Celebrating Animals
Confronting Cruelty
ANNUAL REPORT 2014
The Humane Society of the United States was founded in 1954 to tackle the root causes of animal cruelty and suffering. We’ve made some truly remarkable progress in our 60 years—thanks to you. Every time you donate, take action or volunteer with us, you help us make the world a better place. For all you do to protect animals, we thank you.

Inspiring Compassion: A Donor’s Story

Don Sinex, a real estate developer in New York City and Vermont, inherited his compassion for all animals—and especially dogs—from his mother, and now he’s dedicated to eliminating animal cruelty. A longtime friend of The HSUS, Don has given generously to our programs to save animals from cruel situations such as puppy mills. In 2014, in partnership with Shoshi Fu and Devonwood Investors LLC, Don asked that his donation be used to customize a special vehicle for our Animal Rescue Team. In recognition of his gift, the customized truck and shelter trailer will be named Rescue Team Ranger and Rescue Team Chloe after his two beloved English springer spaniels. Don hopes that generous gifts like his will inspire others to support the lifesaving work of The HSUS.

ON THE COVER:
Gray wolves, such as this one in Alaska’s Denali National Park, are vital for a healthy ecosystem. On page 11, read more about our victories reinstating protections for wolves in Wyoming and the Great Lakes states.

THIS SPREAD:
With your support, we protect animals across the United States and around the world.
From the President

The Humane Society of the United States and its affiliates drive change through four primary strategies: 1) direct services for animals, delivered through a stunningly wide range of programs; 2) education and awareness, because so many people of conscience are unfamiliar with the risks animals face; 3) public policy and enforcement of anti-cruelty laws to change the legal landscape for animals; and 4) corporate reform campaigns that encourage food companies, cosmetics manufacturers and other enterprises to become part of a new, emerging humane economy.

By working through all of these channels simultaneously, we can—and we are—delivering transformational outcomes. The HSUS and its affiliates cared for more than 100,000 animals in 2014. But our greater charge is the prevention of cruelty, and we don’t shy away from the biggest, toughest battles for animals. In those battles, 2014 may have been our most exciting year ever.

**Strengthening the U.S. Anti-Cruelty Framework:** South Dakota became the 50th state to adopt felony-level penalties for animal cruelty, the capstone of our 25-year campaign to establish strong penalties for malicious cruelty in every state. We helped pass federal legislation making it a crime to attend or bring a child to a dogfight or cockfight—the fourth upgrade we’ve secured to federal animal fighting laws since 2002. And we helped persuade the FBI to start tracking animal cruelty crimes.

**Ending the Era of Extreme Confinement of Animals on Factory Farms:** Australia and Canada committed to begin phasing out gestation crates, as did Brazil’s largest pork producer, and India shut down its only gestation crate facility. In the United States, we secured commitments from some of the nation’s largest pork producers, like Smithfield Foods and Cargill, to abandon gestation crates, too. Starbucks and Nestlé, the world’s largest food company, also announced new policies to cleanse their supply chains of eggs and pork from operations that confine animals in cages and crates.

**Rounding Up Horse Slaughterers:** We blocked three horse slaughter plants from opening on U.S. soil through provisions in congressional spending bills. Meanwhile, the European Commission suspended imports of horsemeat from Mexico, the leading importer of American horses.

**Tightening Puppy Mill Regulations:** We helped secure a U.S. Department of Agriculture rule prohibiting the import of puppies into the United States for resale,
effectively stopping pet stores and brokers from bringing underage dogs from foreign puppy mills into the North American pet trade.

**Banning Animal Experiments:** We persuaded India to ban animal testing for cosmetic products and helped China repeal its requirement that domestically produced cosmetics be tested on animals. In Europe, our team worked on a program to prevent chemical testing on hundreds of thousands of animals.

**Striking Blows Against Sealing and Whaling:** The World Trade Organization largely upheld the EU’s ban on the trade in products of commercial seal hunts, while the International Court of Justice ruled that Japan’s Southern Ocean whaling program violates international rules against commercial hunting of the ocean’s most majestic creatures.

**Securing Gains for Wolves:** In Michigan, we decisively won ballot measures to bar wolf hunting, and a month later, we won a federal court ruling reestablishing federal protections for wolves throughout the Great Lakes. In Wyoming, we helped secure a court ruling reinstating federal protections for gray wolves.

**Passing Ivory and Rhino Horn Bans:** At our urging, the New York and New Jersey legislatures banned the sale of ivory—the first state laws of their kind. In Vietnam, Humane Society International’s public education program achieved a remarkable 38 percent reduction in demand for rhino horn.

There has never been a group like The HSUS, with its depth and breadth of programs and its ability to deliver powerful reforms for animals in so many arenas. All of this work is possible only because of your passion for animals and your resolve that there must be a better way for our society to treat them. To confront the challenges ahead, we ask that you rededicate yourself to our cause—not only because it’s right and good, but because if we harness the power of our collective energy, change on a massive scale is not only possible but probable. We are immensely humbled by your support.

Wayne Pacelle, President and CEO
The Humane Society of the United States
Our Animal Rescue Team deployed across the country in 2014, from Florida to Washington state. We helped rescue 2,616 animals—transporting a bear in Kansas, helping authorities rescue 200 birds from a suspected cockfighting operation, removing flea- and worm-infested dogs from a Tennessee puppy mill and more.

Our veterinary teams offered valuable and often urgent care. The Humane Society Veterinary Medical Association – Rural Area Veterinary Services program provided free spay/neuter and other veterinary treatment to 7,409 dogs, cats and horses in 19 Native American communities and the Dominican Republic, El Salvador, Guatemala, Mexico, Nicaragua and Peru. We also helped train 300 veterinary students.

We continued caring for some of the animals we helped in 2013, including 100+ dogs seized as part of the second-largest animal fighting rescue in U.S. history. Staff and volunteers taught them to embrace life beyond the dirt circle they’d always known, reading to them, taking them for walks, coaxing them with treats and even providing therapy through music and scents.

Nearly 300 animal welfare groups make up our list of Emergency Placement Partners that help find homes for rescued animals. When shelters near a rescue site don’t have room to take in all of the animals we save, we turn to our partners to find groups that are willing and able to help. Last August, for example, we transported to our headquarters some 50 dogs and puppies who had been removed from a hoarding situation in Mississippi. Representatives from animal welfare groups in Maryland, Pennsylvania, Virginia and Washington, D.C., stepped up to find the animals new homes.
We helped make South Dakota the 50th state to pass felony penalties for malicious acts of animal cruelty. Before 1986, only four states had done so.

Forty-one states now have felony cockfighting penalties, and we helped make it a federal crime to attend or bring a minor to an animal fight. Authorities can now crack down on the entire cast of characters in animal fighting. The law was used for the first time in December, when 10 people were indicted in federal court for attending an animal fight in Ohio.

We’re helping other countries increase enforcement of animal cruelty and fighting laws, assisting with the first dogfighting busts ever in Costa Rica.

The FBI announced it will include animal cruelty offenses in the Uniform Crime Report, which will motivate law enforcement to pay closer attention to cruelty. And we partnered with the National Sheriffs’ Association on ICE BlackBox, a free smartphone app that enables people to capture and report video of illegal animal cruelty.

1,400 law enforcement officials took our training courses
Advocating for Animals in Laboratories

Our strong gains against animal testing internationally and on behalf of dogs and chimpanzees in U.S. laboratories made 2014 a very successful year.

- As a follow-up to the 2013 legislation funding the retirement of government-owned chimpanzees to sanctuaries, Merck & Co. ended its experiments on chimpanzees. We continued our work with the National Institutes of Health to retire these animals to sanctuary.

- HSI persuaded India to ban animal testing for cosmetic products and ingredients as well as the import of cosmetics tested on animals overseas.

- We helped China repeal its requirement that domestically produced cosmetics be tested on animals.

- Our team drove legislative changes in Europe that could save hundreds of thousands of animals from toxicity tests.

- One of our scientists served on committees of the Organization for Economic Cooperation and Development, which released guidelines that could spare millions of animals from toxicity testing globally.

- The National Institutes of Health stopped funding research using dogs from random source Class B dealers, and the U.S. Department of Agriculture revoked the license of one of the few remaining dealers.
Changing the Course for Farm Animals

We’re working to eliminate inhumane practices by changing corporate policies, reforming public policy and shrinking the market for factory-farmed products.

• Smithfield Foods—the world’s largest pork producer—extended its anti-gestation-crate policy to its contractors, while Cargill and Clemens (Hatfield Pork) announced phaseouts of the metal cages for breeding pigs. Tyson Foods told its contractors that future sow housing should be more spacious.

• Working with Humane Society International, Canada announced a phaseout of gestation crates. Brazil’s biggest pork producer will also remove the crates, and the government offered to help other producers switch.

• Nestlé and Starbucks announced major new animal welfare policies, including an end to small battery cages for egg-laying hens, and we convinced Unilever to seek alternatives to killing male chicks.

• We persuaded dozens of school districts, including Boston’s, and Knowledge Universe, the largest U.S. child care provider, to implement Meatless Monday. Our Food Forward events demonstrated meat-free options to food service professionals.

• Wins by our legal and legislative teams allowed California to uphold its provisions for more humane standards.

• We added agriculture councils in Indiana, Missouri and Oklahoma, working with farmers and ranchers to promote better animal welfare and environmental stewardship and to strengthen their influence.

Farm animals are living beings, not mere food-producing machines.
We’re persuading major food industry corporations and individual consumers to demand higher animal welfare standards.

82 MILLION estimated number of MEAT-FREE MEALS eaten nationwide EACH YEAR as a result of our outreach to food service professionals
Our innovative programs, such as this Pets for Life community outreach event, help keep animals happy and healthy—and out of shelters.

Protecting Pets

To protect pets, we advocate in the highest legislature in the land—and go door-to-door in impoverished communities that lack affordable veterinary care.

- Our Pets for Life program is now in 26 U.S. cities, providing critically needed spay/neuter and wellness services in under-served areas where more than 85 percent of pets are unsterilized.

- We also made Pets for Life materials available online, including a toolkit and free webinars on how to run a comprehensive community outreach program, and offered daylong training sessions in Michigan and Virginia.

- To help shelters boost adoptions and reduce intake of cats, we held Rethinking the Cat symposia in New York, North Carolina, Ohio, Texas, Virginia and Washington. We also released a new edition of Managing Community Cats, a guide for municipal leaders, in partnership with the International City/County Management Association.

- Animal Care Expo, our annual educational conference for 2,000 animal care professionals and volunteers, featured more than 60 workshops in 11 educational tracks and more than 200 exhibitor booths.

- We helped close carbon monoxide gas chambers in 14 shelters across the United States and in Alberta, Canada, and helped ban such chambers in Delaware and North Carolina and on the island of Saipan.

- We supported three pro-trap-neuter-return bills and 46 ordinances to help homeless cats and their caretakers—and address the 70 percent euthanasia rate for cats in shelters.

- More than 8 million Americans have seen The Shelter Pet Project, our public service campaign with Maddie’s Fund and the Ad Council encouraging people to adopt pets. Since its launch in 2009, the campaign has generated more than $224 million in free advertising for local shelters and rescue groups.

- We played a leading role in the repeal of Maryland’s law to restrict pet ownership by breed.

61,000+ PETS (and counting) have been helped through Pets for Life
Humane Society International touched the lives of thousands of street dogs and helped local activists and governments fight the dog meat trade.

- HSI helped the city of Dhaka, Bangladesh, stop dog culls. We conducted humane dog population management programs in Bhutan, India, the Philippines and Bolivia and launched or supported projects in Panama, Chile, American Samoa and Guam. During the 2014 Sochi Olympics, our transport of street dogs to the United States personalized the issue for Americans.

- In China, HSI-supported advocates and other groups saved more than 8,000 dogs from the meat trade, including Colby, rescued from a dirty cage at a dog meat festival and now part of a multi-species family in Texas. Nearly 7,000 dogs were adopted locally, and HSI funded care for those awaiting adoption.

- In Puerto Rico, where pet overpopulation results in shelter euthanasia rates near 95 percent, we delivered spay/neuter services to 1,317 dogs.

- HSI and allies are helping Vietnam, Cambodia, Laos and Thailand stop dogs from being brought to Vietnam for human consumption, and we’re working to depress consumer demand for dog meat.
Protecting an American Icon

We work to end horse slaughter, promote cruelty-free horsemanship, give sanctuary to abused and rescued horses and donkeys, and stop cruel practices such as soring.

• Horse slaughterhouses were set to open in Iowa, Missouri and New Mexico, but we helped block them in the courts until we got language in federal spending bills to prevent plants from opening.

• The European Commission suspended imports of horsemeat from Mexico after its investigators confirmed our allegations of food safety and animal welfare concerns. Some 87 percent of horses slaughtered in Mexico’s EU-certified plants came from the United States.

• Through our Platero Project, we worked with 50 trainers to get more than 300 burros from Bureau of Land Management holding facilities into homes or sanctuaries. Pressure is mounting on the BLM to make greater use of fertility control rather than roundups to manage populations of wild burros and horses.

• The U.S. Department of Agriculture stepped up enforcement of the Horse Protection Act, and we continue to build support for greater penalties against trainers who harm horses to win gaited horse competitions.

1,100+ BREEDERS HAVE SIGNED OUR RESPONSIBLE HORSE BREEDER PLEDGE in the last two years to assist with any horse THEY BRED WHO BECOMES HOMELESS
Sharing Our World with Wildlife

We’re fighting against indiscriminate, inhumane and unscientific lethal “management” practices and advocating for humane ways to resolve conflicts with our wild neighbors.

• In Michigan, we and our coalition partners won two ballot measures to stop a wolf hunt and stop an unelected, politically appointed commission from opening new hunting and trapping seasons on protected species. And we helped win two court rulings reinstating federal protections for gray wolves in Wyoming and the Great Lakes states.

• We supported a law in West Virginia prohibiting private ownership of dangerous wild animals, and a Virginia law to phase out fox pens. And we stopped the expansion of a spring bear hunt in southeast Oregon.

• The World Trade Organization upheld the European Union’s right to ban trade in commercial seal products for animal welfare reasons, and the International Court of Justice ruled that Japan’s Southern Ocean whaling activities were in breach of the International Convention on the Regulation of Whaling.

• In Vietnam, the world’s largest market for rhino horns, our public education campaign led to a 38 percent drop in demand.

• We shut down the largest ivory markets on the East Coast with trade bans in New York and New Jersey and worked with Chinese activists to reduce demand for ivory and shark fins.
Our affiliated care centers support the mission of The HSUS, helping animals like this barn owl in Florida and teaching people to care for and coexist with other species.

16,634 animals found a HAVEN at our care centers, some 1,160 of them as permanent residents.

Creating a Safe Haven

Our affiliated animal care centers play a vital role—rehabilitating and rehoming animals, offering them sanctuary or preparing them for a return to the wild.

- **Cape Wildlife Center** in Barnstable, Massachusetts, treated and rehabilitated 1,821 animals, educated animal control professionals, and trained veterinarians and students from seven countries.

- **Cleveland Amory Black Beauty Ranch** in Murchison, Texas, which provided top-notch care to 918 animals last year, built a 5-acre facility for rescued tigers. For the first time in their lives, Alex, Natalia, Anastasia and Gustavo could run at full speed and look up at the sky with no cage bars overhead.

- **Doris Day Equine Center**, on the grounds of Black Beauty Ranch, not only rehabilitated and rehomed horses but also helped 27 horse rescue groups improve their equine training skills.

- **Duchess Sanctuary** near Oakland, Oregon, which has nearly 200 horses in residence, added wildlife habitats and crossings, run-in sheds, exercise pens and a hospital barn.

- **The Fund for Animals Wildlife Center** in Ramona, California, used its new clinic to the fullest when wildfires ravaged Southern California in the spring. Over the course of the year, the center cared for 608 animals, including three orphaned bear cubs—the first of their kind we’d rehabilitated.

- **South Florida Wildlife Center** in Fort Lauderdale cared for more than 13,000 animals and expanded its rehab pools for migratory and shore birds.
• Through our Breeder Surrender Fund, we helped 373 discarded puppy mill dogs. Our U.S. and Canadian rescue teams helped law enforcement remove dogs from horrific conditions.

• Our 101 Puppy Mills report exposed some of the worst U.S. mills; several subsequently dropped their U.S. Department of Agriculture licenses or had them revoked.

• We helped pass 10 state laws and 19 local ordinances to crack down on puppy mills. We helped set standards of care in Minnesota, one of the biggest puppy mill states, brought more transparency to pet stores in Connecticut and Virginia, and assisted enforcement agencies in Ohio, Pennsylvania, Wisconsin and West Virginia.

• At our urging, the U.S. Department of Agriculture finalized a rule against importing young puppies from foreign puppy mills. We also defended the USDA’s rule setting care standards for Internet puppy sellers.

• More than 2,200 stores have taken our puppy-friendly pet store pledge, and we helped six stores convert from selling puppies to offering shelter pets. Eleven stores have now converted as a result of this program, which includes transports from shelters with high euthanasia rates.

Since 2006, we’ve rescued more than 10,000 puppy mill dogs, and we’re persuading more people—and pet stores—to be part of the solution.

2,000 ANIMALS, MOSTLY DOGS, adopted through Puppy-Friendly Pet Store conversion program in LESS THAN TWO YEARS
Volunteering for the Animals

You can make a powerful impact in a variety of ways. Here is just a sampling.

- Animal rescue volunteers help us care for animals when we assist law enforcement with natural disaster response or animal rescues.

- District leaders serve as our ambassadors in their congressional districts and advance our legislative agenda.

- Pets for Life volunteers in Atlanta, Chicago, Los Angeles and Philadelphia help pull off huge community outreach events to provide free vaccination and pet wellness care.

- Interns learn firsthand skills that will help them become the next generation of leaders.

- Faith outreach volunteers connect their communities of faith with animal protection ministries—leading supply drives for local shelters, encouraging eating with a conscience, creating humane backyards and more.

- Animal care center volunteers help meet the needs of equine, exotic and wild animals in our care.

- Veterinary students and professionals participate in field clinics on tribal lands, providing spay/neuter and wellness care to pets and supporting the humans who love them.

- Administrative support volunteers assist with data entry, mailings, phone calls and more.

- Individuals just like you take action online, receive our email and mobile alerts, and make their voices heard on animal issues.

LEARN MORE ABOUT VOLUNTEERING TO HELP ANIMALS AT HUMANESOCIETY.ORG/VOLUNTEER.
Leaving the Way for Animals

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Leaving a Legacy: A Donor's Story

After retiring as an educator, Maryrose Miller returned to her native North Carolina. Every day she saw triple-decker trucks filled with pigs and turkeys heading to slaughter. She started supporting The HSUS in 1994 because “I need a big organization, one that is large enough to operate in different areas—for forgotten animals, farm animals, horses and companion animals.” Maryrose also realized that she could have a lasting impact on animal welfare issues by leaving The HSUS a bequest in her will. We’re honored to have had the chance to work with her over the years.
Financial Operations Report
For the Year Ending December 31, 2014

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

<table>
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<tr>
<th>Assets</th>
<th>Liabilities</th>
<th>Net Assets</th>
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</thead>
<tbody>
<tr>
<td>Cash and cash equivalents $16,711,206</td>
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<td>$38,688,360</td>
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<td>Receivables $19,880,340</td>
<td>Unrestricted $150,558,392</td>
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<td>Prepaid expenses, deferred charges, and deposits $1,984,222</td>
<td>Temporarily restricted $40,744,738</td>
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<td>Redeemed securities —</td>
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<td>Investments, at market value $204,782,795</td>
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<td>Fixed assets, net of depreciation $29,033,064</td>
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<td><strong>Total Assets</strong> $272,391,627</td>
<td><strong>Total Liabilities</strong> $38,688,360</td>
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CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

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<tr>
<th>Support and Revenue</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
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<tr>
<td>Contributions and grants $111,501,916</td>
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<td>$3,350,000</td>
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<td>Bequests 26,478,801</td>
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<td>31,269,251</td>
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<td>Investment income 1,372,022</td>
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<td>Other income, net 2,556,175</td>
<td>171,750</td>
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<td>2,727,925</td>
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<td>Net assets released from restrictions 36,341,962</td>
<td>(36,341,962)</td>
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<td><strong>Total Support and Revenue</strong> $178,250,876</td>
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<td>$3,810,753</td>
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Operating and Supporting Expenses

Animal Protection Programs
- Advocacy and public policy $61,598,289
- Direct care and service 33,982,750
- Cruelty prevention programs 35,733,713
- Research and education 18,517,612
| Total Program Expenses $149,832,364 |

Supporting Services
- Management and general 5,741,771
- Fundraising 27,422,767
| **Total Operating and Supporting Expenses** $182,996,902 |

Change in Net Assets from Operating Activities $(4,746,026) $4,084,004 $3,810,753 $3,148,731

Non-operating Activities
- Realized and unrealized gains and losses 4,389,147 1,037,324 — 5,426,471
- Pension related charges other than net periodic pension cost (6,750,058) — — (6,750,058)

**Change in Net Assets** $(7,106,937) $5,121,328 $3,810,753 $1,825,144

**Net Assets at Beginning of Year** $157,665,329 $35,623,410 $38,589,384 $231,878,123

**Net Assets at End of Year** $150,558,392 $40,744,738 $42,400,137 $233,703,267

The audited version of this report had not yet been released at press time. The figures will be updated, if necessary, at humansociety.org/annualreport.

The HSUS is approved by the Better Business Bureau's Wise Giving Alliance for all 20 standards for charity accountability and was named by Worth magazine as one of the 10 most fiscally 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.
ANIMAL PROTECTION PROGRAMS

Operating and Supporting Expenses

- 82% $149,832,364 (ANIMAL PROTECTION PROGRAMS)
- 15% $27,422,767 (FUNDRAISING)
- 3% $5,741,771 (MANAGEMENT AND GENERAL)

Support and Revenue

- 80% $149,596,530 (CONTRIBUTIONS AND GRANTS)
- 17% $31,269,251 (INVESTMENT INCOME)
- 1% $2,727,925 (BEQUESTS)
- 1% $2,551,927 (OTHER INCOME)

Animal Protection Programs

- 24% $35,733,713 (ADVOCACY AND PUBLIC POLICY)
- 41% $61,598,289 (DIRECT CARE AND SERVICE)
- 23% $33,982,750 (CRUELTY PREVENTION)
- 12% $18,517,612 (RESEARCH AND EDUCATION)
Stand with Us
humanesociety.org

Volunteer
Read page 14 to learn more about the many ways you can help us protect animals

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Read Wayne's blog, A Humane Nation, and join us on Facebook, Twitter and Pinterest

Read In-depth Stories
Our bimonthly magazine, All Animals, is available with a $25 annual membership, and it's free on iPad; go to humanesociety.org/digital

Sign Up for Action Alerts
Make a critical difference for animals right from your phone—text SIXTY to 30644

Watch Poignant Videos of Rescues and Investigations
Available at youtube.com/hsus

Donate
Every gift you give, no matter how large or how small, helps us protect animals. You can make a one-time gift or donate monthly, participate in your office’s workplace giving and matching gift campaigns, donate stock or a vehicle, set up a personal fundraising campaign through myHumane, become a Humane Leader or create a lasting legacy for animals by including The HSUS in your will or living trust.

Learn more at humanesociety.org/donate or call 866-720-2676. For Humane Leader gifts, bequests, gift annuities or gifts of stock, or to speak with your regional philanthropy officer, call 800-808-7858.

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