



2016 ANNUAL REPORT



THE HUMANE SOCIETY
OF THE UNITED STATES

Thank you for an amazing year.

In the pages that follow, you'll see how your support for The Humane Society of the United States led to tremendous victories for animals in 2016. Along the way, we'll introduce a few of the people who helped. There are far too many of you to list by name, but proof that you made a difference is on every page.



EDUCATION AND AWARENESS

The HSUS is a thought-leader on animal protection issues, reaching tens of millions of people through our training for animal-welfare professionals, award-winning magazines, bestselling books written by HSUS experts, educational conferences for animal advocates, national media coverage, free online resources and more. We're driving our culture to come up with innovative ways to make animals' lives better.

ON THE COVER: HSUS staff use corporate outreach, legal action, public policy reform and consumer and institutional education campaigns to fight abusive practices on factory farms.

RESCUE AND DIRECT CARE

We and our affiliates care for the largest number of animals in the world through our diverse animal-care programs. We help abused horses and exotic animals rescued from the pet trade, vaccinate street dogs in Asia and U.S. pets in underserved communities, respond to large-scale cruelty cases and more.



CORPORATE POLICY

Our strength as an organization, our mainstream credibility and the depth and breadth of our experience give us an advantage when we approach national and international corporations about policy reforms. We work with the world's biggest food companies, cosmetics manufacturers and others to improve the treatment of animals in their business sectors. Caring about animal welfare is good business—as companies that lag behind learn the hard way.



PUBLIC POLICY AND ENFORCEMENT

We're strengthening protections for animals at local, state and national levels in the United States and in a growing number of countries through our global arm, Humane Society International. We defend those victories in court and train thousands of law enforcement officers a year to investigate and prosecute animal cruelty.



RAISING THE BAR IN 2016: NOTES FROM OUR BEST YEAR YET

299,315

Animals The HSUS and our affiliates rescued and cared for thanks to your support

2,417

Volunteers devoted 136,374 service hours to our cause

500,000+

Students, teachers and counselors in Puerto Rican schools where we implemented humane education programs

3+200+67

Wins grassroots activists helped us gain: three ballot campaigns and 200+ bills/ordinances won; 67 harmful measures defeated

8 MILLION

People who, through your social media shares, we reached with our video about Daniel, the mill pup too malnourished to walk when we rescued him



ABOVE: Wayne Pacelle with his adopted dog, Lily.

Follow Wayne
@waynepacelle on Twitter,
Facebook and LinkedIn.

Read his blog,
A Humane Nation, at
humanesociety.org/wayne.

“
We set the nation,
and other parts of
the world, on a
trajectory to **end**
the era of extreme
confinement
of animals on
factory farms.”

From the president

At The HSUS, we fight to protect animals. But in a broader sense, we’re working to build and uphold the principles of a civil society. We honor the well-being of others, seek to diminish violence in the world and work to teach the values of kindness and goodness. And thanks to your support, 2016 was an extraordinary year for that work.

I’ve never believed that human misery and violence are severable from the cruelty and suffering that afflict animals worldwide. Our fates have always been entwined. In domestic violence cases, one day the victim is a dog and later it’s a child or a spouse. The same factory farmers who intensively confine animals and deal them never-ending privation also release massive volumes of untreated animal waste, making life miserable for people and animals.

In all arenas of life, in the everyday choices consumers make, The HSUS makes the case: Animals matter. And we work in practical ways to change the way our society thinks about and treats them.

Here are just some of the gains we secured in 2016.

We made headway in attacking the exploitation of animals used for entertainment.

The HSUS reached a landmark agreement with SeaWorld to end the company’s orca breeding program and move it away from theatrical performances involving orcas. This year, Ringling Brothers ended the use of elephants in its shows, a long overdue outcome for which we and other groups worked hard.

We set the nation, and other parts of the world, on a trajectory to end the era of extreme confinement of animals on factory farms.

We engaged with more than 250 food companies at home and abroad—including Walmart, Kroger, Aramark and Denny’s—to stop cage confinement of laying hens and pigs. We gained ground in our national cage-free campaign by winning a Massachusetts ballot measure banning the sale and production of eggs, veal and pork from animals confined in cages, and by crushing a deceptive “right to farm” constitutional amendment in Oklahoma. For the first time in our movement’s history, we also achieved important corporate policy wins for broiler chickens (the largest number of animals used in factory farms), with Perdue, Aramark, Compass Group, Sodexo and others committing to major reforms.

We strengthened the global legal framework against cruelty.

President Obama signed an executive order establishing a new provision under the Uniform Code of Military Justice applying animal cruelty standards to military bases. Humane Society International (HSI) helped enact animal cruelty legislation in El Salvador, while Honduras enacted a dogfighting ban and protection for all species of all animals, including wildlife and farm animals.

We raided puppy mills around the country, saving dogs and exposing this dirty

underside of the pet trade. Boston, Philadelphia, Las Vegas, Sarasota, St. Petersburg and dozens of other localities enacted ordinances to ban or restrict the sale of puppy mill dogs. Through our Puppy Friendly Pet Stores program—where we work with pet stores

to reject puppy mill sales and instead partner with shelters and rescues on in-store adoptions—we've helped adopt out more than 9,000 dogs.

We took on trophy hunting full-throttle at the state and federal levels. The U.S. Fish and Wildlife Service finalized a rule prohibiting cruel hunting methods targeting wolves, grizzly bears and other predators on more than 76 million acres of National Wildlife Refuge lands in Alaska, on the heels of similar action on 20 million acres of lands managed by the National Park Service. The Florida Fish and Wildlife Conservation Commission voted to forego its controversial black bear trophy hunt for 2016. The New Hampshire Fish and Game Commission voted to withdraw a proposal to initiate a bobcat hunting, hounding and trapping season. We've all but stopped the import of lion trophies to the United States after the federal government listed African lions as threatened or endangered across their range.

We made national and global progress against animal testing. Congress approved landmark provisions to reduce—and ultimately replace—the use of live animals for testing tens of thousands of chemicals. Following negotiations with The HSUS and other stakeholders, the Environmental Protection Agency announced a plan to phase out at least some obsolete animal testing practices. In October, Taiwan became the second major market in Southeast Asia to take a stand against cosmetics cruelty with a vote to ban animal testing in the beauty industry.

We battled wildlife trafficking throughout the world. Congress passed the Eliminate, Neutralize, and Disrupt Wildlife Trafficking Act to support global anti-poaching efforts. This complemented an Obama administration rulemaking action that restricted imports and interstate trade in ivory. In addition, The HSUS and HSI helped pass a ballot measure in Oregon and a bill in Hawaii to crack down on the trade in products from elephants, rhinos and other species threatened with extinction.

The HSUS and our affiliates are the world's number one animal care organization and the number one advocacy organization for animals—striking at the root causes of cruelty while also coming to the aid of animals in crisis. The HSUS, HSI and other affiliates provided direct care and services to nearly 300,000 animals in 2016—the most we've ever helped by far. We're able to do this work because you support us and help spread our values. It's no time to relent, and we hope you'll stand with us in 2017 and beyond as we take on the biggest, most difficult problems for animals in society.



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

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VOLUNTEER

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BE INFORMED

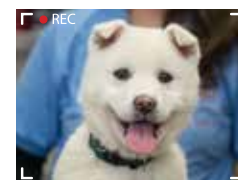


Our award-winning *All Animals* magazine is available with a \$25 annual membership.

Go to humanesociety.org/magazine.

TAKE ACTION

Sign up at humanesociety.org/ email to receive alerts about quick, simple ways you can help animals.



RAISE AWARENESS

Share our videos at youtube.com/hsus to spread the word about animal welfare.



45,000 HENS
(APPROX.) IN WIRE
CAGES IN THIS FACILITY

Our undercover investigation of an egg farm showed Massachusetts residents why an anti-confinement ballot measure deserved overwhelming support.

Cracking down on animal cruelty

The conversation, captured on video at a store in Hawaii by our undercover investigators, is chillingly casual.

“When I sell, I’m not supposed to say ivory. I say ‘bone.’ But you don’t look like you’re a detective,” one vendor says, laughing.

HSUS investigators often fire the first salvo against cruelty, whether it’s the blatant viciousness of illegal dogfighting, the suffering of farm animals who cannot stand up or turn around in their cages, or the callous disregard of ivory sellers who don’t realize or won’t admit that undocumented sales drive the brutality of elephant poaching.

To combat animal cruelty in all its forms, The HSUS investigates abuses, uses the law to hold people accountable, enacts animal protection legislation and trains law enforcement officers. The evidence gathered by investigators informs our education and

awareness campaigns, corporate outreach, public policy advocacy and lifesaving rescues.

The reaction to our Hawaiian exposé helped enact a state law banning sales of ivory along with parts and products taken from more than a dozen species. A similar investigation in Oregon contributed to a sweeping win for a ballot measure to stop trafficking of endangered species. And our undercover investigation of Safari Club International’s annual convention showed vendors explaining how they guarantee kills for trophy hunters, making the “sport” sound only slightly more challenging than grabbing a snack from a vending machine.

Our documentation of horrific conditions at a New England egg facility bolstered a Massachusetts ballot measure banning extreme confinement of farm animals and the sale of products from them. Previous investigations

contributed to the 2016 closing of a loophole in a federal rule, preventing the slaughter of “downer” calves too sick or injured to walk.

The Animal Protection Litigation team secured numerous victories for animals in 2016. We overturned a Michigan wolf hunting and trapping law, won a ruling declaring unlawful military sonar activities that harm marine mammals and forced a Chicago-based pet store chain to stop sourcing puppies from disreputable breeders.

In response to HSUS legal petitions, federal agencies banned the slaughter of downed veal calves, prohibited public contact with infant exotic cats, blocked import of captive-bred lion hunting trophies and eliminated a loophole exempting captive tigers from oversight.

The legal team also drafted dozens of successful animal protection bills, including the Massachusetts ballot measure. And we successfully defended animal protection laws from industry legal attacks, including California laws banning the sale of endangered elephant ivory and the sale of eggs from cruelly confined chickens.

Your support has allowed us to train others to protect animals, too—spreading expertise that saves lives. In 2016, The HSUS trained 4,770 law enforcement officers, animal control and shelter personnel to pursue cruelty cases and handle rescued animals.

In Mississippi, a sheriff’s deputy who had attended an HSUS training discovered eight pit bulls at the site of a drug bust and called us for help. The guidance our trainer provided that morning and the next few weeks helped the



Kalamazoo, Michigan,
officers use their
HSUS training
to save dogs’ lives.

deputy conduct a search and seizure of a second property, rescuing a total of 10 dogs. Officers in Bibb County, Georgia, charged a man with dogfighting and 11 counts of felony cruelty after discovering injured and malnourished dogs living in deplorable conditions. They credit our training with teaching them what to look for and how to pursue these crimes.

We also enact policies to help authorities crack down on cruelty: Animal torture is now a first-offense felony in Idaho and Ohio. Georgia, Alaska and Washington passed laws requiring that owners charged with cruelty pay for care of their animals while the criminal case proceeds. President Obama closed a loophole in the Uniform Code of Military Justice so personnel who harm animals on U.S. military bases overseas can be charged with cruelty. Our global arm, HSI, launched an anti-dogfighting campaign in Mexico and helped enact cruelty legislation in El Salvador and Honduras.



Pixie was one of 46 sick, starving and scared dogs we saved from a hoarding situation in Arkansas

after receiving an anonymous tip. After rescuing her, we placed Pixie with one of our Emergency Placement Partners, the Humane Society of Naples, Florida. She was scared of everything, underweight and heartworm positive with a serious skin condition—and then she was adopted. Now Pixie loves to be with her family.

30+ YEARS
NYBC EXPERIMENTED ON
LIBERIAN CHIMPS

We're making sure the chimps abandoned by the New York Blood Center get what they need, including food and water—and birth control.



Major victories on multiple fronts

Your commitment to animals and our know-how produced monumental wins. The Farm Animal Protection Campaign continued its wave of corporate reforms for egg-laying hens, launched a broiler chicken initiative and gained the biggest margin of victory in U.S. history for an animal protection ballot measure. Our Animal Research experts celebrated revisions to a U.S. law to minimize animal testing, more sanctuary space for chimpanzees and international wins. Our Wildlife Protection team pushed back against trafficking, using wild animals in entertainment, abusive hunting practices and threats to marine species.

HSUS state council members, district leaders and other volunteers joined us and coalition partners in huge victories for farm animals. In Massachusetts, a stunning 78 percent of voters banned the sale and production of eggs, veal and pork from caged animals. We defeated a “right to farm” power grab in Oklahoma and successfully fought bad bills in state legislatures from Arizona to West Virginia.

Our corporate and educational efforts yielded major wins, too. More than 250 companies are switching to cage-free eggs, reshaping the U.S. egg industry, and HSI added more corporate pledges overseas. We persuaded over 80 school districts, hospitals and other institutions to commit

to meat-reduction policies and trained more than 2,000 food service professionals on plant-based cooking. Then we triggered a new wave of changes, this time for broiler (meat) chickens. Panera Bread, Starbucks, Compass Group, Sodexo, Aramark and others agreed to use healthier breeds of chickens, improve living conditions and implement methods to reduce suffering during slaughter.

Using animals for research and testing is a moral issue—and often an obstacle to scientific progress. We worked with allies in Congress to upgrade the 40-year-old Toxic Substances Control Act to minimize animal testing of chemicals and helped negotiate the Environmental Protection Agency's removal of some animal-testing requirements for pesticides. The Organization for Economic Cooperation and Development approved new non-animal test methods for safety assessments of chemicals.

We backed the new Project Chimps sanctuary in Georgia, which, along with other sanctuaries such as Chimp Haven in Louisiana, is crucial for moving chimpanzees out of laboratories. In Liberia, more than 60 chimps abandoned by the New York Blood Center are thriving in our care. Former U.N. ambassador Bill Richardson and the Richardson Center for Global Engagement joined us in both pressuring New York Blood Center to restore funding and pursuing a sanctuary solution.

We could devote this entire report to wildlife victories. Highlights include a federal law supporting global anti-poaching efforts; a near-complete ban on U.S. commercial ivory trade; an anti-trafficking initiative in Oregon; blocked imports of captive-bred lion trophies from South Africa; and rhino horn demand reductions in Vietnam. SeaWorld agreed to stop orca breeding, offer their 22 million visitors more plant-based foods and use cage-free eggs and crate-free pork; Ringling Bros. stopped using elephants in its shows; and Rhode Island and California became the first states to ban bullhooks.

We worked to stop Florida's 2016 black bear hunt and fought trophy hunting, hounding or trapping of native carnivores in multiple states. The U.S. Fish and Wildlife Service prohibited egregious methods of killing native carnivores on 76 million acres of National Wildlife Refuges in Alaska. We helped stop the Navy's use of high-intensity sonar in the Pacific, expand right whale critical habitat and support dolphin-safe tuna standards.



Caroline Green and Fiona

Engineer and entrepreneur Caroline Green devotes her free time to animals.

"Currently, I focus on farm animal issues. While we've made excellent

progress for the welfare of cats and dogs at this point, we have a long way to go in terms of seeing that farm animals are treated like animals." Caroline is involved with the HSUS North Carolina Agriculture Advisory Council and State Council. She admires The HSUS's incremental approach to pursuing change and appreciates that we're inclusive of all who want to help animals.

HSUS VICTORIES



3.2 MILLION (ESTIMATED)

Farm animals spared from suffering annually through HSUS meat-reduction work

\$3.5 MILLION

Record penalty imposed by the USDA on Santa Cruz Biotechnology for animal abuse in testing



113 SPECIES

HSI helped in 2016 through the CITES treaty protecting imperiled species

Teaming up to save animals' lives

The HSUS, HSI and other affiliates combined to rescue and care for nearly 300,000 animals in 2016. We saved animals from fighting pits, natural disasters, life on the streets, construction projects in their habitats, lethal population management programs and other crises. But we don't work alone. We can do this only with your support and help from volunteers, and we partner with governments, law enforcement agencies, local organizations and others to touch the lives of many more animals than we could reach on our own.

It was a year of winds and water for HSUS and HSI disaster responders, with flooding in Mississippi, Texas, West Virginia and Louisiana and hurricanes in South Carolina, Haiti and Costa Rica. Our Animal Rescue Team transported more than 300 shelter animals out of the path of Hurricane Matthew and then returned to rescue over 150 pets, including a dog and three cats trapped in an almost fully submerged school bus. In Haiti, HSI cared for more than 1,500 animals, from livestock to pets.

In Ohio, we teamed up with the Gallia County Sheriff's Office and the Dog Warden's Office to rescue 66 dogs and three horses from dangerous living conditions, with high ammonia levels and limited access to food and water. Many animals needed medical treatment; veterinarians administered emergency care on-site. Responders from Red Rover and HSUS volunteers helped us care for dogs at our emergency shelter. When the animals were ready,

Emergency Placement Partners in Ohio, Maine and West Virginia helped them find their forever homes.

For a federal anti-dogfighting operation, our Animal Rescue Team provided intelligence on dozens of suspected targets and coordinated rescue efforts when the authorities moved in. A total of 66 dogs were saved and nine people charged. The HSUS also paid out 18 rewards to tipsters whose information helped catch and convict animal fighters.

For the last decade, The HSUS and Saving Florida's Gopher Tortoises have worked with Florida developers to relocate gopher tortoises, considered a "threatened" species under state law. In that time, we have dug up and transported nearly 6,000 tortoises—more than 900 of them in 2016—to safe habitats to keep them from being buried alive by new development.

Our Prairie Dog Coalition saved more than 1,600 prairie dogs. Prairie dogs are a keystone species, vital to Western grassland ecosystems, but many people see them as pests to be killed. The coalition relocates at-risk prairie dogs to protected lands and works with communities to end the use of lethal control methods. Convincing the U.S. Forest Service to discard harmful amendments to the Thunder Basin National Grassland management plan protected some 180,000 prairie dogs on 18,000 acres.

Through our Wild Neighbors program, we partnered with animal care and control agencies and community



Our Prairie Dog Coalition offers non-lethal solutions to private landowners and wildlife managers, relocates prairie dogs from endangered burrows to ones that are protected and pursues long-term conservation strategies such as reducing poisoning plans and setting aside more designated habitat for prairie dogs and associated species.

14 STATES

ANIMAL RESCUE TEAM
DEPLOYMENTS IN 2016

Emergency Placement Partners in Ohio, Maine and West Virginia helped find homes for the dogs and puppies we rescued in Gallia County.

leaders to promote innovative, proven and non-lethal solutions to wildlife conflicts. We provided training in humane wildlife conflict resolution to more than 1,700 animal control and police officers, shelter staff, wildlife rehabilitators and members of the public from more than 250 communities across the country, increasing the number of hands helping wildlife.

The HSUS has long championed fertility control to manage wildlife populations, and we have ongoing projects for white-tailed deer, wild horses and burros. This year, we partnered with the Dietrich W. Botstiber Foundation to launch the Botstiber International Institute for Wildlife Fertility Control to advance the development and implementation of fertility control methods.

In Puerto Rico, the mayor of the island of Vieques asked our Humane States team for help with nearly 2,000 free-roaming horses. The animals are a tourist attraction—but, in rising numbers, also a problem. Drought has sent desperate horses into town in search of water sources.

Some were hit by cars; others learned how to break water pipes. We began a multi-year program to reduce and stabilize the number of horses by treating mares with the immunocontraceptive PZP. We also had water troughs placed closer to the horses' natural habitat, to the joy of locals who love the horses and are eager to help them.



Vieques residents want to protect their free-roaming horses, an island tradition.

Care for the orphaned, ill and abused

From migrating birds with natural injuries to wild animals rescued from an unnatural life in the pet trade, our affiliated wildlife rehabilitation centers and animal sanctuaries embody our mission to protect all animals.

Cleveland Amory Black Beauty Ranch, Murchison, Texas

Gustavo turned 15, a milestone birthday for a tiger who was obese when we rescued him in 2012. He was one of 11 wild animals The HSUS helped seize from a roadside zoo in Mississippi after our undercover investigator documented serious animal welfare issues and public safety concerns. Now, with proper care and room to run, Gustavo is fit and happy. He and almost 1,000 rescued domestic and exotic animals live at Black Beauty. The “Ranch of Dreams” is open to the public once or twice a month for small, prescheduled tours designed to respect the animals’ peace and privacy.

On the grounds of Black Beauty Ranch, the Doris Day Equine Center helps equine rescue groups better rehabilitate and rehome horses through the Forever Foundation training program. Well-trained horses are more adoptable, and boosting the rate of successful adoptions increases groups’ capacity to save lives.

Duchess Sanctuary, Oakland, Oregon

Some of our most popular video stars live at Duchess Sanctuary, an 1,120-acre facility that is home to formerly abused, abandoned, neglected and homeless equines. Rescued from the Pregnant Mare Urine industry, the 116 draft horses in our Big Herd now have nothing more strenuous to do than switch pastures every couple of weeks during the grazing season—and make the ground shake when they run. More than 70 other horses and donkeys also have permanent sanctuary. New this year are mares Birdie and Dorita, rescued from starvation and neglect by Douglas County Animal Control, and seven equines rescued by the Ark Watch Foundation. Diego, a Paso Fino; Sister, a Quarter Horse; and donkeys Mama Roana, Pepito, Theodore and Allie were all saved from slaughter. Angie, an Appaloosa, was suffering from starvation and pneumonia.

Cape Wildlife Center, Barnstable, Massachusetts

A nest fire—caused by power lines—is never good, but when you’re a young bird of prey who migrates in the fall, being

seriously injured in August is bad news. The osprey had respiratory problems from smoke inhalation and needed months of treatment at Cape Wildlife Center: oxygen therapy, supportive medications, fluids, nutritious food and more. But if the osprey stayed at the Cape to fully recover, it would be too late to migrate. In late November, volunteer Mike Koechlin drove the bird to South Florida Wildlife Center. There the osprey could finish recuperating, then either fly south or opt to winter in Florida.

South Florida Wildlife Center, Fort Lauderdale, Florida

Providing skilled and compassionate care to orphaned, injured and imperiled wildlife for five decades, the center has grown to become the nation’s highest volume wildlife rehabilitation facility, caring for 13,000 animals annually. SFWC provides top-notch veterinary and rehabilitative care, including diagnostics, surgery and physical therapy; expert orphan rearing; and species-specific habitats designed to provide the optimal environment for healing and preparing animals to return to the wild. Our endangered species programs include gopher tortoises. Once a gopher tortoise has recuperated, we fit the tortoises with tracking devices. If our patient is a “waif”—meaning the home is unknown or destroyed—we use an approved waif release site.

The Fund for Animals Wildlife Center, Ramona, California

A bald eagle, near death when he was found, was one of the more majestic creatures to spend time at The Fund for Animals Wildlife Center this year—although, given the center’s specialty in native predators, he has competition for the title! One day the three-legged baby bear we cared for will be majestic, but unlike the eagle and most of our patients, who are rehabbed and released, the bear moved to a sanctuary. Spring rains caused a flood of patients, and the center had its busiest spring ever dealing with injured, sick and orphaned animals. By year-end, we had cared for some 800 animals.

Row 1: donkeys are a familiar sight at Black Beauty. Row 2: pelicans being released and an owl treated at SFWC. Row 3: the three-legged bear at FFAWC; Duchess horses in action during a photo workshop. Row 4: SFWC placed a tracking device on this tortoise; Gustavo the tiger at the ranch; a bald eagle ready for tube-feeding at FFAWC.



770 DOGS

(TOTAL) RESCUED FROM
DOG MEAT FARMS SO FAR



A couple that had long run a dog meat farm in Wonju, near the site of the 2018 Olympics, asked HSI for help getting out of the industry.

Taking on institutional cruelty to dogs

It was a year of heart-rending cruelty and life-affirming progress. Across the United States and in many parts of Asia, The HSUS and HSI worked non-stop to protect dogs. We exposed the awful truth behind the puppies in pet store windows (or internet websites), helped shelter dogs at high risk of euthanasia find forever homes through Puppy Friendly Pet Stores, teamed with activists here and abroad to combat the cruel dog meat trade and protected hundreds of thousands of people and animals through our street dog welfare program. Our dog campaigns drove change at the local, state and national levels.

The case began with a call to our tip line (877-MILL-TIP), one of many tools we use to stop puppy mills. Onsite, it was

a horrific scene: sick and injured dogs with matted fur, standing in mud and feces. Chihuahuas sat in their empty food and water bowls, the only way to get relief from the pain of living in metal cages with no solid flooring. Other dogs paced next to decomposing bodies. A female German shepherd in a dirty barn got fresh air through a hole in the door; inside the barn, a pup too weak to stand crawled through debris and waste. Our Stop Puppy Mills Campaign staff and Animal Rescue Team helped the Madison County (Arkansas) Sheriff's Office and local groups save 295 animals that day.

The USDA shut down seven breeders we'd named in our annual "Horrible Hundred" reports. One was sentenced to a year in jail and banned from selling or owning dogs for at

least 10 years; we assisted in the case. Through our Puppy Friendly Pet Stores program, which converts stores from puppy sales to adoptions of homeless dogs, we have helped more than 9,000 dogs find homes. In New Jersey, our investigators linked pet stores to puppy mill breeders. Such exposés have helped prompt over 200 localities to ban or restrict retail sales of mill dogs, with Boston, Philadelphia and Las Vegas among the dozens that did so in 2016. Maryland banned puppy sales at flea markets and other outdoor areas.

Overseas, dogs caught in the meat trade suffer similar deprivations. In South Korea, dogs are “farmed” in horrendous conditions. In 2016, in addition to partnering with Free Korean Dogs to rehome 41 dogs from two meat farms, HSI shut down a farm in Wonju that had more than 250 dogs, helping the owner transition to a humane trade and transporting the animals to other countries for adoption. Media coverage of the dogs’ arrival attracted potential adopters to local shelters. It commanded attention in South Korea, too, and the city of Seongnam is now following our model, helping vendors in the country’s largest dog meat market convert to alternative trades.

In China, we rescued and cared for 175 dogs and cats bound for slaughter at the annual dog meat festival in Yulin. We provided funding to train officials for improved enforcement of laws and assisted local partners in rescuing more than 3,000 dogs and 3,000 cats from the meat trade, a sign of the growing animal welfare movement in Asia.

In fact, the greatest growth in our dog protection efforts this year happened in Asia, where HSI’s street dog popula-



In September, HSI vaccinated 3,948 dogs in Payatas, Philippines, with the support of the local government’s rabies eradication campaign. A large open dumpsite in Payatas attracts dogs.

tion management programs are helping propel a wave of government interest in spay/neuter and vaccinations. Rabies is a serious public health concern on the continent, particularly in India. In that country, animal birth control programs are swiftly taking root. In 2016, we helped spay or neuter about 52,000 dogs in Asia, most in India, and vaccinated some 225,000 more. We also sterilized another 15,000 dogs and cats in Latin America, including Guyana, Bolivia, Chile, Puerto Rico and Ecuador.

In Jamshedpur, India, where for over three years we ran a dog sterilization and vaccination program with Animal Help Foundation, we transferred control of the program to the local civic authority. With more than 20,000 dogs—nearly 80 percent—sterilized, street dog population levels are stabilizing and the animals are in better health.



Our 297 Emergency Placement Partners are lifesavers, taking in animals we rescue from cruelty. Thanks to trusted partners such as the San Francisco SPCA, San Diego Humane Society and D.C.’s Humane Rescue Alliance, who took in dogs from the dog meat trade, our rescued animals find forever homes.

\$79.50 (AVERAGE)

PFL COST FOR A SPAY/
NEUTER + VACCINATION

Every Pets for Life city has people like Laward Ellison, who cares for cats in his Detroit neighborhood and helps spread the word about the program.



Help for all companions, big and small

Nowhere is the human-animal bond more apparent than with our pets. Whether your companion is a tiny kitten or a full-grown horse, they're part of your family. Through our Companion Animals programs, Equine Protection Campaign and affiliated veterinary association, The HSUS addresses animal welfare problems, increases access to critical veterinary care, promotes adoption and keeps pets with their families.

Never mind the snowstorm. In Colorado, when Denver Animal Shelter held its first Pets for Life (PFL) outreach event, Westwood residents brought more than 300 pets for free vaccinations, pet food and toys and information about spay/neuter. It was another successful launch for Pets for Life, an HSUS program that reaches pet owners in underserved neighborhoods and trains other organizations

to implement the model in their own communities.

Our staff served some 12,400 pets in Atlanta, Chicago, Los Angeles and Philadelphia and facilitated the program as part of veterinary students' rotations at the University of Pennsylvania and University of Wisconsin. Adding in our mentorship program, in which we teach a community-centered approach to other animal welfare groups, PFL is in 34 cities. We're reaching pets in poverty—and bringing mainstream discussions of larger societal issues like socioeconomic inequality into the realm of animal advocacy.

In Pets for Life neighborhoods, we help residents trap, neuter and return (TNR) community cats; other HSUS Companion Animals staff promote TNR and protect community cats nationally. In Hawaii, we defeated an attempt to ban cat feeding and block TNR on state lands.

We guided more than 65 municipalities toward TNR, produced an online course for colony caretakers and hosted webinars for groups eager to engage with their communities to protect cats, wildlife and public health.

To keep pets in homes, we fought breed-specific legislation and developed an advocacy toolkit for reforming local dog management ordinances. In Ohio, California and Massachusetts, we passed bills to protect pets left in unattended vehicles.

The Shelter Pet Project—our public service advertising campaign with Maddie’s Fund and the Ad Council—promoted adoption with the help of social media stars Keyboard Cat, Toast Meets World and Hamilton Pug. The PSAs are pushed out to over 33,000 media outlets, and we encourage shelters to use the PSAs to boost adoptions in their community.

HSUS and HSI staff collaborated to persuade the European Commission to more strictly regulate horsemeat from non EU-countries—progress in the fight against horse slaughter—and our attorneys prepared a formal complaint against the Viande Richelieu horse slaughterhouse in Quebec. We established a National Horse Racing Advisory Council to work on welfare issues in the U.S. racing industry.

Six staff members and more than 350 volunteers with our Humane Society Veterinary Medical Association brought medical care to animals in remote and impoverished communities. HSVMA’s Rural Area Veterinary Services program provided over \$1.8 million in free veterinary services to more than 9,000 animals in the United States and Latin America and helped nearly 200 veterinary students gain hands-on experience. In the United States, we work primarily on Native American reservations where poverty levels are among the highest in the nation and the nearest veterinarian may be 100 miles away. In Arizona, we’re

partnering with the San Carlos Apache tribal health and animal control departments to bring more animal care services to the community, including Pets-for-Life-style door-to-door outreach, high-volume wellness events, spay/neuter clinics and collaborations with regional service providers.



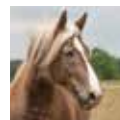
Loretta Stadler

Loretta Stadler is one of our extraordinary State Council members.

State Director Brian Hackett says she “always steps up to

help with situations going on with shelters in New Jersey.” When Ramapo-Bergen Animal Refuge took in hoarded cats, many needing extensive medical care, Loretta not only donated to the shelter’s medical fund, she alerted Brian so he could offer HSUS help, then found an electrician willing to volunteer his time and run power to a trailer for shelter staff to use as an isolation/quarantine ward.

HSUS VICTORIES



150 ATTENDEES

Learned best practices in rehab, adoption and running a rescue or sanctuary at

The Homes for Horses Coalition’s national conference (we’re a founding coalition member)

\$350 MILLION

Worth of donated media gained since The Shelter Pet Project began promoting adoption in 2009



2 BUSINESS DAYS

After Humane Oklahoma courses, officers in two counties used the

training to protect animals

Our volunteer leadership

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Financial operations report

For the year ending December 31, 2016

CONSOLIDATED STATEMENT OF FINANCIAL POSITION (\$ MILLIONS)

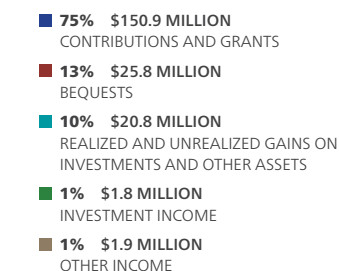
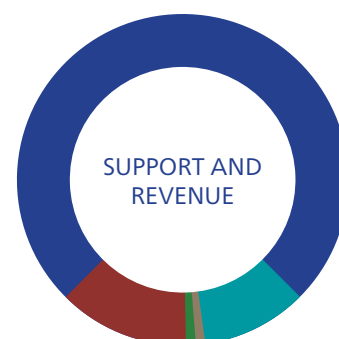
Assets		Liabilities	\$35.9
Cash and cash equivalents	\$27.7	Net Assets	
Receivables	22.3	Unrestricted	\$165.4
Prepaid expenses, deferred charges and deposits	2.1	Temporarily restricted	41.5
Investments, at market value	190.7	Permanently restricted	30.7
Fixed assets, net of depreciation	30.7	Total Net Assets	\$237.6
Total Assets	\$273.5	Total Liabilities and Net Assets	\$273.5

CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS (\$ MILLIONS)

Support and Revenue	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Contributions and grants	\$116.1	\$34.8	—	\$150.9
Bequests	22.2	3.6	—	25.8
Investment income	1.6	0.2	—	1.8
Other income, net	1.2	0.7	—	1.9
Net assets released from restrictions	44.8	(44.8)	—	—
Total Support and Revenue Before Gains on Investments and Other Assets	\$185.9	(\$5.5)	—	\$180.4
Realized and unrealized gains on investments and other assets	\$20.3	\$0.5	—	\$20.8
Total Support and Revenue	\$206.2	(\$5.0)	—	\$201.2
Operating and Supporting Expenses				
Animal Protection Programs				
Education and awareness	\$59.7	—	—	\$59.7
Direct care and service	45.9	—	—	45.9
Public policy and enforcement	36.8	—	—	36.8
Corporate policy	10.7	—	—	10.7
Supporting Services				
Management and general	5.9	—	—	5.9
Fundraising	37.3	—	—	37.3
Total Operating and Supporting Expenses	\$196.3	—	—	\$196.3
Change in Net Assets	\$9.9	(\$5.0)	—	\$4.9
Net Assets at Beginning of Year	\$155.5	\$46.5	\$30.7	\$232.7
Net Assets at End of Year	\$165.4	\$41.5	\$30.7	\$237.6

The numbers represented above are preliminary and are subject to change upon audit. The final audited numbers will be available later in 2017 at humansociety.org/annualreport.

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

Be humane

"My interest and love for animals is deep-rooted and constant."

Georgie Hurst, a retired physical education teacher, weaver and HSUS member, is active in animal rescue and spay/neuter in her hometown. She takes care with her donation decisions. "I try to check an organization I support for credibility in administrative costs versus hands-on work. The HSUS passed that test." Georgie also included a provision for The HSUS in her will. "I feel that my mission is to help animals as much as I am able."

Every gift, no matter the size, protects animals. Learn more at humanesociety.org/donate or call 866-720-2676. For Humane Leader gifts, bequests, gift annuities or stock gifts or to speak with your regional philanthropy officer, call 800-808-7858.



THE HUMANE SOCIETY
OF THE UNITED STATES

Georgie and her dog,
Westie Weaver

