

American Humane Association™

The nation's voice for the protection of children & animals™

Caring

RESPECT

Kindness

Empathy

DIGNITY

FAIRNESS

Gentleness

PEACE

Compassion Justice

ACTION

Integrity

COMMON SENSE

COURAGE

Safety

RESULTS

LOVE

A Message from President and CEO Dr. Robin Ganzert

What does it mean to be humane?

We asked our friends, supporters, and colleagues what words come to mind when they envision what is needed to build a more humane world. Here are a few of their answers: caring, respect, kindness, empathy, dignity, fairness, gentleness, peace, safety, justice and love.

We certainly agree. And as America's first national humane organization working to pioneer so many of the key protections for our children and our animals over the past 137 years, we would also add a few words...such as action, courage, integrity, common sense, compassion – and most importantly for the sake of our most vulnerable, **results**.

Over the past century we have worked to end child labor in this country, prevent animal cruelty in communities, ensure the welfare of farm animals, prevent child abuse, protect millions of animal stars in movies and television, expose inhumane conditions in slaughterhouses, advocate for the reform of the foster care system, and save hundreds of thousands of injured and frightened animals on the battlefields of World War I Europe, at Pearl Harbor, and following Hurricane Katrina, the Joplin tornado, the Japanese tsunami and nuclear meltdown at Fukushima, and Superstorm Sandy.

This past year alone in our four major program areas, we have tirelessly pursued the humane mission by:

- Ensuring the humane treatment of nearly 1 billion farm animals – an increase of more than 100% in one year
- Serving the children of our military families with Operation Purple and victims of tragedies such as the Boston Marathon bombings through our pioneering animal-assisted therapy program
- Rescuing and sheltering the animal victims of the devastating EF-5 tornado in Moore, Oklahoma, the Colorado floods, and with other humane organizations 250 dogs in the second-largest dogfighting raid in U.S. history
- Conducting groundbreaking humane research to help children with cancer, and national research to save more of the 3-4 million animals euthanized each year by finding new ways to increase pet retention

Our goal today and for the past 137 years has been to measurably, demonstrably and significantly increase the number of children and animals who are protected from harm. We invite you to read through our recent and historical achievements. Without American Humane Association and its legacy of social change, the world would look very different for our children and our animals. Much has been accomplished, but there is much left to be done. We invite you to join us in our work until every last one of our children and animals is safe from cruelty, abuse, and neglect. Together, let's build a more humane world.

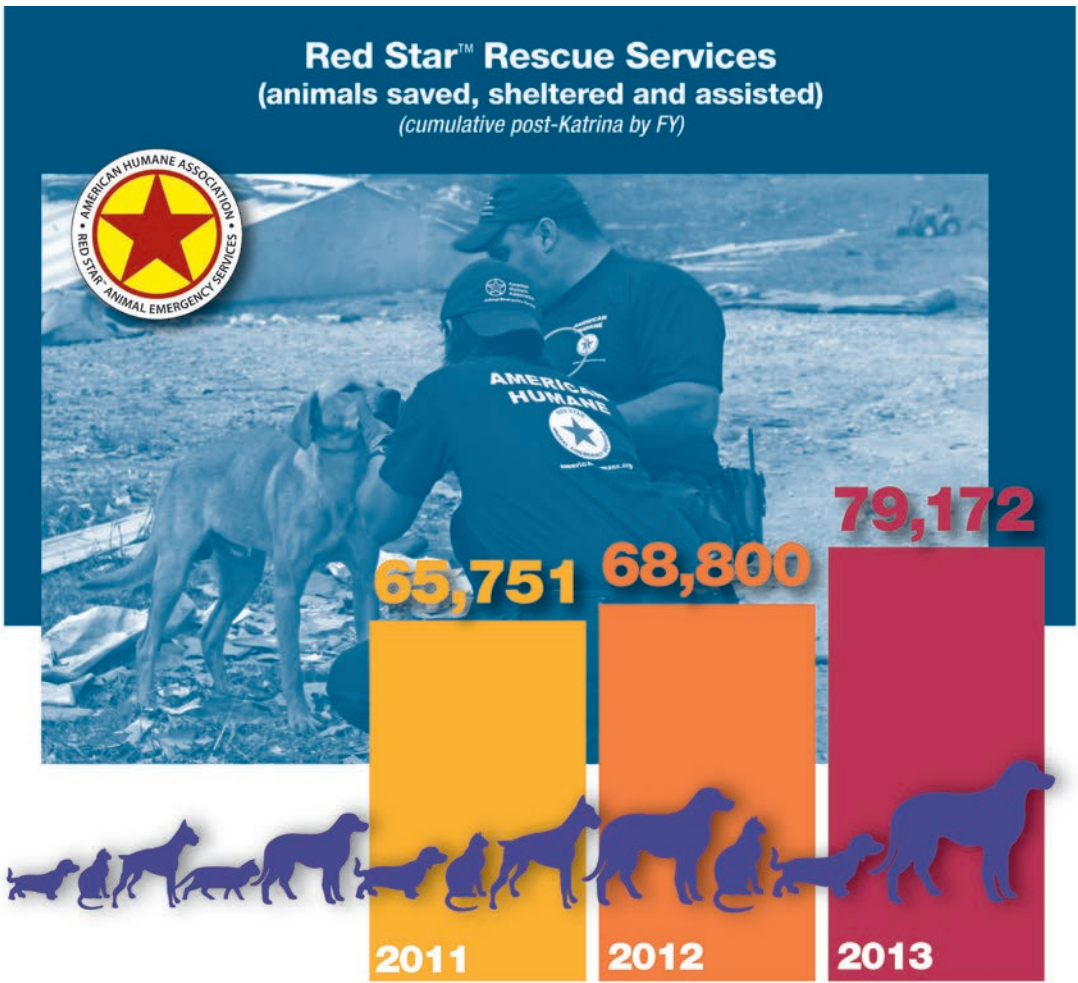
With gratitude,



Robin R. Ganzert, Ph.D.
President and CEO
American Humane Association



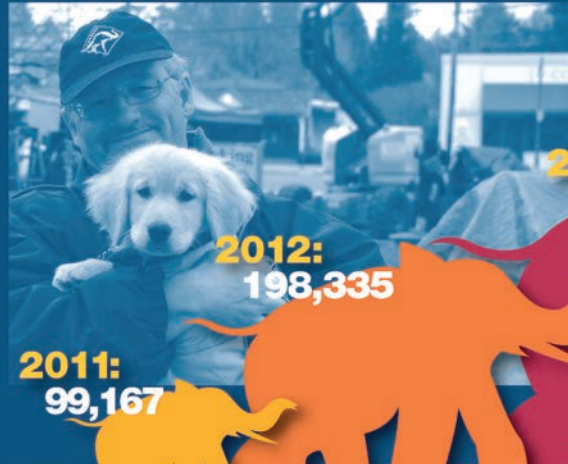
Our Social Impact at a Glance



No Animals Were Harmed®
animals in entertainment welfare program
(cumulative)



"No Animals Were Harmed"
 — a program of —
 American Humane Association



**Education and Awareness through
 Humane Research, Information and Outreach**
 (Annual media impressions with lifesaving information and tips)



21,000 lives
 touched per minute
 through direct service,
 research, outreach
 and education



Humane Intervention™: Helping Communities in Times of Greatest Need



American Humane Association's Red Star™ Rescue Services was created in 1916 when the United States Secretary of War called upon us to serve our country by saving wounded horses on the battlefields of World War I in Europe. Since then, we've rescued hundreds of thousands of animals caught in disasters, both natural and man-made. In the past year, Red Star™ Rescue ...

- Responded within hours to the deadly EF-5 tornado that devastated Moore, Oklahoma. Red Star™ responders spent more than a month in Oklahoma, helping to rescue and shelter animals impacted by the storm. More than 200 animals were either reunited with their original families or joined with new ones as part of a massive adoption drive at the end of the deployment. World-renowned filmmaker Ric Burns's Steeplechase Films created a video documentary which is a lasting tribute to the courage of the Red Star™ first responders.
- Worked to rescue animals caught in the historic flooding in Colorado. Red Star™ was on the scene working with

Boulder County Animal Control and Code 3 Associates, and rescued 146 animals, including dogs, cats, ducks, chickens and turtles. A photo of a Red Star™ worker made USA Today's Top 10 Photo Galleries for 2013.

- Sheltered and cared for more than 250 animals seized by a coalition of humane organizations in the second largest dogfighting raid in U.S. history. Though the dogs were emaciated and scared even of human touch, they made miraculous progress. Ten suspects from around the Southeast were arrested on felony dogfighting charges.
- Worked with The Weather Channel to distribute lifesaving tips for families, children and pets to 100 million people nationwide.
- Tripled the size of our legendary Red Star™ animal rescue fleet with two new 50-foot emergency response vehicles to protect animals in both the hurricane-prone Florida/Southeast U.S. FEMA region and the heavily





populated Northeast U.S. FEMA region, which was devastated by Superstorm Sandy just one year ago. Each is designed to house emergency workers and sheltering equipment for 100 displaced animals. The Florida vehicle was made possible by the extraordinary generosity of philanthropist Lois Pope. The Northeast vehicle, which debuted at the New York Stock Exchange and was featured on The Weather Channel, Fox and Friends, The New York Daily News, The Huffington Post Live and other media reaching nearly 300 million people, was made possible by philanthropist Lois Pope, Banfield Pet Hospital, Zoetis, and other major donors.

- Provided communities around the country with 43 first-responder training sessions to 962 students in FY 2013. Volunteers donated 4,920 hours for deployments on top of the 5,745.5 staff hours in deployments.

With your help, we are working to make sure that when animals are in crisis, Red Star™ Rescue is always there ... everywhere.



Meet Chester the dog, a big fan of Red Star™ Rescue

Each and every animal our Red Star™ team rescues has its own unique story, and some provide us with touching memories that last a lifetime. AHA staffer Ken Mountcastle traveled with the Red Star™ team to Moore, Oklahoma after the deadly EF-5 tornado devastated the town in May. Ken immediately rolled up his sleeves and went to work feeding, walking, and caring for the animals in our emergency shelter. One dog was particularly frightened, cowering in the back of his crate. It took several hours of coaxing, but Ken was finally able to get the little guy to come to him and sniff his fingers. Within two days, the pair was inseparable. Chester, as Ken came to call the precious pup, soon recognized that Ken was offering kindness and compassion, and in return Chester gave Ken plenty of licks and tail wags. Like all of the animals in the emergency shelter that were not reunited with their families, Chester was adopted by a new family, where he can continue to experience the compassion of the human-animal bond in a forever loving home.



Humane Hollywood™: Protection for Animal Stars



“No Animals Were Harmed”®

— a program of —

American Humane Association™

For generations, animal actors have entertained us, delighted us, and often taught us something about our own humanity through their adventures on screen. And for more than 70 years, Certified Animal Safety Representatives™ of our No Animals Were Harmed® animals in entertainment welfare program have been on set to ensure their humane treatment. In the past year, we were present for more than 3,168 production days during film and television shoots around the world. In the past year, Humane Hollywood™ has ...

- Brought on noted veterinarian Dr. Kwane Stewart as the program's Chief Veterinary Officer



- Created a **Scientific Advisory Committee** comprised of the country's leading animal behaviorists, ethicists and animal welfare scientists for the purpose of continually improving our rigorous “Guidelines for the Safe Use of Animals in Filmed Media” – the platinum standard for humane protections and safety in the industry. The safety standards have resulted in a remarkable 99.98% safety rate for animal stars working in the entertainment industry.
- Convened the first **Animal Actors Roundtable** bringing together animal advocates and producers, writers and directors from the entertainment industry to examine how we may amplify the voice of our beloved animal stars.
- Hired a host of **veterinarians** to serve as Certified Animal Safety Representatives™ on film and television sets around the country.

Since 1940, American Humane Association has kept millions of beloved animal actors safe, delivering the very highest standards of humane protection.





Meet Zorro, an animal star who is bullish on AHA!

Everyone knows Lassie, Uggie, Flipper, and Mr. Ed, but no matter how famous America's animal stars are (or how humble), they are afforded the same humane protections from American Humane Association's famed "No Animals Were Harmed®" animals in entertainment welfare program, which has been keeping our furry and flippered co-stars safe for more than 70 years. Zorro had a featured scene in the film *2 Guns*. Zorro, playing the prized bull owned by the character Papi Greco, was cued with food to look in the direction of a green screen "helicopter" and react. All this was done with movie magic using green screen technology and special effects to make sure the scene was completely safe for the animal star. Our trained Certified Animal Safety Representatives™ followed our rigorous "Guidelines for the Safe Use of Animals in Filmed Media," which has resulted in an astounding safety rate of 99.98% for the 100,000 animal actors we monitor each year. With this kind of experience and that kind of record, no wonder Zorro is bullish on our program!



Humane Research and Therapy™: Helping Military Families, Communities in Crisis, Kids with Cancer, and Shelter Pets

American Humane Association programs are based on science, data and real outcomes so that we may best help those in greatest need. Here are just some of our latest projects designed to help military families, communities in crisis, and kids with cancer:

- While Boston was still reeling from the terrorist attacks at the Boston Marathon, our National Director of Animal-Assisted Therapy, Amy McCullough, and her certified therapy dog Bailey traveled to the bomb site to provide comfort and healing to the city. Our team brought hope and healing to those who were still trying to overcome the grief of the tragedy. Therapy dog Bailey was interviewed by CNN and our dramatic experiences were explored at length by The Boston Globe, CBS, and NPR's *The Diane Rehm Show*.
- Children of military families often have difficulties coping when a parent is deployed overseas. These children of our nation's war heroes benefit from the healing power of the child-animal bond. For the last three years, American Humane Association has partnered with the National Military Family Association to send animal-assisted therapy teams to **Operation Purple Camps** for military families. **In 2013, 49 animal-assisted therapy teams visited 12 camps around the country, providing comfort and a lifetime of memories for 900 children.**
- American Humane Association and Zoetis completed the pilot phase of the ***Canines and Childhood Cancer Study***, an innovative human-animal bond study exploring the benefits of animal-assisted therapy for children with cancer and their families. The upcoming full clinical trial at five major children's hospitals will produce data that will hopefully help give children with cancer and their families an improved quality of life.
- Phase II of our groundbreaking study, "**Keeping Pets (Dogs and Cats) in Homes Retention Study**," funded by PetSmart Charities, Inc. revealed more than a hundred thousand animals adopted from shelters were unaccounted for six months later. The study aims to find ways to keep more pets in safe, loving homes.
- Our **Humane Scholars Program** funded critical research for advancements in the welfare and wellness of dogs, cats, pigs, cows, and the endangered Javan rhinoceros. Twenty top students from across the country were selected as humane scholars. An innovative interdisciplinary Humane Scholars team representing medical, veterinary and business school students from Texas A&M created a business marketing plan for America's top pet, the cat.





- In December, American Humane Association and The Weather Channel announced a new partnership to help communities across America in times of disaster. Together, we conducted a national search to find the national **Weather Channel Therapy Dog** who will bring hope and healing to communities struck by hurricanes, tornadoes, floods, wildfires, earthquakes and other weather-related and natural tragedies.
- The first national **Be Humane Summit** was launched in September, bringing together the country's top thought leaders in the humane movement to examine key challenges and chart the future course of efforts for America's children and animals. The first **Cat Health and Welfare Forum** featuring the top cat welfare behaviorists and scientists was convened to focus on the needs of America's most popular pet, and plans were unveiled for a translational research study, *Decoding Obsessive Behaviors in Canines and Autism in Children*, that could lead to medical breakthroughs for both children and dogs.
- A new children's book series, "Horses that Help," was released by Enslow Publishing with American Humane Association.



Meet Jimmy from Operation Purple

It was a bright, sunny morning in southern California and Jimmy's mother was dropping him off at a summer camp for children of military families. Jimmy's dad was on his second deployment to Afghanistan and ten-year-old Jimmy was worried about being away at camp for a week. After all, he was the "man of the house" now and he had his mother and little sister to take care of.

When he was dropped off at the camp, Jimmy continued to worry – and then he saw her ... a Golden Retriever with a sweet, white face slowly walked toward him and gently nuzzled his hand. The camp counselor said, "This is Kona. Would you like her to show you around camp?" Jimmy said, "Sure." A few minutes later, Jimmy said goodbye to his mother and other kids began to approach Jimmy and ask to meet Kona. Soon Jimmy was talking and laughing with the other children. Thanks to Kona, Jimmy was able to make new friends who understood what he was going through. The presence of a dog helped him to relax, enjoy the camp experience and just be a kid for a while.



Humane Heartland™: Ensuring the Humane Treatment of Nearly 1 Billion Farm Animals

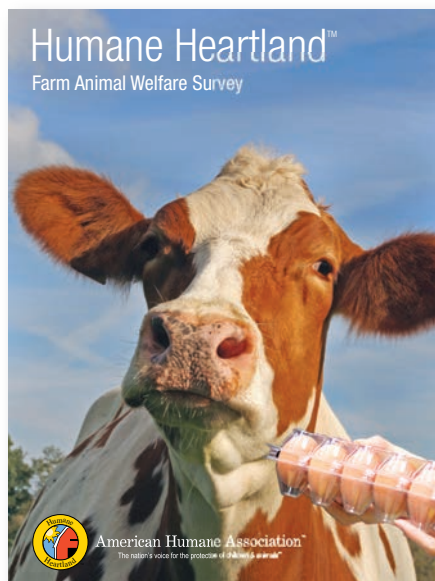


HumaneHeartland.org

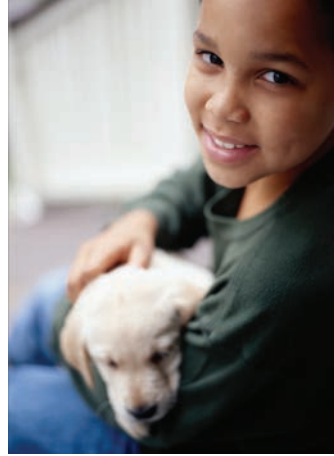
American Humane Association was founded on the issue of protecting farm animals more than a century ago. Today, we oversee the American Humane Certified™ farm animal welfare program – the oldest, largest, and fastest-growing third-party farm animal welfare and audit program in the country. The last few years have seen staggering growth for the program, ensuring its place as the national ethical standard for humane farm animal welfare certification.

- In 2013 American Humane Association more than doubled the number of animals under our farm animal welfare program, from 400 million to nearly **1 billion**. Our program now ensures the humane treatment and welfare of one in every 10 animals raised on our nation's farms and ranches every year, including 90 percent of the cage-free egg production in the United States.

- American Humane Association oversees the humane treatment and welfare of animals on 8,000 farms and ranches nationwide.
- The internationally respected **Scientific Advisory Committee** grew to a 16-member panel representing the top experts in animal science, ethics and welfare who work diligently to keep the 200 stringent standards we demand for each individual species at the forefront of humane practices backed by evidence-based science.
- A new national study by American Humane Association shows overwhelming popular support by the American people for increased farm animal welfare. Nearly nine in 10 (89%) of the 3,000 respondents surveyed nationwide said they were concerned about the welfare of animals raised on farms and ranches.



Global Awareness and Education



American Humane Association is considered one of the nation's leading authorities on the welfare of children and animals, and is constantly sought by the national news media for commentary. We proactively work with local and national news outlets to help spread our enduring message of compassion, caring and hope.

- 10 billion media impressions created worldwide, reaching people with news and lifesaving tips from American Humane Association to help children and animals.



American Humane Association's programs made a difference in 2013 with:

- National television broadcast of the third annual American Humane Association Hero Dog Awards™, on Hallmark Channel with its 87.5 million subscribers, celebrating and educating millions on the power of the human-animal bond. This year's winner, Elle the Pit Bull, celebrates life by teaching children to read, visiting the elderly in a nursing home, and giving life-saving dog bite prevention awareness tips to children.



- More than 14,000 news stories carried by noted national publications including The New York Times, New York Daily News, Washington Post, USA Today, Boston Globe, The Los Angeles Times, The Chicago Tribune, CBS Sunday Morning, CNN, Huffington Post, PEOPLE Magazine, Today, Newsweek, Fox News, NPR, The Weather Channel, the AP, Reuters, Variety, and thousands of others.



The New York Times



People

Los Angeles Times



The Washington Post

THE HUFFINGTON POST

VARIETY

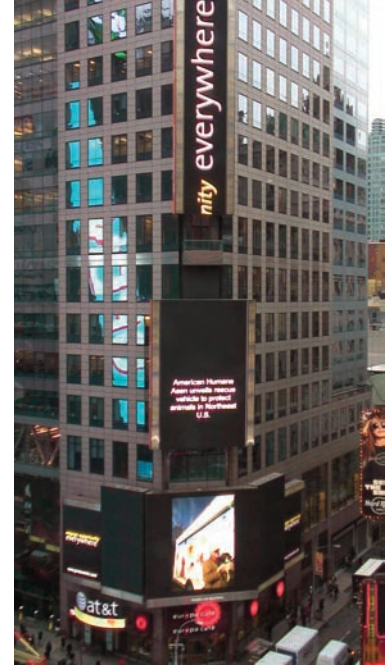
The Boston Globe



A Year in Pictures

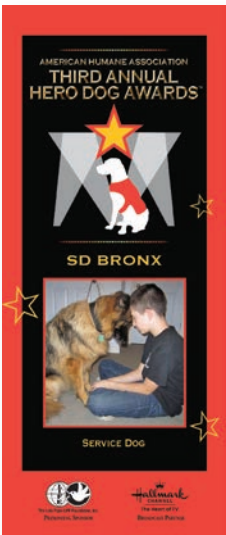
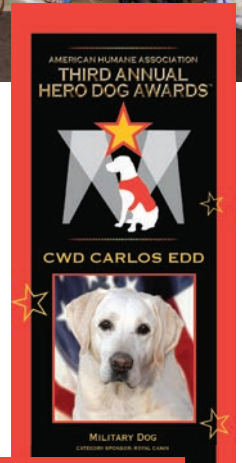
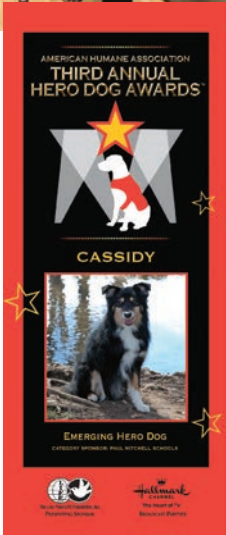








MICHAEL RUEITER



Compassionate Celebrity Ambassadors



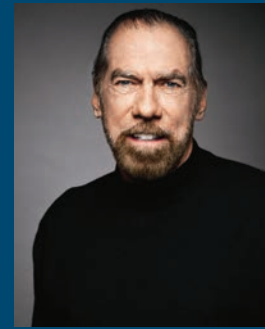
MIRANDA LAMBERT



J. R. MARTINEZ



LISA VANDERPUMP



JOHN PAUL DEJORIA



CANDY SPELLING

American Humane Association has enjoyed tremendous support from major celebrities over the years, promoting the humane mission. Here are just some of the many celebrities who worked on behalf of American Humane Association this year.



JENNIFER COOLIDGE



EMMANUELLE VAUGIER



MICHAEL RUETTER

BRIAN BAUMGARTNER



AUSTIN STOWELL



ESAI MORALES



LOIS POPE, JAY LENO AND NAOMI JUDD



VICTORIA STILWELL



SUPER SMILEY



KRISTIN BAUER VAN STRATEN



DONNY OSMOND



LOU WEGNER



JOEY LAWRENCE

Working to Make the World Humane



LORI LOUGHLIN



DR. MARTY BECKER



PAULEY PERRETTE



MATT LEINART



KRISTIN CHENOWETH



ATTICUS



MARK STEINES



DAPHNE ZUNIGA



FRANKIE MORENO



BAILEE MADISON



PRINCE LORENZO BORGHESE



RYAN O'NEAL



QUENTIN TARANTINO



RICO RODRIGUEZ



Photo Courtesy of TV LAND

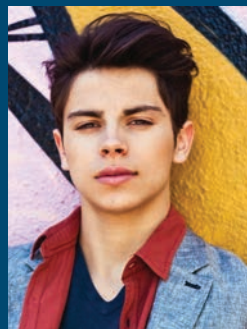
BETTY WHITE



DR. TEMPLE GRANDIN



MEGYN PRICE



JAKE T. AUSTIN



KELLIE MARTIN



BLAKE KOCH

Major Events and Milestones in 2013

BOSTON BOMBINGS – BOSTON STRONG: Our Red Star™ Animal-Assisted Therapy team deployed to help children and families following the terror bombings in Boston.

OKLAHOMA TORNADO RELIEF: Following the killer tornado that devastated Moore, OK, our Red Star™ Rescue team deployed to save and shelter the animal victims of that tragedy.

COLORADO FLOOD RESCUES: Rescue staff and volunteers deployed to help animals caught in the historic floodwaters.

RED STAR™ RESCUE FLEET EXPANDS: Our Red Star™ Rescue fleet tripled in size with giant new mobile emergency response trucks dedicated to the hurricane-prone Southeast and the Northeast FEMA regions. With the generous help of philanthropist Lois Pope, we launched a new 50-foot Red Star™ Rescue Vehicle based in Florida. And one year after Hurricane Sandy battered the Northeast, we delivered another giant rescue vehicle to that region, thanks to Lois Pope, Banfield Pet Hospital, Zoetis, and other major donors. News of the new vehicle was announced at the closing bell of the New York Stock Exchange and was covered by media nationwide, reaching nearly 300 million people.



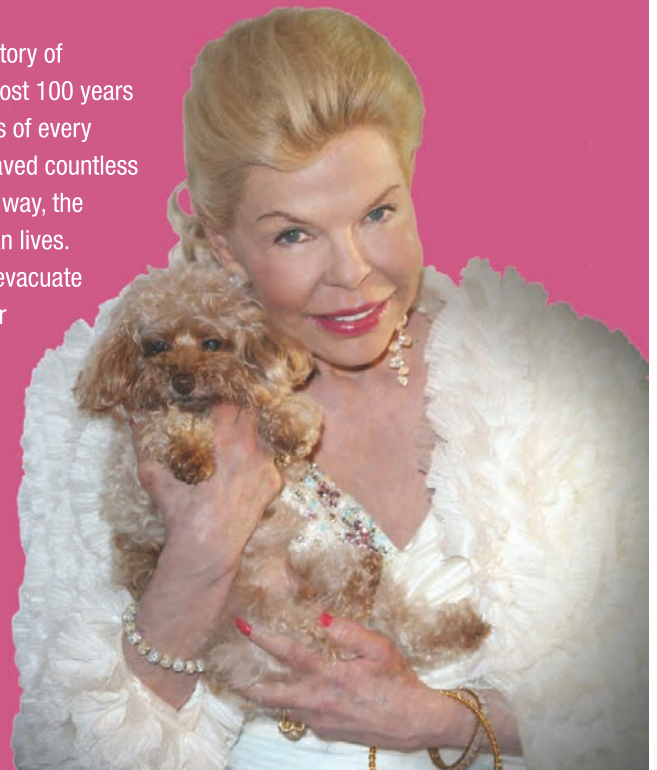
Meet Lois Pope, Philanthropist and Humanitarian

Philanthropist Lois Pope was presented with the Legacy Award at the third annual American Humane Association Hero Dog Awards™. Mrs. Pope was recognized for her tireless dedication to helping animals, children, and wounded veterans and for embodying the spirit of what it means to be humane. As a member of the American Humane Association Board of Directors, her generous philanthropic contributions to the organization have touched a number of key program areas, most notably the American Humane Association Hero Dog Awards™, for which her Lois Pope LIFE Foundation has served as the show's presenting sponsor.

Mrs. Pope's love of animals knows no bounds, but she is particularly fond of dogs. She loves dogs so much that she once remarked, "Given the choice between a dog or husband I would choose a dog every time because they do not snore, are always willing to give you a kiss and do not ignore you during football season."

A native of Philadelphia, the City of Brotherly Love, Mrs. Pope learned from an early age the importance of looking out for not only her brothers and sisters, but animals as well. She recognizes the importance of saving animals during times of natural and manmade disasters, and has graciously donated the funds for two brand new, fully-equipped Lois Pope Red Star™ Rescue Vehicles. The first truck debuted earlier this year, and though it is based in Palm Beach, Florida, it played a pivotal role in American Humane Association's deployment to Moore, Oklahoma in the wake of the deadly EF-5 tornado that struck in 2013. The second truck was delivered in December and will serve the Northeastern United States from its base in New Jersey.

"I was so amazed when I heard the story of Red Star™," said Mrs. Pope. "For almost 100 years Red Star™ has been on the front lines of every major disaster relief effort and has saved countless lives. Just as important is that in this way, the Red Star™ program helps save human lives. There are many people who will not evacuate their homes if they have to leave their animals behind. Red Star™ gives these families the peace of mind of knowing that their animals will be given loving care until the time they can be reunited."



CHILDHOOD CANCER PILOT STUDY: American Humane Association and Zoetis completed the pilot phase of our “Canines and Childhood Cancer” study, a groundbreaking effort to demonstrate the remarkable therapeutic power of animal-assisted therapy on children with cancer and their families. A full clinical trial at five major children’s hospitals is now underway.

ENSURING HUMANE TREATMENT OF NEARLY 1 BILLION FARM ANIMALS: American Humane Association doubled the number of animals under its rigorous American Humane Certified™ program to nearly 1 billion, ensuring the humane treatment of one in 10 animals raised on the nation’s farms and ranches. The program is the nation’s first, oldest and fastest-growing effort of its kind for farm animals.

“DOGS RIDE INSIDE”: A national campaign to protect more of the 100,000 dogs who tragically die each year riding in the beds of pickup trucks was launched by American Humane Association and Ford Motor Company and reached audiences around the nation and around the world.

CATURDAY: Celebrated a million-pound giveaway of cat litter with Cat’s Pride Fresh & Light in the Northeast! We love Cat’s Pride!

“CONNECT WITH WEATHER”: A national prevention effort by The Weather Channel and American Humane Association reached 100 million people with ways to protect their families, children and pets from natural disasters. A coast-to-coast search was launched to find a national Weather Channel Therapy Dog who we will take to help communities hit by natural disasters.

HUMAN-ANIMAL BOND TECHNOLOGY CONFERENCE: American Humane Association convened the first national conference with PricewaterhouseCoopers and Merck Animal Health to focus on the transformative impact of innovation and technology and their crossover applications for human and animal health.

LIGHTS OF COMPASSION WEEKEND: A veritable galaxy of stars turned out at Las Vegas’ Bellagio Hotel and the majestic home of Bruce and Barbara Lee Woollen for a weekend celebration of compassion for Red Star™ Rescue. Among those lending their star power were Congressman Joe Heck, Lisa Vanderpump, Siegfried and Roy, Wayne Newton, Las Vegas Entertainer of the Year Frankie Moreno, concert pianist Lola Astanova, philanthropist Patrick Park, and Mrs. Howard Hughes.



Canines and Childhood Cancer
Pilot Study Report
Executive Summary



zoetis American Humane Association



The Weather Channel



JAPANESE EARTHQUAKE AID: Following up on our previous emergency aid to the animals affected by the Japanese earthquake, tsunami and nuclear meltdown, we made a major grant to help more than 1,000 pets who are still homeless and issued an eye-opening report to the nation about their plight.

STUDY REVEALS 100,000 PETS MISSING: A landmark study by American Humane Association showed that a hundred thousand shelter pets are missing six months after adoption. Our scientists are examining the results from this survey to increase pet retention rates, keeping animals in forever loving homes.

PRESIDENT JOINS AHA IN OPPOSING BSL: As reported in TIME Magazine and hundreds of other media, President Obama joined American Humane Association in opposing breed-specific legislation (BSL), unfairly targeting certain types of dogs.

PIT BULL NAMED 2013 AMERICAN HERO DOG: Defying stereotypes, Elle, a pit bull who teaches children about dog safety and how to read, won top honors at the 2013 American Humane Association Hero Dog Awards™. Following more than 1 million votes by the American public, the event was broadcast on Hallmark Channel to their 87.5 million subscribers, and the campaign produced more than 3,000 news reports reaching 1.7 billion people worldwide. To top it off, Elle's win appeared on the big screen in New York's Times Square!



Meet Elle, America's Hero Dog!

Becoming top dog is never easy, especially if you have to overcome years of unfair and hurtful stereotypes. So it was especially sweet that a pit bull named Elle was named the American Hero Dog at the 2013 American Humane Association Hero Dog Awards™. Elle won the national campaign by popular acclaim, scoring the most votes in a nationwide contest in which more than one million ballots were cast by the public and a celebrity panel of experts and animal lovers. Elle was honored for her work in teaching children dog safety and working as a therapy dog with children to advance reading skills and to promote literacy.

American Humane Association has worked for years to overturn BSL (breed-specific legislation) and with Elle as the American Hero Dog, it seems that a new day is ahead for the breed that faces misperceptions and prejudice.

Need more proof of the power of Elle? Elle's story was so heartwarming and newsworthy that The Today Show's audience voted it one of the "Top 10 Animal Stories of 2013." Bully for Elle!



SURVEY SUPPORTS FARM ANIMAL WELFARE: American Humane Association released a national research study showing that the vast majority of Americans strongly support the welfare of farm animals.

250 DOGS SHELTERED IN DOGFIGHTING RAID: American Humane Association worked with a coalition of other animal organizations on the second-largest dogfighting raid in U.S. history.

SCHOOL SHOOTING TIPS FOR KIDS: Following the school shooting in Atlanta, our children's experts issued tips to help children across the country to cope.

NATIONAL MONUMENT IN NATION'S CAPITAL: The first National Fire Dog Monument, a lasting tribute to America's arson dogs, sponsored by American Humane Association and State Farm, was installed in Washington, D.C.

INAUGURAL BE HUMANE SUMMIT LAUNCHED: The first Be Humane Summit was launched in Orlando, bringing together national experts to examine issues affecting America's most vulnerable in the areas of agriculture, entertainment, humane research and disaster relief. A groundbreaking study examining the link between autistic tendencies in both dogs and children was unveiled, and the summit hosted the nation's first Cat Health and Welfare Forum, focusing on the unique challenges facing this beloved pet.

NEW TALENT: Global animal health leader John Payne was appointed the new chairman of the board; Dr. Marty Becker ("America's Veterinarian") joined the board of directors, as did international affairs expert Amanda Bowman and international attorney Bill Davis; Renowned veterinarian Dr. Kwane Stewart was brought on as the new director of our Humane Hollywood™ program; National animal emergency expert Justin Scally was named director of our century-old Red Star™ Rescue Animal Emergency Services; and Mary Kay Phelps joined as our new Chief Philanthropy & Marketing Officer. New Senior Fellows who are unparalleled experts in the child welfare and animal well-being spheres joined our work including National Institutes of Health's Dr. Stephen O'Brien, psychologist Dr. Caren Caty, and child welfare leader Suzanne Lohrbach.

PUPPY MILL BAN: Applauded North Carolina Governor Pat McCrory's support of the "Puppy Mill Bill," making it harder for large-scale breeding facilities to operate.

HUMANE HEROES HONORED: A select number of national figures were honored for their work on behalf of children and animals with our prestigious National Humanitarian Medal and Legacy Awards, including philanthropist **Lois Pope**, country music star **Miranda Lambert**, **Gus Arrendale**, **Congressman Joe Heck**, **Roy Horn** of Siegfried and Roy, **Wayne Newton**, philanthropist **Patrick Park**, and **Naomi Judd**. The 20th Lady in Red Gala, hosted by Lois Pope and the LIFE Foundation, celebrated the mission of American Humane Association with a grand gala featuring Jay Leno, raising funds and awareness for the cause.



PROTECTING RETIRED HORSES: We partnered with the Thoroughbred Aftercare Association to review and update national standards of care governing the welfare of retired Thoroughbreds.

CELEBRITY PSAs: Joining such luminaries as Betty White, celebrities supporting the American Humane Association mission continued to reach out on our behalf with television public service announcements, among them Miranda Lambert, Quentin Tarantino, Paris Hilton, Frankie Moreno, Donny Osmond, Malcolm McDowell, and Uggie! Thank you to our celebrity supporters for reaching out to their millions of fans on behalf of kids and animals.



Meet Tessa, A Few Moments of Love that Lasted a Lifetime

Sometimes a few moments of love are enough to last a lifetime. That's how it was with one tiny kitten who showed up at the door of an ardent pet lover, animal rescuer, and supporter of American Humane Association.

"I've had my own companion animals for over 40 years but the one who made the greatest impact on my life was a 5-month-old kitten who died during spay surgery," says the philanthropist for animal causes, who wishes to remain anonymous. "That kitten had shown up at my door, I took her in and named her Tessa. She only had three months of life after that day, but this was a kitten who loved every minute of it."

Despite their short time together, Tessa continued to play a part in her life long after she left. The animal lover was so affected by her short time together with Tessa that she decided to create a legacy to benefit cats and other animals everywhere through a \$1,000,000 gift annuity to American Humane Association. The gift will be used to create a permanent fund benefiting our Humane Hollywood™ animal welfare programmatic efforts in honor of her cat, Tessa.

"The bond between people and animals is remarkably powerful," says AHA President Robin Ganzert. "The love that Tessa inspired will continue to make a difference for thousands of Tessas who need someone to take them in and love them. Thank you to our friend for her outstanding efforts to improve the lives of animals everywhere. And thank you, Tessa."

Touched by Tessa's story? To make a planned gift, please visit www.legacy.vg/americanhumane or call our philanthropic services team at 1-866-242-1877.



Historic Milestones



Advocated for the passage of national child labor laws.



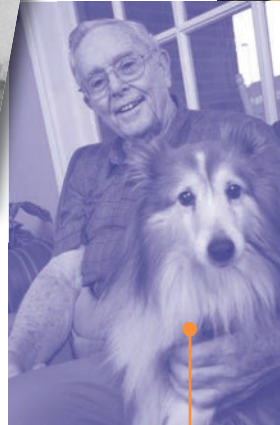
Opened our Hollywood office to fight cruelty to animals in filmed productions, after a horse was forced to run off a cliff and was killed during the filming of *Jesse James*.



Took on the issue of pet overpopulation, recommending that owners spay or neuter their animals.



Initiated Be Kind to Animals Week® – one of the oldest, special, week-long annual observances in the U.S.



Supported a program to provide therapy dogs for recovering World War II veterans.

1909

1914

1915

1916

1940

1941

1945

1950

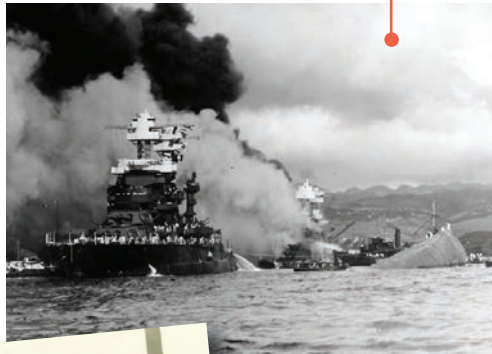
1970

Called for safe, off-street playgrounds for children.



Created American Red Star™ Animal Relief, at the request of the U.S. Secretary of War, to aid animals in World War I.

Red Star™ Rescue deploys to Pearl Harbor.



Issued *Standards for Child Protective Services Agencies*, which clearly defined physical abuse, neglect and emotional abuse and identified a three-stage process of child protective work.

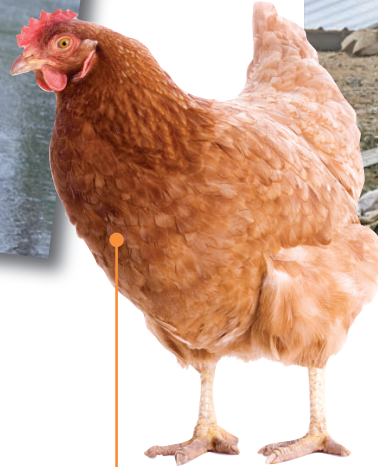




Began a federally funded National Study on Child Neglect and Abuse reporting in every state, collecting and analyzing child abuse reports to determine their characteristics.



Established the Second Chance® Fund to help local animal care agencies afford medical treatment for abused and neglected animals.



Started our farm animal welfare program and began certifying producers committed to raising animals humanely.



Deployed to help animal victims of Hurricanes Katrina, Rita and Wilma.

1975

1976

1981

1995

1997

2000

2001

2005

2007 ▶

Established Adopt-A-Dog Month® to encourage the adoption of dogs from local animal shelters.



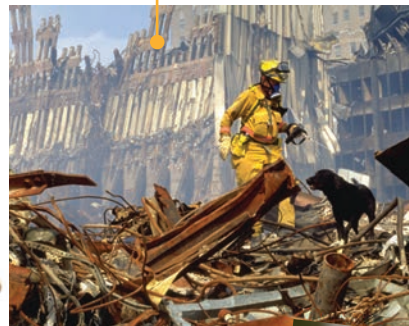
Established Adopt-A-Cat Month® to encourage the adoption of cats from local animal shelters.



Launched the Front Porch Project® to directly involve community members in protecting children.



Delivered supplies and equipment to New York City and provided medical examinations, care and decontamination for dogs working the scene after the September 11 attacks.



Created the Child Protection Research Center to address issues related to improving public child protective services.





Established our Animal-Assisted Therapy Program.

Initiated American Humane Association Hero Dog Awards™ to honor dogs who transform people's lives through unconditional love, devotion and intuition.

Established the Animal Welfare Research Institute to explore and achieve advances in predictive, preventive and participatory methods to save animals' lives and improve their quality of life.



The 100th Anniversary of our Red Star™ Rescue Animal Services program.



The 100th Anniversary of Be Kind to Animals Week®.

2008

2010

2011

2012

2015

2016

Began a partnership with Pfizer to determine how animal-assisted therapy can improve the health and well-being of children with cancer, and their families.



Red Star™ Rescue deploys to aid homeless animals in wake of Hurricane Sandy.



The 75th Anniversary of American Humane Association's Film and Television Unit



Financial Stewardship

American Humane Association has a long and trusted record of using our precious resources effectively for the benefit of the most vulnerable. Our independently certified awards and recognition for our charitable stewardship include:

THE INDEPENDENT CHARITIES OF AMERICA “SEAL OF EXCELLENCE”

The Independent Charities Seal of Excellence is awarded to the members of Independent Charities of America and Local Independent Charities of America that have, upon rigorous independent review, been able to certify, document, and demonstrate on an annual basis that they meet the highest standards of public accountability, program effectiveness, and cost effectiveness. These standards include those required by the U.S. Government for inclusion in the Combined Federal Campaign, probably the most exclusive fund drive in the world. Of the 1,000,000 charities operating in the United States today, it is estimated that fewer than 50,000, or 5 percent, meet or exceed these standards, and, of those, fewer than 2,000 have been awarded this Seal.



THE BETTER BUSINESS BUREAU'S WISE GIVING ALLIANCE

American Humane Association meets all of the Better Business Bureau's Wise Giving Alliance's 20 Standards for Charity Accountability.

HIGH SCORES FROM CHARITY NAVIGATOR

American Humane Association has been awarded three stars by Charity Navigator, one of the leading nonprofit watch groups in the world.

American Humane Association provides outsized service to those it serves. Only 7.6 cents of every dollar goes to cover administrative expenses, indicating efficiency and low overhead. With millions of children and animals helped each year, you may be sure that your donation will be well used and will have a real measurable impact.



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Mission

The mission of American Humane Association is to ensure the welfare, wellness and well-being of children and animals, and to unleash the full potential of the bond between humans and animals to the mutual benefit of both.

Humane Heartland™ Scientific Advisory Committee

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Zoetis Animal Health

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DACVB, DACAW

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College of Veterinary Medicine
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School of Veterinary Medicine,
University of Pennsylvania

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Director of the UC Davis Center for
Equine Health

Victoria Stilwell

Certified Animal Trainer

How Can I Help?

Compassion. Justice. Action. Courage. Love. Peace. Kindness.

What does it mean to be humane?

At American Humane Association, we are committed to building a more humane world. Will you join us?

Our children and animals need your help!

An investment in American Humane Association is an investment in protecting our most precious treasures. Join our efforts today at www.americanhumane.org or call 866-242-1877.

You can make a difference today for our most precious and most vulnerable.

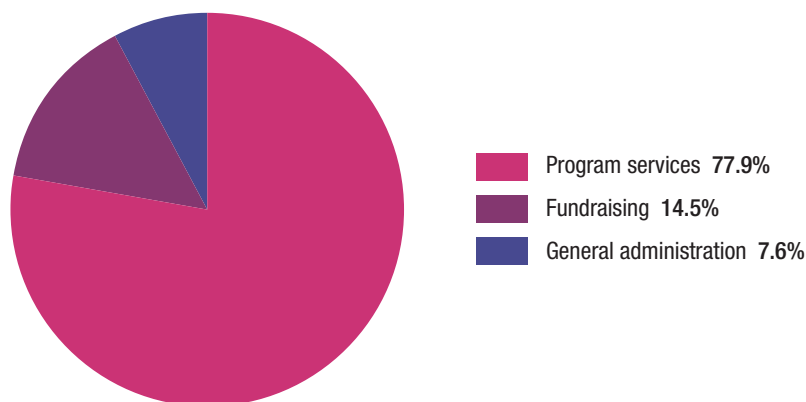


American Humane Association Summary Financial Statements

Statement of Financial Position

	June 30	
	2013	2012
ASSETS		
Current assets	\$ 6,470,515	\$ 6,134,073
Property and equipment, net	206,303	213,611
Beneficial interests in charitable trusts	5,376,734	5,138,703
Investments held for endowment	822,709	772,069
Total assets	<u>\$ 12,876,261</u>	<u>\$ 12,258,456</u>
LIABILITIES		
Current liabilities	\$ 2,292,320	\$ 2,761,577
Obligations under split-interest agreements	997,307	284,692
Total liabilities	<u>3,289,627</u>	<u>3,046,269</u>
NET ASSETS		
Unrestricted	551,740	798,355
Temporarily restricted	2,992,289	2,601,264
Permanently restricted	6,042,605	5,812,568
Total net assets	<u>9,586,634</u>	<u>9,212,187</u>
Total liabilities and net assets	<u>\$ 12,876,261</u>	<u>\$ 12,258,456</u>

Total Expense Breakdown



**Total Expenses:
\$13,083,450**

Statement of Activities

	For the Year Ended June 30	
	2013	2012
REVENUE		
Contributions and sponsorships	\$ 7,216,335	\$ 7,645,851
Government grants	655,029	3,686,015
Other grants	2,872,841	3,595,017
Royalty income and service fees	2,002,582	1,961,587
Conferences and seminars	150,310	457,841
Gain on sale of property and equipment	0	729,017
Investment income	211,647	70,672
Other	349,153	(227,977)
Total support and revenue	<u>13,457,897</u>	<u>17,918,023</u>
EXPENSES		
Program services		
Humane Heartland	1,084,412	936,480
Humane Hollywood	5,612,711	5,731,918
Humane Intervention	1,617,682	1,229,894
Humane Policy and Research	1,879,456	6,404,458
Total program services	<u>10,194,261</u>	<u>14,302,750</u>
Supporting services		
Philanthropic services and fundraising	1,901,571	2,411,195
General administration	987,618	746,080
Total supporting services	<u>2,889,189</u>	<u>3,157,275</u>
Total expenses	<u>13,083,450</u>	<u>17,460,025</u>
CHANGE IN NET ASSETS	374,447	457,998
NET ASSETS		
Beginning of year	9,212,187	8,754,189
End of year	<u>\$ 9,586,634</u>	<u>\$ 9,212,187</u>

For a complete copy of the American Humane Association's audited financial statements for June 30, 2013,
please visit www.americanhumane.org
or write to: American Humane Association, Finance Department, Suite 360, 1400 16th Street NW, Washington DC 20036



American Humane Association™

The nation's voice for the protection of children & animals™

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Washington, DC 20036
866-242-1877

www.americanhumane.org