



Promoting the protection of all animals



**THE HUMANE SOCIETY
OF THE UNITED STATES**

ANNUAL REPORT 2001

THE HUMANE SOCIETY OF THE UNITED STATES™

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Mission Statement

The mission of The Humane Society of the United States is to create a humane and sustainable world for all animals, including people, through education, advocacy, and the promotion of respect and compassion.



Reaching Out to Meet the Challenge

IN THE WAKE OF THE SEPTEMBER 11 ATTACKS on the Pentagon and the World Trade Center, how often have you heard people say the world will never again be the same? The fact is events great and small constantly change our world. Individuals and organizations will react to those changes and we will develop strategies to remain effective partners in making the world a safe place for animals and people.

Using September 11 as a sea change catalyst, The Humane Society of the United States (HSUS) launched into the development of a new strategic plan to guide our domestic and international animal protection programs into the twenty-first century.

Over the past twenty-five years, The HSUS has enjoyed a period of sustained growth and programmatic success. Income has increased approximately fifteen fold (in inflation-adjusted dollars). The number of staff has expanded from 40 to more than 250. The number of constituents has risen from 30,000 to nearly 7 million. But since September 11, there is, of course, uncertainty about resources to support our efforts. That uncertainty and other social changes reinforce our belief that we must make the most effective use of existing resources while developing new sources of support, especially in the face of significant changes.

Key to our plan is achieving wider visibility for our programs among the American public and, indeed, throughout the world. We need to “brand” The HSUS in the same way major corporations, such as Nike, have created their brands and projected a recognizable and trusted image to the public. To that end, we are developing a number of Signature Programs that will represent a dynamic repackaging and redefinition of existing HSUS programs and issues into readily identifiable and highly visible vehicles for outreach.

One such Signature Program will be Pets for Life™, a celebration of the bond between pets and people. Pets for Life will reach out to the 60 million U.S. households that currently share their lives with animals and will provide support and advice for current and potential pet caregivers. By reinforcing the human-companion animal bond from the very start, we hope to keep the bond strong, to limit the bonds that are broken, and to keep pets in their homes—for life. Those who experience the joy and fulfillment of a companion animal will become powerful allies in our animal protection efforts and the ever-expanding programs of The HSUS.

We will launch a similar Signature Program around the theme of Living with Wildlife, teaching people how to share the environment and live humanely with their urban and suburban wild neighbors.

We also will develop a dynamic program to address animals caught in crises. This Signature Program will include education about the connection between violence to animals and violence to humans, support for animal cruelty felony laws and the prosecution of those who perpetrate malicious acts of cruelty against animals, as well as a number of other issues, including assistance for the animal victims of disasters.

In an article in *The Economist* last year, Peter Drucker spoke of the coming economy as a “knowledge economy” and argued that the organizations that will succeed and grow in this environment will be those that learn how to use and disseminate knowledge most effectively—those that know how to educate. To respond to such a new economy and to fulfill a basic mission of our organization, we must reinforce our efforts to validate and to expand the educational initiatives of The HSUS. This we can accomplish by harnessing the unrivaled body of expertise and knowledge housed within our organization.

Our strategic planning process is only a beginning. The end point will be the creation of an organization that functions as effectively as possible in caring for and protecting animals in a changing world. We will keep you informed of new developments as we proceed on this journey, and we remain grateful for your continued participation and support.



HILARY SCHWAB

A handwritten signature in cursive script that reads "Paul G. Irwin".

Paul G. Irwin
President and CEO

Creating a More Humane Society

THE HUMANE SOCIETY OF THE UNITED STATES (HSUS) seeks to create a more humane and sustainable world for all animals, including people. We recognize the importance of both wild and domesticated animals: companion animals provide emotional support, keystone species enable entire ecosystems, and wildlife offers us a vital link to nature.

We hold compassion as a core value, made evident in our actions. So we strive to ensure that compassion informs the treatment of all animals, including those raised for profit and research. We owe all animals relief from suffering.

COMPASSION IN ACTION

Founded in 1954 as a nonprofit charitable organization, The HSUS is the nation's largest animal protection organization, with nearly seven million members and constituents. We use legal, educational, legislative, and investigative means to relieve animal suffering; prevent animal cruelty, abuse, neglect, and exploitation; and protect wild animals and their environments. In the United States, we maintain ten regional offices, a spay-neuter clinic, a wildlife rehabilitation center, and our headquarters in the nation's capital. Our global humane family of organizations supports our worldwide outreach: Humane Society International (HSI), EarthVoice, the National Association for Humane and Environmental Education (NAHEE), the Center for Respect of Life and the Environment, and The HSUS Wildlife Land Trust (WLT).



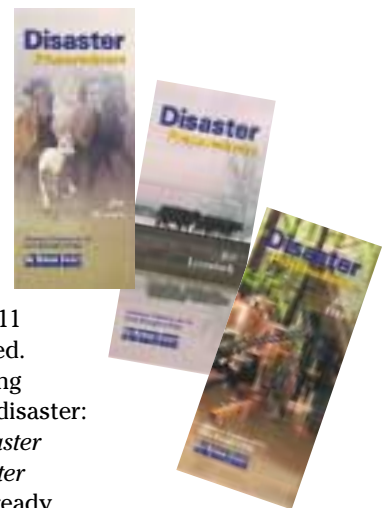
These children get an early start in humane education, but our programs reach out to people of all ages to create a more humane society.

In 2001, we went about our usual work advising shelters how to run better, lobbying for better animal protection laws, teaching children humane values, and spreading the word

about the importance of protecting all animals. Then came the terrible events on September 11, when we realized that our mission—to create a more humane society—is now more essential than ever.

Disaster response

The year's events made it clear that everyone needs to be prepared for disaster. Even before the September 11 attacks, we were helping those in need. We had published three award-winning brochures about being prepared for disaster: *Disaster Preparedness for Horses*, *Disaster Preparedness for Livestock*, and *Disaster Preparedness for Pets*. And we had already responded to several natural disasters. After the Red and Mississippi River floods in April, we established a pet evacuation and sheltering plan in Minnesota. In July, flash flooding devastated a county in West Virginia. We moved 60 surviving dogs and cats to safety, and when the county was flooded twice more, local agencies used our emergency field assessment procedures and a temporary facility to care for the displaced animals.



During the floods in Fayette County, West Virginia, we moved 60 dogs and cats to safety.

Hands-On Activism

MOST FOLKS WORK TO MAKE MONEY, but some are lucky enough to spend their days doing what they love. I feel blessed to have done the latter.

I was a young woman when I went to the 1964–65 World's Fair in New York. Tucked away in the Better Living Center pavilion, a group called The HSUS had an exhibit. By a twist of fate, my husband and I wound up at that booth. I was a real animal lover and was shocked by the posters and brochures depicting unthinkable cruelty to animals. Little did I know how that visit to The HSUS booth would change the entire direction of my life.

I began my career with The HSUS as a volunteer distributing pamphlets to friends and writing letters to legislators. I became a part-time employee in the early 1970s. The first issue I tackled was the steel-jaw leghold trap. I thought banning these cruel devices would be easy.

How wrong I was! It took nearly 20 years to accomplish in New Jersey and federal legislation still hasn't passed. But one by one, changes are being made.

My colleagues respond to natural disasters with bravery and they often put themselves in harm's way in confrontations with lawbreakers. I've had my own life threatened and once even found a butchered deer carcass thrown in my driveway. Yet despite the roadblocks, I have yet to speak with an HSUS coworker who would choose another way of life.

Two years ago, I was diagnosed with breast cancer and underwent surgery. I reevaluated my life at that time and realized that I am most proud of raising four children whose concern for animal welfare rivals my own. They believe that each person can make a difference and understand how small actions can result in larger successes later. I'm glad to see that The HSUS has embraced a similar approach by expanding its programs to assist the next generation of animal advocates.

The regional offices have been key in this outreach. We monitor legislation across the United States to help give animals the protection they deserve in our legal system. We teach animal control professionals how to deal humanely with wildlife and the public how to safely coexist with these creatures. HSUS seminars train local officials to investigate animal fighting and cult activities. And last year The HSUS launched Humane Society University to further expand its education programs.

I am doing well now, and my resolve to help animals is constant. I am determined to work for The HSUS as long as I am able because our organization has always been a leader in animal protection. Our scope of concern is greater than the simple love of animals—it is a respect for all creatures, and to this, we dedicate ourselves.

—Nina Austenberg, Director, Mid-Atlantic Regional Office



WALTER LARRIMORE



Black Lab Sky and her handler Bob Sessions of Maryland's Urban Search and Rescue Task Force 1 team received financial support as members of our Disaster Dog program.

In late summer, major wildfires forced the evacuation of several northern California communities, and local and state emergency management agencies looked to us for assistance.

SEPTEMBER 11, 2001

Amidst the human chaos on September 11, many called to ask about the animals. Our priority was clear: care for all who needed us. We helped establish and publicize a toll-free number to locate pets and sent funds and computer equipment to the Center for Animal Care and Control in downtown New York. In-kind donations exceeded warehouse facilities and the Federal Emergency Management Agency asked us to help transport and store tons of donated pet food and supplies.

The terrorist attacks showed the important role urban search and rescue dogs and their handlers play in disaster response—and how the human-animal bond serves society. In November, we began a new program to help train and deploy disaster dogs; the first beneficiary was a Maryland team, who responded at the Pentagon.

Keeping pets and families together

The importance of having a disaster response plan for *all* family members

underscores the need for our companion animals to have homes for a lifetime. Our Pets for Life™ campaign keeps pets and people together by helping pet caregivers solve the problems that often cause them

to relinquish their pets.

Our Pets for Life National Training Center completed its second year of training shelter staff from across the country. We taught students how to create training programs for shelter animals, behavior telephone helplines, dog-training



Students at our Pets for Life National Training Center get hands-on training with shelter animals.

and pet-parenting classes—and stress reduction techniques for shelter animals.



Foundations, corporations, and individual donors fund this program, including Animal Planet™; the Kenneth A. Scott Charitable Trust, a KeyBank Trust; and Frontline®. We also launched a regular

column, “Tips from the *Other Family Doctor*,” in our membership magazine, *All Animals*®, offering suggestions for handling common pet behavior problems.

To open up more rental housing to pets we produced *13 Steps to Finding Rental Housing That Accepts Pets* for pet caregivers and *Profiting from Pets* for rental property managers. Both publications complement our popular website, www.rentwithpets.org. We also reached a new audience with our Pets for Life message by writing the introduction to *Animal House Style*, a book about creating stylish home interiors for people with pets.



Working locally

Our regional office staff are on-call, ready-to-respond field workers. Our newest regional office, covering Washington and Oregon, opened in time to experience firsthand a 6.8 magnitude earthquake. Despite the shaking, our Pacific Northwest Regional Office staff offered assistance.

In January, our Southwest Regional Office opened The HSUS Spay-Neuter Clinic and Animal Wellness Center in Dallas, Texas. The clinic completed 7,000 low-cost spay and

neuter surgeries and the wellness center performed

Our Spay-Neuter Clinic and Animal Wellness Center keeps animals healthy—and their families happy.



Steady Progress

THE PAST YEAR marked my twentieth anniversary with The HSUS, and I reflected on the path that wildlife protection has taken here in the last two decades. Our wildlife programs have always vigorously pursued the enforcement of protective regulations to defend all wild animals—captive and free—from cruelty, suffering, exploitation, and threats to their survival.

In the 1980s we filed many lawsuits to protect migratory birds, endangered species, and wildlife on National Wildlife Refuges. We stopped the U.S. government-sanctioned commercial slaughter of seals in the North Pacific after multiple lawsuits and a protracted congressional effort. Ending this slaughter has not only saved thousands of seals but has permanently ended one of the most shameful chapters in America's management of marine mammals.

As our constituency grew we expanded our staff, attracting people with the expertise and vision to develop solutions to animal welfare problems. Our larger constituency also afforded us the political force to work toward a more humane society with, for example, successful ballot initiatives to protect animals and end the use of leghold traps and other cruel hunting practices.

Our circus initiative is a great example of what happens when we give people a model program and the tools to make changes. Our materials helped local activists prevent the animal suffering inherent in using wild animals in circuses.

Our anti-fur campaign was also successful by educating consumers about the cruelty of the fur trade. As a result of our campaign—with the support of millions of activists—trapping worldwide has drastically declined. We still have a long way to go, but we can be thankful for the millions of animals saved every year.

As we went about our daily activities, the world changed. Habitat has been shrinking, and the threats to animals occur less because of intentional destruction than because of impatience, insensitivity, and intolerance.

So we changed. Dramatically. We are still known everywhere for nonsense animal protection through lawsuits, lobbying, and educating the public. But now we also preserve wildlife habitat in perpetuity through The HSUS Wildlife Land Trust. This ensures land where animals are revered, not hunted, trapped, or persecuted.

We have also acted directly to protect wildlife. In a dramatic intervention action with international partners, we were instrumental in the rescue and rehabilitation of several young elephants in South Africa who were headed for a life of exploitation in zoos and circuses. Closer to home, we rehabilitate and release wild animals at our Cape Wildlife Center. Work at wildlife rehabilitation is important, but it is only one side of our effort to encourage everyone to live with the animals—wild and domestic—in our world.

The last 20 years, then, has seen The HSUS grow in our breadth, vision, and ability to successfully confront the problems facing wildlife. The HSUS is in a unique position to help shape the future. But we can't rest on our laurels; we need to redouble our efforts on behalf of animals. That is the way to build the humane world we all want.

—John Grandy, Senior Vice President, Wildlife Programs



WALTER LARRIMORE

12,000 procedures and vaccinations.

Our Great Lakes Regional Office launched a spay/neuter program in Ohio's Appalachian

area; more than 150 animals were sterilized at the first two clinics at the end of 2001. Through this program, jointly sponsored with Remote Area Medical Veterinary Services, pet owners meeting low-income guidelines have their pets sterilized for free.

In our regional offices' Native Nations program, we spayed and neutered thousands



Our Native Nations program brought veterinary care to animals and training to their caregivers on reservations throughout the West.



Our Great Lakes Regional Office sterilized more than 150 animals in spay/neuter clinics in Ohio's Appalachian area.

of animals and introduced educational components ranging from a formal First Strike® presentation to informal gatherings of children who were taught about dog bite prevention. We also provided reservations with culture-specific fact sheets about companion animal care.

Protecting wild animals

Our concern for animals is not limited to pets. And as neighborhoods encroach on wildlife habitat, people sometimes have conflicts with bears raiding garbage cans or resident geese on parkland. So we provide humane solutions to urban wildlife problems.

Our Urban Wildlife Program promoted humane aversive-conditioning strategies to prevent black bear-human conflicts. We



We fought black bear hunting in New Jersey—and promoted humane ways for people to live with wildlife.

monitored New Jersey's bear conflict resolution programs to ensure that the current ban on bear hunting continues. And in the only national program teaching humane resolutions to human-beaver conflicts, we presented two beaver management workshops in Seattle in August.



MIKE MC FARLAND

Egg addling offers a humane way to manage resident Canada goose populations. Our volunteers led the way.



We received hundreds of requests for our *Give Wildlife a Brake!* brochures and bumper stickers. The brochures explain when and where drivers are most likely to encounter wildlife in the road. A version of the brochures was included in 200,000 New Jersey Motor Vehicle Services license renewal mailings and several thousand more went to motor vehicle agencies in Maine and Vermont.

In September 2001, for the first time we sponsored the International Conference on Ecology and Transportation, a biennial event for transportation engineers and ecologists focusing on road systems and wildlife. We also joined a team investigating European efforts to reduce highway-related wildlife mortality.

We broadened the scope of our Canada goose initiative to counter lethal control programs, recruiting and training volunteers for egg addling programs in Washington, Wisconsin, Michigan, Virginia, and Maryland. We also helped the Maryland Department of Natural Resources' mute swan advisory committee develop a nonlethal plan to manage these birds.

LIVING IN HARMONY WITH WILDLIFE

Our Urban Wildlife Sanctuary Program (UWSP) helps restore wildlife habitat in urban and suburban areas and increase public understanding of wildlife. Our award-winning quarterly newsletter, *Wild Neighbors™ News*, gives members practical information on effective, lasting, and humane resolutions to human-wildlife conflicts.



Crossing Swords and Shaking Hands

MY WORK AT THE UNITED NATIONS (UN) is like a fencing match: full of thrust and parry. I not only advance animal protection interests (the thrust), but I also am constantly *en garde* to defend against assaults on previous successes (the parry).

The HSUS has Category 1 status at the Economic and Social Council (ECOSOC), a UN body that promotes economic, social, and development progress. We are the *only* animal protection group with this highest-level position. We mostly work within the Commission on Sustainable Development (CSD). This commission was created in 1992 after the adoption of Agenda 21, a comprehensive agreement among countries for greater environmental protection and sustainable development. I participate in many of the CSD biannual meetings.

I am now working on preparatory meetings (PrepComs) for the World Summit on Sustainable Development in Johannesburg in 2002—a meeting that will mark ten years since hundreds of countries signed the Rio Declaration and Agenda 21 pledging to take constructive action to improve the environment by the next century.

The PrepCom process in New York City at the UN is intense. Long days. Long nights. Long meetings. There are panel discussions and negotiations on “bracketed text”—text that is not unanimously supported. We break for behind-closed-doors drafting sessions. NGO interests hold caucuses to push delegates further, harder, and in the correct direction. I spend my time with ambassadors and their staffs pointing

out the pitfalls of seemingly innocuous negotiating text.

I try to give them diplomatic language to neutralize the poisonous words that could be used later to support whaling, wildlife consumption, and other onerous activities. I carefully monitor every speech, meeting, and relevant caucus. Bad text left alone serves as the basis and incentive for even worse government policies.

Sometimes I see old friends at the diplomatic tables—people who migrate around the world representing their countries' diplomatic interests at UN meetings. Often I am dealing with new delegates on their first assignments.

It helps to have a tough skin and a short memory for rebuffs. An ambassador who waves me away today because he's too busy is often the very person who seeks me out tomorrow for assistance. One Italian diplomat began the week trying to back away from me but now hugs me hello each morning and tells me, “We agree with your report completely.”

The work is challenging. So far we've been able to block Japan from ever developing “soft” law at the UN in support of whaling. There is even a thrill when positive, constructive animal protection wording makes it into the text. Every victory, however, has a short shelf life. I have to keep lobbying hard each session to keep good text in until the final document is signed in September 2002! Our animal protection work is global, and my work at the UN proves it.

—Betsy Dribben, Director, Humane Society International/Europe

SINEIA PHOTO PRESS



CREATING SANCTUARY

The WLT succeeded in protecting the Goshen Elm (below) in Maryland. The WLT



now protects more than 59,000 acres on 58 wildlife sanctuaries in 19 states and four foreign countries from logging and development and recreational and commercial hunting and trapping.

CONTROLLING WILDLIFE POPULATIONS

We continue to involve more species, places, and participants in our immunocontraception



Our PZP immunocontraception studies on wildlife species—including fallow deer—hopefully will end lethal population reduction strategies.

program with studies on water buffalo on Guam, tule elk in California, fallow deer in Michigan, and prairie dogs in Kansas. Our wildlife research focuses on improving the effectiveness, duration, and regulatory acceptability of the native porcine zona pellucida (PZP) immunocontraceptive vaccine and on using contraception to reduce wildlife populations.

Zoo animal contraception is also a significant element of our program. We have now treated 515 animals representing 98 species at 98 zoos and aquaria worldwide. Our work has prevented the unwanted births of hundreds of animals and allowed better management of existing captive animals.

We continue testing a two-year, one-shot PZP immunocontraceptive vaccine for horses.

Results from domestic horses in California and wild horses in Nevada suggest that the vaccine is effective for nearly two years. We are encouraging the Bureau of Land Management to use PZP more widely to manage wild horse



We proved one-shot PZP vaccines are effective for nearly two years on horses.

populations on western public lands and reduce its reliance on the often-abusive horse adoption program.

The HSUS/HSI continued our second African elephant contraception study at the Makalali Game Preserve in South Africa. While our initial project at Kruger National Park demonstrated that immunocontraceptive vaccines are effective and can be delivered in the field, the Makalali project is more ambitious. We are now seeing if PZP can practically and economically stabilize an entire elephant population.



Lethal control of African elephant populations, too, may become a thing of the past.

SAVING WHALES

Our success with immunocontraception ensures that wild animals won't be killed merely for being seen as nuisances. But the world's whales are killed simply because they are viewed as expensive delicacies. Our struggle to save whales and keep the commercial whaling moratorium in place goes on.

During the 2001 International Whaling Commission (IWC) sessions in London, HSUS/HSI lobbyists played a key role in blocking a proposed enforcement plan that lacks safeguards to verify the number of whales killed. We have consistently provided documentation—in our position statement, *Evolving*, for example—that the IWC treaty is an evolutionary document that should be adapted to meet public sentiment about whales rather than a management tool for setting whale-killing quotas.

We launched the Save Whales—Not Whaling campaign to rally the public to fight commercial whaling and protect whales. We are also working with the whale watching industry to stress the economic benefits of whale watching over whaling.

When we learned that the women's clothing store Talbots was connected to a Japanese conglomerate that also owns stores in Japan that sell whale meat, we focused public awareness on the connection with advertising and an activist campaign kit. Our *All Animals* ad drew an enormous mail-in response asking Talbots to pressure the conglomerate to stop selling whale meat.



Save Whales — **Not Whaling**





SPEAKING FOR ANIMALS

We are a voice for animals in the nation's capital, in state capitals across the country, and worldwide. Last year the U.S. Congress voted on an unprecedented number of animal protection issues, and we provide information about the animal-related voting records of federal legislators through *The Humane Scorecard*.

In 2001 in Congress, we achieved major funding increases for existing animal protection programs—adding \$5.15 million for enforcement of the Animal Welfare Act, more than \$1 million for the Humane Slaughter Act, \$5 million for the construction of lifetime sanctuaries for chimps used in medical research, \$4 million for the development of alternative methods to animal tests, and \$7 million for conservation of elephants, great apes, rhinos, and tigers. In the House, we passed amendments to the farm bill to ban the interstate shipment or export of cockfighting birds and to require humane euthanasia of livestock too sick or injured to walk. In the Senate, we secured passage of anti-cockfighting legislation. We introduced and built support for legislation to ban canned hunts, to stop using polar bears in circuses, to halt trade in bear parts, to combat abuses in puppy mills, and to curb antibiotic overuse on farms.

At the state level, we worked on ballot initiatives in three states—to ban cockfighting in Oklahoma, to make animal cruelty and animal fighting a felony offense in Arkansas, and to ban sow gestation crates in Florida. We worked to stiffen penalties for animal cruelty, to ban cockfighting, and to halt the spread of greyhound racing. When Michigan and Iowa attempted to legalize dove hunting, we defeated the legislation; in Wisconsin, we used the courts to halt dove hunting. Due to our grassroots pressure, the governor of New Jersey called off a planned bear hunt. In Maryland, as in other states, we created a coalition of animal protection organizations, domestic violence prosecutors, and others to establish felony-level penalties for animal cruelty.

Our efforts on behalf of animals are also global. As participants of the World Summit on Sustainable Development planned for September 2002 in South Africa, we have

focused efforts on intensive farming, World Trade Organization (WTO) trade issues, and marine mammal protection.

In August, we worked with the U.S. Trade Representative (USTR) office on the shrimp-turtle dispute at the WTO. The United States will not let countries import shrimp unless they use special equipment to protect turtles from being caught in nets. Malaysia filed a complaint, and we submitted an amicus brief to the WTO Appellate Body and the USTR. The United States successfully defended its revised guidelines—a step in the right direction for endangered species protection at the WTO.

Relieving suffering

From factory farms to fur “ranches” to research laboratories, animals are too often treated as mere commodities—and their suffering is immeasurable. We advocate humane treatment for factory-farmed animals, relief from pain and distress for animals used in research, and an end to fur fashions.

COMPASSION IN FASHION

Of the many industries that use animals, fur fashion is the most frivolous. And the inauguration of a new U.S. president attracts attention and, traditionally, people who wear fur. During the inaugural events, we placed Shame of Fur signs in Washington, D.C., on city buses, at the National Airport—and aired local television commercials.



Since passage of the Dog and Cat Protection Act of 2000, our investigators have helped expose the trade in dog and cat fur in foreign countries, and our cooperative efforts with other animal groups around the world are paying off. In December, Italy passed legislation prohibiting the import and use of dogs or cats in fur manufacture and trade. We continue to work with European groups to broaden legislation toward a comprehensive European Union ban.

Patricia Forkan, The HSUS Executive Vice President, meets with Ambassador Robert Zoellick, United States Trade Representative, at a meeting of the Trade and Environment Policy Advisory Committee.



HILARY SCHWAB



THE HSUS

Racing greyhounds, black bears, puppy mill puppies, and doves (top to bottom) all benefited when we spoke for animals at the state, federal, and international levels.



Science Doesn't Have to Hurt

A NEW SURVEY CONDUCTED FOR THE HSUS by an independent polling firm revealed what we already suspected: Americans oppose using animals in experiments that cause the animals to suffer. The survey of more than 750 people showed that people's disapproval depends on the degree of pain and distress experienced by the animals: 75 percent disapproved of severe pain or distress, 60 percent of moderate pain and distress, and 33 percent disapproved of little or no pain or distress. These results powerfully illustrate just how important our ongoing efforts to eliminate animal suffering in research are.

Especially important is the pressure we've kept on the USDA to define (and therefore regulate) distress in research animals and revise the pain and distress reporting system. This past year, 26 members of Congress signed a letter to the USDA supporting our position.

We also produced a comprehensive critique of the common research practice of using carbon dioxide for euthanasia and urged the National Institutes of Health and the American Veterinary Medical Association to address the issue.

Our investigations spotlight universities that consistently underreport painful and distressing experiments on animals. One of our ads cited cases of possible misreporting, including an experiment in which 266 primates were held in chair restraint devices for up to 104 hours.

Our lobbying with our coalition partners has paid off with two milestones in government funding for non-animal testing methods. Congress appropriated four million dollars under the research and development budget of the Environmental Protection Agency (EPA). The EPA has implemented a series of chemical testing programs in the past several years that rely heavily on animal testing. Congress's appropriation for alternative methods sends a powerful signal to the EPA to abandon its heavy reliance on animal testing. Congress also appropriated three million dollars for the Interagency Coordinating Committee on the Validation of Alternative Methods, an interagency federal program, to promote alternative testing methods.

The best science education doesn't have to harm animals, and we provide teachers and students in high schools and universities with alternatives to outmoded dissection and harmful animal studies with our Humane Education Loan Program. We also provided funding and guidance for an Internet-based resource, Educational Memorial Programs, promoting veterinary medicine instruction that doesn't harm animals. Animal caregivers can donate the bodies of their deceased pets to local veterinary schools so that questionable sources like animal dealers don't have to be used.

Finally, we and our partners continue to fight to gain regulatory protection under the Animal Welfare Act for birds, mice, and rats—which constitute some 90 percent of the animals used in research. We are ardently pursuing this issue with legislators and within the scientific community.

—Martin Stephens, Vice President, Animal Research Issues



WALTER LARIMORE

HALTING EXPLOITATION

The way farm animals are treated goes from the good to the bad to the ugly. In 2001, we helped organize the Soul of Agriculture Conference in New Hampshire, where farmers and others involved in agriculture gathered to share problems and prospects in growing and marketing organic and local produce. We are increasing our emphasis on local food production to involve communities in farm animal welfare, food safety, and environmental protection. Our publication, *Local Food Project: A How-To Manual*, is a popular and effective tool for local communities.

Long distance transport is one of the bad things done to animals. We recommended restricting this transport, in consultation with the U.S. Department of Agriculture (USDA), to ensure that foot-and-mouth disease—rife in the United Kingdom during 2001—does not reach the States.

We were considerably involved with the USDA during the year to improve legislation and fight the worst treatment of animals, like the transport to market of animals unable to walk and the forced molting of hens, who are starved to increase egg production.

The widespread intensive farming of animals—factory farming—can only be described as ugly. In the summer, we launched our Halt Hog Factories campaign and website and supported the Florida initiative to ban confining gestation crates for sows.

In the fall we formed a coalition to stop the use of antibiotics in farm animals. This use is necessitated by factory farms' crowded, unsanitary conditions and contributes to increasing bacterial resistance to medically important antibiotics used by humans.

We have made progress in reforming factory farming. For example, our presentation to the National Council of Chain Restaurants prompted action to improve conditions for animals supplying meat and eggs to chain restaurants.



The conditions in factory farms are intolerable for the animals—and for a truly humane society.



ENDING PAIN AND DISTRESS

A survey conducted for The HSUS by an independent polling firm found that Americans oppose the use of animals in experiments that cause them to suffer and the level of disapproval depends on the degree of pain and distress. The results powerfully support our ongoing efforts to eliminate research animal suffering.

We also spearheaded a coalition to address international animal testing issues. The International Council on Animal Protection in the Organisation for Economic Co-Operation and Development (OECD) Programmes will ensure that the voice of animal protection is heard before the OECD takes action. And we monitor the scientific literature on animal-based research and its alternatives in our *Pain & Distress Report*.



ENDING CRUELTY

Our First Strike campaign shows the connection between animal cruelty and human violence. We marked our first annual Animal Cruelty/Human Violence Awareness Week by releasing data on nearly 2,000 high-profile animal cruelty cases. Many media outlets noted the week or used the data for stories throughout the year. We gave dozens of First Strike workshops around the country and a daylong presentation in Costa Rica.

To combat dogfighting, we worked with Lions Gate Films, distributors of the Oscar-nominated film *Amores Perros*. The film graphically depicts dogfights in Mexico. After determining that these were staged and no animals were hurt, we joined with Lions Gate to place a message on the film and promotional materials directing people to our website for more information.

The ensuing publicity educated millions about dogfighting. We also produced extensive Spanish- and English-language educational materials on animal fighting.



In 2001, we helped investigate illegal cockfighting in Pennsylvania. And regional staff facilitated the largest cockfighting raid in U.S. history, taking 2,500 birds into custody from a site in California.

Due to improvements in Georgia and Alabama's animal cruelty laws and a two-year effort in Florida to strengthen its animal fighting law, our Southeast Regional Office hosted animal fighting seminars for more than 265 law enforcement and animal control officers, humane investigators, judges, and prosecutors.

Humane education

Children are our future, and instilling them with humane values ensures a more humane society. Our youth education division, NAHEE, seeks to make humane education a part of every classroom.

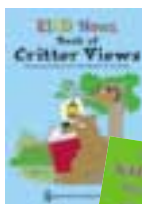


Our chief humane education vehicle is *KIND (Kids In Nature's Defense) News*™, a monthly classroom newspaper published at three reading levels for children in grades K–6. The average monthly circulation of *KIND News* in 2001 was 38,000 classrooms, giving the newspaper an estimated readership of more than 1.2 million children. This newspaper and the accompanying *KIND Teacher* annual resource book and monthly *KIND News Teacher's Guide* are the most widely used humane education program in the country. *KIND News* received an APEX 2001 award for publication excellence.

NAHEE released several new books in 2001, including the pocket-sized *KIND News Book of Critter Views* and *Dr. Kind Answers Kids' Questions About Animals*. We

also published the *How to Be a Helping Hand for Dogs and Cats* coloring book in Spanish and English for younger children. And we released *Science and Conscience: The Animal*

Experimentation Controversy and *Understanding Animal Cruelty* in a series of books for high school students and teachers.



Spreading the word

From trade shows to printed materials to the World Wide Web, we use every resource to promote the protection of all animals.

ANIMAL CARE EXPO

The tenth anniversary of Animal Care Expo—our annual international trade show and educational conference—was held in Texas. We updated Expo's look and materials—including show directory, pocket guide, signage, and badges. Our special brochure, *Programs at a Glance*, showcased HSUS programs for animal care and control professionals.

We launched our Shelter Partners™ program at Expo to provide participating shelters with revenue-generating programs, savings on products and services, and discounts on HSUS publications and training events. More than 1,000 shelters signed on in the program's first eight months.



Our Expo booth and the exhibit space offered animal care and control professionals access to invaluable resources.



IN PRINT

Our Publications section generates visually compelling, reader-friendly, professional materials reflecting The HSUS "brand." In 2001 we substantially increased the number of books, magazines, newsletters, and brochures we wrote, edited, designed, and produced to reach even more people.

More than 7,000 subscribers received *Animal Sheltering*™, our bimonthly magazine for animal care and control professionals. We compiled 35 one-page instructional sheets from the magazine in a binder that shelter managers can use to train employees and volunteers.

We wrote a new guidebook published by the International City/County Management Association for city and county

policymakers. *Animal Control Management: A Guide for Local Governments* provides information on funding, structuring, and running an animal care and control program that protects citizens and animals.

We also published the third edition of *Shelter Pages*®, our national directory





of manufacturers, suppliers, and service providers for the animal care and control field distributed to more than 20,000 humane organizations nationwide.

All Animals is sent to our members and continues to garner positive feedback and rewarding ad responses.

In 2001, we produced six newsletters: *Kindred Spirits™ News* for our memorial program, *Helping Hands* (renamed *Because You Care News*) for major donors, *Wild Neighbors News* for the UWSP, *Pain & Distress Report* about animal research issues, *Wildlife Lands* for The WLT, and *Humane Activist®*, our grassroots activist newsletter with nearly 30,000 subscribers. We received an APEX Grand Award for both design and editorial excellence for the September/October 2000 *Humane Activist*.

We edited, designed, and produced *Reptiles as Pets: An Examination of the Trade in Live Reptiles in the United States*, a book revealing the cruelty of the reptile trade. For Humane Society Press, we designed and produced *The State of the Animals 2001*. We also produced *Providing for Your Pet's Future Without You*, a new kit about caring for pets when caregivers die or become incapacitated.

For Humane Shares™, our planned giving program, we edited and designed seven brochures, one for each donation category and an overview of the program. The series of six category brochures received an APEX Award of Excellence.

We received American Graphic Design Awards for design excellence for the cover of our *2000 Report of the President*, our Born to Lose dog-fighting poster, a website ad, our animal-friendly investing

ad It's a Jungle Out There, and our Shame of Fur bus taillight poster. We received awards for design excellence from Creativity for the Born to Lose and Shame of Fur bus posters, our 20-foot "Promoting the protection of all animals" booth graphics, and the three *Disaster Preparedness* brochures.

ONLINE AND ON THE AIR

Our Video and New Media section spearheaded a yearlong effort to completely redesign and restructure our website. And in December, The HSUS AnimalChannel website debuted as one of 16 "content partners" for the RealOne™ premium subscription service, a source for playing and managing digital programming. As a content provider for the first true online network, the three-year-old AnimalChannel joined such media stalwarts as CNN, ABC News, Fox Sports, and *The Wall Street Journal Online*.

In addition to developing new video features, we expanded the editorial scope of such popular mainstays as our *Wild Neighbors* series. And *Happy Trails* highlights the day-to-day efforts of our Cape Wildlife Center.

We produced many public service announcements (PSAs), including one for The WLT for radio narrated by Jane Goodall. We also produced two PSAs for our Fur-Free Century campaign for broadcast and





the Internet. Others include radio and Internet spots for Pets for Life, narrated by

Jenna Elfman, and for Providing for Your Pet's Future, with Edward Asner.

GIFTS AND TRIBUTES

Our Kindred Spirits™ memorial program continued offering the opportunity to remember lost loved ones through donations in their names that will help all animals. We also launched our Hip, Hip, Humane!™ living tributes that celebrate friends, relatives, and pets for *any* occasion with festive cards announcing donations on their behalf.



Partners and support

The HSUS is a catalyst for social change. But our work and its yield of compassionate action cannot happen



without generous financial support. Humane Legacy™ gifts ensure that donors help protect animals

in the future. We gratefully acknowledge the support of the following people—and our anonymous donors—who intend to name us as a beneficiary in their wills:

Corrine E. Barr
 Dr. Robert Berger
 Judith M. Decker-Angel
 Mary Ann Donchez
 Lois M. Herrmann
 Claire E. Lang
 Esther B. McGarity
 Heidi Marie Mitchell
 Jennifer M. and Aaron S. Phillips
 Janet and Richard Schmidt
 Penny Susan Skene
 Debra Vredenburg, Ph.D., and
 Jeffrey W. Wimer, Ph.D.
 Joan Weidner
 Sandy Wheeler
 Judith A. Wilson

Grace Under Pressure

THERE'S A NEVER-ENDING WHIRL OF ACTIVITY in our corner. Sometimes it's very visible, like when we discuss the exact word or visuals to use or boxes of deliveries pile up in the aisles. Most of the time it's fast fingers hitting keyboards and eyes focused on monitors—everyone intent on creating their best in the shortest amount of time.

After two decades working in the for-profit world, I decided to make a switch—to use my talent for an organization with substance, on issues I really care about.

Previously I'd been a chameleon, working for four different magazines, an ad agency, several design studios, and a book publisher. I was expected to get enthusiastic about topics and products that many times I could have cared less about. But I did my job well, with nearly 100 national and international awards to my credit.

At The HSUS, I have strived to build a professional, award-winning in-house Publications department. We “brand” The HSUS image in magazines, signs, newsletters, and brochures of all sizes and shapes—ensuring that they are well written, succinct, and reader-friendly. Every article, every ad must be appropriately designed and visually compelling for each targeted audience and brought in on time and on budget. It's a demanding job.

But it's worth it. I have loved animals all my life. I'm delighted by a glimpse of a fox or deer. Seeing a hawk catch a thermal takes my breath away. I grew up always having a dog and a cat. Whenever I was allowed to select the newest addition, I chose the small needy one.

Working for The HSUS becomes a lifestyle. I now share my home with Grace, a former racing greyhound rescued by HSUS investigators. These gentle dogs are 40-mile-per-hour couch potatoes. It may seem odd that docile companions at home are capable of tremendous bursts of speed but greyhounds are sprinters—the perfect blend of form and function.

At the track and kennels, the dogs spend most of the day confined in cramped stacked crates. They don't know much about stairs, making an interesting challenge when I began introducing a 60-pound extremely long-bodied and long-legged, petrified animal how to go up and down. Grace is now a pro. Look into a greyhound's eyes and the dog will touch your soul. And of course, greyhound racing has become my personal issue. I'll bend anyone's ear who will listen.

I am quick to explain that we don't run the nation's animal shelters and focus on the ways we help shelters and our mission to promote the protection of all animals. The HSUS works so very hard for change through legislation and education, and we have different departments that focus on all species of animals.

The rewards come when the publications, ads, and displays that we create catch the eye and move the spirit to make a difference.

—Paula Jaworski, Creative Director, Publications



WALTER LARRIMORE

Our Business Development and Corporate Relationships department worked with respected companies to further our mission. We thank all of our corporate partners for their commitment and support.

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Salomon Smith Barney
Taymark Corporation
The Franklin Mint
Time Inc. Custom Publishing

In seeking to change the way people view and treat animals, we rely on our members and supporters to be ambassadors for the animals—models of compassion for their families, coworkers, and communities. But more than that, our members and supporters are voices for animals in *every* community in the world.

We have had a successful year; laws were passed that benefit animals and most people now view adopting an animal from a shelter as better than buying a pet. We have made progress.

But laws still need strengthening, children still must learn humane values, too many animals are relinquished to shelters, and all animals deserve humane treatment, so our work continues. And with your ongoing support, we will move ever closer to a more humane society.

THE HUMANE SOCIETY OF THE UNITED STATES

COMPARATIVE FINANCIAL OPERATIONS REPORT

FOR THE YEARS ENDED DECEMBER 31, 2001 and 2000

Consolidated Statement of Financial Position

	December 31	
	2001	2000
Assets		
Cash and cash equivalents	\$21,147,108	\$30,163,807
Receivables, deposits, and prepaid expenses	2,572,211	2,824,352
Investments, at market value	72,636,255	76,472,579
Fixed assets, net of depreciation	9,945,377	9,646,893
Total Assets	<u>\$106,300,951</u>	<u>\$119,107,631</u>
Liabilities	\$9,722,183	\$10,450,770
Net Assets		
Unrestricted	70,291,641	82,981,000
Temporarily restricted	5,885,373	5,463,584
Permanently restricted	20,401,754	20,212,277
Total Net Assets	<u>96,578,768</u>	<u>108,656,861</u>
Total Liabilities and Net Assets	<u>\$106,300,951</u>	<u>\$119,107,631</u>

Consolidated Statement of Activities

	Year Ended December 31				
	Unrestricted	Temporarily Restricted	Permanently Restricted	2001 Total	2000 Total
Revenue, Other Additions, and Transfers					
Contributions and grants	\$44,533,362	\$4,193,344	\$73,430	\$48,800,136	\$46,482,077
Bequests	5,654,767	902,784	115,000	6,672,551	15,869,407
Investment income	3,494,137	125,520	—	3,619,657	4,323,782
Sale of literature and other income, net	2,413,867	222,513	—	2,636,380	2,235,904
Total Revenue and Other Additions	<u>\$56,096,133</u>	<u>\$5,444,161</u>	<u>\$188,430</u>	<u>\$61,728,724</u>	<u>\$68,911,170</u>
Transfers (Net Assets released from restrictions)	4,328,849	(4,328,849)	—	—	—
Total Revenue, Other Additions, and Transfers	<u>\$60,424,982</u>	<u>\$1,115,312</u>	<u>\$188,430</u>	<u>\$61,728,724</u>	<u>\$68,911,170</u>
Expenses and Other Deductions					
Animal-protection programs					
Public education, membership information, and publications	\$18,004,052	—	—	\$18,004,052	\$16,022,486
Cruelty investigations and regional offices	4,748,183	—	—	4,748,183	4,236,509
Wildlife, animal-habitat, and sheltering programs	8,945,904	—	—	8,945,904	7,623,999
Youth and higher-education programs	2,850,841	—	—	2,850,841	2,883,501
Legal assistance, litigation, legislation, and government relations	1,962,172	—	—	1,962,172	2,063,233
Animal research issues and bioethics and farm animals	1,676,188	—	—	1,676,188	1,705,846
Supporting services					
Management and general	5,050,543	—	—	5,050,543	4,661,450
Membership development	1,242,884	—	—	1,242,884	844,500
Fund-raising	19,139,732	—	—	19,139,732	16,865,282
Total Expenses and Other Deductions	<u>\$63,620,499</u>	<u>0</u>	<u>0</u>	<u>\$63,620,499</u>	<u>\$56,906,806</u>
Change in Net Assets before net appreciation in fair value of investments	<u>\$(3,195,517)</u>	<u>\$1,115,312</u>	<u>\$188,430</u>	<u>\$(1,891,775)</u>	<u>\$12,004,364</u>
Net appreciation in fair value of investments	<u>(9,493,842)</u>	<u>(693,523)</u>	<u>1,047</u>	<u>(10,186,318)</u>	<u>(4,433,439)</u>
Change in Net Assets	<u>\$(12,689,359)</u>	<u>\$421,789</u>	<u>\$189,477</u>	<u>\$(12,078,093)</u>	<u>\$7,570,925</u>

The HSUS is tax exempt under Section 501(c)(3) of the Internal Revenue Code. Contributions are tax deductible to the extent allowed by law. The HSUS audited financial statements are available upon request.

In the News

MORE THAN 1,100 STORIES APPEARED IN PRINT, radio, and television in 2001 documenting our efforts on behalf of all animals worldwide. We offer some highlights below.

The year began with news of a fatal dog attack in San Francisco that revived media attention on dangerous dogs and dog bites. The HSUS was stormed with media calls from across the country, resulting in coverage in *USA Today* (2/1/01), *The New York Times* (2/6/01), *Los Angeles Times* (2/1/01), *NBC Nightly News* (2/2/01), ABCNews.com (2/7 and 10/01), Associated Press (2/9/01), and CNN's *The Point* (2/5/01).

Dateline NBC (3/2/01) broadcast a story on dangerous dogs and dogfighting featuring an HSUS spokesperson. The HSUS secured editorial support for strengthening Florida's animal fighting laws in important newspapers across the state. On the national level, *Sports Illustrated* (2/12/01) mentioned us in an article about the horrors of dogfighting.



Our hard work in Congress promoting federal legislation to combat animal fighting gained extensive coverage throughout the year. *ABC World News Tonight* (3/30/01) aired an in-depth undercover report on cockfighting and our efforts to pass federal legislation. The proposed legislation was also mentioned on *Fox News* (3/15/01). The HSUS was featured in other media outlets, as well, including *The Daily Oklahoman* (3/16/01) and Associated Press (3/1/01 and 4/22/01). Our support for a bill to strengthen animal fighting laws in Oregon appeared in *The Oregonian* (3/30/01), and *The New Yorker* (1/29/01) mentioned our support for the ballot initiative in a profile on cockfighting in Oklahoma. *Tulsa World* (8/1/01), *The Daily Oklahoman* (8/1/01), Gannett (11/20/01), Associated Press (8/1/01 and 10/25/01), *CQ Daily Monitor* (12/10/01), and *The Washington Post* (12/17/01) ran stories on the almost certain passage of this ban.

Our successful efforts to block a dove hunt in Iowa were covered by Associated Press (1/23/01) and *The Des Moines Register* (1/30/01). The attempt to rescind Michigan's 95-year ban on hunting mourning doves was reported by Associated Press (12/4/01) and *Detroit Free Press* (12/5/01).

The New Yorker (3/5/01) published a story on exotic game ranches in Texas that mentioned The HSUS and our efforts to restrict game ranches through federal legislation.

In July we focused on banning gestation crates in Florida through a ballot measure. We were mentioned or quoted in major Florida newspapers, including *The Miami Herald* (7/6/01), *Sun-Sentinel* (7/6/01), *St. Petersburg Times* (7/6/01), *The Tampa Tribune* (7/6/01), and *Orlando Sentinel* (7/6/01). An Associated Press (7/5/01) report ran on the national wire, sparking radio interviews in several markets.

The media responded to our attempts to publicize the plight of seven polar bears owned by the Suarez Brothers Circus. A Knight Ridder story (11/10/01) mentioning us appeared in several papers, including *The Miami Herald* (11/10/01), *Houston Chronicle* (11/10/01), *Detroit Free Press* (11/10/01), and *The Philadelphia Inquirer* (11/10/01).

In broadcast news, an HSUS spokesperson appeared in a segment about baby animals in zoos on *NBC Nightly News* (4/13/01), while National Public Radio's *All Things Considered* featured The HSUS in a story concerning Northwest Airlines' refusal to ship chicks as mail (11/16/01).

The year ended with media attention focused on the trial of Ringling Brothers elephant trainer Mark Oliver Gebel and how elephants are treated in circuses. Top outlets covered the story, including National Public Radio's *Morning Edition* (12/17/01), Associated Press (12/18, 19, 20, and 21/01), *The New York Times* (12/21/01), *San Francisco Chronicle* (12/21/01), and United Press International (12/21/01).





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