100,000+ animals received care from The HSUS in 2012—through our disaster relief efforts, cruelty interventions, spay/neuter and vaccination programs, sanctuaries, wildlife rehabilitation centers, and more. Here, The HSUS’s Adam Parascandola comforts Rosie during a dogfighting raid in Kalamazoo, Mich.
If good people are made aware of an injustice or an abuse, then they will act. When we take collective actions, with thousands of us demanding change, we can bring about reform on a grand scale.

T
his report chronicles a year’s worth of struggle and unparalleled progress for animals. At The HSUS, we focus on tangible outcomes—driving public policy and enforcement actions, initiating corporate reforms, exposing cruelty and raising public awareness, and bringing relief to animals through our hands-on programs. It’s my hope that this account of those efforts, in all of its granularity and its breadth, inspires you to recommit yourself to the organization and to help advance our vital mission for animals and for the whole of our society.

It is the people associated with The HSUS who bring its ideals to life. We have a world-class staff of issue and policy experts, lawyers, veterinarians, medical doctors, scientists, writers and editors, graphic artists, investigators, researchers, animal care specialists, and so many others. We also have a growing corps of volunteers—from our board of directors to our national, state, and issue-specific councils. We have interns, letter writers, petitioners, phone bankers, citizen lobbyists, and others as allies in our efforts to drive social reforms for animals.

They are people like 9-year-old Shira Zeiberg and her sister Brianna, who ask for donations to The HSUS in lieu of birthday presents for themselves. Or 12-year-old Martin Welych-Flanagan, who raised more than $10,000 by making and selling seal-themed bracelets to fund our anti-sealing campaign in Canada. Or Lou Montgomery, who has deployed all over the nation as a longtime volunteer and consultant with our Animal Rescue Team. Or Audrey Steele Burnand, who has made seven-figure contributions to finance our campaigns against horse sorings and pig gestation crates. Or Judy Kj, a member of our California State Council who has regularly trekked to Sacramento to lobby for bills to end shark finning and hound hunting of bears. They are The HSUS. And, as a supporter of the organization, you, too, are The HSUS.

In this report, you’ll read about our teams rescuing animals in crisis—whether from natural disasters, like Superstorm Sandy, or human-caused calamities for animals, like puppy mills and dogfights. You’ll also learn of our veterinary work, our programs to resolve human-wildlife conflicts, our street dog initiatives in Asia and Latin America, and our direct care work at our sanctuaries.

As vital as these hands-on programs are, there is more that we can and must do. Simply put, we cannot rescue our way out of the problems that animals face. We must work to prevent cruelty wherever it occurs, a formidable challenge because so many harmful uses of animals are routine and legal. The very notion of rescue is impractical and unworkable when we talk of factory farming or animal testing or the trade in wildlife parts.

We must turn around these problems by raising awareness and creating a clamor for change, demanding and delivering corporate or public policy reforms, and showing a new and better way with alternative practices or products that make cruelty obsolete.

Very few people or industries that cause harm to animals do their dirty work out in the open. They typically hide it or disguise it, in addition to rationalizing it. They conduct their business or their recreation in the shadows or in some far-off land or port. They do their work far down the supply chain from the consumer. We, as individuals and as a society, are disassociated from so much of the cruelty, and the notion of “out of sight, out of mind” has particularly dire consequences for animals. The fact is, so much animal cruelty depends on good people not knowing of it.

One great purpose of The Humane Society of the United States is to connect people of conscience with the reality of what’s occurring with animals. If good people are made aware of an injustice or an abuse, then they will act. When we take collective actions, with thousands of us demanding change, we can bring about reform on a grand scale.

It has been HSUS staff who have been documenting the killing of baby seals on the beautiful but forbidding sea ice floes to the east of mainland Canada, and then telling the world about the slaughter. But for our work, the sealers would conduct their ruthless enterprise without anyone—except perhaps the foreign pelt buyers—knowing of it. Instead, people throughout the world, seeing the grim details of the hunt, have demanded that policymakers close their markets to seal pelts and other parts.

It was an HSUS investigator who went undercover to document “soring” of Tennessee walking horses—an illegal and cruel training technique conducted to induce the animals to exaggerate their gait in order to gain an advantage at competitive shows. Without this kind of exposure, that trainer would have continued his barbaric behavior and gathered up more horses. Instead, federal lawmakers are calling for a broader crackdown and an upgrade of the law prohibiting abuse.

It was an HSUS investigation that showed the harsh realities, and the daily privations and torments, that chimpanzees endure at biomedical research laboratories where they languish in small cages or suffer from the effects of invasive experiments. We exposed the problem, and as a result, the government is beginning to release approximately 400 chimps in labs in small cages or suffer from the effects of invasive experiments. We exposed the problem, and as a result, the government is beginning to release approximately 400 chimps in labs to sanctuaries and a life of peaceful retirement.

In all of these cases, the difference is The HSUS. And the difference is you—seeking to be a participant and not a bystander in re-examining the human relationship with animals and calling for standards of mercy and decency. It takes intentional action, and it takes the strength, the strategy, and the vision of an organization like The HSUS, embodied through the work of millions of people who dream of good outcomes for animals.

Wayne Pacelle, President & CEO
The Humane Society of the United States
Changing the status quo is never easy. In 2012, we battled with those who want to reinstate domestic horse slaughter—and those who continue to profit from puppy mills, wildlife trafficking, and other cruelties. We fought the entrenched lobbying power of factory farming interests and trophy hunting enthusiasts. And we played offense and defense to retain our past achievements in the legislatures and the courts. It’s difficult, emotionally charged work, but we’re up to the challenges. More than any other organization, The HSUS is equipped to attack cruelty from multiple angles. And that’s why every year brings significant gains in our push toward a more humane world.
Every year The HSUS provides hands-on care to tens of thousands of animals in need. We help operate five sanctuaries and rehab centers across the country, bring progressive solutions to rabies prevention and dog and cat overpopulation, and deploy rescue teams to natural and man-made disasters. And we leverage these stories to strike at the root causes of cruelty, helping ensure that future generations of animals won’t need our intervention.

#1
Nearly 50 major fast food chains, grocers, pork producers, and food service providers commit to phasing out gestation crates—which essentially immobilizes breeding sows for months on end.

#2
In the wake of Superstorm Sandy, HSUS teams open emergency shelters in coastal New York and New Jersey, rescue hundreds of animals from decimated neighborhoods, and help distribute tens of thousands of dollars’ worth of pet food and supplies.

#3
74 pro-animal state laws are passed, including bans on hunt hunting of bears and bobcats in California and private ownership of dangerous wild animals in Ohio.

#4
Following a nationally televised HSUS undercover video on the abuse of Tennessee walking horses, trainer Jackie McConnell is convicted of a federal felony; the USDA establishes mandatory minimum penalties for Horse Protection Act violations.

#5
The National Institutes of Health agrees to retire more than 100 chimpanzees from research and ends government breeding contract with New Iberia Research Center, the subject of a 2008–2009 HSUS undercover exposé.

“When I first joined The HSUS team I had no idea of the tremendous scope of its activities. ... It is by far the most effective animal protection organization in the world, and may be more effective than the combined efforts of most of the other groups.”

—John Mackey, co-CEO of Whole Foods Market and HSUS board member
Recognizing that legislation, regulations, and litigation are among the most effective tools for confronting cruelty, we work to broaden and strengthen animal protection policies while ensuring that they are enforced.

The Great Ape Escape
The chimpanzees greeted the newcomers in the sanctuary’s play yard with boisterous vocalizations and hair standing on end. Chimps faced off, charged, chased, fled. But eventually, everyone calmed down and shared chimpanzee-style greetings: touching, smelling, and sizing each other up. One pair sat nose to nose, grooming. “It’s great to watch them express behaviors that are normal for chimpanzees,” says Kathleen Conlee, HSUS vice president of animal research issues.

It was the first day outside at Chimp Haven for 4 of the 111 federally owned chimps declared permanently ineligible for research in 2012. Under an agreement The HSUS and Chimp Haven helped bring about in December, the National Institutes of Health is moving the animals one small group at a time from Louisiana’s New Iberia Research Center to the national sanctuary.

The 49-day investigation dispelled the Tennessee walking horse industry’s contention that soring is a thing of the past, and the fallout came fast and furious. State and federal charges were filed against noted trainer Jackie McConnell and three of his associates, with McConnell pleading guilty to a felony after ABC’S Nightline aired the footage. Pepsi and Ford withdrew their sponsorship of the annual Tennessee Walking Horse National Celebration. In an interview with ABC’s Nightline, former trainer Barney Davis shed more light on the scope of the problem: “You’re not going to win if you don’t sore.” And the U.S. Equestrian Federation—the nation’s largest horse show sanctioning body—ended their use of devices typically associated with soring.

Federal policymakers took action as well. Three biomedical research facilities recently ended their use of chimps, and several pharmaceutical companies have agreed to no longer use them. The recent retirements may be just the beginning.

In January 2013, an NIH committee recommended the government retire all but 50 of the remaining 350 federally owned chimps, including many who were caught in the wild and have spent half a century in labs.
Jerry Brown signed S.B. 1221 into law. Responding to the news, Sinclair emailed: “After a few whoops, I broke down and just started crying. … I am so, so happy right now.”

Legislative and Collaborate

In a basement corner where plywood boards helped cordon off a dogfighting pit, luminous blue spray revealed splatters of blood everywhere, from a rolled-up carpet to the deep red walls.

It was one of two suspected Michigan dog-fighting operations where The HSUS’s mobile crime lab helped gather evidence last August. Kalamazoo County Animal Services and Enforcement officials had begun cracking down on dog-fighting earlier in the year after attending a Humane Society University training. To set in motion the August raids, HSUS staff provided access to a database of suspected dogfighters; they later helped obtain search warrants and ran the temporary shelter for the 46 dogs rescued.

“Probably, if we didn’t have [The HSUS’s] assistance, we would put down all of the dogs,” Kalamazoo animal services director Steven Lawrance told a local newspaper. “We would put down all of the dogs.”

They know what they’re doing. They made this so much easier.”

The cases caught the attention of state lawmakers, who in the ensuing months passed a package of HSUS-backed bills to create more avenues for prosecuting and penalizing animal fighters. It was one of multiple victories against animal fighting in 2012. The HSUS’s litigation team also secured the first-ever private prosecution of a dogfighter in Ohio and won a court ruling upholding the federal animal fighting law. HSUS staff have led a decade-long campaign to tighten loopholes in the law, most recently spurred by The HSUS’s litigation of a dogfighter in Ohio and won a court ruling upholding the federal animal fighting law. The cases caught the attention of state lawmakers, who in the ensuing months passed a package of HSUS-backed bills to create more avenues for prosecuting and penalizing animal fighters. It was one of multiple victories against animal fighting in 2012. The HSUS’s litigation team also secured the first-ever private prosecution of a dogfighter in Ohio and won a court ruling upholding the federal animal fighting law.

“Because of the work we’ve done—and the support we’ve received from lawmakers and animal advocates—animal fighters will never be able to turn a blind eye to animal suffering again,” said Susan Hopfer, The HSUS’s senior director of litigation.

In Ohio, 1,000s high-volume dog breeders exempt from federal licensing are now subject to state licensing and inspection thanks to a new law, one of eight HSUS-backed state puppy mill bills passed in 2012. In all, 32 states now have some sort of puppy mill law on the books. We also released a proposal to extend federal oversight to online puppy sellers.

HSUS staff have led a decade-long campaign to tighten loopholes in the law, most recently spurred by The HSUS’s litigation of a dogfighter in Ohio and won a court ruling upholding the federal animal fighting law.

The cases caught the attention of state lawmakers, who in the ensuing months passed a package of HSUS-backed bills to create more avenues for prosecuting and penalizing animal fighters. It was one of multiple victories against animal fighting in 2012. The HSUS’s litigation team also secured the first-ever private prosecution of a dogfighter in Ohio and won a court ruling upholding the federal animal fighting law.

“Because of the work we’ve done—and the support we’ve received from lawmakers and animal advocates—animal fighters will never be able to turn a blind eye to animal suffering again,” said Susan Hopfer, The HSUS’s senior director of litigation.

In Ohio, 1,000s high-volume dog breeders exempt from federal licensing are now subject to state licensing and inspection thanks to a new law, one of eight HSUS-backed state puppy mill bills passed in 2012. In all, 32 states now have some sort of puppy mill law on the books. We also released a proposal to extend federal oversight to online puppy sellers.

In 2012, the USDA established minimum penalties for violations of the federal law against sor- ting, while a bill was introduced in Congress to strengthen those penalties and eliminate self-policing in the industry. It all adds up to what HSUS equine protection director Keith Dane calls “the most significant year we’ve ever had—I would call it a tipping point year.”

Writs Roy Exum, columnist with The Chattanooga Times Free Press in 2012 Humane Horseman of the Year. “The outcry is reaching a nationwide crescendo after years of abuse that has been hidden, ignored, shunned, and mocked.”

Hounds Aground

Hunting mountain lions with dogs has been illegal in California since 1990. The practice causes suffering both for the mountain lions, who are chased into trees and shot or torn apart, and for the hounds, who can be killed or hurt and are often treated more like hunting equipment than family members.

So last February, when then-president of the state Fish and Game Commission Dan Richards traveled to Idaho to hound and kill a mountain lion, The HSUS and the public were rightly outraged. The incident prompted a closer look at the related but still-lawful practices of bear and bobcat hounding, with The HSUS mounting an exhaustive campaign for a statewide ban, sending alerts that generated more than 55,000 supportive emails to California lawmakers.

Jake Sinclair joined the fight after receiving one of those alerts. The San Francisco Bay area pediatrician had once enjoyed watching bears and bobcats in the Sierra Nevada Mountains. But sightings became rare after the hounds, who can be killed or hurt and are often treated more like hunting equipment than family members.

So last February, when then-president of the state Fish and Game Commission Dan Richards traveled to Idaho to hound and kill a mountain lion, The HSUS and the public were rightly outraged. The incident prompted a closer look at the related but still-lawful practices of bear and bobcat hounding, with The HSUS mounting an exhaustive campaign for a statewide ban, sending alerts that generated more than 55,000 supportive emails to California lawmakers.

Jake Sinclair joined the fight after receiving one of those alerts. The San Francisco Bay area pediatrician had once enjoyed watching bears and bobcats in the Sierra Nevada Mountains. But sightings became rare after the hounds, who can be killed or hurt and are often treated more like hunting equipment than family members.

So last February, when then-president of the state Fish and Game Commission Dan Richards traveled to Idaho to hound and kill a mountain lion, The HSUS and the public were rightly outraged. The incident prompted a closer look at the related but still-lawful practices of bear and bobcat hounding, with The HSUS mounting an exhaustive campaign for a statewide ban, sending alerts that generated more than 55,000 supportive emails to California lawmakers.

Jake Sinclair joined the fight after receiving one of those alerts. The San Francisco Bay area pediatrician had once enjoyed watching bears and bobcats in the Sierra Nevada Mountains. But sightings became rare after the hounds, who can be killed or hurt and are often treated more like hunting equipment than family members.

So last February, when then-president of the state Fish and Game Commission Dan Richards traveled to Idaho to hound and kill a mountain lion, The HSUS and the public were rightly outraged. The incident prompted a closer look at the related but still-lawful practices of bear and bobcat hounding, with The HSUS mounting an exhaustive campaign for a statewide ban, sending alerts that generated more than 55,000 supportive emails to California lawmakers.

Jake Sinclair joined the fight after receiving one of those alerts. The San Francisco Bay area pediatrician had once enjoyed watching bears and bobcats in the Sierra Nevada Mountains. But sightings became rare after the hounds, who can be killed or hurt and are often treated more like hunting equipment than family members.

So last February, when then-president of the state Fish and Game Commission Dan Richards traveled to Idaho to hound and kill a mountain lion, The HSUS and the public were rightly outraged. The incident prompted a closer look at the related but still-lawful practices of bear and bobcat hounding, with The HSUS mounting an exhaustive campaign for a statewide ban, sending alerts that generated more than 55,000 supportive emails to California lawmakers.

Jake Sinclair joined the fight after receiving one of those alerts. The San Francisco Bay area pediatrician had once enjoyed watching bears and bobcats in the Sierra Nevada Mountains. But sightings became rare after the hounds, who can be killed or hurt and are often treated more like hunting equipment than family members.
To improve conditions for animals in global commerce, we facilitate the marketing of higher-welfare and humanely produced goods, help consumers modify their spending habits, and persuade corporations to adopt better policies.

Fighting Fire with Fire

Mike Callicrate won’t be beat. The Colorado cattle rancher, entrepreneur, and activist lost a feedlot operation and a lawsuit to Big Ag, but keeps coming up with new businesses and new challenges. His voice is heard in books and films and at conferences and through a half dozen websites. Starting in 2012, after he met Colorado state director Holly Tarry, it’s heard at The HSUS.

Last year, Callicrate joined the new HSUS Agriculture Council for Colorado and recruited two other farmers to serve, part of a growing network of statewide advisory groups helping to develop markets for higher-welfare products. For Callicrate, who decries the way industrial agriculture treats individual producers, it’s a natural alliance: “You [are] a cost to be reduced, just as the animal is a cost to be reduced.” The HSUS, for its part, has helped Callicrate bring a lawsuit charging that money collected by the federal government to promote beef consumption is instead being illegally used to lobby against animal welfare improvements. (The HSUS has filed a similar lawsuit on behalf of pork producers.)

In 1989, Callicrate and others sued the world’s largest meatpacker, Iowa Beef Producers, over industry consolidation that had driven small producers out of business. They were awarded $1.28 billion by a jury, but a judge reversed that verdict and ordered them to cover $80,000 in court costs. Afterwards, Callicrate designed a system to spare farm animals the stress and misery of being trucked to slaughterhouses. “I think Mike feels called to fight for better treatment of both farm animals and farmers because of who he is, but also because he’s one of the few who’s in a position to,” says Tarry. “He just never quits.”

Cosmetic Adjustments

“If every cosmetic tested on rabbits or mice had a photo on the packaging showing these animals with weeping, swollen eyes and inflamed skin, I believe everyone would leave cruelty on the shelf and go for the cruelty-free option instead,” noted Paul McCartney in support of Humane Society International’s Be Cruelty-Free Campaign to end animal testing for cosmetics worldwide. That choice is now much easier for European Union consumers, as the campaign successfully pressured the EU to uphold its March 2013 ban on selling imported cosmetics with ingredients newly tested on animals. (Animal testing for cosmetics was already banned within EU borders.)

One Meal at a Time

As a gastrointestinal pathologist at Providence St. Vincent’s Medical Center in Portland, Oreg., Melissa Li has seen her share of sickness and disease caused by unhealthy eating habits. It’s the responsibility of all health professionals to advocate a better way, she says. For her, that means a diet free of animal products and the cruelty inherent to factory farming.

Sea Changes:

Amazon.com heeded demands from 50,000+ supporters to ban whale and dolphin meat from its U.S. and Japanese websites.

Hawaii’s false killer whales were listed as endangered, with restrictions placed on long-line fisheries that entangle and kill them.

In response to a 2010 trainer death at SeaWorld Orlando, a judge limited trainers to protected contact with orcas, such as from behind a barrier. The book Death at SeaWorld further exposed the captive orca industry, chronicling HSI scientist Naomi Rose’s efforts.
In the Washington, D.C., area, The HSUS’s Humane Wildlife Services helped 2,441 animals in 2012, including a squirrel mom who, after being evicted from an attic, retrieved her five babies from a reunion box she placed nearby (Inset). Employing solutions such as gentle hazing, one-way doors, and family reunions, the service offers a humane alternative to wildlife control operators after being evicted from an attic, retrieved her five babies from a reunion box the team placed nearby (Inset). Emphasizing solutions such as gentle hazing, one-way doors, and family reunions, the service offers a humane alternative to wildlife control operators after being evicted from an attic, retrieved her five babies from a reunion box the team placed nearby (Inset). Emphasizing solutions such as gentle hazing, one-way doors, and family reunions, the service offers a humane alternative to wildlife control operators after being evicted from an attic, retrieved her five babies from a reunion box the team placed nearby (Inset).

In October, Seneshale held “reopenings” to mark his conversion from puppy-selling stores to adoption venues for local shelters. The events were a major milestone for the pledge program. Seneshale was the first signer to actively work with Moyer to switch to a humane business model. Joe’s Pet Depot locations were two of 400 stores added to the pledge in 2012, bringing the total number to 2,000 stores that will never open their doors to puppy mills.

**Going Out of Style**

True Religion had lost the faith. The HSUS found that the premium denim company, after years of being cruelty-free, had begun selling real animal fur. Tests revealed that the fur was raccoon dog, a canid species frequently skinned alive in China’s fur trade. The HSUS sent an action alert to thousands of supporters, and within three hours, the company had announced it would pull the items.

**Intense pressure on the fur industry continued on many fronts in 2012.**

**Investing in Success**

**NAME:** Robert Wilson

**WHY HE’S AN HSUS SUPERSTAR:** Initiated a $2 million matching grant for the gestation crate campaign

For philanthropist Robert Wilson, getting pigs out of gestation crates is a matter of basic humanity. “I’m not very fond of cruel and unusual punishments, as applied to either human beings or animals,” he says. “Hogs are the most intelligent of the animals that we eat. … [Yet] they are basically in prison.” In 2012 the retired investor announced a $2 million matching grant to help The HSUS end the confinement of pregnant sows in crates barely larger than their bodies. America is ready for the message, he says. “It’s becoming a more tolerant place—and that, I think, is applying to animals.”

**INVESTING IN SUCCESS**

**NAME:** Robert Wilson

**WHY HE’S AN HSUS SUPERSTAR:** Initiated a $2 million matching grant for the gestation crate campaign

For philanthropist Robert Wilson, getting pigs out of gestation crates is a matter of basic humanity. “I’m not very fond of cruel and unusual punishments, as applied to either human beings or animals,” he says. “Hogs are the most intelligent of the animals that we eat. … [Yet] they are basically in prison.” In 2012 the retired investor announced a $2 million matching grant to help The HSUS end the confinement of pregnant sows in crates barely larger than their bodies. America is ready for the message, he says. “It’s becoming a more tolerant place—and that, I think, is applying to animals.”

**ANSWERING THE CHALLENGE**

**NAME:** Brad Goldberg

**WHY HE’S AN HSUS SUPERSTAR:** Recruited additional supporters for farm animal protection

Growing up in the Midwest, Brad Goldberg often saw trucks packed with animals bound for slaughter. The memories led him years later to found the Animal Welfare Trust and support The HSUS’s work to protect farm animals. Last year, the retired portfolio manager pledged a generous gift to The HSUS’s gestation crate campaign and hosted a lunch to recruit others to match Robert Wilson’s $2 million challenge. The truth about extreme confinement is reaching consumers who will demand change, he says. “Future generations will look back on this practice with disbelief that such cruelty was ever tolerated.”

**BUILDING A HUMANE ECONOMY**

**2012 CANADIAN SEAL HUNT**

**QUOTA** 400,000

**ACTUAL KILLS** 71,460

For the fourth straight year, seal slaughter deaths amounted to a fraction of government-set quotas. Each year, we document the shooting and clubbing of scores of pups, many of them cut open while conscious. Staff have persuaded governments around the world to close their markets to seal fur, while nearly 6,000 businesses and 750,000 people have joined our boycott of Canadian seal products. We’re now pushing for a government banout of the industry plus development of economic alternatives such as seal-watching.
**States that Have Passed Crate Bans**

- Arizona
- California
- Maine
- Ohio
- Oregon
- Pennsylvania
- Rhode Island
- Colorado

---

**Changing Lives Crate by Crate**

The shift came fast. In 2012, one company after another pledged to stop using pork from farms that lock breeding sows in gestation crates—so small the animals cannot turn around. In December, Paul Shapiro, HSUS vice president for farm animal protection, looked back, happily astonished. “Few would have predicted such a change in such a short amount of time.” For decades, factory farms crated most pregnant sows. Frustrated pigs gnawed their mouths bloody on metal bars. Sows went lame for lack of exercise. Then The HSUS began winning statewide crate bans, compelling companies to change, and conducting undercover investigations, including those released in 2012 of Tyson supplier Wyoming Premium Farms and of Oklahoma operations owned by two of the largest U.S. producers. Now the industry is poised to adopt systems that let sows move freely and socialize. Retail prices will rise little if at all. The debate is over, says Mesticlal magazine: “HSUS won the argument.”

---

**Crates Versus Group Housing**

**Gestation Crate**

For virtually their entire lives, breeding sows live in crates averaging about 7 feet long by 2 feet wide. They’re so tight, when pigs lie down to sleep, their udders protrude into neighboring crates.

**Free Stall Access**

Sows use stalls to feed, rest, or avoid other pigs but can open the doors to walk in small common areas.

**Electronic Sow Feeding**

Pigs live in a group pen without crates. They eat by passing through a feeding station, where a computer reads their ear tags and dispenses food.

---

**How We’re Remaking the Marketplace**

Before 2012, a handful of companies had pledged to switch from gestation-crate pork. When The HSUS stepped up its efforts last year, 40 announced they would phase out crates from their supply chains.

**Companies That Are Switching**

- Smithfield

The world’s largest pork producer and processor and rival Hormel have committed to phasing out crates from company-owned farms by 2017. More than half of Cargill’s facilities are already crate-free.

**SafeWay**

In 2012, the company and four others among the six biggest grocery stores (all but Wal-Mart) announced they would make the change.

---

“HSUS won’t go away; in fact it has gained strength. It has the formula down and will replicate its strategies within the pork sector as well as across the agriculture sector.”

— POKEY MAGAZINE EDITORIAL, JULY 7, 2013

60% of Sows Can’t Fit into Conventional Gestation Crates Without Being Compressed Against the Sides.
“Living walls allowed the society to be free and to let lions roam around. This means that the number of lions will increase again.” — Elvis Kismir of the African People & Wildlife Fund, which works with Humane Society International to build lion-proof fences in East Africa’s Maasai Steppe. Made of galvanized steel chain link and plantings from a quick-growing spiny tree, the “bomas” prevent cattle predation, protecting endangered lions from retaliatory poisoning by herders.

By generating public debate on animal protection issues, building partnerships with other professionals and causes, and mobilizing advocates, we engage the broader community in our mission.

Harmed and Dangerous

The undercover video captures the scene: A young child and a tiger cub are posed for the camera by insistent parents and staff at G.W. Exotic Animal Park in Wynnewood, Okla. The cub is not cooperating; the child is crying. “It seems like the toddler is the most sensible person in the entire situation,” says HSUS staff attorney Anna Frostic. “She’s very uncomfortable with the scene.”

The four-month HSUS investigation brought national media attention to the significant public safety and animal welfare concerns inherent to the private ownership of exotic animals. Five tigers died during that time, and tiger cubs were punched and whipped as part of their “training” for public appearances.

“The owner was allowing the public to have contact with tiger cubs who were large enough to cause serious injury,” says Mary Beth Sweetland, HSUS senior director of research and investigations. “While we were there, a young child was scratched and bitten by a tiger cub used for public handling.” HSUS attorneys followed up by filing legal complaints with state and federal officials and petitioning the U.S. Department of Agriculture to prohibit public contact with dangerous wild animals.

In Mississippi, a January rescue of 11 animals also exposed the problems with roadside zoos. In addition to tigers, cougars, leopards, and wolf hybrids, The HSUS helped rescue a macaque confined to an enclosure that was nothing but “dirt and bars” says The HSUS’s Adam Parascandola. “Getting him into a better situation was one of the real highlights.”

The Fight Against Finning

It’s been a traditional dish at high-end hotels, government functions, and wedding banquets, considered a delicacy and status symbol in many Asian cultures. But shark fin soup comes at the cost of immense suffering, with animals thrown back into the ocean to die after their fins are hacked off. And it devastates ocean ecosystems, with tens of millions of these top predators finned annually.

But public awareness campaigns by Humane Society International and other groups are encouraging new generations to embrace cruelty-free traditions, with tens of thousands of shark finning and unsustainable fisheries adding up to a one-two punch for the world’s shark species; 74 of 468 are threatened with extinction.

We’re There

Inspiring Change

Captive Audience

Rescued from a Mississippi roadside zoo (inset), Natalia the tiger rests at the Cleveland Amory Black Beauty Ranch, a Texas sanctuary operated by The Fund for Animals in partnership with The HSUS. The January rescue and four-month investigation in Oklahoma shone a national spotlight on the plight of captive wildlife.

"Living walls [allowed] the society to be free and to let lions roam around. This means that the number of lions will increase again." — Elvis Kismir of the African People & Wildlife Fund, which works with Humane Society International to build lion-proof fences in East Africa’s Maasai Steppe. Made of galvanized steel chain link and plantings from a quick-growing spiny tree, the “bomas” prevent cattle predation, protecting endangered lions from retaliatory poisoning by herders.

Shark finning and unsustainable fisheries add up to a one-two punch for the world’s shark species; 74 of 468 are threatened with extinction.
One among hundreds, a sterilized feral cat sunbathes at an Oahu park-and-ride. With its mild climate and lack of feline predators, Hawaii has one of the densest populations of outdoor cats in the U.S. Conservationists worry that some prey on the islands’ threatened and endangered birds. In 2012, HSUS staff supported a coalition of cat and wildlife experts searching for solutions that protect all species. A national HSUS conference in California helped find common ground.

Forcing the Issue

The massive factory farm planned for China’s Jiangxi Province would have caused the inhuman force-feeding of millions of geese and ducks to produce foie gras (French for “fat liver”), a so-called “delicacy.” The proposed facility also would have polluted an important overwintering habitat for migratory waterfowl. So when Humane Society International staff learned of the plan, they quickly mobilized an opposition campaign, alerting supporters and recruiting other animal advocacy groups. The project collapsed after more than 50,000 people wrote to the Chinese premier and a UK investment firm withdrew funding—“a great example of animal protection groups across the world using their collective voice to challenge animal cruelty,” says HSUS/UK director Mark Jones.

In the U.S., the HSUS recruited chef Wolfgang Puck to campaign in support of upholding California’s foie gras ban, which took effect in 2012. “We chefs have the ability to create delicious and original dishes our customers will love without causing torment to animals,” Puck wrote in a letter to fellow restaurateurs. In September, a federal appeals court denied a motion to block the ban’s enforcement.

INSPIRING CHANGE

TAKING THE REINS

NAME: Leslie Register
WHY SHE’S AN HSUS SUPERSTAR: Speaks out against horse slaughter Seventeen years ago, Leslie Register watched a 6-year-old horse, well past his prime, lose yet another race. His fate, she was told, would be racing on a second-tier track until he died. Instead, Register brought the horse home for a well-earned retirement. It’s not a typical outcome; horses who don’t have spectacular careers often end up shipped out of the country for slaughter. That reality, and the possibility that horse slaughter may resume in the U.S., motivated Register to join the Equine Leadership Council—key advocates who invest in HSUS goals and act as ambassadors for equine protection. A longtime HSUS donor, Register plans to bring awareness of slaughter and other equine issues to the Southern California horse shows in which she competes. “My horse is one of the lucky ones. I want other horses to be the lucky ones, too.”

MOTIVATING MILLIONS

11 million
 HSUS, the Ad Council, and Animal Care Expo conferences

2,783
 attendees at our 2012 Taking Action for Animals
3.6 million
 readers of AllAnimals, All News, and Animal Sheltering magazines

1.6 million
 Facebook fans

9.3 million
 views of HSUS videos

1 million+
 Facebook fans
We provide care for animals in need: rehabilitating wildlife trade victims, preserving habitat, helping shelters and underserved communities care for pets, and intervening in human-animal conflicts.

Road to Freedom
The animals’ journey ends in May 2012 by a wetland drained for cattle pasture in northwest Nicaragua. It’s midday and hot, but a patch of forest across a drainage ditch offers shade and relative cool. After months of preparation, animals seized by police from the illegal wildlife trade, then rehabilitated at a center that Humane Society International helped expand, are released in rapid succession: Parakeets burst from their cages, winging their way into the trees, where they perch in a noisy group, already at home in the wild.

Serving Shelters
Tucked away in an industrial part of a southern Mississippi town, Brookhaven Animal Rescue League runs on a shoestring budget funded solely by donations, barely covering the bills and salaries for two employees. What it lacks in money and staff, though, it makes up for in the dedication of 90 volunteers who keep the shelter open seven days a week and rehome almost all of the pets they care for.

We’re There
Helping Animals in Crisis

Humane Society International is making a difference for the world’s street dogs. Among the 2012 accomplishments:

Haiti: Rabies vaccinations for 250,000 dogs, in partnership with government; more than 1,000 sterilized
Bhutan: 10,000+ dogs sterilized and vaccinated (46,000 since 2009)
Cebu City, Philippines: 11,000+ dogs sterilized and vaccinated; dramatically decreased euthanasia and dog bite numbers
India: Nearly 6,000 street dogs sterilized and vaccinated, vet training and high-volume spay/neuter center opened in Jaipur
Wenian County, China: Country’s first humane animal control program launched
Costa Rica: 1,200+ dogs sterilized and vaccinated

Vet tech Erin Spencer checks a patient during a Rural Area Veterinary Services clinic at North Dakota’s Standing Rock Reservation. RAVS—a program of the Humane Society Veterinary Medical Association—provided free spay/neuter and treatment to nearly 7,000 animals in 2012, training 309 veterinary students along the way.
In 2012, Shelter Services staff feld more than 1,000 inquiries from all over the country, providing in-depth remote assistance to 80 shelters, visiting 58, and conducting regional training workshops for a dozen more. Topics ranged from cleaning cages to improving customer service. The cost to the shelters: not one penny.

Taking It to the Streets
In the Chicago community of North Lawendale, where 45 percent of residents live below the poverty line, the HSUS’s Laurie Maxwell had been keeping an eye on a boarded-up house. As a manager for the Pets for Life program, her job involves helping pets in underserved neighborhood; by building relationships with their owners. She would often see two dogs in front of the house, but she could never get their owner, Del Smith, to come out and talk.

One night, Maxwell finally spotted Smith next to an ice cream truck. She bought her a chocolate ice cream cone, and the two finally chatted under the train tracks—Smith telling her she could opt for public housing but didn’t want to give up her dogs, Momma and Rocky. Instead, she would continue slipping in and out through a basement opening in that concrete kennel floors.

Maxwell arranged to spay Momma and the puppies from her final accidental litter, while Smith in turn introduced her to most everyone on the block. “We talk all the time,” Maxwell says. “She’s a beautiful woman who loves her dogs so much that she’s going to stay in this situation in order to keep them.”

Similar stories—a selfless dedication to pets, clients becoming key advocates—have emerged from Philadelphia, Atlanta, and Los Angeles as well, where Pets for Life also operates. In Philly, Betty Hill’s Pomeranian Brandit had fashioned at least a dozen filters with her female Chihuahuas. Pets for Life funded spay/neuter surgeries for all seven dogs and one cat. Now on a mission, “Miss Betty” has helped sign up additional clients for spay/neuter appointments, including a dizzying 40 in one afternoon. In 2012, halting coyote and goose culling programs to lethal wildlife management in several states in 2012, halting coyote and goose culling programs to lethal wildlife management in several states in

RAISING KINDNESS

NAME: The Fournier family
WHY THEY’RE HSUS SUPERSTARS: Have donated to disaster responses, rescues and shelters, and other initiatives
As a child, Jennifer Fournier (pictured above) offered her brother $10 to release the fish he’d caught. Today, that compassion is something she shares with her husband, Alan, and seeks to instill in all four of their children. Longtime supporters of local rescues and shelters, the Fourniers became HSUS donors after Hurricane Katrina in 2005. “I saw all the good work [The HSUS was] doing and wanted to help,” she says. In 2012, they donated to The HSUS’s campaigns against gestation crates and puppy mills. The couple’s children have also gotten involved, collecting towels to pad the cages of dogs rescued from a puppy mill, volunteering at shelters, and asking for donations for animals in need of birthday gifts.

Neighborhood Solutions
For every wildlife conflict, there’s a humane solution. That’s what the Rev. Sallye Hardy learned when she contacted The HSUS in 2012 for help with a beaver dam causing periodic flooding at Camp Selah in Sutherland, Va. Whenever it rained, the beaver pond overflowed into a nearby culvert and over a newly installed bridge, washing the camp’s only access road. The stagnant water became a mosquito breeding ground.

People offered advice: Destroy the dam. Trap and relocate the beavers. Or worse yet, kill them. “But everyone said no matter what you do, they are going to come back,” says Hardy. And none of the propostions stayed true to the camp’s humane stewardship ideals.

A water control device installed by HSUS specialists worked perfectly for the ministry’s 37-acre retreat, even in heavy rains. Camp volunteers have since built an observation deck at the pond’s edge where children can sit and watch the beaver lodge.

HSUS experts fostered humane alternatives to lethal wildlife management in several states in 2012, halting coyote and goose culling programs through community engagement and educational outreach. Nearly a dozen coyote hazing workshops helped communities resolve conflicts with prevention techniques.
We’re There
Rescuing Animals

ARMED WITH FLASHLIGHTS, and decked out in winter attire, the HSUS Animal Rescue Team searched cold, wrecked homes in the wake of Superstorm Sandy last fall, removing trapped animals from flooded structures and rubble in parts of New York and New Jersey. The three search-and-rescue operations (middle photo) were just part of the organization’s massive response, as The HSUS also ran three emergency pet shelters and distributed supplies to pet owners who stayed behind in their homes. “I’m so happy ... for what you’ve done,” said Patrick Glenn, upon arriving at an HSUS shelter to reunite with his pets. “You went and rescued my cats, and you even saved two of my goldfish ... I got my family back again.”

Five months earlier, The HSUS had responded to an entirely different kind of situation: an overwhelmed Ohio sanctuary filled with injured, suffering parrots (top left). Acustomed to coordinating large rescues of dogs, cats, and equines, the team reached out to avian experts for equipment and advice. “Frankly, we like a challenge,” says animal cruelty investigations director Adam Parascandola.

And throughout 2012, HSUS rescuers responded to a variety of other such challenges: (clockwise from top middle): In Wiggins, Miss., responders helped authorities remove 74 dogs from a puppy mill; the owner had been selling lethargic, filthy puppies at flea markets. In Tarpon Springs, Fla., a team dug 18 gopher tortoises from the path of construction, transporting them to a 35-acre release site. Missing his upper lip and portions of his bottom one, Sam was one of 17 dogs The HSUS helped rescue from a Jacksonville, Fla., dogfighting operation. Now in foster care with Pittsburgh-based Hello Bully, an HSUS placement partner, “he is a sweet dog and just wants to curl up on your lap,” says The HSUS’s Chris Schindler.

In Robeson County, N.C., staff helped investigate a suspected cockfighting operation, caring for rescued birds and documenting evidence. And in New Mexico, The HSUS’s Prairie Dog Coalition helped release 300+ captive Gunnison’s prairie dogs to protected sites.

“It doesn’t appear that [the owner has] ever taken them to the vet. If we hadn’t gotten these dogs when we did, we would have ended up with a lot of dead dogs.”

— Phyllis Olds, chief deputy of the Stone County Sheriff’s Office, on a Mississippi puppy mill rescue

11,087

Number of wild and domestic animals rescued by HSUS teams from natural and human-caused disasters and conflicts in 2012
Whether it’s an orphaned bobcat kitten, a horse rescued from abuse, an owl struck by a speeding SUV, or a victim of the exotic pet trade, animals in need find refuge at care centers operated by The HSUS and its affiliate, The Fund for Animals. In 2012, the centers rescued, rehabilitated, and provided sanctuary to more than 16,000 animals. To expand their services, increase the quality of care, and enrich the lives of the animals they serve, the centers also made significant habitat and facility improvements in 2012.

BLACK BEAUTY RANCH
Murchison, Texas
In 2012, America’s largest and most diverse animal sanctuary welcomed new animals—from tigers and a camel to pigs, horses, and more. Black Beauty Ranch also completed a new visitor center and farm animal habitat, upgraded housing for former research chimps, and broke ground on a new facility for raptors. "Then quickly found their new favorite spots under shade trees,” says ranch manager Jennifer Kunz, “then quickly found their new favorite spots under shade trees."The 200 acres of new grazing area should help reduce feed costs for the sanctuary’s 187 horses and ease pressure on the existing pastures.

DUCHESS SANCTUARY
Douglas County, Oregon
More room to gallop and explore—that’s what resulted from the improvement of previously unusable acreage at the 1,120-acre Duchess Sanctuary. After replacing old fencing, installing a water system, and building a road and a shelter for the horses, staff introduced the herd to two new pastures. “They galloped around a while, exploring everything,” says ranch manager Jennifer Kunz, “then quickly found their new favorite spots under shade trees."The 200 acres of new grazing area should help reduce feed costs for the sanctuary’s 187 horses and ease pressure on the existing pastures.

SOUTH FLORIDA WILDLIFE CENTER
Fort Lauderdale, Florida
Razing and rebuilding, adding and enlarging—the nearly 13,000 wild animals needing treatment and rehabilitation at The HSUS’s South Florida Wildlife Center in 2012 necessitated a number of upgrades to and expansion of its facilities. A new raccoon habitat welcomed its first occupants in 2012, while sea, marsh, and shore birds will benefit from new and larger aviaries and habitat. In addition, says executive director Sherry Schlutte, restoration of a wetland area on the property will provide habitat for native wildlife—and a beautiful backdrop to wildlife education and other events held in a new open-air pavilion.

CAPE WILDLIFE CENTER
Barnstable, Massachusetts
When Superstorm Sandy hit the East Coast in fall 2012, many seabirds were blown ashore. Fortunately, the Cape Wildlife Center was prepared to care for the disoriented birds in a new 3,500-gallon saltwater pool. “The pool really kept their stress down,” says director Deborah Millman. “It’s made a vital difference in the way we rehabilitate birds who live on or near the water.” Maintained at ocean temperatures, the pool allows staff to test the birds’ diving and underwater swimming skills before their release. Loons, storm petrels, and a pelican were among those who benefited from time in the water.

THE FUND FOR ANIMALS WILDLIFE CENTER
Ramona, California
Nearly 500 native wild animals recuperated at The Fund for Animals Wildlife Center in 2012, and director Ali Crump- acker looks forward to increasing that number. Construction of a new wildlife care center, begun in 2012, “will allow us to provide medical and rehabilitative services for three times as many patients at one time,” she says. The 4,800-square-foot building will include state-of-the-art rooms for radiology, diagnostic lab work, and surgery, along with several ICU and recovery areas, enabling the center “to provide the best possible care to every patient who comes through our doors: snakes, falcons, bobcats, cougars, and more.”
The world’s most effective animal protection organization, The HSUS is sustained by a community of animal lovers who show their support in many ways. Every gift you give, no matter how large or small, helps us carry on the work of confronting cruelty in all its forms.

- Make a one-time gift or donate monthly through your credit card or bank account.*
- Participate in your office’s workplace giving and matching gift campaigns.
- Make a Kindred Spirits memorial gift or donate to celebrate a special occasion.
- Donate your car, truck, boat, or other vehicle.

For details, go to humanesociety.org/donate or call 866-720-2676. For inquiries about leadership gifts, bequests, gift annuities, or gifts of stock, or to speak with your regional philanthropy officer, call 800-808-7858.

*An HSUS membership is $25 a year and includes a subscription to All Animals magazine.

How You Can Help

STATE DIRECTORS

HSUS state directors work directly with residents and policymakers in their states. Learn more at humanesociety.org/statecontacts

Alabama, April Gilbert
Arizona, Ken Weinstock
California, Jennifer Foyning
Colorado, Kelly Tarry
Connecticut, Anna Hershkovitz
Delaware, Nettie Brown
Florida, Sue McAllister
Georgia, Ingrid Gibson
Hawaii, Lisa Kaufman
Illinois, Kristen Behr
Indiana, Eric Huang
Iowa, Carol Gripsinger
Kansas, Hilary Green
Kentucky, Pam Rogers
Louisiana, John Greece
Maine, Katie Hunsberry
Maryland, Terra Samuels
Massachusetts, Alisa Fox
Michigan, Jill Fritz
Minnesota, Howard Goldman
Mississippi, Leslie Lowder
Missouri, Amanda Good
Montana, Wendy Hergenraeder
Nebraska, Joy Robinson
Nevada, Kelly Holby
New Jersey, Kathleen Schukar
New York, Brian Shaffer
North Carolina, Amy Allsbrook
North Dakota, Karen Thurnheuer
Ohio, Kevin Melton
Oklahoma, Cynthia Armstrong
Oregon, Scott Bostedt
Pennsylvania, Sarah Dulan
South Carolina, Kimberly Kelly
South Dakota, Laura Adams
Tennessee, Constance McGuigan
Texas, Katie Jarl
Utah, Lesley Bishop
Vermont, Joanne Bouvé
Virginia, Laura Eichen"
FINANCIAL OPERATIONS REPORT
For the Year Ending December 31, 2012

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

For the Year Ending December 31, 2012

Assets
Cash and cash equivalents $327,994,527
Receivables 18,221,925
Prepaid expenses, deferred charges, and deposits 1,954,903
Restricted securities —
Investment, at market value 178,465,636
Fixed assets, net of depreciation 21,053,458
Total Assets $649,203,574

Liabilities
Net assets
Unrestricted $190,782,995
Temporarily restricted 18,445,938
Permanently restricted 18,173,451
Total Net Assets $217,323,384
Total Liabilities and Net Assets $649,203,574

CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Year Ending December 31, 2012

Support and Revenue
Contributions and grants $776,231,480
Restrictions $18,719,005
Rebates 10,657,768
Investment income 7,854,674
Other income, net 3,185,861
Total Support and Revenue $801,281,968

Recontribution —
Sales of investments, at market value 24,064,637
Total Revenue $825,346,538

Operating & Supporting Expenses
Advocacy, outreach, and policy $66,562,208
Direct care and services 26,690,066
Charity prevention programs 26,053,018
Research and education 18,095,167
Total Operating & Supporting Expenses $128,460,468

Change in Net Assets From Operating Activities $18,809,187

Changes in Net Assets
Change in Net Assets $18,809,187
Beginning of year $29,888,543
Ending of year $48,702,730

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.

OPERATING & SUPPORTING EXPENSES

Support & Revenue
Animal protection programs 22%
Fundraising 84%
Management & General 100%

Animal Protection Programs
Advocacy, Outreach, & Policy 3%
Direct Care & Services 18%
Charity Prevention Programs 17%
Research & Education 18%

SUPPORT & REVENUE

The HSUS is rated a 4-star charity (the highest possible) by Charity Navigator, approved by the Better Business Bureau for all 10 standards for charity accountability, rated by Guidestar’s Philanthropedia experts as the No. 1 high-impact animal protection group, and named by Worth magazine as one of the 10 most financially responsible charities.

This report was printed on recycled paper from mixed sources with at least 10% postconsumer waste. 100% of the energy used was offset by renewable energy credits.

The HSUS is a 501(c)(3) organization.

32 / humanesociety.org
Thank you for being there with us.

Helping all animals in need—that’s the mission of The Humane Society of the United States. And we couldn’t do it without you. From shutting down puppy mills to providing refuge for wildlife, from standing up for farm animals to saving seals and horses from cruel slaughter, we’re there—together—fighting for a compassionate world. Thank you for helping us celebrate animals and confront cruelty in all its forms.