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THE HUMANE SOCIETY  
OF THE UNITED STATES

# Rescue, Reform, Results

The Humane Society of the United States | Annual Report 2009

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**THE HUMANE SOCIETY  
OF THE UNITED STATES**



# 2009 Accomplishments

An unprecedented 121 pro-animal state laws, including two that ban intensive confinement of farm animals, are enacted.

The Shelter Pet Project, the first national advertising campaign to promote adoption of homeless pets, reaches 33,000 media outlets.

The HSUS launches a national animal fighting tip line, distributes its 50th cash reward for information, expands the End Dogfighting program to Atlanta, and assists law enforcement in hundreds of animal fighting cases.

**More than 100 brands and companies, including JCPenney, are added to The HSUS's fur-free list.**

HSUS teams rescue more than 10,000 animals from puppy mills, animal fighting operations, and natural disasters.

Humane Society International launches the world's first country-wide street dog sterilization and vaccination program in Bhutan.

The federal government bans the slaughter of adult cows too sick and injured to walk, closing a loophole exposed by an HSUS undercover investigation.

HSUS animal care centers provide emergency medical treatment and sanctuary to 16,000 animals, while our veterinary clinics and wildlife experts rescue and treat thousands more.

National battery-cage egg producer Radlo Foods announces plans to convert to cage-free facilities. Wendy's, Red Robin, and other retailers pledge to decrease their use of eggs from caged hens.

**The European Union bans trade in commercial seal products, inspired largely by an HSUS campaign against Canada's brutal seal hunt.**

HSUS undercover investigations expose horrific abuses at a veal slaughter plant and a chimpanzee research lab.



## From the President A Force for Change

**W**e are at an odd moment in history. There is more organized concern for animals than ever before, and we see more markers of progress in the realms of legislative advocacy, corporate reform, and public awareness. Yet, at the same time, there is more exploitation of other creatures, particularly in the realms of factory farming and the wildlife trade.

The HSUS stands at the intersection of these conflicting forces in society. Specifically, we aim to see that the organized effort to protect animals gains critical mass and momentum, while those who would cause harm to animals either find new ways of doing business or are compelled to cease their harmful conduct by the rule of law.

We are better equipped than any group in the world to advance these goals, and we have you to thank for providing us with the resources we need for the fight. In 2009, as you'll read in this annual report, our Emergency Services responders undertook a remarkable array of hands-on interventions, rescuing more than 10,000 animals from puppy mills, animal fighting pits, hoarding operations, and natural disasters. Our staff and volunteer veterinarians provided treatments and sterilizations for thousands of dogs and cats—from the most remote Indian reservations in the United States to the streets of the Himalayan nation of Bhutan. And with our five direct care centers—operating from Cape Cod to San Diego—we provided treatments, safe haven, adoption, or release back into the wild for nearly 16,000 creatures whose fortunes ultimately led them into our healing and protective arms.

Yet if we only provided direct care and services, we'd fail our animal friends. Countless animals are in crisis, and we could never intervene to help all of them. If we undertook only that work, we'd just be addressing

symptoms. It's our primary goal at The HSUS to diagnose the problems that animals face, and then to achieve reforms so that cruelty is prevented in the first place. In short, we work to strike at root causes to secure lasting change.

For instance, we raided 16 puppy mills in 2009 and saved more than 3,000 dogs in the process. But even if we managed to double or quadruple the number of raids, that would not be enough to solve the broader problem. We estimate there are more than 10,000 mills in the United States, and that's why it's critical that we pass laws to crack down on these operations and also raise awareness with consumers so they don't purchase dogs from the puppy mill supply chain. In 2009, we helped pass 10 new state laws to address the cruelty of puppy mills, and dozens have already been shuttered as a result of our ongoing legislative work. We've now taken the steps needed to push ahead an anti-puppy mill ballot initiative for 2010 in Missouri; that state alone is estimated to host perhaps as many as 3,000 breeding operations and to produce nearly 40 percent of all dogs in the pet trade. By working to pass a ballot initiative there, we can achieve with a single policy reform something more significant and enduring than all of our raids combined.

Similarly, billions of animals are at risk on factory farms. Rescuing animals from these situations might help those individual creatures, but it could not possibly begin to turn around this vast and almost overwhelming problem. Instead, we are working for fundamental reforms. In 2009, we passed legislation in California to ban tail docking, and in Michigan, we passed legislation to phase out the worst confinement practices for veal calves, breeding sows, and laying hens. We also worked to get major corporations like Wendy's and Au Bon Pain to institute more humane purchasing practices, shifting the marketplace and compelling factory farmers to change their ways. Our undercover investigations expose awful cruelty at factory farms and slaughterhouses and shut down the worst operators, pulling back the curtain on the endemic cruelty in industrialized agribusiness and setting the stage

for broader reform.

There is no group in the world like The HSUS, and our work in 2009 demonstrated that fact again and again. We employ teams of doctors, veterinarians, wildlife scientists, litigators, lobbyists, investigators, educators, advertising specialists and communicators, and other professionals who are the best in their field and who are committed to seeing change advance for animals. Together, we advocate for all animals, whether cats, dogs, horses, farm animals, wildlife, or others.

As the theme of this report indicates, all of our work at The HSUS is focused on results. We do not seek merely to be part of the debate, but rather to drive the debate and to achieve tangible advances for animals. Our national advertising campaign is literally reaching tens of millions of Americans, exposing the major forms of cruelty and inviting people of conscience to join our crusade. And already in 2010, we've gotten Wal-Mart and Hellman's to modify their egg-purchasing practices, persuaded more major clothing companies to drop fur from their lines, and trained the spotlight on more cruelty through our undercover investigations.

Your steady support allows us to compete against powerful industries and interest groups that not only exploit animals but want to thwart the change we demand. This nation, and indeed the world, needs a group like The HSUS—a group that balances mainstream values with an unyielding resolve to win and to achieve systemic change. We won't relent in the fight, and we hope you'll stick with us as we charge forward to create a truly humane society.



Wayne Pacelle, President & CEO  
The Humane Society of the United States

# Rescue Snapshots

From North Dakota floods to California cockfighting pits to a Pennsylvania puppy mill, HSUS staff were in the field nearly every week in 2009. We supplied equipment, expertise, and financial resources to assist investigations, launch raids, collect evidence, and coordinate animal seizure and care. On more than 40 deployments, our state-of-the-art rescue vehicles crisscrossed the U.S. and parts of Canada, saving more than 10,000 animals in distress.

Behind the scenes, our public relations staff made sure these cases caught the media's attention, while our government affairs specialists helped direct public outrage to passing stronger animal protection laws. In turn, tougher policies and penalties spurred officials to tackle more abuses—and our rescue teams were on the road again.

This multipronged strategy is essential to creating lasting progress for animals—changes with the potential to affect many more lives than direct rescue efforts alone. But while we continue to confront animal suffering on a national and international stage, we never forget that behind every disaster and every headline, individual animals and communities rely on our ability to respond at a moment's notice.

## January



Jan. 28 / **San Luis Obispo, Calif.**

Assisted in the raid of an alleged cockfighting operation and the seizure and care of animals.

**2,000 birds**

## February

Feb. 6

**Wayne County, N.C.**

Led the raid of a puppy mill and provided transport, sheltering, and care for seized animals.

**283 dogs**

Feb. 25

**Lenoir County, N.C.**

Assisted with care, transport, and placement of animals surrendered by puppy mill owners.

**50 dogs**

## March

March 1 / **Adair County, Ky.**

Helped provide emergency sheltering, transport, and placement for animals seized from a hoarding situation.

**225 dogs**

March 9 / **Santa Barbara County, Calif.**

Assisted in the raid of an alleged breeding operation for fighting birds and provided care for seized animals.

**800 birds**

March 14 / **Sulphur, La.**

Assisted in the raid of a cockfighting operation and provided funds for care of the seized animals.

**635 birds**

## July

July 6 / **Illinois, Missouri, Oklahoma, and Texas**

Provided assistance and animal transport in four states during an eight-state federal dogfighting raid that resulted in 26 arrests.

**423 dogs**

Without your commitment to provide rescue personnel, transport vehicle[s], equipment, and sheltering volunteers, I could not have embarked on this journey, and we would never have saved nearly 600 dogs from a life of torment and torture.

—Tim Rickey, then-investigator with the Humane Society of Missouri

## August

Aug. 11 / **Kaufman County, Texas**

Helped rescue more than 500 dogs and 15 cats from a puppy mill.

**555 dogs and cats**

Aug. 21 / **Stuarts Draft, Va.**

Helped remove, shelter, and place dogs from a puppy mill.

**99 dogs**

Aug. 28 / **Wilson County, N.C.**

Assisted in a puppy mill investigation and seizure of animals.

**214 dogs**

## September



Sept. 25 / **Portland, Tenn.**

Helped remove and place border collies from an alleged puppy mill.

**108 dogs**

## October

Oct. 6 / **Redgranite, Wis.**

Assisted in the raid of a property where birds were allegedly being bred for fighting and provided money for the care of the seized animals. A week before the raid, an HSUS investigator laid the foundation for the case when the property owner sold him several birds for the purpose of fighting them.

**157 birds**

Oct. 6 / **Lamar, Ark.**

Assisted in the raid of a puppy mill, saving 105 dogs, 5 cats, and 2 guinea pigs.

**112 animals**

### March 16 / Burns, Ore.

Provided transport and placement for dogs rescued from a puppy mill.

**150 dogs**

### March 23 / Logan County, Ark.

Provided shelter and medical care for animals from a puppy mill.

**361 dogs and other animals**

### March 26 / Fargo, N.D.

Helped provide emergency animal sheltering and field rescue in flooded areas.

**175 animals**

**Laws and Effect:** The March 14 raid on the Little Bayou Club was Louisiana's first cockfighting seizure since the state became the 50th to implement a ban on the blood sport in 2008. The ban was the result of a decade-long fight led by The HSUS—one of many we wage on behalf of animals in state legislatures around the nation.



June 1: Randolph County, Ala.

## November

### Nov. 10 / Baltimore, Md.

Helped rescue and relocate neglected cart horses and ponies.

**19 horses**

### Nov. 13 / Mountain View, Ark.

Worked with local authorities to seize neglected horses.

**25 horses**

### Nov. 17 / Douglas County, Kan.

Assisted law enforcement in the raid of an alleged cockfighting operation.

**169 birds**

### Nov. 10: Baltimore, Md.



## April

### April 4

### Don Ana County, N.M.

Assisted with raids on seven alleged cockfighting operations.

**618 birds**

### April 21

### Alliance, Neb.

Helped care for and place neglected horses.

**222 horses**



Horses rescued in Nebraska in April run toward their new lives at our Texas sanctuary, Black Beauty Ranch.

## May

### May 16 / Lewis County, Tenn.

Supplied the intelligence that led law enforcement to investigate a large-scale cockfighting enterprise; HSUS staff also provided support during the raid.

**200 birds**

### May 19 / Cazenovia, Wis.

Helped seize dogs, horses, birds, farm animals, and other species from a hoarding situation.

**374 animals**

### May 21 / Yukon River area, Alaska

Provided emergency shipments of food for sled dogs in flooded Alaskan villages.

**771 animals**

### May 26 / Kennewick, Wash.

Assisted in the seizure, care, and placement of American Eskimo dogs from a puppy mill.

**386 dogs**

We did not have the resources or expertise to even begin to handle this case. Your personnel totally impressed all of my staff and the prosecutor's office by demonstrating the highest level of professionalism, knowledge and expertise, and true compassion to these abused dogs. After more than 32 years of law enforcement, this will be one of those cases that will continue to touch my heart for my entire life.

—Sheriff Larry D. Taylor, Benton County, Wash.

## December

### Dec. 4

### Placer County, Calif.

Assisted in the raid of an alleged cockfighting operation.

**63 birds**

### Dec. 4

### Washburn, Tenn.

Helped rescue dogs from a suspected hoarding situation.

**17 dogs**

### Nov. 17 / Quebec, Canada

HSI, The HSUS's international affiliate, helped rescue neglected sled dogs.

**72 dogs**

### Nov. 23 / Cannon County, Tenn.

Helped provide emergency shelter and care for 84 horses, 8 dogs, 2 goats, and 14 chickens.

**108 animals**

### Nov. 24 / Sherman County, Kan.

Assisted local law enforcement in a cockfighting raid.

**150 birds**

# Protecting Our Best Friends

Many four-legged residents in our nation's 71 million pet-owning households live the high life. They benefit from sophisticated veterinary care, browse nose-first in the treat aisles of stores tailor-made for them, and sprawl contentedly across the living room sofa.

Nonie is one of those lucky dogs. The coddled companion of Marsha and C.J. Stevens-Pino, the Maltese relishes car rides in the Florida sunshine and playtime with the family's shih tzu. She proudly demonstrates new tricks and comforts her canine sibling during thunderstorms.

Nonie's life wasn't always a fairy tale. Just a year ago, her knees were partially dislocated. The pads of her yellow-stained feet burned from standing in her own urine. Leashes and collars baffled her and made her gag. Afraid to accept food from human hands, she repeatedly soiled the floor in confusion.

Until she was rescued in 2009 by The HSUS and Wayne County Animal Control, the 4-year-old dog had spent her days birthing puppies in the filthy cage of a large-scale breeding facility in North Carolina. Nationwide, factory-style puppy mills profit from such misery by selling dogs through the Internet and to pet stores.

As The HSUS celebrates the human-animal bond, we must also combat this dark side of the relationship, the systemic cruelties that land mil-

lions of animals in the streets, at shelters, and on backyard chains.

While we rescued many from heartbreaking situations in 2009, we continued to target the root causes of their suffering. Ten states enacted laws to improve conditions in puppy mills, and we pushed a federal ban on horse slaughter. We assisted feral cat colony caretakers and provided sanctuary for cats in mortal danger. We worked with Maddie's Fund, the Ad Council, and local organizations to launch a national advertising campaign to promote adoption. We answered the call of local animal shelters for resources and hands-on assistance. And we partnered with organizations like the SPCA Tampa Bay, which took in Nonie and prepared her for adoption following several days of emergency care provided by HSUS staff after the North Carolina raid.

As The HSUS continues to unite the animal welfare movement against those who value profit over compassion, we are determined to win the decades-old fight on behalf of our best friends. They deserve no less.



**Nilla, another Maltese rescued from the North Carolina raid, was so depleted of nutrients that she had no teeth left to hold her dangling tongue in place.**

## Neglected No More

Rescued from a North Carolina puppy mill where she'd spent her first four years as a breeding mother in a barren cage, Nonie could barely walk. Her foot pads were burned from standing in her own urine. But today she "has moved on up to the joys of tummy scratches and eagerly enchanting everyone who passes by into patting her head," reports adopter Marsha Stevens-Pino.





# Shutting Down Puppy Mills

## OUT OF HARM'S WAY

Rescued from a urine- and feces-laden pen during the August 2009 raid of a Staunton, Va., puppy mill, Brandy was so pregnant she looked like a beach ball. But aside from her swollen belly, the Boston terrier was all bones. Dehydrated and ill, she underwent an emergency Caesarian section but lost two of the three puppies she was carrying. Later, she developed pneumonia and needed surgery to correct an enormous cherry eye.

Today, Brandy is the companion of Puppy Mills Campaign manager Kathleen Summers, who helped care for the quiet dog during the hours following the raid. Upon learning later that Brandy was still up for adoption after months of care by the Norfolk SPCA, which volunteered to help place dogs after the rescue, Summers decided to give her a home.

Brandy is happy to fill her new role as the campaign's "canine survivor outreach coordinator," crawling into the laps of visitors to HSUS headquarters. "She's wanted to be someone's baby all her life," Summers says. "And you'd never know that this dog lived outside for three years; she hates to be out in the cold for even five minutes."

Thanks to compassionate citizens around the nation willing to give abused and neglected animals a chance, thousands of dogs like Brandy are getting to know life outside a cage for the first time.



Brandy

## Sign of the Times

At Rocklin Family Pet Shop and Self Serve Dog Wash, the question is no longer "How much is that doggie in the window?"—but rather "Why aren't there any doggies at all?"

By the end of 2009, the California store had joined almost 500 others around the country that now display a simple answer prominently in windows and on cash registers: "We love puppies. That's why we don't sell them."

"Hopefully, those people who wouldn't come in here [before] because we sold puppies would come in here now and buy things for their dogs," says co-owner Alyce Glazer, who is filling the void by adding self-serve grooming areas, further emphasizing the high-quality food she sells, and inviting rescue groups to showcase adoptable animals.

Among the hundreds of other store owners who've signed The HSUS's puppy-friendly pledge is Janice McLain of Washington, D.C.-based PetMac. The success of her enterprise is a testament to the notion that a puppyless store is good business. "People want to buy healthy food, and they want advice on nutrition ... and customer service, too," says McLain. "I think they also like the fact that we work with a rescue group, and that it's part of our business plan that part of every sale goes to the rescue."



**WE ❤️ PUPPIES**  
THAT'S WHY WE DON'T SELL THEM!

Many pet stores that do sell puppies are propping up puppy mills, which churn out huge numbers of dogs under horrific conditions. Likewise, a consumer who purchases one of these puppies just pumps more money back into the abusive trade.

The Humane Society of the United States and The HSUS Pet Store Pledge. We don't support puppy mills, and we hope you won't either. For information about how to find out where your puppy came from or one of these cruel factories, visit [humanesociety.org/puppy](http://humanesociety.org/puppy)

PLEASE SUPPORT YOUR LOCAL SHELTER

THE HUMANE SOCIETY OF THE UNITED STATES

## A PUBLIC GALVANIZED

Snow and frigid temperatures couldn't keep Jonathan Gilbert and other hardy souls from protesting outside a Petland store in St. Paul, Minn., in early 2009. "With signs held high, we spoke for those with no voices," Gilbert recalled after joining nationwide demonstrations coordinated by The HSUS and local organizations. "The dogs need every one of us, and ... we are gonna show the Petlands of the world that their time is running out."

Two months later, The HSUS's litigation team filed a class-action lawsuit against the national chain for misrepresenting the source and health of the puppies it sells, and we later released the results of our second investigation confirming our original finding that "Petland's claim that it gets dogs from reputable small family breeders is a sham," says Stephanie Shain, senior director of the Puppy Mills Campaign.

Another notorious purveyor of mill-bred dogs was forced to close its doors in 2009, after a judge cleared the way for the first-ever class-action lawsuit against a U.S. puppy dealer. South Florida's Wizard of Claws—accused in the HSUS-led lawsuit of selling sick and dying puppies to hundreds of unsuspecting consumers—was forced to sell its assets, including 32 puppies stranded in the store. Working with the Humane Society of Broward County, HSUS attorneys brokered a deal for their rescue and adoption.



HSUS Indiana state director Anne Sterling assists in the rescue of more than 200 dogs from a Harrison County puppy mill.

I have always been an animal lover, and I have to say that I was shocked and embarrassed that I wasn't aware of puppy mill conditions until the HSUS report came out. It is beyond sickening, and I intend to do anything I can to help with the cause.

—Angela Gerleman of Frisco, Texas, on why she joined a nationwide protest against Petland

## They Came, They Saw, They Legislated

It would be hard to describe unless you saw it for yourself: a Maltese in a tiny cage, so depleted of nutrients that she had no teeth left to hold her dangling tongue in place. So Amanda Arrington, The HSUS's North Carolina state director at the time, didn't even try. Instead, she called lawmakers and asked them to join her.

Disturbed so much by what he witnessed upon arriving at the scene of the emergency shelter that night in February 2009, state Sen. Don Davis introduced a bill requiring any facility with more than 15 adult breeding dogs to be licensed, inspected, and held to humane standards.

Davis wasn't the only one moved by a first-person look at the misery wrought by puppy mills. When Indiana state Sen. Linda Lawson volunteered to help rescue 215 dogs from a puppy mill in early June, one dog in particular caught her eye. "When you opened the cage, she would run to the back and stand there and shake," recalls Lawson. "... But holding on to her, she just clung to you."

Within the next month, that dog would be adopted by Lawson's granddaughter and her family—and the puppy mill legislation she and The HSUS had pushed for the past year would take effect.

**2009 Impact:** **16** puppy mill raids and assists / **3,000+** animals rescued from these mass breeding facilities  
**10** new laws enacted to help improve conditions in puppy mills / **461** pet stores pledging not to sell puppies



# Ending Pet Homelessness

Hurricane Katrina shined a light not only on the poverty and suffering of the people of Louisiana, but also on the plight of our animals. The HSUS allocated resources, people, and dollars to make sure the light did not go out. HSUS support has been priceless to Robinson's Rescue. We are so proud to be the first spay/neuter clinic in Louisiana and so happy that five more clinics are opening soon. Together we begin a better day for animals in Louisiana.

—Asunta Davis, executive director, Robinson's Rescue, Shreveport, La.

## Changing the Odds in the Gulf Coast

The question gnawed at Valerie Rachal as she drove around town: How many spaghetti dinners, bake sales, and dog walks would it take to raise \$35,000 in two months?

After working hard to establish a low-cost spay/neuter service at the Southern Pines Animal Shelter in Hattiesburg, Miss., Rachal was facing a hefty deficit that threatened to prevent it from opening.

Just when her worry began to turn to despair, she received the call from The HSUS's Heather Cammisa that made her pull over to the side of the road and cry. "I was starting to sweat it, and HSUS saved the day," says Rachal, the clinic's director. "Our low-cost spay/neuter clinic could not have opened in July 2009 without the generous support of The HSUS. Other grant and donor funding left us with a \$35,000 shortfall in needed funds—and The HSUS stepped in to fill the void."

Intended to tackle the area's tremendous overpopulation problem, the clinic performed nearly 3,000 surgeries during its first eight months. The number of animals coming into the shelter has also dropped for the first time ever, Rachal says. And when a fire destroyed the shelter's central office and killed four cats at the end of 2009, The HSUS again provided financial assistance.

Our Gulf Coast initiative to end pet homelessness has included millions of dollars in grants to dozens of humane groups; in 2009, we gave \$250,000 to help fund the construction of a sparkling new animal shelter in hurricane-devastated St. Bernard Parish. We also continued our research-driven advertising campaign to promote spay/neuter as a solution to pet overpopulation in the region. The campaign was effective in reaching the target audience, says Asunta Davis, executive director of Robinson's Rescue, a low-cost clinic: "Many, many more people are aware of the pet overpopulation problem and the answer—spay/neuter—since the campaign."

IN LOUISIANA,  
**92,000 PETS ARE PUT  
DOWN EVERY YEAR.**

[ Please Spay or Neuter Your Pets ]

call **861-0101**





Ten of 12 kittens born during the rescue operation have now been adopted.

of a federal restoration project that aimed to improve the nesting success for seabirds and protect other native species.

Through education and one-on-one assistance, our Feral Cat Program strives to reduce cat overpopulation and increase the quality of life for feral cats. For colony caretakers like Lisa Blenden of Waco, Texas—who constantly struggled to find enough humane traps and funding for spay/neuter surgeries—our support provides a lifeline. “Thanks to The Humane Society of the United States for their grants distributed by the Waco Animal Birth Control Clinic and the Heart of Texas Feral Friends Society, my colony appears to have been completely neutered,” says Blenden. “I cannot thank enough those who have contributed their time and funds to give such a beautiful gift to my beloved four-legged, furry friends.”

## One Spay at a Time

Donald Kendrick, founder of Spay Alabama, trains feral cat caretakers to manage their colonies with the help of HSUS DVDs and educational materials—a resource that former stray and watchful companion Pinky surely appreciates. As an animal control officer, Kendrick saw the tragic results of pet overpopulation, but now he tries to stop the problem at its source. After helping his state land among the top 10 for most number of spay/neuter surgeries during The HSUS’s annual Spay Day event, Kendrick funded almost 100 more through a \$5,000 HSUS Doris Day Animal Foundation Spay Day grant. All told, nearly 400 dedicated partnering individuals and organizations completed or funded more than 40,000 surgeries in the U.S. and abroad.

## Rescuing Ferals in Peril

Almost 60 cat castaways were saved from certain death on San Nicolas Island, after The HSUS worked with the U.S. Fish and Wildlife Service to remove and transport them to sanctuaries. Now safe at The Fund for Animals Wildlife Center, our animal care center in Ramona, Calif., 52 of the cats reside in a spacious enclosure complete with trees, rocks, hiding places, logs, and plank walkways. At their former island home, the cats were in danger of being killed as part



## Answering the Call of Local Animal Shelters

Sara Pizano remembers the number: 578. That’s how many recommendations for improvements The HSUS made after conducting a thorough evaluation of Miami-Dade Animal Services in Florida.

One of the suggestions—that the agency hire an experienced animal services director—resulted in the appointment of Pizano, a veterinarian. She and her team soon tackled The HSUS’s other recommendations, addressing everything from removal and isolation of sick animals from the general shelter population to proper staff training.

Each year, our Shelter Services experts provide advice and hands-on assistance to local agencies around the country. For Pizano and her staff, the hard work bore fruit in 2009 when the Florida Animal Control Association named Miami-Dade the Animal Control Agency of the Year. Accomplishments included a 250-percent increase in adoptions, the creation of a rescue program involving more than 50 groups, a drastic reduction in disease rates, and a volunteer program that logged 11,000 donated hours. “This year we will save more animals than ever before,” Pizano says, “and are grateful for the framework the HSUS evaluation provided to improve the shelter.”

## A Mission of Hope and Healing

Two hundred miles is a long way to travel for basic veterinary care, but people like Vincent Dave have no other choice. Living on an Indian reservation in McDermitt, Nev., he once made the journey for his beloved Denalah, after someone shot her in the face while they hiked a canyon together.

In the summer of 2009, Dave and other residents of Indian reservations didn't have to take that long trip, thanks to the Humane Society Veterinary Medical Association. A team of employees, volunteers, and students provided treatment and spay/neuter surgeries to animals living on 15 tribal lands. They served clients who'd begun lining up at 6 a.m., desperate for help.

"There is a common misperception that the animal welfare problems in one place or another are the result of some specific cultural beliefs about the value of animals," says Windi Wojdak, director of U.S. programs for HSVMA's Field Services, "when in reality it all comes down to access."

Wojdak and other crew members worked feverishly at each stop to transform empty gyms and other community centers into fully functioning animal hospitals, laboring well into the night and getting up before the crack of dawn each morning to do it all over again.

"It gets kind of addicting," says Bill Pomper, a Connecticut veterinarian who was pleased to tell Dave that Denalah's body condition was ideal. Pomper has learned to relish the sleep-deprived days during his 10 years as an HSVMA volunteer. "One of the goals of the clinics is to instill an awareness of animal welfare. We'll talk about how they can purchase certain vaccines as a follow-up. If they have parasites, we talk about what they might do about parasite control. I think we have an impact just making them think about the care the animals are getting."



## A Lifeline for Struggling Pet Owners

When Rocky's owners lost their jobs and their apartment in the same week, the 11-year-old pit bull's future looked dim. Living inside a van in the dead of winter while his human family decamped to a homeless shelter nearby, Rocky was on his way to becoming yet another pet victim of the recession.

Pets for Life NYC stepped in to help, locating a foster home that would care for the senior dog until his family got back on their feet. Dedicated to resolving problems that could otherwise lead to shelter relinquishment, abandonment, or neglect, the HSUS program enlists the help of area trainers, behaviorists, veterinarians, and boarding facilities to offer low-cost or free services to those in need.

Based at Animal Care and Control of New York City, Pets for Life NYC's coordinators and volunteers are able to help people who have come to the shelter as a last resort. They offer advice on everything from controlling pet-related allergies to resolving landlord-tenant conflicts.

The ultimate goal, says co-coordinator Joyce Friedman, is "to have a surrender prevention program at every shelter in the country, to make shelters a community resource and change the idea that pets are disposable."

Among thousands of clients assisted last year, Rocky's family had a happy ending. Reuniting with their dog eight months later, they were so pleased with the service that they signed on to foster other dogs in need.



**2009 Impact:** **23,000+** low-cost spay/neuter surgeries resulting from our ongoing project to strengthen local efforts in the Gulf Coast / **40,000+** spay/neuter surgeries performed by nearly 400 organizers in 24 countries during HSUS and HSI Spay Day events / **\$248,418** raised in pet photo contest for distribution to domestic and international participants in Spay Day / **8,057** animals treated in underserved communities in the U.S., Mexico, and South America by the Humane Society Veterinary Medical Association / **19** animal care and control agencies caring for more than **63,200** animals per year evaluated and trained through the Shelter Evaluation program / **2,248** shelter professionals, volunteers, and rescue groups trained through Animal Care Expo and other events / **3,451** clients given guidance to prevent pet relinquishment through Pets for Life NYC / **89** state laws passed to address pet-protection issues such as spay/neuter, puppy mills, animal cruelty, pet trusts, humane euthanasia, antifreeze poisoning, and disaster planning / **33,000** media outlets given pet adoption advertising by the Shelter Pet Project, launched by The HSUS, Maddie's Fund, and the Ad Council



## Creating Greener Pastures for Horses

A domesticated horse has a few fundamental needs: a healthy, active life with fields to run in, good food and water, and the companionship of other equines and of humans who understand her. While many horses find owners who can fill these needs, others fall victim to abuse, neglect, or unspeakably inhumane deaths.

To protect them from these fates, we are fighting the slaughter of horses for human consumption and targeting cruel practices such as horse soring. We're showcasing rescued horses and humane training methods at events attended by throngs of horse enthusiasts. And we're providing sanctuary for hundreds of rescued equines at our animal care centers in Texas and Oregon.

The HSUS is also advocating for their wild brethren, the mustangs who inhabit the country's western plains and mountains. Pressured by ranchers, the Bureau of Land Management has managed them through inhumane roundups ending in the warehousing of tens of thousands of animals accustomed to roaming free. We're working with the agency on a new plan that focuses on humane methods such as a birth control vaccine. We're also supporting legislation to protect wild horses from being sold for slaughter.

## Second Chances

After a decade of being trained to run as fast as possible, Miss Judge had nowhere left to go. She was virtually a goner, sold at the New Holland, Pa., auction to a buyer who intended to sell her for meat.

Saved in the nick of time by Angel Acres Horse Haven Rescue, the former racehorse was eventually adopted—but not before a session with natural horsemanship expert Pat Parelli. Partnering with The HSUS to hold seven training events in 2009, Parelli used his knowledge of the species to show packed arenas a kinder, gentler method of working with rescued horses.



Miss Judge (right) with her new friend Oliver.

The exhibitions are at the heart of an HSUS initiative to educate the public about the care of these animals, who all too often end up abandoned, neglected, or killed for their meat at slaughter plants in Mexico and Canada. The journey to get there is traumatic, the killing methods brutal. While slaughter facilities in the U.S. have been shuttered, a federal ban is needed to keep them closed for good and to stop the transport of American horses to plants outside our borders. An HSUS-backed federal bill to do just that, introduced in 2009, has garnered widespread support.

## A Crackdown on Horse Soring

Tennessee walking horses have a unique gait, one celebrated by those who love these beautiful animals. But to exaggerate their natural movements for the show ring, some people apply caustic chemicals to the horses' ankles, causing them to step higher to avoid the pain—a practice known as soring.

The federal Horse Protection Act of 1970 prohibits the participation of sored horses in exhibitions. But as The HSUS reported in a 2009 video exposé, the industry has been poorly self-policed, the law's enforcement has long been underfunded, and USDA inspectors have never been able to make significant headway in curbing the practice.

The HSUS has been pushing for years for more frequent and stringent USDA inspections, and for the money needed to make enforcement effective. Signs that the USDA is beginning to crack down are growing. In September 2009, inspectors at the 71st Tennessee Walking Horse National Celebration—the industry's largest show, held annually—found more than 400 violations of the HPA. It was the greatest number documented at any show in recent memory and more than 200 higher than the number recorded the year before.



# Providing Sanctuary & Healing

They're refugees from roadside zoos, biomedical research labs, and captive hunting operations. They're the orphaned young of backyard wildlife, the castoffs of the exotic pet trade, and the birds whose migratory journeys were cut short by accident or illness. They include former racehorses, pet ponies, and wild mustangs who once roamed free across Western lands. Whatever the species, whatever the story, these animals have one thing in common: They're among the thousands who received hands-on care from The HSUS in 2009.

The largest animal protection organization in the nation, The HSUS has the power to strike at the root causes of animal suffering and create public policy changes with the potential to affect billions. But for animals in immediate need, we also operate five sanctuaries and rehabilitation centers across the country, where dedicated staff and volunteers nurse the wounded, tend the motherless, and

restore dignity to the mistreated. Common or rare, native or exotic, all are worthy of the best care we can provide.

Their tales of rescue and redemption inspire our ongoing efforts in legislative arenas, corporate boardrooms, and the court of public opinion. And year by year, we chip away at the deliberate and inadvertent cruelties that bring so many animals to our doors.

# DUCHESS Sanctuary

Douglas County, Oregon **2009 Impact:** Provided a 1,120-acre refuge and rehabilitative care for nearly 200 homeless horses



**Bonnie and Mathilda** once lived in Canadian facilities that collect urine from pregnant horses for pharmaceutical companies. For six months of the year, they were trapped in dark, cramped stalls, while their foals were taken away to join the production line or sent to slaughter.

At Duchess Sanctuary, the two old draft mares now graze peacefully alongside other victims of the estrogen replacement drug industry, orphaned mustangs, and horses rescued from shipment to foreign slaughterhouses.

"Bonnie is a big friendly girl who enjoys attention from people she approves of," says ranch manager Jennifer Kunz. "Mathilda is most well known for her enormous belly."

Some horses will live out their lives here; for others, it's a lifesaving way station. Abandoned along an isolated road in Oregon, 18-month-old Fiona and 2-year-old Martina were emaciated and terrified when they arrived at the sanctuary. With gentle handling and a high-calorie diet, the animals gained weight, grew shiny coats, and learned to trust people. In February 2009, the two young mares became the first Duchess horses to be adopted into a loving home.



# CAPE Wildlife Center

Barnstable, Massachusetts

**2009 Impact:** Provided emergency care to  
1,700 injured, ill, and orphaned wild animals

**Gannets spend most of their lives at sea**, so when this one was found wandering on land after a storm separated him from his flock, local animal control officers brought him to The HSUS's Cape Wildlife Center. Because of the facility's location along an important migratory route, birds are its most frequent guests, followed by mammals, reptiles, and amphibians.

"This was a young bird, probably less than a year old, that didn't know its way around. It was starving," says Dr. Roberto Aguilar, the center's veterinarian.

Center staff and volunteers fed the bird and made sure he preened enough to waterproof his feathers. When he was strong enough, the gannet was released on a nearby beach. But two days later, he was hanging out near the home of a Cape Cod resident, waiting to be fed. This prompted a second stay at the wildlife center, where staff spent three weeks weaning him away from humans. "Finally, he was snapping at us," Aguilar says.

When hundreds of gannets gathered near Provincetown, volunteers and staff rushed there and set their patient free. He quickly joined the seafaring flock—a wild bird once more.

Cleveland Amory

# BLACK BEAUTY RANCH

Murchison, Texas 2009 Impact: Provided a permanent 1,250-acre sanctuary to 1,300 animals



**Rescuing animals** from a Texas puppy mill in July, an HSUS team found 544 dogs, 15 cats, and ... one goat, who was so neglected her infected udder dragged on the ground. Millie was taken to the Cleveland Amory Black Beauty Ranch, where with proper care and attention, she left behind the pain of her former life.

"She's quite a character," says ranch director Diane Miller. "She follows us around the yard. She wants to come in my house."

In 2009, Millie and 118 other incoming animals joined fellow refugees from cruelty cases, slaughterhouses, research laboratories, captive hunting operations, circuses, roadside zoos, the exotic pet trade, and public lands. The ranch also completed several renovation projects. Four African tortoises, rescued from the pet trade, settled into a new space with luscious grasses for munching, a heated barn, and a new drinking water pool. Feral pigs, many of them orphaned by hunters, now explore and root to their hearts' content in a five-acre wooded enclosure. And staff began work on the Doris Day Horse Rescue and Adoption Center, which will serve as a model facility for the care and rehoming of equines.

"No other single facility opens its arms to such a broad array of animals in desperate need of sanctuary and compassion," says Miller.

**It's a common scene** during baby season: orphaned animals like this young squirrel slurping Pedialyte round the clock in the nursery at The HSUS's SPCA Wildlife Care Center. When they're strong enough, they move to an outdoor enclosure and eat solid food. Eventually, if all goes well, they return to the wild.

"We want them to have a great life," says center executive director Sherry Schlueter.

In 2009, the center received up to 85 baby animals each day during nesting season. Its rescue vehicles traveled throughout South Florida, saving animals in dire straits and releasing those who were ready for independence.

While the center focuses on native wild animals, it also provides a haven and adoption services for exotic and domestic species who have nowhere else to go. "We are determined to accept species others cannot," Schlueter says.

This open-door policy is a life-saver for unwanted pet guinea pigs, hamsters, hedgehogs, potbellied pigs, parrots, and others who pass through the center each year. And everyone pitches in to meet the needs of the varied group. In 2009, volunteers built a luxurious coop, where "every chicken in the county is going to be lined up at our doorstep, bags packed, waiting to get in," jokes one of the helpers, Jerry Madden.



## SPCA Wildlife Care Center

Fort Lauderdale, Florida

**2009 Impact:** Treated 12,179 injured, orphaned, and abandoned animals

# THE FUND FOR ANIMALS

## Wildlife Center

Ramona, California

**2009 Impact:** Cared for 344 sick, injured, and orphaned native wild animals, as well as 92 permanent residents



**Hannah P. Motamus's first dip** in her new swimming pool made a big splash among employees at The Fund for Animals Wildlife Center in 2009.

The 375-pound pygmy hippo was once a neglected backyard pet with skin so damaged that veterinarians thought she'd have to be euthanized. The center's caregivers were able to help Hannah heal, building a mud pond she could wallow in, but they knew she needed a better habitat. In 2009, Hannah took ownership of a 13,000-square-foot enclosure with shade trees and a 25-foot long pool.

"She stepped in and immediately went down, deeper and deeper, and then—for the first time in her life—she disappeared underwater," says Chuck Traisi, manager of the center, which is operated in partnership with The HSUS. "She kept rolling with her pink belly visible like a water ballerina. All of us swore she had a smile on her face."

More than 90 animals like Hannah who can't be returned to the wild have found permanent sanctuary at the center. But the staff's main focus is healing native animals and then setting them free. In 2009, these included a bumper crop of 22 orphaned coyote pups, who stayed in a recently built 4,000-square-foot enclosure.

# Ending Animal Cruelty & Fighting

It's their faces that prove most haunting—the faces of pit bulls once healthy, full of life, and ready to become loving companions. Even after all they've been through, many still "smile" in that doggish way. But the smiles come through a web of scars. And the wiggling behinds are often pocked with the nicks and tears of a lifetime of battle.

We can't take the scars away, but we're working to make sure more of these vulnerable dogs remain unscathed.

Ending animal fighting and other egregious forms of cruelty is among The HSUS's top priorities. In 2009, we partnered with state and federal law enforcement on 15 raids of fighting operations, assisted in hundreds more cases, launched a national tip line, gave our 50th cash reward for information leading to the arrest and conviction of an animal fighter, and ended the shipment of fighting animals and paraphernalia through the U.S. Postal Service. We also joined forces with the Association of Prosecuting Attorneys and other organizations to train prosecutors and judges in animal cruelty and fighting cases.

Our street outreach exposed more than 3,000 at-risk youth to our End Dogfighting program in Chicago and Atlanta, and we put NFL player and former dogfighter Michael Vick to work, using his status as a disgraced star to tell children in urban communities about the cruelty and dead-end path of his former pastime.

In July, we joined forces with other organizations and law enforcement to execute the largest dogfighting raid in history, shutting down a vast network operating in eight different states and sending a

clear message to animal fighters around the country: Get out of the business or else.

We continued to secure passage of stronger animal cruelty laws in multiple states. The possession and training of animals for fighting was banned in Nevada, and Arkansas became the 46th state to pass a felony animal cruelty law and the 38th to make cockfighting a felony offense.

Our successful push to make cockfighting a felony in Kansas paid off quickly, with a bust we helped execute in Douglas County in November. Inspired by the success, Sherman County officials immediately enlisted HSUS help in another bust—making for the takedown of two cockfighting operations in two weeks, the first under the provisions of the new state law.

The impact of the work can't be understated: sales of fighting dogs have decreased, most underground dogfighting magazines have folded, and many people are quitting the business. Those still involved are "lying low, trying to figure out when the raids will bottom out," says HSUS manager of animal fighting issues John Goodwin. "It's our mission to make sure that these efforts don't bottom out until this practice is completely eradicated."





An HSUS training class helped change Raymond Greenleaf's pit bull into a model pet; previously, Rocky would chew everything from speakers to motorcycle seats. The transformation sends a message to others in Chicago's Englewood neighborhood, described by trainer Jeff Jenkins as "Ground Zero for dogfighting." Anyone who sees the pair—whether a hardcore dogfighter or a young kid—will "see the possibilities for what a dog can be," Jenkins says.

“Georgia would still have one of the weakest dogfighting laws in the nation if it was not for the hard work of The HSUS. They have provided training at a very low cost to law enforcement and animal control to help recognize and prosecute dogfighting. The same is true for the disaster response training. Without The HSUS, many of the animal welfare laws—both state and federal—would still be on a wish list.”

—Cindy Wiemann, secretary/treasurer, Georgia Animal Control Association

## Taking It to the Streets

The streets of Chicago hold the ghosts of Sean Moore's younger days: Alleys remind him of people gathering to watch dogs tear each other apart. People strolling with their pets stir memories of pit bulls put down because of injuries they'd suffered. Young neighbors summon visions of Moore's former self, when he didn't know it was wrong to train his dogs to fight.

Now in his late 30s, Moore has escaped his past. But he makes a point of not forgetting it. As an anti-dogfighting advocate for The HSUS, he returns to the same hidden corners of the city in search of animals and children in need of help.

"I could bring you into the 'hood right now, and we could get a 7- or 8- or 9-year-old boy or girl and ask them what these dogs are bred for—and they'll tell you these dogs are meant to fight," he says. "That's what I'm trying to change in my community."

In 2009, when Moore spotted 12-year-old Terrence Murphy and his dog Elmo in an alley of the violence-wracked Austin neighborhood, he soon discovered he'd arrived just in time. About to engage Elmo in a fight, Terrence was intrigued by Moore's offer to attend The HSUS's Pit Bull Training Team classes, which provide constructive alternatives to the street fights that brutalize thousands of pit bulls around the country each year.

Terrence and Elmo became star students in the weekly agility and obedience classes, eventually passing a series of difficult tests to earn their Canine Good Citizen certificate. "I taught him how to sit down on command and stay and be a well-behaved dog," Terrence says proudly, hugging and petting Elmo as the dog returns the affection with wags and adoring glances. "Instead of teaching him the wrong thing—to go out there and kill another dog—I was teaching him the right thing, to encourage him how to be a good dog."

It's an attitude children aren't exposed to often enough in Moore's hometown. "No one was showing them all the positives that a pit bull has," he says. "My whole goal is to educate the brothers and sisters that pit bulls are not bred to fight."



Terrence Murphy and Elmo



John Goodwin, manager of animal fighting issues for The HSUS, helps rescue one of 200 birds during a May 2009 breakup of a cockfight in Lewis County, Tenn. Roosters at the Shiloh Game Club had been fighting with 3-inch knives tied to their heels; these razor-sharp blades can puncture lungs, break bones, and pierce eyes. One bird was even found still alive, but with his intestines hanging out from a knife wound. More than 250 people were detained during the raid, including nearly 40 people charged with narcotics-related offenses. The HSUS's support was invaluable, says Kim Helper, district attorney for the state's 21st Judicial District: "The HSUS provided medical assistance in evaluating the birds, helped catalogue the birds, and was available to handle any task necessary to assure we put an end to this operation."

## Calling in the HSUS Experts

It's not all pre-dawn raids, seizures of fighting animals, and evidence collection for The HSUS's Animal Cruelty and Fighting team. Much of their work happens far behind the scenes and well before the rescues, as they advise law enforcement and government officials on successful prosecution of animal cruelty cases.

Many people in power care about animals but have competing priorities and scarce resources. But HSUS staff pass on the word to lawmakers and police that animal abusers often abuse people as well. And since people who fight dogs are typically immersed in other criminal activities—such as drug trafficking, prostitution, illegal firearm sales, or in the case of three consecutive raids last year, child pornography or molestation—local officials often have broad interest in pursuing the cases.

What they don't always have is the background and expertise to recognize violations of local ordinances. When is a skinny horse so skinny that his condition meets the legal definition of cruelty? What evidence should officers look for when checking out a suspected cockfighting site? By consulting or training with The HSUS, hundreds of officials have learned how to build stronger cases and get justice for abused animals.

The legal experts at The HSUS "have been so helpful to me," says Barbara Paul, an assistant district attorney in Philadelphia. "They've done presentations to the D.A.'s office on animal cruelty prosecution, and ... to the judges of Philadelphia on animal cruelty law, laws in Pennsylvania, and the correlation between animal cruelty cases and other crimes."

They've also helped Paul counter specious arguments by abusers, such as the one in a recent case involving neglected basset hounds who were being "kept in a place with no drainage so they were kind of living in their own waste, they were filthy, their nails were hideously overgrown," says Paul. Their owner was trying to argue that the conditions were appropriate for working dogs, "and therefore it was OK to treat them this way, and HSUS staff provided me with facts that helped me argue against that idea."

Across the country in Arizona, HSUS support has been instrumental to the successful investigation and prosecution of animal crimes, says animal cruelty investigator Michael Duffey of the Humane Society of Southern Arizona, who co-chairs the Animal Cruelty Taskforce of Southern Arizona. And for the first time, in 2009 The HSUS trained attorneys in the armed forces, holding seminars on prosecuting animal cruelty cases for Army officers in the Judge Advocate General's Corps.

**2009 Impact:** **15** animal fighting raids led by The HSUS and other agencies / **250** animal fighting cases involving HSUS expertise / **5,700** fighting dogs, roosters, and hens from gamefowl operations rescued by The HSUS and partnering agencies / **1,500** law enforcement officials trained in animal fighting investigations / **300** prosecutors and **100** judges trained in the complexities of animal fighting and cruelty cases / **400+** middle school participants in End Dogfighting in Chicago's eight-week humane education classes / **3,000** at-risk youth exposed to End Dogfighting through our street outreach

# Reforming Farming Practices

In recent years, a rising chorus of diverse voices has been clamoring to expose the true costs of factory farming. The HSUS has led the discussion, revealing the cruelty, environmental devastation, and disastrous public health consequences of animal agribusiness.

Thanks largely to our efforts, the writing is on the wall for confinement practices that virtually immobilize egg-laying hens, breeding pigs, and veal calves. On the heels of our successful 2008 ballot campaign to prohibit these caging systems in California, political leaders in Maine and Michigan didn't wait to hear from voters on this issue and led the charge to outlaw extreme confinement in 2009.

At the federal level, in March 2009 the Obama administration acted on our 2008 undercover investigation of dairy cow abuse at a California slaughterhouse, closing a loophole that had allowed the abuses to occur. Then in May, the Justice Department joined our lawsuit to hold the plant's owners accountable. Later in the year, our investigation of a Vermont veal plant added to the demand for change.

In the corporate arena, we persuaded many more companies to begin purchasing cage-free eggs and helped food service provider Compass Group introduce more meat-free meals at its 8,500 dining locations. We also supported the Global Animal Partnership's animal

welfare rating system for food labels.

Our calls for reform have been echoed by environmentalists, family farmers, academics, authors, and lawmakers. In California, where state Sen. Dean Florez watched big agribusiness swallow up small Central Valley farms, he overhauled the Senate agriculture committee to bring new focus to consumer and animal welfare concerns, introducing a successful bill to prohibit the painful amputation of dairy cows' tails.

Even those unnerved by our progress concede that we're winning the fight. "We are overmatched," wrote one industry representative. "The movement is defined by the Humane Society of the U.S. ..." wrote another. The HSUS is "the nine-million-pound gorilla ..." added a third. "They are good at building the agenda, good at framing issues ... which is why they are effective."

High compliments from defenders of an inhumane industry. On behalf of the billions of animals counting on our success, we'll gladly accept them.





A new law in Michigan will give more space to egg-laying hens and other farm animals. State Rep. Pam Byrnes credits The HSUS with helping to forge a consensus. Working with HSUS staff, she says, "we were able to pass a bill that phases out some of the most extreme forms of confinement in a way that everyone could get behind, including animal welfare supporters, farmers, and environmental advocates."

## A COMMON-SENSE REVOLUTION

Wood County, Ohio, resident Vickie Askins says it's the "small family farmers and moms and grandpas and just regular people" in her community who've been battling to keep out industrial farms that crowd animals indoors, pump out toxic emissions, and pollute the water.

Despite their efforts, up to six concentrated animal feeding operations may soon be open in the county. But in 2009, The HSUS began building a campaign that has reenergized residents in their fight against the seeming collusion among large farms and indifference by local and state regulatory agencies. A measure planned for Ohio's November 2010 ballot targets the inhumane confinement methods that enable factory farms to cage massive numbers of animals for maximum profit.

In neighboring Michigan, lawmakers passed a similar proposal in 2009 after The HSUS and the farm industry came to a compromise on the bill's scope. The measure found widespread support; as the *Battle Creek Enquirer* noted in an editorial, "Allowing enough room for animals to turn around and extend their limbs is not onerous government regulation, but rather ensuring their reasonable treatment."

By contrast, Ohio agribusiness refused to implement even these moderate reforms and spent millions on a campaign to create a livestock standards board dominated by defenders of the status quo. But Askins says she thinks that small family farmers will realize the effort "was just a deceptive ruse and the Farm Bureau isn't there for them, but mainly for the industrial farmer."

Askins herself grew up on a small dairy farm where the cows all had names, grazed outdoors, and were milked by hand. Animals on today's factory farms, she says, aren't treated like sentient beings. "They are just little machines in there and lost their status as one of God's creatures." And the farmers are more like full-time manure managers than animal caretakers. She welcomes our help in righting a system gone awry: "We are so grateful to The HSUS for everything you all do."



Gestation crates confine pigs so tightly that they can't turn around.



66 I am not an extremist or a liberal. I am just a common, ordinary person that is very concerned about what is going on [with] the treatment of animals. ... I know what The Humane Society has done in other states and what they can do in our state, and how they can change the mindset of people for the better.

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*—Ohioans for Humane Farms treasurer Tom Harrison, a retired sheep farmer*

### **Exposing a Slaughterhouse of Horrors**

Days-old veal calves arrived by the truckloads at the Bushway slaughter plant in Grand Isle, Vt. Umbilical cords still attached, they nuzzled workers under their bloodstained leather aprons and followed them around like puppies. The plant's co-owner had a ghoulish response: "Go find Eddie; he's your mother, he's got something for you." Eddie was the man who stunned them before slaughter. But he and his coworkers weren't well trained or overly careful, and many calves were still conscious while their throats were slit or their heads sawed off.

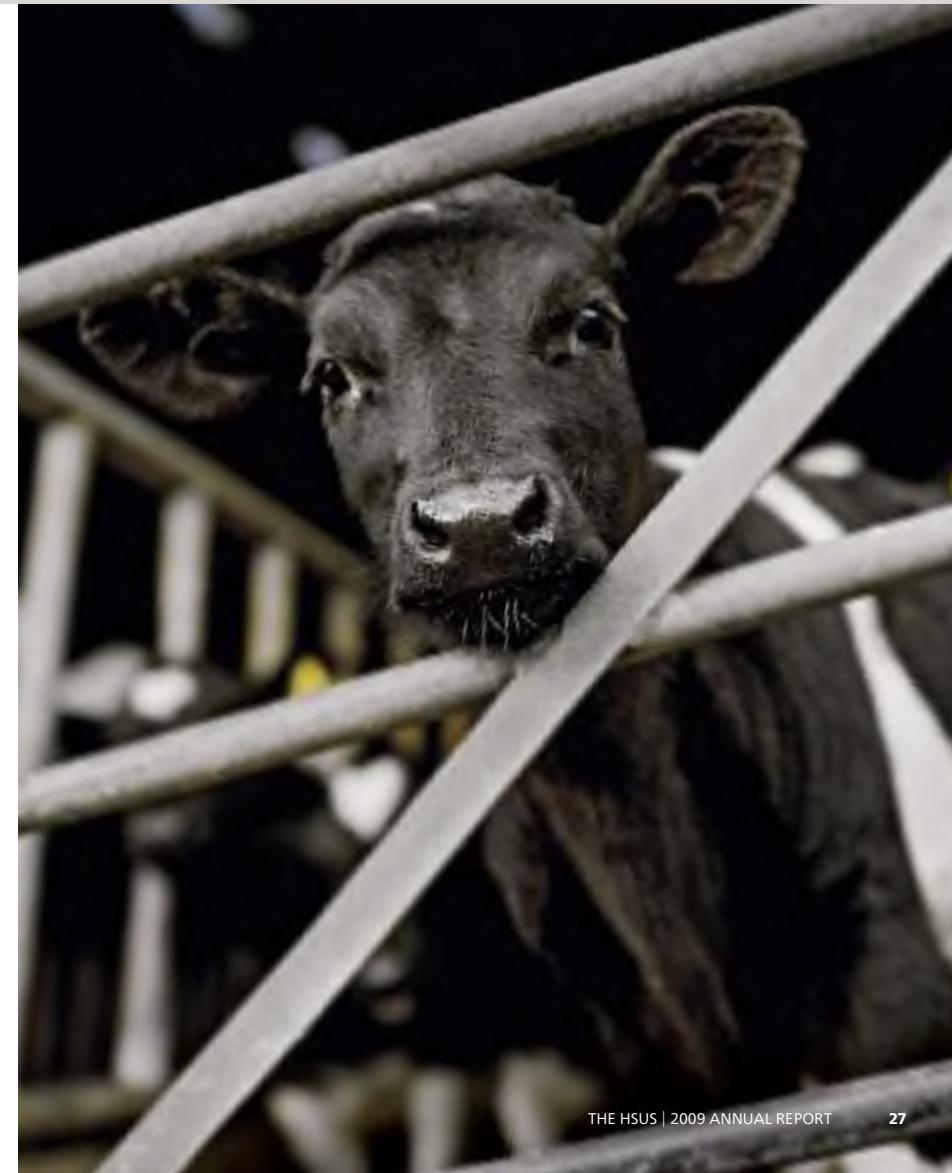
This was just one of the horrors revealed by an HSUS undercover investigator who worked at the plant over a seven-week period in 2009. Employees were taped kicking, slapping, and repeatedly shocking bellowing infants. Animals who couldn't make it to the kill floor were shot with a captive bolt gun. But too often the shooter missed the target, and workers failed to ensure the death of the calves, who sometimes kicked and gasped for hours after being bolted.

Meanwhile, the on-site USDA inspector certified animals who could barely stand as fit for slaughter, stood by while a calf was skinned alive, and "never made one complaint, no matter how brutal the treatment," says the investigator. When shown the shocking images, the USDA and the Vermont Agency of Agriculture ordered the plant's immediate shutdown. The HSUS is now pushing the USDA to go a step further and close a regulatory loophole allowing slaughter of downer calves too ill or hurt to stand on their own.



HSUS footage revealed shocking abuses.

Mopping up blood and taking out slaughterhouse waste aren't exactly the career the HSUS investigator envisioned for himself. He'd once planned to be a policeman but then realized animals, especially those on factory farms, need more investigative allies. The government's swift response in closing the plant gives him hope for the future. "Though it's not nearly where it needs to be, we're starting to receive more cooperation from the police and the government. ... I think they're recognizing the legitimacy of the investigations we're doing."





## Taking on Big Ag Polluters

Larry Yepez remembers days long past when he could sleep in the back of a pickup truck outside his Lathrop, Calif., home, marveling at the stars and the beauty of the night.

But more than 10 years ago, an egg factory farm opened down the road, eventually confining more than 600,000 chickens and draining the animals' waste into a giant cesspool. Ever since, going outside for just a few minutes has often been unbearable. Some of Yepez's friends won't visit because of the stench; one even got sick in his driveway. The Yepezes and their neighbors have suffered from headaches, sinus problems, and throat irritation; Larry's son, Wayne, relishes the days he wakes up not feeling sick.

Residents have complained to authorities, but Yepez says they're treated like hypochondriacs or shooed away as city people queasy about



**Factory farm neighbor Larry Yepez says fly strips hung from his ceiling fill up "to the point where they look furry" in just a few days.**

country smells. Then two years ago, HSUS attorneys arrived bearing legal aid—and hope. They filed a lawsuit against the Olivera Egg Ranch, alleging violation of two federal laws providing for a citizen's right to know what toxins they've been exposed to. They also filed petitions seeking local investigations into potential water pollution and failure to obtain air pollution permits, resulting in key decisions against the company in 2009 and early 2010.

In New York, our litigation team has taken on another agribusiness polluter, Hudson Valley Foie Gras. A federal court in Manhattan cleared the way in August 2009 for a lawsuit against the nation's largest producer of this French "delicacy," made by inhumanely force-feeding ducks. Government records show the facility has failed to properly monitor slaughter waste discharged into the Middle Mongaup River, resulting in more than 30,000 violations of the federal Clean Water Act.

Yepez says while he formerly resigned himself to being sick, The HSUS's assistance has given him a sense of empowerment. "Now it's like, 'Oh no, this is not right! This is not fair. This is outrageous.'" His family doesn't want to move away from the home they worked so hard to settle. And now, with The HSUS prodding the government to take notice of their plight, perhaps they won't have to.

“

I approached The HSUS when I wanted to implement an animal welfare policy for my company, and the advice they provided was invaluable.

”

—Wolfgang Puck, whose company has ended the use of battery eggs and other products of extreme confinement

## A More Humane Supply Chain

Bowtie pasta with tomato sauce, veggie burgers, a salad bar—food services director Robin Vogler has revamped lunch at the Somers/Lakeside School District 29 in northwestern Montana to give students plenty of options for eating lower on the food chain. Starting with the 2009-10 school year, she has also rid the schools' cafeterias of eggs produced by hens living in barren cages so small they can't even spread their wings.

Vogler, who grew up among Nebraska ranchers and farmers, disagrees "emphatically" with factory farming practices that treat animals as commodities. She says the menu changes have been well worth the extra time and planning. "We are educating students to make choices that affect their health and the health of the planet, and to be ethical in making these choices," she says. "What could be more important than this?"

The HSUS helped Vogler find a cage-free supplier as part of its campaign to guide educational institutions, restaurants, and corporate cafeterias in reducing or ending their purchases of battery eggs. In 2009, we secured pledges from companies such as Wendy's, Red Robin, P.F. Chang's, House of Blues, Au Bon Pain, Gap, and Bruegger's.

When friendly discussions don't succeed, we try other tactics to nudge companies in the right direction, such as buying enough shares in corporate stock to have a voice in company decisions. At McDonald's 2009 annual meeting, an HSUS shareholder resolution urged the company to phase in cage-free eggs in its U.S. restaurants, a move the fast-food giant has resisted for years. We told the animals' side of the story in a meeting otherwise dominated by talk of profit—and fellow shareholders literally applauded the message. Garnering a record number of votes, the measure will appear again on the 2010 proxy.

A few companies try to rebuff these democratic exercises. In 2009, Denny's appealed to the Securities and Exchange Commission to exclude our cage-free proposal from its proxy materials. But The HSUS's legal team convinced the SEC to deny Denny's claim that it is not responsible for the actions of its suppliers, an important victory that will serve as an example to other companies resistant to change.

**2009 Impact:** **2** state laws passed to free farm animals from extreme confinement in Michigan and Maine / **10 million** animals per year to be helped by the Michigan law / Slaughter of downed adult cows banned through federal regulation / **1.8 million** dairy cows in California to be protected from tail docking / **100** educational and corporate commitments made to improve welfare purchasing policies / **5** shareholder resolutions filed to improve conditions for farm animals



Nationwide, nearly 270 million laying hens are crammed into battery cages, barely able to move. The HSUS's Factory Farming Campaign is working to end this cruel practice.



In April 2009, Radio Foods became the first major egg producer to commit to a complete phaseout of extreme confinement—part of a growing trend toward cage-free systems like these.

# Protecting Wildlife & Their Lands

Whether they inhabit suburban backyards, Western rangelands, or coastal waters, wild animals face grave dangers. When they're not running scared from bulldozers, they may be dodging trophy hunters, poachers, killing contests, collisions with watercraft, or government officials wedded to lethal management practices. Even species who've adapted to altered urban environments face needless killing by inhumane wildlife control companies.

While our 101 permanently protected Wildlife Land Trust sanctuaries in the U.S. provide respite from these abuses, HSUS experts actively take on the worst cruelties through legislation, litigation, and a push for improved regulation. In 2009, we halted the slaughter of endangered Great Lakes wolves and helped mitigate the dangers facing North Atlantic right whales. Our efforts prompted many companies to go fur-free, spurred significant changes in labeling practices, and led to the passage of a fur labeling law in New Jersey.

Innovative HSUS partnerships with state wildlife agencies are ramping up the fight against poachers, while our work with local advocates is exposing the brutal practice of pitting hounds against captive foxes and coyotes. And even as we secure passage of animal-friendly laws such as Oregon's ban on private possession of exotic animals, our state directors, campaign staff, and government affairs specialists are also

tackling harmful proposals; we defeated measures that would have allowed contest kills and expanded bear hunting in California, for instance, and successfully challenged a controversial policy allowing hunting of endangered species at captive shooting facilities.

The HSUS helped convince the U.S. Interior Department to ban the import of sport-hunted polar bear trophies. And powerful friends like Rep. Nick Rahall, winner of our 2009 Humane Legislator of the Year award, helped amplify the voice for wild animals in Congress. As chair of the House Natural Resources Committee, the West Virginia Democrat has played a key role in the passage of 11 bills and serves as lead sponsor of legislation to reform the management program for wild horses and prevent their slaughter.

"Obviously, wildlife does not vote. But somebody needs to represent them," Rahall says. "I feel that is a moral obligation."





## Ending the War on Wolves

After centuries of persecution put gray wolves on the federal endangered species list in 1974, these magnificent animals still occupy only 5 percent of their historic range in the continental U.S. But at the behest of ranching and trophy hunting interests, federal officials have repeatedly tried to reduce or remove the Endangered Species Act protections and abdicate wolf management to state agencies.

Seven times in five years, The HSUS and other organizations thwarted these attempts, most recently in summer 2009 when an HSUS-led lawsuit once again restored ESA status for Great Lakes wolves. But the fight is never-ending: In spite of a pending suit to regain safeguards for the Northern Rockies population, the states of Montana and Idaho decided to proceed with wolf hunts. Never has an endangered species been delisted at such low numbers and then immediately hunted; even Yellowstone wolves, beloved by visitors to the national park, have been shown no mercy.

"Stripping these wolf populations of federal protection just as they have begun to bounce back could destroy decades of expensive and wide-ranging recovery efforts," says Jonathan Lovvold, HSUS vice president and chief counsel for animal protection litigation and research. "The HSUS will continue the legal fight to preserve federal protection for wolves until we are certain they won't face mass slaughter at the hands of hostile state wildlife authorities."

## Wildlife Land Trust: A Place to Call Home

The first piece of private ground touched by Missouri River headwaters is the Roaring Creek Ranch, encompassing nearly 280 acres at the high end of Montana's Centennial Valley. The property is a haven for nearly every native Western wildlife species, including antelopes, mule deer, moose, grizzly and black bears, gray wolves, wolverines, coyotes, peregrine falcons, and trumpeter swans.

Tony Demetriades and his wife purchased the land in the 1970s; more than 30 years later, they were looking for a way to protect the property and its wild inhabitants permanently.

"You borrow this grand space for a while and make it feel like your own," Demetriades says. "And yet you know that it's not really yours. We feel very strongly that this land should always stay the way it is."

In 2009, this conviction led the couple to assign conservation easements to the Humane Society Wildlife Land Trust—the only national land trust that carries out the wishes of landowners by prohibiting all hunting and trapping on protected properties.

The 101st property protected by the WLT, the Demetriades Wildlife Sanctuary has a varied landscape, including wetlands, prairie, and mountainous areas. It serves as a natural corridor for migrating animals, connecting them with nearby open spaces and a neighboring national wildlife refuge.

While the couple could have sold the land to a developer for a hefty profit, they don't regret their choice. "It's different when you deny yourself things to accomplish greater objectives," Demetriades says. "We're willing to do with less to do something good."



## PARTNERS AGAINST POACHING

Bears killed for their gallbladders and other body parts, deer shot from roadsides and dumped in suburban neighborhoods, bald eagles peppered with lead shot—the nation's game wardens have seen it all.

No species is off limits to poaching, and experts estimate that tens of millions of our nation's wild animals fall victim

to these crimes each year. But catching the perpetrators is difficult, particularly in financially strapped states where a single warden may be assigned to patrol hundreds of square miles.

For the Oregon State Police Fish and Wildlife Division, the job got a little easier in October 2009, when a robotic elk donated by

The HSUS and its Wildlife Land Trust helped bust a convicted felon who shot at the artificial animal from a vehicle. High-tech decoys help combat illegal killings because they "put the officer and the violator in the same place at the same time," says the division's Lt. Steven Lane.

Our partnerships with state wildlife enforcement agencies also include grants for innovative anti-poaching programs; one in California trains rescued dogs to sniff out the trail of evidence left behind by poachers. In 2009 we offered tens of thousands of dollars in tipster rewards, which heightened awareness and helped bring convictions in several cases: the killing of a deer in Oregon whose headless body was dumped on a street corner; the slaughtering of an alligator in Georgia whose body parts were sawed off; and the shooting of a black bear cub in Florida.

"We still continue to have a faction of people who think it's their God-given right to go out and kill wildlife," Lane says. But law-abiding hunters and nonhunters "want a common goal—to protect wildlife."



High-tech decoys like these help state agents catch poachers.

In a test of their field skills, California game warden Lori Oldfather works with Jin—a detection-dog-in-training who was adopted from a shelter—to uncover a hidden squirrel carcass. The HSUS has chipped in to help defray the costs of food and vet care for Jin and other rescued dogs who help sniff out the trail of evidence left behind by wildlife criminals.





Raccoon dogs—a member of the canine family whose markings resemble those of a raccoon—are raised in cages by the millions and often skinned alive in China; their fur has been sold as that of several other species and even as faux fur. Our lawsuits and legislative work are helping to clean up such consumer deception in the fashion industry.

## TAKING FUR OFF THE RACKS OF MAJOR RETAILERS

While the use of fur in clothing might seem like obvious cruelty, even many in the fashion industry don't realize how much animals suffer in the process of becoming coats, decorative trim, and accessories.

Gilberto Alvarez, a recent graduate of the Art Institute of Fort Lauderdale, used to believe fur may have been harvested from animals who died of natural causes in the wild. During a presentation at his school by The HSUS's Fur-Free Campaign, Alvarez learned the truth: Millions of raccoon dogs, rabbits, foxes, minks, chinchillas, and other animals live their whole lives in wire cages before being subjected to inhumane neck-breaking, electrocution, live skinning, and other horrible deaths. "I always talk about it now," he says. "And I always tell people they should watch the video, and I send them to the website and try to open them up to it."

While promoting compassionate couture to future fashion designers like Alvarez, we've also continued to uncover consumer deception. With HSUS undercover cameras in tow, New York Assemblymember Linda Rosenthal visited some of the largest New York City retailers in 2009 and was disappointed to find many unlabeled fur-trimmed garments in violation of a 2007 state law she had authored. "Many people prefer not to wear animal fur, and they should be able to tell at a glance whether an article of clothing is made with fur or not," she said. "Retailers have had more than a year to comply with the law, and it is appalling that so many have disregarded it."

But other companies have gotten the message. JCPenney, one of several retailers at the center of our 2006 investigation into fur labeling and advertising, became the first traditional department store to end all fur sales. In response to our lawsuits, Lord & Taylor and Andrew Marc agreed to phase out raccoon dog fur from U.S. stores. And by early 2010, Saks Incorporated, Bloomingdale's, and Macy's had agreed to endorse federal legislation to close a loophole that now allows many fur-trimmed items to be sold without proper labels. Saks and Bloomingdale's also committed to strict new garment labeling and advertising policies to help consumers make more humane choices.



When Florida's wildlife agency was allowing gopher tortoises—now officially a threatened species in the state—to be buried alive on construction sites by the tens of thousands, The Humane Society of the United States stepped in to help end the practice. The HSUS's involvement has also been instrumental in saving 1,800 tortoises from a slow, horrible death. ... The HSUS's collaboration not only with environmental groups, but with members of the development industry as well, continues to be a lifesaving force for these beleaguered reptiles, and we couldn't have done it without them.

—Matt Aresco, conservation director, Nokuse Plantation



## Safer Waters for a Species on the Brink

As they feed, play, and sleep at the water's surface, North Atlantic right whales are difficult to see. Too often, their vulnerability leads to stories like that of Calvin, orphaned at 8 months when her mother was fatally struck by a ship. Calvin later survived entanglement in fishing gear—a common danger to her besieged species, which inhabits the heavily trafficked and fished waters off the Eastern seaboard. Named by scientists with the New England Aquarium in Boston, the plucky animal is one of about 350 remaining North Atlantic right whales, a species so endangered that even one death edges it closer to extinction. Calvin and her kin got a break in 2009 when the National Marine Fisheries Service—in response to HSUS litigation—finally implemented regulations requiring fishing gear modifications to reduce entanglement-related risk to these critically endangered mammals. The HSUS also submitted a petition to the NMFS to expand the whales' critical habitat.

## House Calls: Helping Homeowners and Their Unexpected Guests

When Laura Bachman realized that a skunk family was trapped between the walls of her suburban Virginia home, she turned to the phone book but was disheartened to see companies that promised to trap and remove the animals—a virtual death sentence. Around the country, "nuisance" wildlife control operations unnecessarily kill untold numbers of creatures or relocate them to new territories, where they face slim chances of survival.

"I like animals, and I didn't want to see anything that would harm them," says Bachman, a high school teacher and mother of three. "And I didn't want my little girls to see something like that."

Instead, Bachman called The HSUS's Humane Wildlife Services program. After determining that the animals were unable to leave from whence they'd come—through an opening in the house's foundation—she cut a hole in the drywall of her closet and propped a wooden board against the window as a potential escape route. They ate the food she left out but then returned into hiding. When HWS director John Griffin arrived on the scene, he cut a larger hole in the wall and crawled in to rescue the animals.

It was all in a day's work for HWS, which has helped about 4,000 animals in its first three years of operation—freeing squirrel families from attics, reuniting baby raccoons with their mothers, and removing possums trapped behind gutters. To keep animals from coming back, HWS also advises homeowners on the use of chimney caps, vent covers, and other prevention methods.



Humane Wildlife Services staff have helped this skunk and thousands of other animals.

The goal is simple: to help human families in a way that keeps wild families together. Using innovations such as "reunion boxes" and temporary one-way doors that let wild animals leave structures but not return, HWS has had a nearly 100-percent success rate. At Bachman's home, Griffin carefully corralled the siblings and shepherded the mother into a separate box. He then sealed the opening in the foundation and released the family back to their original home for the season—a cozy spot under the front stoop.



## Pairing Up for Prairie Dogs

Prairie dogs play an essential role in the ecosystem; about 200 vertebrate species are associated in some form with these gregarious native creatures and the intricate warrens they build underground. But not everyone appreciates them, and they're often subjected to poisoning, shooting, and bulldozing of their colonies. In 2009, The HSUS solidified its efforts to stop these cruelties by bringing the Prairie Dog Coalition under its auspices. The move builds on the two organizations' longtime collaboration on projects such as reducing poisoning and combating lethal plague in South Dakota's Conata Basin—which houses the largest remaining colony on public lands in the Great Plains—as well as promoting commonsense solutions to conflicts between prairie dogs and landowners.

## Shutting Down an Indefensible "Sport"

A few months after the wooded tract bordering their Florida home was leased to a fox and coyote pen operation, Christin Tank realized something was terribly wrong. She witnessed terrified coyotes being ripped apart by hounds, and, more times than she can recall, heard the sounds of animals on a kill.

Enclosed in electrical fencing, the site had been turned into a staged arena—a place where captured foxes and coyotes serve as live bait for packs of dogs. While Tank and her family aren't opposed to traditional hunting, they let their new neighbors know they were deeply disturbed by the senseless suffering. "I was crying and told them that ... this is wrong and I have children who should not have to witness this," Tank says.

Despite the blatant cruelty, these operations exist throughout the Southeast; North and South Carolina have more than 100 permitted pens each. The HSUS has been working with local activists like Tank to shut them down, and in 2009, the efforts began to pay off. Statewide investigations of fox pens in Florida led to a temporary ban on new facilities while the state's Fish and Wildlife Conservation Commission considers a new policy.

In South Carolina, our Wildlife Abuse Campaign worked with local communities to prevent new pens from opening and defeated legislation that would have allowed the use of black bears in the state's existing pen operations. Minnesota and Indiana also restricted the trade in live animals to be used as bait in fox and coyote pens; these animals are often transported in cramped trucks over long distances to meet cruel deaths.



**2009 Impact:** **14** states pass legislative protections for wildlife, including increases in penalties for poaching, bans on Internet hunting, requirements for more accurate fur labeling, and prohibitions on exotic animal possession / **101 U.S.** properties totaling nearly 15,000 acres protected by the Humane Society Wildlife Land Trust; 1.8 million acres protected through our partnerships worldwide / **1,200** animals saved by Humane Wildlife Services / **4,300** phone calls fielded by our wildlife experts, guiding thousands of homeowners to resolve problems without killing or orphaning animals / **7th** successful lawsuit on behalf of wolves in five years, this time to restore Endangered Species Act protections to those in the Great Lakes / **100+** designers, retailers, and brands added to our fur-free shopping list, bringing the total to nearly 300 / **20** fashion design schools showcasing HSUS fur-free presentations



We're making progress on behalf of animals in research labs worldwide. In the E.U., potentially 4.5 million animals have been saved from chemical testing, while 30,000 rabbits have been spared from skin irritation tests.

# Advancing Humane Science

Behind the closed doors of the world's research and testing laboratories, untold millions of animals suffer and die, sometimes for nothing more than a new household cleaner or superfluous data with no real relevance to human health or safety. The HSUS and Humane Society International have been calling for an end to the most inhumane practices, such as experiments that cause severe, unalleviated pain or distress.

We also lead the way in promoting alternatives to the use of animals in research and testing. Partnering with scientists, governments, and corporations, we're working to bring about a paradigm shift in toxicity testing—one that will replace animal models with sophisticated technologies that better predict the effects of chemicals and other substances on humans.

We've made progress in our campaign to end a shady system whereby pets obtained through "free to good home" ads or outright theft can end up in research labs. At least eight research facilities have stopped accepting animals from Class B dealers in the past few years. In May 2009, the National Academies released a report stating that the Class B dealer supply chain is unnecessary. Building on the momentum generated by the report, we secured a legislative provision calling for the phaseout of federal grants to labs still purchasing dogs and cats from Class B dealers.

## Saving Our Closest Cousins

At the New Iberia Research Center, chimpanzee Sterling screamed for long periods before curling up into a ball and biting his arms and feet. Jolene chewed off her thumb while emerging from anesthesia. Infant monkeys were torn from their mothers to have tubes forced down their throats, while some chimps spent months isolated in small cages.

The HSUS's nine-month undercover investigation of the federally funded facility in Louisiana revealed routine mistreatment of hundreds of chimps and other primates. The day after The HSUS released its findings in March 2009, federal lawmakers introduced the Great

Ape Protection Act to phase out the use of chimpanzees in invasive research and retire the estimated 500 federally owned chimps to permanent sanctuary. The last provision would bring about a day long awaited for 26 chimps at New Iberia who were caught in the wild decades ago; one of them, Karen, has lived behind bars since the Eisenhower administration.

As the bill moves through Congress, we're working to prevent the breeding of more chimpanzees for invasive research and maintaining pressure on lawmakers and scientists to retire these animals to sanctuary.



## MAKING ANIMAL TESTING HISTORY

We're making headway in our campaign to end the use of animals in crude, unreliable tests for cosmetics, household products, and other substances. In June 2009, the U.S. Environmental Protection Agency adopted a nonanimal approach for testing antimicrobial cleaning products—saving countless rabbits from having these chemicals dripped in their eyes to assess toxicity. The rabbit-free approach was advanced with support from The HSUS and consumer product corporations.

We've also made progress abroad with HSI, our global affiliate, and helped push the European Chemicals Agency to issue guidance to prevent duplicative studies, potentially sparing 4.5 million animals. The EU accepted three nonanimal models for skin irritation testing—a decision that saves more than 30,000 rabbits annually—and is also funding a project we're spearheading to coordinate the development of advanced nonanimal methods by scientists on both sides of the Atlantic.



# Humane Society International **Extending Our Global Reach**

Cruelty to animals has no national boundaries—but neither does compassion. Coordinating the work of The HSUS abroad, Humane Society International tackled the worst in 2009 while promoting the best in humans' relationships with animals.

More than any other global animal protection organization, HSI took on a broad range of animal abuses. We exposed the horrors of the Canadian seal hunt for the fifth year in a row and watched seal pelt prices plummet in the face of increasing worldwide opposition to the slaughter. We created economic incentives for communities to conserve local wildlife and habitats. Behind the scenes, we continued our work as a recognized force for animal protection in international treaties and negotiations. We taught animal handling techniques and trade law enforcement to government representatives, customs and border officials, and environmental police. At the grassroots level, we empowered local groups to grow in size and impact.

We also worked to show that cruelty isn't culturally relative. In Mexico, ex-matador Alvaro Múnera joined our

campaign to end bullfighting, a blood sport that's "condemned to disappear," says the one-time champion. "I feel like it's my job to accelerate the process." In Taiwan, we promoted humane alternatives to a Buddhist tradition that lets loose 200 million wild-caught or captive-bred animals every year in ceremonies intended to symbolize kindness to other creatures. In truth, the practice causes enormous animal suffering and disrupts native ecosystems.

By building partnerships with local advocates like Rahul Sehgal of India, we're strengthening our collective voice for all creatures. Now director of HSI India, Sehgal has been helping launch high-volume sterilization programs for street dogs in Ethiopia, Bhutan, and Nepal. "It's very empowering," he says, "because I'm able to affect the lives of many more times the number of animals as before."





## Protecting Domestic Animals

For the estimated 400 million dogs who live on the fringes of the world's cities, suburbs, and rural villages, HSI is promising a better future: animal control through high-volume spay/neuter rather than by more traditional methods that include poisoning, shooting, drowning, and clubbing.

In 2009, we launched the first-ever countrywide street dog initiative with the goal of sterilizing 50,000 animals in the Himalayan mountain kingdom of Bhutan, where so many dogs roam free that tourists pack earplugs so they can sleep through the all-night barking and howling.

We also brought sterilization programs to other continents and helped local advocates tackle the barriers to humane street dog management. Meanwhile, we taught 227 vets from developing nations to perform spay/neuter surgeries—something most of them never learned in school.

Our programs helped raise animals' status and give hope to people who have long despaired of their suffering. At an HSI spay/neuter clinic in remote Patagonia, a woman began to cry when she arrived to pick up her dog from surgery. Previously, she'd thought her only option was to drown the dog's litters. "The puppies shouldn't suffer," she told an HSI staff member. Then she spread the good news about the service to all her neighbors.

## Halting the Spread of Factory Farming

As Western diets become increasingly popular in developing nations, factory-style agricultural practices are also proliferating. In India, more than 200 million hens confined in battery cages produce 80 percent of the country's eggs. But consumers still believe their eggs are "coming from some chicken running around in a village," says HSI campaigns manager Chetana Mirle.



Hens are free from cages at this facility in Brazil, one of many countries where HSI works with local organizations to push for higher animal welfare standards.

A 2009 HSI advertising campaign sought to change this impression, exposing the cruelties inherent to industrialized egg and chicken production. The ads hit video screens in 475 fast food restaurants, food courts, health clinics, and other locations around Delhi. We also helped mobilize a grassroots army to speak out against factory farming and secured the adoption of cage-free purchasing policies by two major retailers.

We worked with scientists, opinion leaders, and global decision-makers to educate the public about the health threats and environmental dangers of industrialized animal agribusiness. At the Copenhagen climate talks, we highlighted the role of factory farming in global warming. "People know the polar bears are having a rough time because of climate change," says Mirle, "but that the solution also lies in our relationship with animals—that's what we need to bring attention to."



## Saving Sharks from Attack

Each year, millions of sharks are targeted for their fins, which are sliced off and saved for use in soup before fishermen throw the bleeding animals back into the water. Shark finning has exacerbated the dramatic decline in shark populations in recent decades, and HSI is leading efforts against the practice. Our volunteers organized Chinese New Year celebrations in major cities, educating consumers about the origins of shark fin soup in an attempt to reduce demand for this cruel fare. We also worked to bring national and international restrictions on shark finning, including in the U.S., where a bill is advancing through Congress.



Seals targeted in Canada's annual commercial slaughter have virtually no means of escape. To pressure the country to end the killing, more than 5,000 food-related businesses and 600,000 individuals have joined the HSI-led boycott of Canadian seafood.

## Helping Wildlife Worldwide

Each year, an HSI team travels to Canadian waters to document the shooting and clubbing of tens of thousands of days-old seals. The scene is almost too brutal to stomach, the death toll unfathomable.

But the world has taken notice, and the seal hunt is on its last legs. In May 2009, the European Parliament voted overwhelmingly to ban the sale of seal products, closing the industry's largest remaining market. Canadian Sen. Mac Harb introduced the first bill in his country's history to end the bloodbath, and he urged the government to redirect the money spent subsidizing the hunt to helping sealers start ecotourism businesses. He's listening to the will of the people, he says: Hundreds of thousands have expressed support for his position.

HSI worked in other arenas in 2009 to protect the world's wildlife, gathering support for proposals to prohibit or curb the international trade of several species, from Porbeagle sharks to Central American tree frogs. In our fight against the exotic pet trade, we helped Moroccan officials combat smuggling in wild-caught Barbary macaques—an illegal activity so extensive that the animals are now considered threatened.

## Creating Sustainable Solutions

Propagating trees might not seem like an animal welfare priority, but when those plants will provide a living for subsistence farmers and habitat for up to 120 species, their value becomes apparent. In 2009, HSI taught Nicaraguan and Costa Rican farmers better cultivation methods for the trees that produce cacao, an ingredient in chocolate. In school workshops, we brought the message to the next generation of growers, teaching children about fruit bats, sloths, howler monkeys, squirrels, and other animals who make their home in the canopy.

Providing training and seed money, HSI helps communities build thriving tourism businesses that celebrate and protect wildlife, whether it's sea turtles in Costa Rica, dolphins in the Dominican Republic, jaguars in Guatemala, or pink boa constrictors in Honduras. These programs bring humane, sustainable alternatives to hunting or selling animals, cutting down trees for sale, or clearing land for agriculture.



**2009 Impact:** **27** member nations of the European Union ban trade in seal products / **5,000+** food-related businesses and **600,000** individuals participate in Protect Seals campaign's boycott of Canadian seafood / **50,000** dogs in Bhutan to be helped by first-ever countrywide sterilization program / **475** fast food restaurants, health clinics, and other locations in Delhi showcase our ads against factory farming / **2** major retailers in India adopt cage-free practices / **227** veterinarians trained to perform spay/neuter surgeries / **343** people trained in enforcement of international wildlife laws



## 2009 by the Numbers

**11,546,803**

Members and Constituents

**764,515**

Average number of unique visitors per month to [humane.org](http://humane.org)

**1,227,324**

Advocacy actions by online supporters

**4.35 million**

Viewings of HSUS videos at [humane.org](http://humane.org) and YouTube

**27,552**

News stories about The HSUS and its work

# Building the Humane Movement

We often describe The HSUS as a “big tent” organization. When supporters of the cause range from Ellen DeGeneres to Rush Limbaugh, first graders to senior citizens, armchair advocates to puppy mill protesters, we have to be—building a humane movement means appealing to people of all shapes and sizes and from all walks of life. They may not agree on politics, religion, or all the issues we address, but one thing brings them together: the conviction that animals deserve respect and compassion.

Thinking they are lone voices may keep some people from moving from opinion to action. The HSUS reaches out with programs that give those people a place alongside millions of others who share the belief that animals matter. One voice joins with many, and a movement grows.

### As Seen on TV: New Ad Campaigns Expose the Truth

When it comes to animal protection, a picture really is worth a thousand words. Using video footage from animal rescues and undercover investigations, our first national television campaign launched in 2009, presenting the scope of problems facing animals to an audience of millions.

Narrated by actor and animal advocate Wendie Malick, the commercials debuted in August and revealed heartbreakingly real realities: puppy mills, horse slaughter, factory farming abuses, pet overpopulation. Animal cruelty doesn’t need to be exaggerated, says HSUS chief operating officer Michael Markarian: “What’s happening is bad enough, and we want people to see the truth.”

Our message has resonated in cable markets as diverse as Animal Planet and Fox News. By making animals a “top of mind” issue for the public, these commercials are an investment in the future of animal advocacy.

Coinciding with the new campaign is another media blitz that puts shelter and rescue

dogs and cats in the big leagues with other public service advertising icons like Smokey Bear and Rosie the Riveter. Created by the Ad Council in partnership with The HSUS and Maddie’s Fund, the Shelter Pet Project includes radio and TV spots that educate the public about the causes of animal homelessness and encourage adoption.

It’s just one of many HSUS programs designed to help shelters boost their adoptions and save pets’ lives.



“I’d rather get an award here than be nominated for 25 Emmy Awards,” said celebrity presenter Bill Maher at The HSUS’s 23rd Genesis Awards, which honored artists, writers, and others in entertainment and the media who have raised awareness of animal protection issues.

## Keeping the Faith: College Music Tour Promotes Compassion

In 2009, The HSUS's All Creatures tour—organized by our Faith Outreach campaign—traveled to 25 clubs and religious universities spreading the message that people and institutions of faith are called on to act mercifully toward animals. The tour mixed music from Christian band The Myriad with screenings of the documentary *Eating Mercifully*, which looks at factory farming from a range of Christian perspectives. Some professors have since included the film in their courses, while several students have begun animal advocacy projects on their campuses.

With its St. Francis-Day-in-a-Box initiative, The HSUS also assisted more than 300 churches in expanding their October celebrations of animals and their patron saint. And our staff helped religious groups such as Flourish, an environmental stewardship ministry, begin incorporating animal protection themes into their outreach. On his blog, president Rusty Prichard wrote that The HSUS helped him see "what a no-brainer it is for creation care advocates to care about actual animals."

## Training Ground for New and Seasoned Advocates

"You know, we could do that." The thought often flashes through Belinda Lewis's mind when she's attending The HSUS's annual Animal Care Expo, the world's largest conference for animal welfare professionals. The director of Fort Wayne Animal Care and Control in Indiana, Lewis says the ideas she takes home from the conference have "helped keep us modern."

For advocate Elissa Katz, life hasn't been the same since she attended another annual HSUS conference, Taking Action for Animals, where she learned about pigeon shooting contests in her home state of Pennsylvania. An attorney by profession, Katz has worked doggedly to shut down these senseless killings; in 2009, she convinced her state representative to introduce a ban.

Though their roles in animal protection are very different, Lewis and Katz exemplify the value of investing in the people on the front lines of the humane movement. From our annual conferences and training workshops to our academic programs and Lobby Days, The HSUS educates and empowers new and seasoned advocates. Through our Student Outreach programs, we cultivate the movement's future leaders—our way of ensuring that the animals will always have powerful voices on their side.



At our annual Taking Action for Animals conference, advocates learn about everything from protesting the Canadian seal hunt to ending dog chaining.



Shelter dog Popeye got a second chance when University of Florida veterinary students worked with a surgeon to correct a limb deformity. HSVMA has helped fund the program.

## Veterinary Voices for Change

When University of Georgia veterinary student Ruth Usher realized that her sophomore curriculum included surgery on a healthy dog who would later be euthanized, she knew there had to be a better way. With guidance and a grant from the Humane Society Veterinary Medical Association, in fall 2009 Usher began work on a program that will allow students to practice skills on pets who've already been euthanized for medical reasons. And she helped start a program where students gain experience by treating shelter animals, modeled after HSVMA-supported initiatives at other vet schools.



Ruth Usher

In 2009, HSVMA also launched a campaign against cosmetic procedures performed on pets, such as ear-cropping, tail docking, and declawing. Through these efforts, HSVMA serves as an alternative to traditional veterinary associations that have not opposed such cruelties—and humane-minded professionals are thanking us for it. "I look to the Humane Society Veterinary Medical Association, as many more veterinarians are doing, to lead us into the future," says veterinarian John Hynes of Providence, N.J., "and be the voice for real change in the animal welfare movement."

**2009 Impact:** **4,700+** participants in Taking Action for Animals, Lobby 101 seminars, and state and federal Humane Lobby Days / **3,634** students in Humane Society University courses and workshops / **169,870** Facebook fans / **8.5 million** Facebook cause supporters / **20,000** Twitter followers / **868,000** K-6th grade student readers of *KIND News* / **452,488** subscribers to *All Animals* advocacy magazine / **12,300** shelters, rescues, and animal services agencies subscribing to *Animal Sheltering* magazine and its companion e-newsletter



## State by State

The HSUS's goal to have a representative in every state moved ahead in an unprecedented manner in 2009, with the number of state directors rising to more than 30. These committed staff members can be found wherever animals are in need: advancing protections at their state capitols, networking with grassroots advocates, assisting local shelters, and helping with The HSUS's field rescue work. They are available for you and the animals; for contact information, visit [humanesociety.org/statecontacts](http://humanesociety.org/statecontacts).

**Alabama**, Mindy Gilbert

**Arizona**, Kari Nienstedt

**Arkansas**, Desiree Bender

**California**, Jennifer Fearing

**Colorado**, Holly Tarry

**Florida**, Jennifer Hobgood

**Georgia**, Cheryl McAuliffe

**Hawaii**, Inga Gibson

**Idaho**, Lisa Kauffman

**Illinois**, Jordan Matyas

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You can help sustain The HSUS's efforts to celebrate animals and confront cruelty through a number of donation options, including charitable gift annuities and bequests. Our regional development officers can share more about these programs and help you find the approach that best meets both your financial and charitable goals. For information, call 1.800.808.7858, e-mail [gifts@humanesociety.org](mailto:gifts@humanesociety.org), or visit [humanesociety.org/gifts](http://humanesociety.org/gifts).

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# Financial Operations Report

For the Year Ending December 31, 2009

## Statement of Financial Position

Assets	Liabilities		\$26,672,205
Cash and cash equivalents	Unrestricted		
Receivables	Temporarily restricted		\$111,696,142
Prepaid expenses, deferred charges, and deposits	Permanently restricted		46,911,768
Investments, at market value			33,251,216
Fixed assets, net of depreciation			
<b>Total Assets</b>	<b>Total Net Assets</b>		<b>\$191,859,126</b>
<b>\$218,531,331</b>	<b>Total Liabilities and Net Assets</b>		<b>\$218,531,331</b>

## Consolidated Statement of Activities

	Unrestricted	Temporarily Restricted	Permanently Restricted	Year Ending Dec. 31, 2009
Revenue, Other Additions, and Transfers				
Contributions and grants	\$83,750,180	\$20,122,634	\$673	\$103,873,487
Bequests	14,402,528	6,845,569	2,549,178	23,797,275
Investment income	3,176,926	722,205	–	3,899,131
Sale of literature and other income, net	808,047	763	–	808,810
<b>Total Revenue and Other Additions</b>	<b>\$102,137,681</b>	<b>\$27,691,171</b>	<b>\$2,549,851</b>	<b>\$132,378,703</b>
Transfers (net assets released from restrictions)	24,512,936	(24,512,936)	–	–
<b>Total Revenue and Other Additions, and Transfers</b>	<b>\$126,650,617</b>	<b>\$3,178,235</b>	<b>\$2,549,851</b>	<b>\$132,378,703</b>
Expenses and Other Deductions				
Animal protection programs				
Research and education	\$5,852,448	–	–	\$5,852,448
Field and disaster response programs	12,097,813	–	–	12,097,813
Domestic cruelty prevention programs	7,811,337	–	–	7,811,337
Wildlife programs	10,142,483	–	–	10,142,483
Animal care facilities	11,603,395	–	–	11,603,395
Advocacy and public policy	26,264,166	–	–	26,264,166
International animal programs	7,382,638	–	–	7,382,638
Strategic communications	12,637,614	–	–	12,637,614
Supporting services				
Management and general	5,627,397	–	–	5,627,397
Fundraising	30,909,845	–	–	30,909,845
<b>Total Expenses and Other Deductions</b>	<b>\$130,329,136</b>	<b>–</b>	<b>–</b>	<b>\$130,329,136</b>
Change in net assets from operations	(\$3,678,519)	\$3,178,235	\$2,549,851	\$2,049,567
Realized and unrealized gain on investments	10,714,382	848,272	–	11,562,654
<b>Change in net assets before postretirement benefits adjustment</b>	<b>\$7,035,863</b>	<b>\$4,026,507</b>	<b>\$2,549,851</b>	<b>\$13,612,221</b>
Postretirement benefits adjustment	\$638,060	–	–	\$638,060
<b>Change in net assets</b>	<b>\$7,673,923</b>	<b>\$4,026,507</b>	<b>\$2,549,851</b>	<b>\$14,250,281</b>
Net assets at January 1, 2009	\$104,022,219	\$35,776,393	\$30,701,365	\$170,499,977
Net assets assumed in combination with SPCA Wildlife Care Center, as of 7/1/09	–	7,108,868	–	7,108,868
<b>Net Assets, end of year</b>	<b>\$111,696,142</b>	<b>\$46,911,768</b>	<b>\$33,251,216</b>	<b>\$191,859,126</b>

This report had not been audited at press time. The report will be updated when the audited numbers are available.



## THE HUMANE SOCIETY OF THE UNITED STATES

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