Promoting the protection of all animals
The Humane Society of the United States

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.
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.

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).

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

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.
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...
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.
That is the way to build the humane world we all want. Rest on our laurels; we need to redouble our efforts on behalf of animals. The HSUS is in a unique position to help shape the future. But we can’t

wild and domestic—in our world.

side of our effort to encourage everyone to live with the animals—

who were headed for a life of exploitation in zoos and circuses. Closer

rescue and rehabilitation of several young elephants in South Africa

animals are revered, not hunted, trapped, or persecuted.

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nonsense animal protection through lawsuits, lobbying, and educating

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 no-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

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 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 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.
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.

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.

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

We 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 polices.

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
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 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 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.

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.
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.
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

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.
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 Teacher’s Guide are the most widely used humane education program in the country. KIND News received an APEX 2001 award for publication excellence.


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.

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
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- Janet and Richard Schmidt
- Penny Susan Skene
- Debra Vredenburg, Ph.D., and Jeffrey W. Wimer, Ph.D.
- Joan Weidner
- Sandy Wheeler
- Judith A. Wilson
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.

American Red Cross
Build-A-Bear Workshop, Inc.
Citibank, USA
Creative Pet Products
Custom Direct
General Mills
GreaterGood.com
John H. Harland Company
Memberdrive, Inc.
Radio Systems Corp.
Saab Cars USA
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.

—Paula Jaworski, Creative Director, Publications
### Consolidated Statement of Financial Position

**Assets**

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<tr>
<td>Investments, at market value</td>
<td>72,636,255</td>
<td>76,472,579</td>
</tr>
<tr>
<td>Fixed assets, net of depreciation</td>
<td>9,945,377</td>
<td>9,646,893</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$106,300,951</td>
<td>$119,107,631</td>
</tr>
</tbody>
</table>

**Liabilities**

<table>
<thead>
<tr>
<th>Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$9,722,183</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>$15,869,407</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>4,323,782</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>$68,911,170</td>
</tr>
</tbody>
</table>

**Net Assets**

<table>
<thead>
<tr>
<th>Item</th>
<th>December 31</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$44,533,362</td>
<td>$46,482,077</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>6,672,551</td>
<td>15,869,407</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>3,619,657</td>
<td>4,323,782</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>$88,825,621</td>
<td>$88,911,170</td>
</tr>
</tbody>
</table>

### Consolidated Statement of Activities

**Revenue, Other Additions, and Transfers**

<table>
<thead>
<tr>
<th>Item</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>2001 Total</th>
<th>2000 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and grants</td>
<td>$44,533,362</td>
<td>$4,193,344</td>
<td>$73,430</td>
<td>$48,800,136</td>
<td>$46,482,077</td>
</tr>
<tr>
<td>Bequests</td>
<td>5,654,767</td>
<td>902,784</td>
<td>115,000</td>
<td>6,672,551</td>
<td>15,869,407</td>
</tr>
<tr>
<td>Investment income</td>
<td>3,494,137</td>
<td>125,520</td>
<td>—</td>
<td>3,619,657</td>
<td>4,323,782</td>
</tr>
<tr>
<td>Sale of literature and other income, net</td>
<td>2,413,867</td>
<td>222,513</td>
<td>—</td>
<td>2,636,380</td>
<td>2,235,904</td>
</tr>
<tr>
<td><strong>Total Revenue and Other Additions</strong></td>
<td>$56,096,133</td>
<td>$5,444,161</td>
<td>$188,430</td>
<td>$61,728,724</td>
<td>$68,911,170</td>
</tr>
<tr>
<td>Transfers (Net Assets released from restrictions)</td>
<td>4,328,849</td>
<td>(4,328,849)</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total Revenue, Other Additions, and Transfers</strong></td>
<td>$60,424,982</td>
<td>$1,115,312</td>
<td>$188,430</td>
<td>$61,728,724</td>
<td>$68,911,170</td>
</tr>
</tbody>
</table>

**Expenses and Other Deductions**

<table>
<thead>
<tr>
<th>Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal-protection programs</td>
<td></td>
</tr>
<tr>
<td>Public education, membership information, and publications</td>
<td>$18,004,052</td>
</tr>
<tr>
<td>Cruelty investigations and regional offices</td>
<td>4,748,183</td>
</tr>
<tr>
<td>Wildlife, animal-habitat, and sheltering programs</td>
<td>8,945,904</td>
</tr>
<tr>
<td>Youth and higher-education programs</td>
<td>2,850,841</td>
</tr>
<tr>
<td>Legal assistance, litigation, legislation, and government relations</td>
<td>1,962,172</td>
</tr>
<tr>
<td>Animal research issues and bioethics and farm animals</td>
<td>1,676,188</td>
</tr>
<tr>
<td>Supporting services</td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>5,050,543</td>
</tr>
<tr>
<td>Membership development</td>
<td>1,242,884</td>
</tr>
<tr>
<td>Fund-raising</td>
<td>19,139,732</td>
</tr>
<tr>
<td><strong>Total Expenses and Other Deductions</strong></td>
<td>$65,620,499</td>
</tr>
</tbody>
</table>

**Change in Net Assets before net appreciation in fair value of investments**

<table>
<thead>
<tr>
<th>Item</th>
<th>December 31</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$(3,195,517)</td>
<td>$1,115,312</td>
<td>$188,430</td>
</tr>
<tr>
<td>$(1,891,775)</td>
<td>(10,186,318)</td>
<td>(4,433,439)</td>
</tr>
<tr>
<td><strong>Net appreciation in fair value of investments</strong></td>
<td>$12,004,364</td>
<td>$7,570,925</td>
</tr>
</tbody>
</table>

**Change in Net Assets**

<table>
<thead>
<tr>
<th>Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$(12,689,359)</td>
<td>$421,789</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>$189,477</td>
</tr>
</tbody>
</table>

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.
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).