

# REPORT OF THE PRESIDENT 1991



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There have been, I suspect, a few times in each of our lives when we have imagined we would welcome the opportunity to look into the future. Will I and my loved ones still be alive and well ten years from now? Will my job and place of residence still be the same as they are today? Will my mate, or significant other, be the same person with whom I now embrace the more personal aspects of my life? Will my general well-being be improved, about the same, or worse? Will the world be a better place in which to live, or will it be more polluted, more threatened than it is now by human desecration and despoliation? These are the kinds of questions most of us ponder when looking beyond the present moment and contemplating what lies in store for us in the years ahead.

But were we, in fact, provided the possibility of looking into the future, I wonder just how many of us would be willing to accept that opportunity. For the future can often be quite devastating, especially when focused on individual lives and personal relationships. Most of us, I suspect, prefer the opportunity to *mold* the future rather than to *know* it. For to know the future without also knowing how we got there seems a violation of our freedom to choose and act.

Obviously, there are a number of things that are predictable in a general sense. Yes, we shall all someday surely die and we shall undoubtedly forever pay taxes. But *how we live* and *how we act* can also influence, mold, and alter what the future may hold, for good or for ill. And it is that notion that is at the heart of what The Humane Society of the United States is all about.

We are an agent of change, a molder of the future, a body of people dedicated to the conviction that it *is* possible to change the status quo for the better and usher in a day when the abuse, suffering, and exploitation of animals will be greatly reduced and in some cases eliminated altogether. That day is both tomorrow and next year as well as many years into that not-yet-determined future.

But it is also the day just passed, the year just completed. It is a mission in progress and in some cases a mission accomplished. And it is that story that this report in large measure seeks to tell.

In the pages which follow my personal contribution to this report, you will read of the work undertaken and accomplished by the various divisions, sections, and departments of The HSUS. It is indeed an exciting story, for we are an organization effecting change and altering conditions which impact significantly on the well-being of animals. We are also an organization which has come to understand that its mission is not one-dimensional, but is inextricably linked to a concern for the well-being of the planet on which we reside as well as

for all creatures, both human and non-human, who inhabit its environs. To be concerned for the well-being of animals is to be concerned for the sanctity of life itself. As Albert Schweitzer once said, "All life is one..."

Without reiterating what has been said in the reports which follow, let me highlight a few of the more important happenings and trends currently taking place within the broad scope of the program and activities of The HSUS.

I am happy to report that during this past year our voting membership has increased from 397,385 to 458,378 persons. During that same period, the total number of persons who in one way or another are directly associated with The HSUS has grown from 1,183,425 to 1,455,385. Likewise the income which makes possible our many programs and activities increased by approximately \$3,536,000 during 1990 as compared with 1989. The totals for 1991 are not known but, at this moment, appear to be on the way to setting yet another record high. And, if approved by the Board of Directors, the budget projected for 1992 will necessitate an even greater income than that projected for this current year.

We can be proud of these accomplishments at a time when several similar organizations are facing severe cutbacks. At the same time, we are quite mindful that we are living in an unstable economic climate and for us to continue the pattern of growth and expansion experienced during the past several years, we shall have to continue to demonstrate and promote the

effectiveness and validity of our programs and activities.

I am especially pleased to report that we are still actively pursuing our three major campaigns which address these critical concerns: the overpopulation of companion animals (*Be a P.A.L.*); the buying and wearing of fur products (*Shame of Fur*); and the promotion of personal care products not tested on animals (*Beautiful Choice*). Each of these campaigns has been widely acknowledged by the media and is contributing significantly to the success of our efforts in responding to these important issues.

In April of this year, I announced at an HSUS regional conference in New Jersey a major new initiative being launched by The HSUS to complement and extend our current *Be a P.A.L. -- Prevent A Litter* campaign. This new campaign titled *Until There Are None -- Adopt One* urges those persons currently seeking a pet to adopt an animal from a humane society or animal control shelter rather than purchasing one from a pet store or breeder. Along with several other organizations, The HSUS is committed to putting an end to the tragic destruction of millions of healthy dogs and cats being killed annually in our nation's shelters. It is a concern that calls for new and innovative solutions, some of which are already being opposed by various commercial interests. Our *Until There Are None -- Adopt One* campaign is formally being launched in December and will be enlarged and expanded throughout 1992 and beyond. It is without doubt one of the most important campaigns we have ever undertaken.

The HSUS has also stepped up its activities addressing several critical wildlife issues, among them the trade in exotic birds and the continuing threat to elephants and several species of marine mammals.

Having made significant strides during the past few years in procuring federal legislation and international agreements designed to protect these magnificent creatures, animal protection and conservation organizations are now finding these hard fought gains in great jeopardy. The threat of extinction of hundreds of species of animals continues apace, yet the unconscionable exploitation and abuse of these creatures for the benefit of a few profiteers is once again on the rise. For every gain, a new challenge arises, often at a pace which preempts an effective response either by us or our colleagues. But the message is clear: we humans who inhabit the planet cannot ourselves long survive if we continue to decimate and despoil the creation around us.

We are also continuing our work to prohibit hunting and trapping on federal wildlife refuges. In concert with approximately 73 other organizations, The HSUS is spearheading this effort to insure that there are a few remaining places on the face of this earth where animals can exist free from harassment, injury, and death at the hands of humans.

We are also intensifying our efforts to challenge and change several of the systems which result in undue stress, injury, and suffering to farm animals. There is no industry in

which so great a number of animals are systematically consigned to pain, suffering, and abuse as in the food animal industry. And while we shall continue our efforts to actively seek changes and improvements in these systems, we shall also be urging a greater reduction in the consumption of food animal products. Many of you are already observing a no-meat diet and some have chosen to forego dairy products as well. But to those who have not so elected, we shall be promoting a program of greater reduction of animal-based foods as well as providing guidance in helping to identify sources for the procurement of foods which are produced both humanely and sustainably.

The symposium we have just completed, *Animals In Research: Challenging the Status Quo*, is a reflection of our continuing commitment to refine, reduce, and hopefully replace the use of animals in the numerous research and testing laboratories throughout this nation. While acknowledging that it is still necessary and appropriate to use animal models in some instances, we are nonetheless committed to seek their replacement immediately in other less salutary efforts and, ultimately, in every other arena where non-animal models can be used just as effectively. How and for what purpose animals are used in laboratory research is no longer a matter for those using them to decide in isolation. There must be, and thankfully in some cases already is, a growing public conscience governing the utilization of animals for research purposes. And among those willing to be counted in this endeavor are an increasing number

of physicians and other scientists, a few of whom have come together to constitute The HSUS Scientific Advisory Council. When persons such as these are at the forefront of this effort, we can no longer be dismissed as misinformed sentimentalists or for that matter so-called "animal rights terrorists."

Let me now say a word about the exciting growth and expansion being realized in our youth education division, the National Association for the Advancement of Humane and Environmental Education (NAHEE). Our outreach to elementary and secondary children and young people is now touching every elementary school in the nation. The October issue of *KIND News* will this month reach more than two million students through a special partnership project undertaken with our newly formed EarthKind organization aided by financial underwriting from Philips Lighting Company. This figure far surpasses our regular audience of 300,000 elementary students and represents the opening of yet another door through which we can promote our message of caring concern for both animals and the Earth.

The higher education program of The HSUS has now been made a part of the work of our Center for Respect of Life and Environment (CRLE). Through this growing organization which, like NAHEE, is a division of The HSUS, we are reaching various segments of the public not traditionally identified with the animal protection movement. Created to foster an ethic of compassion toward all sentient beings and respect for the

integrity of nature, the Center has taken significant steps in the past year to implement the several projects designed to increase concern for animals and the Earth among faculty, students, and practicing professionals.

In addition to the many programs and activities being carried out by our outstanding staff located here in Washington and in Connecticut, we are also grateful for the work being performed by the 31 staff based in our ten regional offices throughout the United States, work that is every bit as vital and productive as that emanating from our headquarters offices. It is through these regional offices that we are often able to link our strength to that of hundreds of local animal welfare organizations which actively support many of our national efforts.

But the work of these offices extends far beyond interacting with local humane societies. For through these regional offices the majority of our *direct* intervention on behalf of animals takes place. In many situations, these offices represent the front line of our attack against deliberate and malicious cruelty to animals. And it is through the work of these offices that we have realized some of our most significant legislative and legal successes.

I recall with great satisfaction my determination to establish the regional office concept in the early 1970s in the face of both skepticism and outright opposition. But with the support of a board of directors who shared my vision of the

importance and validity of this concept, the regional office structure became a reality. And it seems quite clear that these offices have proven to be one of the great success stories of The HSUS.

And were it not for the work of our able and dedicated investigators, our outstanding legal staff, our legislative specialists, our publications and public relations personnel, and many others, the effectiveness and strength of The HSUS would not exist as it does today. Every one of those persons is a vital part of this team, even though their work and efforts often go unheralded.

One further activity of the HSUS which deserves mention at this point is our Animal Control Academy. Just last month, the Academy concluded its 53rd two-week training course for animal sheltering and control personnel. In its 12 years of operation, the Academy has graduated 1,281 students from the two-week course. During the same period, over 1,500 students have participated in a 12-hour session on "Euthanasia: The Human Factor." Through the work of the Academy, The HSUS has had and continues to have a significant impact on the quality of animal sheltering and control programs throughout this country.

At the outset of my remarks I stated that we are an organization which has come to understand that its mission is not one-dimensional, but is inextricably linked to a concern for the well-being of the planet on which we reside as well as

for all creatures, both human and non-human, who inhabit its environs. More than a year ago The HSUS formally established an environmental program alongside our several other more animal-focused issues. We engaged a man to lead that effort who had been a moving force in the environmental movement of this country for the past several years. He first came to my attention by virtue of his outstanding efforts in helping to develop and promote Earth Day 1990, working very closely with Denis Hayes who some of you will remember from his very moving speech at The HSUS animal conference last year.

In the brief time he has been associated with us as Vice President for Environment, Jan Hartke has helped to make The HSUS a significant force within the larger environmental community, bringing to it our very special concern for the suffering of individual animals, a concern that all too often has been either ignored or dismissed entirely within that community. He has also extended our outreach in this area of our endeavor to an international audience, having twice in the past 12 months been chosen by the United States Information Agency to lecture on environmental and animal protection concerns -- in Germany and Romania on one occasion and South America on the other.

Confident that there is both a need and a receptive constituency for an environmental organization that places animal suffering at the top of its agenda, The HSUS Board of Directors this past April approved your president's proposal to launch such an organization under the leadership and direction

of Mr. Hartke -- an organization we have chosen to call *EarthKind, USA*.

The inspiration for the name *EarthKind* came from my personal association with an animal protection organization in England which had just recently chosen to change its name of many years to *EarthKind*, and has now enthusiastically endorsed our using that same name for our new environmental organization. But because we share far more than a name with that fine organization, we are currently linking our two *EarthKind* groups together in the hope of creating a network of projects worldwide addressing environmental concerns in the context of their impact on animals.

*EarthKind, USA* is structured to be a sister organization of The HSUS rather than an adjunct, yet fully controlled by The HSUS Board of Directors and under my direct supervision. Its audience shall largely be those currently outside the animal protection movement, but persons who are increasingly responding to concerns about the environment. It shall also seek to appeal to those who have heretofore believed that the environmental and conservation organizations to which they belong are organizations also concerned about the abuse and suffering of individual animals, when in many cases they are not. A special emphasis of *EarthKind* will be an appeal to college students and young adults who we believe are seeking an avenue through which to bring both environmental and animal protection concerns together.

*EarthKind* is not just a name, but a concept as well,

linking environmental concerns reflected in the word *Earth* with an attitude of compassion and caring -- *Kind*. *EarthKind* -- the melding of a caring compassion for the Earth and the vast array of creatures that inhabit its plains and forests, its oceans and skies.

The HSUS is also expanding its own reach into the international arena in a more direct way. For more than twenty years, we have been vitally involved in animal protection concerns throughout the world, largely through the vehicle of the World Society for the Protection of Animals (WSPA) and one of its predecessor organizations, the World Federation for the Protection of Animals (WFPA). During the past few years we have helped underwrite several major projects in association with the WSPA, while at the same time addressing numerous other international issues independent of the WSPA. We have, for example, played a leading role among non-governmental organizations each year at the International Whaling Commission (IWC) in the person of Patricia Forkan and at the Convention on International Trade in Endangered Species (CITES) in the person of Dr. John Grandy. We have likewise been involved in several international gatherings concerned with animal agriculture in the person of Dr. Michael Fox and, of necessity, our investigations of animal abuse and exploitation have taken us far beyond the boundaries of this country.

We have also, through the Alice Morgan Wright-Edith Goode

Fund provided financial assistance to approximately 36 groups in several countries worldwide. Additionally, we are supporting the work of several individuals and a few smaller organizations working to protect animals in various parts of the world such as, for example, Dr. Jane Goodall at Gombe National Park in Tanzania.

For the past two years The HSUS has also maintained a European office located in Bonn, Germany, staffed by Ms. Betsy Dribben. Recognizing that legislation affecting animals is increasingly being discussed, debated, and decided in international forums, especially as regards wildlife and animals used for food, we are seeking to extend our influence into those arenas where the fate and welfare of millions of animals, including many originating in our own country, can be decided by a single action.

In the same way that we have come to understand that animal protection concerns are not one-dimensional, but many faceted, so also have we come to realize that our efforts and actions cannot be confined to our country alone. The societies and cultures of the world are increasingly overlapping and our mission must of necessity become international.

Therefore, in order to more formally address and confront the growing number of animal protection issues not limited to the United States, the Board of Directors has approved the formation of *Humane Society International* (HSI), a non-member organization which will represent The HSUS in international endeavors and seek to extend the influence of The HSUS into

areas of the world desperately needing the kind of financial, technical, and instructional support we can provide.

For the most part, the staff of Humane Society International will be those HSUS staff persons already working in the international community as well as a few persons still to be selected who will work on behalf of HSI in a few strategic locations throughout the world.

There can be no doubt that The HSUS is, at this time in history, undertaking a challenge both exciting and sobering. In the creation of both EarthKind and Humane Society International we are daring to extend our leadership into the world at large and share our strength and skills with those needing and deserving our support and assistance. In concert with our EarthKind friends in England, and in a newly emerging *partnership* with the WSPA and other international bodies, The HSUS has the potential to become a vital and effective world leader in the fight to protect and preserve both the planet on which we live and its various communities of creatures. Yet to succeed in this endeavor requires much more than an approval of a board of directors. It takes the support and enthusiastic participation of individuals such as you.

For your faithful and unfailing support this year and in years past, we are most grateful. It is you, our members, contributors, and friends who have made possible our ever expanding outreach on behalf of animals. And as we embrace an

even greater challenge, your confidence, commitment, and encouragement is needed even more.

Come, share this vision with us, and we shall indeed add to the beauty and sanctity of life for all creatures great and small, bright and beautiful, and yes, even wise and wonderful!

## PROGRAM AND COMMUNICATIONS

Patricia Forkan, Senior Vice President

Development and implementation of national campaigns dedicated to ending animal abuse are handled by the Program and Communications section. The society's actions on behalf of whales and dolphins also are part of this section's responsibilities. Another major problem area covered is state and federal legislation affecting animals. The special projects and public relations departments, the nationally syndicated television program *Living With Animals*, as well as numerous HSUS publications are also part of this active section's work.

### Campaigns

The HSUS entered the second year of its successful consumer education campaign, *The Beautiful Choice*, to promote the use of cosmetics and other personal care products not tested on animals. Actress Ana-Alicia, who formerly starred in TV's *Falcon Crest*, continued to serve as spokesperson for this effort. To date, 32 manufacturers of personal care products have joined the Beautiful Choice campaign by signing a pledge stating they do not test their products on animals. In a continuing effort to increase consumer recognition of our Beautiful Choice campaign logo in association with the manufacturers' products, The HSUS has distributed its campaign kits to retailers nationwide -- approximately 8,000 have been distributed to date -- and set up a campaign display at several natural foods industry trade shows and environmental expos held

across the nation. We also have enlisted the support of additional celebrities for this exciting campaign. Their names and photographs are to appear in a campaign advertisement designed for a major magazine.

The HSUS also continued its popular *Shame of Fur* and *Be a P.A.L.* campaigns, now in their fourth year. Oakland A's manager Tony LaRussa donated his time to record a public service announcement in English and Spanish to help encourage pet owners to spay or neuter their pets. Actress Loretta Swit recorded a PSA on the same issue. We are gearing up for a companion campaign, *Until There are None -- Adopt One*, which will be launched in the spring, to encourage adoption of cats and dogs from animal shelters and thus reduce the need for humane euthanasia of these animals.

#### European Office

In just one year, the newly established European office of The HSUS has gone from anonymity to being the key player in the European Community in efforts to stop Europe from being a dumping ground for dolphin-deadly tuna.

When American consumers stopped purchasing dolphin-deadly tuna and U.S. canners pledged not to use it anymore, the price for the yellowfin tuna on the world market dropped precipitously. Italian and Spanish canners, who felt they had a bargain, began purchasing it in sizeable quantities, canning and dumping it in markets throughout Europe. Unwitting European consumers have been purchasing this tuna, not realizing that it contributes to dolphin deaths half a world away.

The European office has educated the European Parliament on this crisis and ultimately been the impetus for a proposal which would ban the importation of dolphin-deadly tuna into Europe. This proposal is soon to be voted upon in the European Parliament. It has moved at break-neck speed because of The HSUS's relentless efforts to keep this before the MEPs week in and week out. This has included organizing a special briefing on purse seining on dolphins plus a film viewing for legislators.

The director of the European office has appeared on "European Edition," a PBS program, and Canadian television to discuss the role of Italy and Spain in supporting the purse seining on dolphins. She has also participated in Swiss and Italian press conferences to focus world attention on the dolphins. The European office has also drafted for Italian publications articles which educate consumers on why they must boycott Italian and Spanish canned tuna.

The European office has become a familiar face at sessions of the European Parliament and is often called upon by members of the Parliament to provide briefing material not only on the plight of marine mammals but other areas of HSUS concern such as puppy mills, cosmetics testing on animals, the cruelty of the leghold trap, and the wild bird trade.

Efforts are also currently underway to enlist European environmental groups to work with The HSUS to educate European consumers on how they can help save the dolphins. Mailings, visits, and distribution of materials have also been made to

groups in Italy, Germany, France, and the United Kingdom not only on dolphins but other HSUS issues.

The European office is also forging important relationships with officials in Germany, France, and Great Britain, for example. These efforts are to ensure that legislative and diplomatic initiatives designed to protect animals and the environment are consistent on both sides of the ocean. To this end, HSUS Europe is also working with members of GLOBE, a group of U.S. legislators, members of the European Parliament, and Japanese Diet interested in global environmental issues who meet four times a year to exchange views. By keeping these legislators apprised of issues which need international efforts, HSUS plays a role in not only educating those who make policy but assisting them in the arduous task of shaping laws which all nations will support.

#### **Whale/Dolphin Campaigns**

The HSUS's campaigns to save dolphins and whales saw important gains in the past year. We spearheaded federal legislative efforts that resulted in the passage of the Dolphin Protection Consumer Information Act, legislation that governs tuna-labeling practices, and we're continuing to work for legislation that would require all tuna to be dolphin safe.

Our tuna boycott of all tuna that is not dolphin safe continued, and several more tuna canners adopted dolphin-safe policies. Also, Safeway Inc., one of the nation's largest supermarket chains, announced it will sell only dolphin-safe tuna.

In August, a GATT (General Agreement on Tariffs and Trade) dispute panel responded to a complaint filed by Mexico challenging the dolphin-protection provision in the Marine Mammal Protection Act which resulted in the imposition of a U.S. embargo on the importation of Mexican yellowfin tuna. When the ruling, which still must be reviewed by the full GATT Council, indicated that any embargo provision under any U.S. law would be ruled incompatible with GATT if challenged, The HSUS assumed a lead role among animal-protection, environmental, labor, and farm organizations in enlisting the support of the U.S. Congress and the international community to ensure that the United States trade representative blocks consideration of this ruling and to pursue possible revision of GATT bylaws to reflect the environmental concerns of the international community.

For the 16th year, The HSUS was represented at the International Whaling Commission (IWC) annual meeting. Although the moratorium on commercial whaling remains intact, we plan to redouble our efforts at the IWC and also at other international summits, including the United Nations "Earth Summit" scheduled for 1992, to combat the threat of the resumption of commercial whaling based on scientifically established kill quotas. We will continue to work for a global ban on all whaling on moral and ethical grounds.

#### State Legislation

The HSUS responded to over 300 requests from individuals who needed assistance on state legislative issues ranging from

horse auctions to strong anti-cruelty laws to control of exotic wildlife. Significant progress was made on the vital issue of pet overpopulation with the development of our legislative guidelines booklet and fact sheet. Passage of a wild bird law in New Jersey was the highlight of the year along with increased activity on pet shop, draize, horse auctions, puppy mill, and anti-cruelty laws.

The HSUS sent over 70,000 alerts to members on such matters as the use of live lures in greyhound racing, dangerous dogs, puppy mills, cockfighting, humane education, and spay/neuter bills. We continued to fight the proliferation of state laws to prohibit our right to protest hunting and the so-called "break-in" bills which can have such a chilling effect on our ability to learn about cruelty in research facilities.

### **Federal Legislation**

The HSUS continued to pursue efforts with members of Congress and federal agency officials to strengthen federal laws which protect animals, to seek the introduction of new legislation to address problems not adequately covered by current law and to influence the development and revision of federal regulations.

HSUS leadership on farm animal and sustainable agriculture issues contributed to our success in lobbying on the Farm Bill, which was reauthorized by Congress for another five years in 1990. We lobbied for a greater emphasis on funding sustainable agriculture research and development, the establishment of uniform national guidelines for "organic" labeling, and a

strengthening of the law cracking down on the problem of pet theft, all of which were included in the bill as signed by the President. In 1991, The HSUS is pushing strongly for funding of the National Organic Standards Board, which is the linchpin for the organic program.

In 1990 (FY '91) The HSUS and the Massachusetts Society for the Protection of Animals persuaded Congress to appropriate additional funds to be used by the federal National Toxicology Program, which has a mission to look to alternatives to the use of animals when they validate toxicity tests; and it appears that we will again be successful in the FY'92 appropriations bill. We are also pressing for additional funds for implementation of dolphin protection programs and funds for increased use of non-lethal animal damage control methods, puppy mill reform legislation, a moratorium on the patenting of genetically engineered animals, and legislation establishing a national policy for biodiversity problems. We are seeking passage of legislation which would place an immediate ban on the importation of wild birds and eliminate recreational hunting and trapping on wildlife refuges. ✓

#### Public Relations

HSUS staff appeared in the media discussing several major issues. After The HSUS sent an investigator to monitor the Iditarod dog race, stories appeared in the *Anchorage Daily News*, *The Washington Post*, *The Wall Street Journal*, and on the Associated Press wire and National Public Radio.

A press conference on an HSUS investigation into wild bird