2 campaign to California in 2008, the San Diego residents quickly joined the effort to give more space to farm animals. They made a generous gift to support TV ads encouraging Californians to vote for the ballot initiative, which passed overwhelmingly and set in motion a number of HSUS-led victories on extreme confinement in the years to come.

Since then, the McGraths have contributed to The HSUS’s Puppy Mills and Protect Seal campaigns and have supported a renewed push against gestation crates. Says Laurie, “We like to support programs where we feel we can make a significant impact.”

How you can help

Every gift you give, no matter how large or small, helps The HSUS protect more animals.

• Make a one-time gift or donate monthly through your credit card or bank account.*

• Participate in your office’s workplace giving, matching gift, or United Way campaign.

• Make a Kindred Spirits memorial gift, or donate to celebrate a special occasion.

• Make a non-cash gift of stocks, bonds, or a vehicle.

• Leave a legacy through a bequest or charitable gift annuity.

For details, go to humanesociety.org/donate.

To talk with your regional Philanthropy officer about making a special gift that supports a specific HSUS program, call 1-800-808-7858 or email gifts@humanesociety.org.

*An HSUS membership is $35 a year and includes a subscription to All Animals magazine.
Financial Operations Report
For the Year Ending December 31, 2011

Consolidated Statement of Financial Position

Assets
Cash and cash equivalents $25,212,413
Receivables 18,672,166
Prepaid expenses, deferred charges, and deposits 90,672
 Redeemed Securities 3,000,000
Investments, at market value 162,280,544
 Fixed assets, net of depreciation 20,970,197
Total Assets $231,874,932

Liabilities
Net assets
Unrestricted 129,033,351
Temporarily restricted 35,855,528
Permanently restricted 34,983,720
Total Net Assets $200,482,599

Total Liabilities and Net Assets $231,874,932

Consolidated Statement of Activities and Changes in Net Assets

Support and Revenue
Contributions and grants $109,593,240 $21,740,656 $2,040 $131,335,936
Bequests 20,592,202 8,045,592 13,672 28,651,466
Investment income 3,543,288 745,519 916,980 5,205,787
Other income, net 1,618,931 279,598 — 1,898,529
Net assets released from restrictions 30,981,094 (30,981,094) — —
Total Support and Revenue $166,328,755 $(169,729) $932,692 $167,091,718

Operating and Supporting Expenses
Animal protection programs
Advocacy and public policy $55,052,251 — — $55,052,251
Direct care and service 30,293,563 — — 30,293,563
Cruelty prevention programs 23,578,627 — — 23,578,627
Research and education 19,640,917 — — 19,640,917
Supporting services
Management and general 6,024,755 — — 6,024,755
Fundraising 25,315,261 — — 25,315,261
Total Operating and Supporting Expenses $159,905,374

Change in Net Assets from Operating Activities $6,423,381 $(169,729) $932,692 $7,186,344

Non-operating Activities
Realized and unrealized gains and losses (6,030,041) (340,273) — (6,370,314)
Pension-related charges other than net periodic pension cost (4,839,631) — — (4,839,631)
Change in Net Assets $(10,869,673) $(480,546) $932,692 $(10,862,401)

Net Assets at beginning of year $134,979,635 $36,365,535 $33,761,030 $205,106,200
Net Assets at end of year $129,933,344 $35,855,533 $34,483,732 $200,482,599

The audited version of this report had not yet been released at press time. The figures will be updated, if necessary, at humanesociety.org/annualreport.
We are...11 million+ strong

HSUS supporters come in all shapes and sizes and from all walks of life. We are first-graders and senior citizens, armchair advocates and puppy mill protesters, vegetarians and omnivores. What brings us together is the conviction that animals deserve respect and compassion. In 2011, we reached a social media milestone with 1 million Facebook fans. To celebrate this achievement, we asked our online friends to submit photos of the pets who inspire them to advocate for animals. Here are some of the endearing faces behind our movement toward a more humane world.