

A close-up, high-resolution photograph of a dog's face, focusing on its eyes and fur. The dog has light brown, wavy fur and large, expressive brown eyes. The lighting is soft and directional, coming from the left, which highlights the texture of the fur and the depth of the eyes. The background is dark and out of focus, making the dog's face the central subject.

**AMERICAN\*HUMANE**  
*FIRST TO SERVE®*

2018 IMPACT REPORT





American Humane Rescue  
has saved millions of animals  
since 1916

## A MESSAGE FROM PRESIDENT AND CEO DR. ROBIN GANZERT

For nearly a century and a half, one organization has been First to Serve in the protection of the most vulnerable, wherever and whenever they are in need. Founded in 1877, American Humane, the country's first national humane group, has proudly been the driving force behind virtually every "first" in rescuing and protecting the abandoned, the hurt, and the defenseless. Today, American Humane's programs *directly* improve and save the lives of more than one billion living creatures in countries all across the globe – more than any other humane organization.

In just the past year, American Humane achieved the following:

- ★ Saved, sheltered, and fed more than 600,000 animals in desperate need, with American Humane Rescue deploying to help thousands of animal victims of hurricanes Harvey, Irma, and Maria, as well as the California wildfires.
- ★ Helped ensure the safety of nearly 100,000 animals on film and television productions through our No Animals Were Harmed program.
- ★ Verified the wellbeing of 250,000 remarkable animals through our American Humane Conservation program in zoological facilities around the world.
- ★ Worked to improve the lives of 1,000,000,000 farm animals by helping ensure humane living conditions and treatment through our American Humane Farm program.

- ★ Unleashed the healing, lifesaving power of animal therapy to help families of children battling cancer and provided trained service dogs for military veterans with Post-Traumatic Stress (PTS) and Traumatic Brain Injury (TBI).

American Humane is also first in turning charitable donations into effective action. More than 91 cents of every dollar spent goes directly into life-changing, life-saving programs – part of the reason we were named a "Top-Rated Charity" with an "A" rating by CharityWatch, and why we were among the fewer than 1/10th of 1 percent of U.S. charities to make the Better Business Bureau's "Wise Giving Alliance" list.

Please enjoy the stories of compassion, hope, and caring you will find in the following pages. For 141 years American Humane has been first to serve animals in times of greatest need. With your help, we will continue to build a more humane world for all of us.

With best wishes,

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





OUR IMPACT AT A GLANCE

1,000,000,700+

OVER ONE BILLION ANIMALS RESCUED, SHELTERED, FED, AND PROTECTED

EFFECTIVENESS & FINANCIAL STEWARDSHIP – READY TO BE FIRST TO SERVE NOW & IN THE FUTURE

American Humane consistently receives the highest ratings among humane organizations

“TOP-RATED CHARITY”

WITH AN

“A”

RATING

(CharityWatch)

“GOLD LEVEL”

(GuideStar USA)

1

IN 1,000!

American Humane is one of fewer than 1/10th of 1 percent of U.S. Charities that made the Better Business Bureau’s “Wise Giving Alliance” list

91

CENTS OF EVERY \$1

spent goes directly into lifesaving programs

Audited Financials 6/30/17

“SEAL OF EXCELLENCE”

(Independent Charities of America)

★ A ★ “TOP-RATED CHARITY”

(Great Nonprofits)



VULNERABLE ANIMALS  
OUR RESCUE TEAM  
**SAVED**  
SHELTERED  
AND FED  
IN JUST ONE YEAR

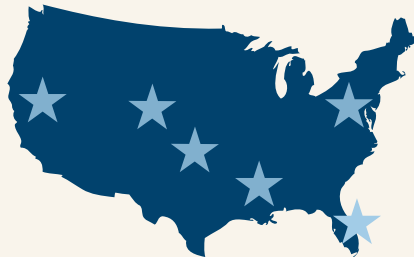
### INTO THE STORM:

Helped thousands of animal victims of hurricanes Harvey, Irma, and Maria, as well as the California wildfires



### HELPING ANYTIME, ANYWHERE:

With 6 giant AMERICAN HUMANE RESCUE VEHICLES, we can help animals anywhere within 24 hours.



## AMERICAN HUMANE RESCUE

First to serve animals in greatest need

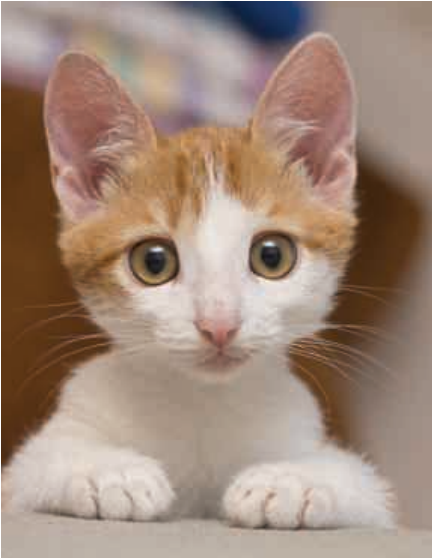
For more than 100 years, American Humane Rescue teams have been First to Serve our best friends in their worst times. Last year proved to be one of the most devastating years for disasters and cruelty cases in recent history, tearing families apart and leaving hundreds of thousands of animals homeless, hurt, frightened, and hungry. Fortunately, our American Humane Rescue teams were on the ground wherever and whenever animals were in greatest need.

Here are some of our dramatic and heartwarming achievements:

- ★ **Saving lives in the aftermath of Hurricanes Harvey and Irma:** When these monster storms struck, we helped shelter, feed, and care for thousands of lost and displaced animals, helped organize and operate mega shelters in Texas and Louisiana, and conducted critical animal transports and lifesaving search and rescue missions in Florida that saved the lives of cats, dogs, horses, deer, and even ducks!
- ★ **Restoring hope:** Following what was called a “Thousand-year flood” in Louisiana, American Humane provided major grants to seven shelters that had been partially or completely destroyed, allowing them to rebuild operations and restore critically needed services to more than 10,000 animals in their communities.
- ★ **Protecting the future:** American Humane launched two brand-new mobile rescue vehicles. With the help of philanthropist Lois Pope, Banfield Foundation and Zoetis, we unveiled our

California rescue truck to serve the West Coast. With the help of TV star Ellen DeGeneres and the Walmart Foundation, we launched our Louisiana rescue vehicle. These vehicles allow us to further safeguard animals, bolstering our nationwide capabilities to respond to disasters and animal crises.

- ★ **Helping homeless pets:** More than half a million Americans today are homeless and though they have plenty of love for their pets, they often lack the ability to give their best friend the kind of healthcare they need. To help, American Humane began a nationwide series of free veterinary clinics to provide lifesaving services to this vulnerable group of beloved pets.
- ★ **Delivering 600,000 meals to hungry, frightened and abandoned animals:** Through our partnership with Chicken Soup for the Soul Pet Food, we provided hundreds of thousands of pounds of nutritious free meals to shelter animals across the United States in the last year.
- ★ **Preparing communities to help animals in need:** Our American Humane Rescue team held 12 emergency responder trainings to equip communities to respond when crises strike and better protect animals.





A woman with dark hair, seen from the back, is holding a brown dog. She is wearing a dark blue t-shirt with the words "AMERICAN HUMANE" printed in white, with a row of stars between the two words. The background is a blurred green field.

## A LABOR DAY THEY WILL NEVER FORGET

Tens of thousands of families were planning on celebrating Labor Day with backyard barbecues, playing fetch with their dogs, who were thrilled to have their pet parents for a long weekend, and relaxing in their hammocks with a purring kitten and a glass of lemonade.

Things didn't turn out that way.

On August 25, a monster Category 4 Hurricane Harvey struck Texas with winds up to 134 MPH and catastrophic rain and winds that caused \$125 billion in damage – matching Hurricane Katrina for the costliest hurricane in U.S. history. All across huge swaths of Texas, people fled their homes, entire neighborhoods were destroyed, and confused cats and dazed dogs found themselves separated from their families and fighting rising floodwaters.

To help, American Humane activated our national volunteer corps and sent four teams of trained disaster relief workers into action, along with three giant 50-foot animal rescue trucks equipped with supplies and sheltering equipment. Working at four different locations and setting up two “mega-shelters,” we provided refuge and care to thousands of animals, worked with our friends at Chicken Soup for the Soul Pet Food to deliver free meals to hungry, homeless pets, and reunited hundreds of grateful animals with their owners.

On that terrible Labor Day weekend, Texas' animals weren't able to curl up with their owners, play on the lawn, and enjoy the relaxing weekend, but because of the American Humane Rescue team, thousands of displaced animals found safe places to sleep, nutritious meals, and caring people to be their families until they could go home again.



## 33 MILITARY HERO DOG TEAMS REUNITED (to date)

### 37 HEALING LEASHES

put in the hands of veterans who need lifesaving service dogs, who can cost up to \$30,000 each to train.



### SAVING AMERICA'S VETS ...AND AMERICA'S PETS:

Founded the "Shelter to Service" Program to save abandoned shelter animals and train them to become lifesaving service dogs for veterans with PTS and TBI.



### FIRST NATIONAL STANDARDS

created for training PTS/TBI service dogs

### LAUNCHED NEW LEGISLATION

to provide more lifesaving service dogs to veterans coping with the invisible wounds of war.



## AMERICAN HUMANE LOIS POPE LIFE CENTER FOR MILITARY AFFAIRS

First to serve those who serve our country

Since 1916, American Humane has been First to Serve those who serve our country by helping our nation's military heroes on the battlefield and on the home front.

★ **Bringing Battle Buddies back together:** After a lifetime of serving our country and protecting our troops, far too many retired military dogs are separated from their handlers and left overseas. American Humane has already brought 33 of these heroes home and reunited them with their battle buddies.

★ **Saving lives on each end of the leash:** Every day 184 veterans are diagnosed with Post-Traumatic Stress (PTS) and, tragically, 20 of them take their own lives. At the same time, some 670,000 beautiful dogs are euthanized in the nation's shelters each year. To help stem the tide of veteran suicide and save unadopted animals, American Humane launched the "Shelter to Service" program, which rescues abandoned shelter dogs and trains them to become lifesaving service dogs for veterans coping with PTS and Traumatic Brain Injury (TBI).

★ **Helping more vets get help:** American Humane provided 31 grants in just the last year to help veterans secure and maintain the health of trained service dogs.

★ **Reaching out to those in need:** Our new national PSA campaign, starring NHL star Matt Martin, offers veterans a free expert guide to help them obtain lifesaving service dogs. These TV and radio spots aired 60,000 times, reached millions of people and won a Silver Medal in the "Mercury Excellence Awards."

★ **Creating national service dog standards:** To provide veterans with expertly trained service animals who can help them cope with the invisible wounds of war, American Humane worked with the nation's leading experts in service dog training, government affairs, veteran advocacy, mental health services, and the transportation and restaurant industries to develop the first national standards for training PTS and TBI service dogs. In conjunction with a national registry, these standards will help improve access for veterans to restaurants, hotels, taxis, airplanes, and other public services.

★ **Urging Congress to do more for veterans:** Service dogs are not only costly, but can take an unacceptable 18-24 months to obtain. Our new "Pups4Patriots" legislation directs the V.A. to provide more, highly trained, lifesaving service dogs to veterans struggling to cope with Post-Traumatic Stress and Traumatic Brain Injury, using the first set of national standards developed by American Humane. When passed, the Pups4Patriots Act will get more healing leashes into the hands of America's veterans.

★ **Honoring America's four-legged military heroes:** Five courageous canines were awarded American Humane's Lois Pope LIFE K-9 Medal of Courage, the nation's highest award for military dogs. The internationally covered ceremony on Capitol Hill included 300 congressional staff and top U.S. military leaders, including Marine Lieutenant General Beaudreault, TSA Administrator David Pekoske and retired Marine Colonel Scott Campbell.





## SAVING AMERICA'S VETS...AND PETS

Former U.S. Marine Corporal John Gerula was living in the Shanksville, Pennsylvania area when Flight 93 crashed there during the terror attacks on September 11. One of the first responders to the crash site, John enlisted in the Marines and deployed to Iraq, where he survived 21 IED explosions and fought in Operation Phantom Fury, considered the fiercest fight U.S. troops have faced since the Vietnam War. Coming home should have been a relief, but Gerula found himself engaged in some of the toughest battles of his life. Struggling with Post-Traumatic Stress and Traumatic Brain Injury, he began drinking, having family difficulties, and isolating himself from the world. John tried to get a service dog, but with an average waiting list time of 18-24 months and a cost of upwards of \$30,000, he became increasingly frustrated. Then John heard about American Humane's new "Shelter to Service" program, which rescues abandoned shelter animals and trains them to become specialized service dogs for veterans with PTS and TBI – saving two lives...one on each end of a healing leash. In a short time, American Humane paired John with Oliver, a one-year-old male Mountain Cur who was surrendered by his owner to a shelter in Colorado. The two bonded almost immediately and are now inseparable. John is feeling better and has started going out again. This brave veteran now says Oliver has given him his family – and his life – back.



## BRINGING HOME OUR FOUR-LEGGED MILITARY HEROES

As a brave military K-9 stationed in South Korea, Emra worked tirelessly to protect our troops and defend our freedom. When it came time for the 10-year-old Belgian Malinois to retire from service, Emra's former handler, U.S. Air Force Staff Sergeant Adam Wylie, was eager to adopt her and reached out to American Humane to help reunite him with his battle buddy and best friend.

Together with Crown Media Family Networks and individual donors across the country, we brought Emra back home from a base in South Korea and reunited the pair in Cincinnati, where Wylie currently lives.

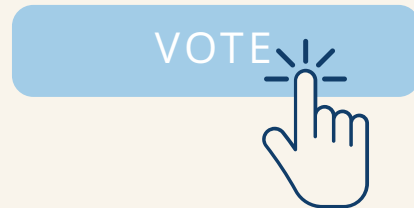
"I see Emra as a person," Adam said, clutching Emra to his chest during the emotional reunion. "We have a deep emotional bond that can't be touched."







**8 MILLION+**  
PUBLIC VOTES SINCE 2011



**10 BILLION+**  
people reached with  
stories of heroism  
and valor since 2011

## AMERICAN HUMANE HERO DOG AWARDS®

Unleashing the power of the connection between people and animals

The American Humane Hero Dog Awards were created to celebrate the extraordinary acts of heroism performed by our best friends. This nationwide campaign draws hundreds of canine nominations from across the country, more than a million votes by the American public, and one billion media impressions including features by The TODAY Show and PEOPLE Magazine, all culminating in a celebrity-studded Hollywood gala broadcast to 88 million homes on Hallmark Channel.

Supported by a host of human stars, including Betty White, Jay Leno, Billy Crystal, Whoopi Goldberg, Pauley Perrette, Richard Marx, Daisy Fuentes, Alison Sweeney, and dozens more animal-loving VIPs, our Hero Dogs uplift the human spirit and inspire us to return the favor to all our animal friends. Here is the remarkable story of our most recent winner:



### A SYMBOL OF BRAVERY AND FORGIVENESS

Abigail was found as a stray in Miami and taken to a rescue center where she was examined. She was anemic and infested with ticks. Scars covered her bloody head, neck, back legs, and half her face was missing with the skin ripped off down to the eardrum. She smelled terrible because of multiple infections, and was covered in dried mud. Experts suspected she was a victim of dog fighting. Her injuries were at least a week old and she almost lost her life. Abigail had several major surgeries and extensive skin grafts. She had weeks of hospitalization and daily bandage changes, which led to the launch of her “mission.” As her vet and vet tech were changing her bandages, the bandages gave the appearance that Abigail was wearing a bonnet. People from all over the world started sending bonnets and there is a Facebook page “Bonnets for Abigail” with more than 12,000 followers. Despite the terrible injuries inflicted on her, Abigail is a heroic example of bravery and is using her public platform to teach forgiveness and bring awareness to the importance of ending dog fighting. For her extraordinary bravery and good works, Abigail won not only the American Humane Hero Dog Awards’ “Emerging Hero Dog” category for ordinary dogs who do extraordinary things, but the top yearly title of “American Hero Dog.”







# HELPING ENSURE THE WELFARE OF THE WORLD'S ANIMALS

Humane certification based on scientific standards

Animals need and deserve great care and treatment. For far too long, there were few or no accepted humane standards governing the treatment of animals in a wide variety of settings involving human care. To remedy this and to help give better lives to millions of animals, on farms and ranches, in entertainment, and at the world's zoos and aquariums, American Humane has led the way in creating and enforcing rigorous, science-based standards that demonstrably improve the lives of animals.

To help ensure compliance with these standards and absolute integrity of reporting, these standards are monitored by independent, expert third-party auditors or Certified Safety Animal Representatives with ultimate oversight of all programs provided by the country's trusted first national humane organization – three layers of expertise and verification giving ethically driven consumers peace of mind.

Today, American Humane is the largest certifier of animal welfare in the world, with innovative programs that help ensure humane conditions for some one billion animals across the country and around the world. All of our certification programs are built upon objective, evidence-based standards created by the world's leading veterinarians, animal experts, and animal ethicists to help ensure the internationally accepted guiding principles of the "Five Freedoms" deserved by all animals.

### GUIDING PRINCIPLES OF FIVE FREEDOMS

- Freedom from pain, injury or disease**
- Freedom from fear and distress**
- Freedom from discomfort by providing an appropriate environment including shelter and a comfortable resting area**
- Freedom from hunger and thirst**
- Freedom to express normal behaviors**





## HELPING NEARLY 1 BILLION FARM ANIMALS

live better lives under the protection of the **AMERICAN HUMANE CERTIFIED** program and our 200 rigorous, science-based humane standards



**GROWING REACH**  
with more farms achieving certification each year



**90%**  
OF ALL CAGE-FREE  
**EGGS**  
in the U.S. are  
**AMERICAN HUMANE CERTIFIED!**



## AMERICAN HUMANE FARM PROGRAM

Helping ensure the welfare of farm animals

American Humane was the first national humane organization to serve in the protection of farm animals. In fact, we were founded on this vital issue in 1877 and for 141 years have led the way in promoting the welfare and humane treatment of animals on farms.

Today, we help ensure better lives for nearly 1 billion farm animals through our American Humane Certified™ program, the first, largest and most trusted independent farm welfare and audit effort in the country. Just some of our key victories during the past year include:

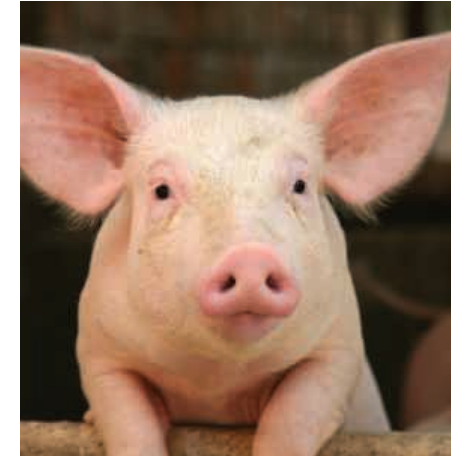
- ★ **Promoting the welfare and humane treatment of nearly 1 billion farm animals** under more than 200 rigorous, science-based standards covering everything from adequate space to air and water quality, heating, lighting, shade, and the animals' ability to engage in natural behaviors.
- ★ **Adding more humane producers** under the American Humane Certified label, the largest independent farm animal welfare certification in the world.

*"I've worked many years to improve animal welfare and American Humane's program is third-party audited. You need to have a good third party auditing program to make sure people are doing what they're supposed to be doing...so when you say something on a label, you can be really sure they did it and not just a label."*

– Animal welfare icon Dr. Temple Grandin

- ★ **Encouraging farmers to join the humane movement** by presenting at major animal welfare, sustainability and food conferences, and promoting good practices by supporting campaigns such as America's Pig Farmer of the Year that generate a huge amount of attention and interest in the agriculture sector.

- ★ **Urging consumers to buy humanely produced foods** through a nationwide PSA campaign encouraging tens of millions of people to shop in line with their values and seek out American Humane Certified products.

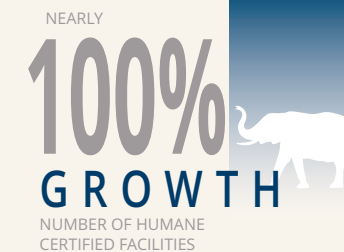






In just one year, we brought another 100,000 animals under our rigorous, science-based protections.

**DOUBLING OUR  
HUMANE  
REACH**



**GLOBAL IMPACT:**



We now help ensure the welfare and humane treatment of animals at 34 major facilities in 11 countries in North America, Europe, and Asia.



*“The Humane Conservation audit is the ideal way to evaluate animal welfare in zoos.”*

– **Wolfgang Kiessling**  
Founder and President, Loro Parque  
(named the “#1 Zoo in the World”  
by TripAdvisor)

*“The American Humane Conservation certification program ensures the highest standards of animal welfare for animals in professional care at zoos and aquariums.”*

– **Tracy Romano**  
Chief Scientist & Vice President of  
Research, Mystic Aquarium

**AMERICAN HUMANE CONSERVATION**

First to Serve and Protect Animals in Zoos and Aquariums

In the face of what scientists are calling a “Sixth Mass Extinction,” with species disappearing at an unprecedented rate, zoos and aquariums are playing an outsized role in preserving the vital web of life on Earth. To elevate standards and shine a spotlight on those who take good care of their animals, American Humane developed the first-ever independent, science-based humane certification program dedicated solely to helping ensure the welfare and humane treatment of the animals in the world’s zoos, aquariums, and conservation centers.

In just over a year, we are proud to announce the following victories on behalf of Earth’s remarkable and endangered creatures:

★ **Verifying the humane treatment of a quarter of a million animals:** After passing a rigorous independent audit of comprehensive science-based standards created by the world’s leading animal scientists and ethicists, we awarded the Humane Certified™ seal of approval to 34 zoological facilities around the world, promoting the safety and humane treatment of more than 250,000 animals living in these facilities.

★ **Global expansion:** American Humane Conservation is already a worldwide program, certifying major zoological facilities in 11 U.S. states and 11 countries in North America, Europe, and Asia.

★ **Teaching tomorrow’s humane heroes:** To cultivate the next generation of animal advocates, American Humane and the publisher of the *Chicken Soup for the Soul* library have developed a series of free children’s eBooks, as well as a new national curriculum for elementary, middle, and high school students, focusing on the vital work being done by Humane Certified™ zoos and aquariums to protect and preserve species around the world.

★ **Took our message directly to the public:** American Humane created a series of television and radio public service announcements with famed wildlife conservationist Jeff Corwin to promote support of humane conservation. In just the first few months, the spots were broadcast more than 18,000 times across the country, reaching 200 million people.

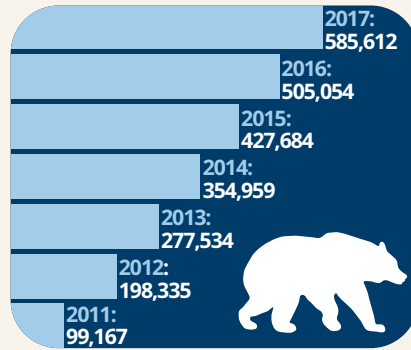
*“I endorse the American Humane Conservation certification program. No entity has done more to reduce suffering and inhumane treatment or prevent and treat disease than the veterinary profession and American Humane.”*

– **Joe M. Howell, DVM**  
Past President and Chairman of Board, American  
Veterinary Medical Association, and Current  
President, Western Veterinary Conference

*“American Humane worked to create what is...the Gold Standard for securing the welfare of all creatures living in zoos and aquariums.”*

– **Jeff Corwin**  
World-renowned  
wildlife  
conservationist

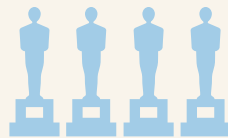




**ANIMALS PROTECTED**  
in filmed entertainment (cumulative)

**1,000 PRODUCTIONS  
- AND FOUR OSCARS!**

We successfully protect nearly **100,000** animals on **1,000** production sets each year – from indie films to the biggest box-office blockbusters. This year we worked on **eight** Academy Award-nominated films and **four** Oscar winners!



**EXPANDING  
GROWTH**

**13.2%** increase in # of our safety reps worldwide working in 22 countries

**23%** more international production days in just 1 year



## AMERICAN HUMANE HOLLYWOOD

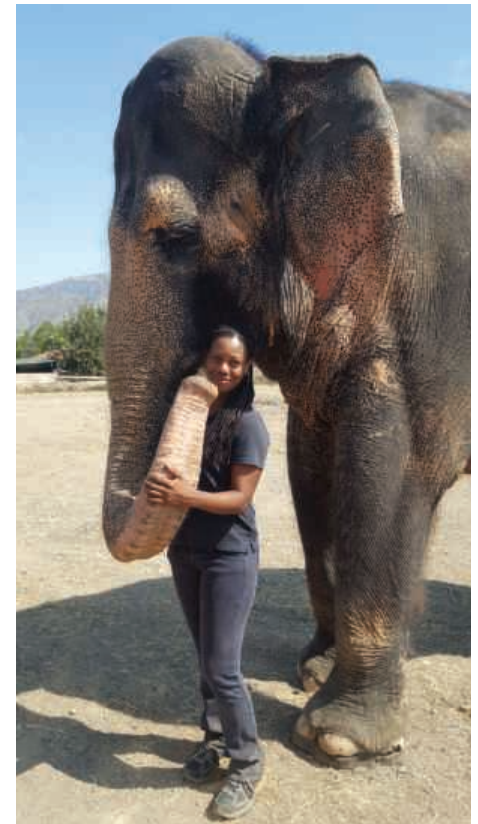
First to serve and protect animals in film & TV

The American Humane Hollywood program has been First to Serve in the protection of our beloved animal actors since 1940 and is the only industry-sanctioned effort to oversee animal safety on filmed production sets. Millions looked for our famed “No Animals Were Harmed®” certification to assure them that furred, finned, and feathered performers were kept safe and humanely treated under the watchful supervision of our trained Certified Animal Safety Representatives. **Prevention of risk is American Humane’s top priority**, which is why we work closely with producers, directors, animal wranglers and stunt coordinators before even one frame of film is shot. During the last year, our work included:

- ★ **Keeping animals safe:** This past year, American Humane protected nearly 100,000 animal actors during more than 3,000 productions days in the United States and around the world.
- ★ **1,000 productions – and four Oscars!** We monitor everything from small indie films to the biggest box-office blockbusters. Some of the top movies we were on include eight Academy Award-nominated films and four Oscar winners, including *Wonder Woman*, *Star Wars: The Last Jedi*, *Black Panther*, *Blade Runner 2049*, *Phantom Thread*, *Hostiles*, *Mudbound*, *Pirates of the Caribbean: Dead Men Tell No Tales*, and *I, Tonya*.

- ★ **Increasing our international presence:** Responding to growing demand, we supervised 23 percent more international production days than the previous year. Our Certified Animal Safety Representatives kept animals safe on film productions in 22 countries.

- ★ **Expanding our Global team:** To meet growing demand, we brought on five new reps, for a total of 43 certified reps – 31 across the United States in high-production locations, and 12 overseas in the United Kingdom, Sweden, Germany, New Zealand, South Africa and Canada.





## WESTWARD HO!

The Western is back! Who would've predicted that the oldest genre of film would make a comeback now? With films such as *Hostiles*, *The Ballad of Lefty Brown* and *A Woman Walks Ahead*, and episodic series like *Godless* and *The Son*, the Western has reclaimed its place in our culture. The resurgence brings American Humane full circle, since it was protecting horses in Westerns that launched our Hollywood program. When a horse was ridden to its death in the making of *Jesse James* in 1939, American Humane committed itself to giving a voice to animal actors. While the days when animals were considered mere props is long gone, our role in protecting animals in filmed media is as essential as ever.

A Western is filled with dusty landscapes, stunts, explosions, gunfire, and extreme weather and locations, all of which create cinematic excitement but may pose a risk to the animals unless properly prepared for and executed. Pre-production consultations ensure that the look and action desired by production can be achieved safely and humanely, following our extensive *Guidelines for the Safe Use of Animals in Filmed Media*. Whether it is limiting their work time, protecting them from danger, heat, cold or requiring veterinary exams before and after stunts, adding noisy gunshots in the editing studio while actors pretend to fire, or carefully surveying and preparing the terrain where stunts will take place, our Certified Animal Safety Representatives work hard to ensure that the animals always come first. In this way, the actors and their animals can always ride off into the sunset – together.



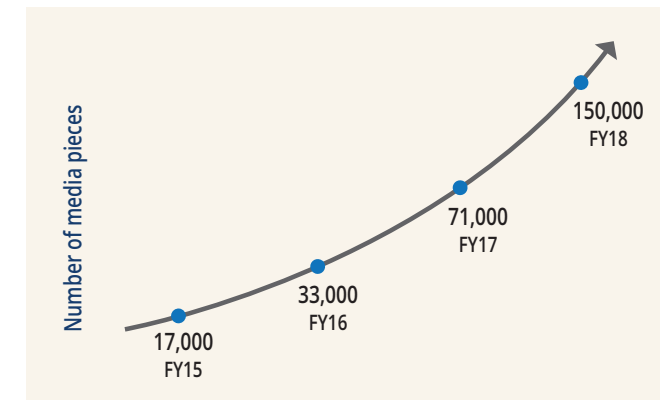




## GLOBAL AWARENESS AND PUBLIC EDUCATION

As the leader on animal welfare issues since 1877, news organizations routinely seek our expertise and commentary. We work with thousands of local, regional, and national news groups to disseminate lifesaving information and spread our message of compassion, caring and hope. Recent highlights of our public awareness/media outreach include:

★ **Doubling our global reach** with twice as many animal advocacy and humane education messages as the previous year, carried via some 150,000 newspapers, television and radio broadcasts, and web media worldwide.



★ **Major news stories on helping animals** were carried by prominent national publications, newspapers, magazines and news stations including the international Associated Press, ABC News, CBS News, CNN, The TODAY Show, the BBC World Service, FOX NEWS, The New York Times, The Los Angeles Times, The Weather Channel, The Hill, The Huffington Post, PEOPLE Magazine, and thousands of others.

★ **We have nearly 500,000 followers** on our social platforms.

★ The national television broadcast of the seventh annual **American Humane Hero Dog Awards** on Hallmark Channel with its 88 million subscribers scored its highest ratings ever.

★ **Our weekly show**, “Loving Animals” with Dr. Robin Ganzert on Pet Life Radio, is reaching audiences worldwide with a star-studded lineup of animal welfare experts and celebrity guests supporting the humane movement, including Alison Sweeney, Beth Stern, Jillian Michaels, Denise Richards, Naomi Judd, Barbara Niven, Carson Kressley, and Danielle Fishel.

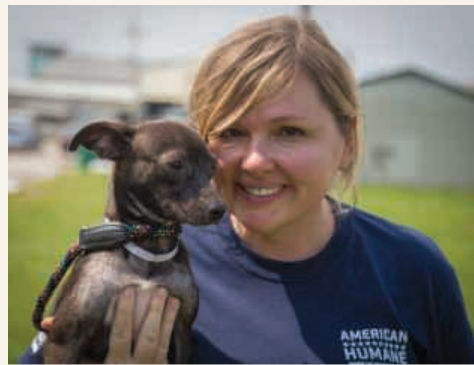
★ **Our award-winning national television and radio PSAs** are reaching millions of people each year with lifesaving information, messages of compassion, and practical ways the public can support humane farming, humane conservation of the world’s remarkable and endangered creatures, veterans needing service dogs, and animals caught in disasters and cruelty cases.

★ **Partnering with the publishers** of the *Chicken Soup for the Soul* library, American Humane developed the *Humane Heroes* series of free eBooks and an accompanying national curriculum for elementary, middle and high-school students that seek to instill the love and value of animals into young people, and teach them about conservation and how to be advocates for animals through the stories of rescue, rehabilitation and humane conservation work being done at leading zoological institutions.





# THE YEAR IN PICTURES





## COMPASSIONATE CELEBRITY AMBASSADORS

VIP Support & Endorsements



*"For almost 60 years, I've been a member of the country's oldest charity dedicated to the welfare of animals, American Humane. Won't you help?"*

**- Betty White**



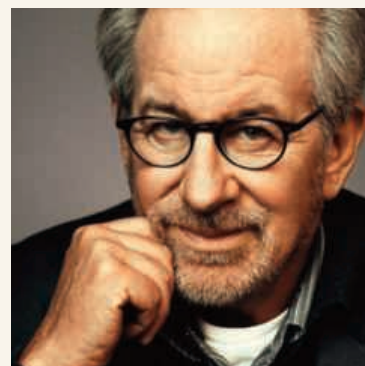
*"I believe in American Humane. They are there for the animals and it's only about the real interest of the animals. This group doesn't make a lot of noise - it just gets the job done."*

**- Whoopi Goldberg**



*"Without the careful, watchful eye of American Humane, cruelty to animals would surely occur, and for this I am grateful that such a fine organization exists."*

**- Sir Anthony Hopkins**



*"I wanted American Humane to be part of all the action. It was a vital collaboration."*

**- Steven Spielberg**



*"Through the creation of some of the nation's most powerful animal welfare programs, American Humane has saved literally millions of lives. Today, the need for their work is more critical than ever."*

**- Shirley MacLaine**



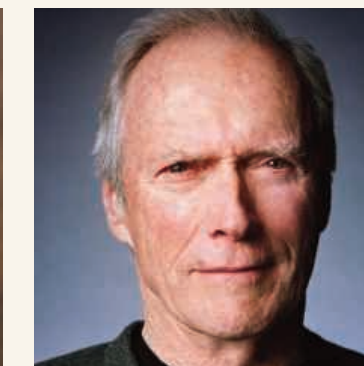
*"The job of American Humane is to provide a voice for the voiceless. It's wonderful to have the American Humane certification...that's why I put it so early in the closing credits."*

**- Quentin Tarantino**



*"Disasters like hurricanes, floods, and tornadoes can leave pets and other animals injured, abandoned or lost. American Humane Rescue has been there when disaster strikes. They do amazing work in protecting all animals."*

**- Naomi Judd**



*"American Humane has fought hard to protect our four-legged performers through intensive on-set monitoring of films in production."*

**- Clint Eastwood**



*"American Humane pioneered assuring the well-being of animals used in cinema production. Now the organization is turning its attention to animals kept in zoos and aquaria...the auditing standards developed by American Humane represent a robust and salubrious beginning to regulating these operations."*

**- Dr. Bernard Rollin, world-renowned animal ethicist**



## OTHER MAJOR EVENTS & MILESTONES



### Unleashing the Healing Power of

**Animals:** We released the results of our “Canines and Childhood Cancer Study,” the first scientifically rigorous effort to document how therapy dogs can help the families of children with cancer. Funded with the generous support of Zoetis and the Human-Animal Bond Research Institute (HABRI), this landmark study reveals the power of the human-animal connection.



### A “Top-rated Charity” with an “A”

**rating:** The American Institute of Philanthropy’s CharityWatch gave top marks to American Humane for our work and financial transparency, adding to a long list of honors and recognitions.



### The Hero Vet & Vet Nurse Awards™,

sponsored by Zoetis, put a national spotlight on the vital role of those who improve and save the lives of our best friends, like Dr. Patti Canchola.



### Best-selling books that help animals:

Two new, heartwarming and hilarious books, *Chicken Soup for the Soul: The Cat Really Did That?* and *Chicken Soup for the Soul: The Dog Really Did That?*, feature forewords by American Humane President Dr. Robin Ganzert and benefit American Humane and its work to help animals in need.



**Kay® Jewelers** generously supports our efforts to introduce schoolchildren to the compassion-building power of the human-animal connection, and launched a new line of jewelry called “Love is a Four-Legged Word.”



### A renewed commitment to those who

**serve:** Following more than 100 years of supporting the U.S. military and military animals, American Humane dedicated the Lois Pope LIFE Center for Military Affairs, a major new national resource in Washington, D.C.



### American Humane’s “Be Kind to

**Animals Week®,”** the oldest commemorative week and most successful humane education campaign in U.S. history, marked its 102nd year by reaching millions with simple ways to make a better world for animals.



### Provided 600,000 nutritious free meals

to hungry, frightened, and abandoned animals in shelters through our lifesaving “Fill-a-Bowl...Feed-a-Soul” campaign with Chicken Soup for the Soul Pet Food.



**Renowned philanthropist and veterans’ advocate,** Lois Pope inaugurated a major new military affairs center in Washington, DC.



**New top-level support:** Dr. Brian Beale, DVM, with Gulf Coast Veterinary Specialists and head of education, training and research for Compassion-First Pet Hospitals, joined our national board of directors, bringing invaluable experience and perspective to our humane mission.



**Preparing communities to protect animals:** To keep more families and pets safe, our American Humane Rescue experts conducted 12 emergency response trainings in communities across the country.



### Gauging the impact of pets in the

**classroom:** Through a collaboration with Pet Care Trust and HABRI, American Humane’s *Pets in the Classroom Study* is showing that incorporating pets into the classroom teaches life lessons of empathy and responsibility, shaping students’ lives for years to come.



**American Humane’s Adopt-a-Cat Month® and Adopt-a-Dog Month®:** Each June and October we encourage millions to give abandoned pets forever homes.



**Mercury Excellence Awards:** Competing against entrants from 64 countries, American Humane came home with the Gold and Silver medals at the Mercury Excellence Awards for two extremely successful public information campaigns to help those in greatest need, one to support humane conservation by leading zoological institutions, and another to help veterans obtain lifesaving service dogs.



**Top 1%!** An American Humane public service campaign to help veterans obtain lifesaving service dogs outperformed 99 percent of all Nielsen-tracked PSAs, with tens of thousands of broadcasts reaching tens of millions of Americans.



# HISTORIC MILESTONES



**1877**  
American Humane founded as the country's first national humane organization



**1915**  
Launched Be Kind to Animals Week®



**1936**  
Called for an international treaty to stop polluting the seas



**1958**  
Advocated for the Humane Slaughter Act



**1969**  
Supported the passage of the Endangered Species Conservation Act



**1971**  
Advocated for the Marine Mammal Protection Act



**1978**  
Launched Adopt-A-Dog Month®



**1991**  
Developed guidelines for animal shelters to foster pets of military reservists sent to Operation Desert Storm



**2000**  
Created the first independent farm animal welfare certification program



**2005**  
Deployed to help animal victims of Hurricanes Katrina, Rita and Wilma



**2011**  
Launched the Hero Dog Awards® to honor extraordinary dogs



**2015**  
Advocated for return of military working dogs in 2016 National Defense Authorization Act



**2017**  
Deployed to Texas, Louisiana, Florida & California to help thousands of animals left homeless by hurricanes & fires

**1878**

Exposed and began fighting inhumane conditions in slaughterhouses



**1916**

Rescued 68,000 wounded horses a month during WWI



**1940**

Launched "No Animals Were Harmed®" program to protect animals on movie sets

Lobbied to protect the bald eagle, which President Franklin D. Roosevelt signed into law



**1966**

Supported the passage of the Animal Welfare Act



**1970**

Advocated for spay/neuter programs & drew critical attention to the emergence of "puppy mills"



**1975**

Launched Adopt-A-Cat Month®



**1985**

Advocated for anti-dogfighting laws in Colorado, South Dakota, Wyoming, and Montana



**1992**

Deployed during Hurricane Andrew to save animals in Florida, Louisiana, and Texas



**2001**

Following 9/11, deployed to help protect hundreds of search-and-rescue dogs



**2009**

The majority of cage-free egg producers became American Humane Certified™



**2014**

Assisted with the second-largest dog-fighting raid in U.S. history



**2016**

Launched the Lois Pope LIFE Center for Military Affairs

Launched the American Humane Conservation program





## FINANCIAL STEWARDSHIP

American Humane 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:

### American Humane a “Top-Rated Charity”

American Humane was named a “Top-Rated Charity” with an “A” rating by the American Institute of Philanthropy’s CharityWatch, joining only a select few of the more than 600 charities monitored by the service. Groups included on the Top-Rated list generally spend 75 percent or more of their budgets on programs, spend \$25 or less to raise \$100 in public support, do not hold excessive assets in reserve, and receive “open-book” status for disclosure of basic financial information and documents.

### The Better Business Bureau’s Wise Giving Alliance

American Humane is once again among the less than 1/10 of 1% of all charities that meet all of the Better Business Bureau’s Wise Giving Alliance’s 20 Standards for Charity Accountability.

### 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, 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.

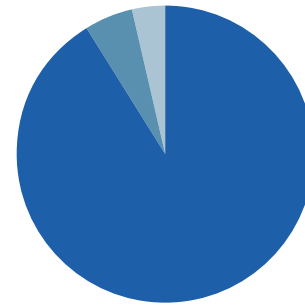
### Great Nonprofits

This charitable service, based on public reviews, also named American Humane a “Top-Rated Charity.”

### Getting the Gold from GuideStar USA!

GuideStar USA, Inc., the premier source of nonprofit information, awarded American Humane the Gold Level, by demonstrating our deep commitment to nonprofit transparency and accountability.

American Humane provides outsized service to those it serves. With millions of animals helped each year, you may be sure that your donation will be well used and will have a real measurable impact.



■ Program services 91.2%  
 ■ Fundraising 5.2%  
 ■ General administration 3.6%

Audited Financials 6/30/17



## MISSION

Founded in 1877, American Humane is committed to ensuring the safety, welfare and well-being of animals. Our leadership programs are first to serve in promoting and nurturing the bonds between animals and humans.





## BOARD OF DIRECTORS

<b>William Abbott</b> President and CEO, Crown Media Family Networks	<b>Col. Scott Campbell USMC (Ret.)</b> Lead Associate, Booz Allen Hamilton	<b>J. Michael McFarland, DVM, DABVP</b> Executive Director, Zoetis Petcare Marketing
<b>Dawn Assenzio (Secretary)</b> Philanthropist	<b>William P. Davis, Esq.</b> President, Davis Law & Associates, P.C.	<b>John Payne (Chair)</b> President and CEO, Compassion-First Pet Hospitals
<b>Brian Beale, DVM, Diplomate ACVS</b> Veterinarian, Gulf Coast Veterinary Specialists	<b>Debra S. Fair</b> Executive Director, PEDIGREE Foundation	<b>Lois Pope</b> President, Leaders in Furthering Education (LIFE) Chairman & President, Lois Pope LIFE Foundation, Inc.
<b>Marty Becker, DVM</b> Veterinarian, Television Correspondent and Author	<b>Naomi Judd</b> Singer, Songwriter, Philanthropist	<b>Candy Spelling (Vice-Chair)</b> Author, Producer and Philanthropist
<b>Amanda Bowman (Chair, Capital Campaign)</b> Policy Consultant	<b>Timothy Lane</b> CEO, Everest Advisors, Inc.	

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<b>Linda Adelson</b>	<b>Victoria (Tory) Grey</b>	<b>Adrienne Maloof</b>	<b>Alison Sweeney</b>
<b>Suzanne Ainslie</b>	<b>Frances Hayward</b>	<b>Matt Martin</b>	<b>Abigail Trenk</b>
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<b>Lorenzo Borghese</b>	<b>Sharon Jablin</b>	<b>Ronnie Perl</b>	<b>Judy Walter</b>
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<b>Dr. Caren Caty</b>	<b>Rita Krauss</b>	<b>Judi Richards</b>	
<b>Susan Cushing</b>	<b>Herb Krauss</b>	<b>Wendy Roberts</b>	
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## AMERICAN HUMANE HOLLYWOOD SCIENTIFIC ADVISORY COMMITTEE

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<b>Susan G. Friedman, PhD</b> Dept of Psychology Dept of Special Education Utah State University	<b>Deborah Luke, PhD</b> Executive Director Society for Conservation Biology			<b>Charlie Sammut</b> Professional Animal Trainer

## AMERICAN HUMANE FARM PROGRAM SCIENTIFIC ADVISORY COMMITTEE

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<b>S.F. (Sarge) Bilgili, DVM, MS, PhD</b> Professor and Extension Poultry Scientist Department of Poultry Science Auburn University	<b>Inmaculada Estévez, PhD</b> Research Professor, Research and Development at Neiker-Tecnalia Neiker-Tecnalia	<b>Darrin Karcher, MS, PhD</b> Assistant Professor, Extension Poultry Scientist, Department of Animal Science Purdue University	<b>David Newman, PhD</b> Associate Professor of Animal Science College of Agriculture, Engineering and Technology Arkansas State University	<b>Yvonne Vizzier Thaxton, MS, PhD</b> Professor and Director, Center for Food Animal Wellbeing, Department of Poultry Science University of Arkansas
<b>Richard Blatchford, MA, PhD</b> Assistant Cooperative Extension Specialist, Department of Animal Science University of California- Davis	<b>Anne C. Fanatico, MS, PhD</b> Assistant Professor, Goodnight Family Sustainable Development Department Appalachian State University	<b>Lester Khoo, VMD, PhD</b> Professor, Aquatic Animal Health College of Veterinary Medicine Mississippi State University	<b>Thomas D. Parsons, VMD, PhD, ACAW</b> Associate Professor and Director, Swine Research and Training Center, School of Veterinary Medicine University of Pennsylvania	<b>Paul Thompson, PhD</b> Professor, W. K. Kellogg Chair in Agricultural, Food and Community Ethics, Department of Philosophy Michigan State University
<b>Victoria Braithwaite, PhD</b> Professor of Fisheries and Biology Department of Ecosystem Science & Management and Department of Biology Penn State University	<b>Jesse Grimes, MS, PhD</b> Professor and Extension Turkey Specialist, College of Agriculture and Life Sciences North Carolina State University	<b>Janice Kritchevsky, VMD, MS</b> Professor, Large Animal Internal Medicine, College of Veterinary Medicine Purdue University	<b>James Reynolds, DVM, MPVM</b> Dairy Animal Welfare Consultant	<b>Cassandra Tucker, PhD</b> Professor, Department of Animal Science University of California-Davis
<b>Candace C. Croney, MS, PhD</b> Director, Center for Animal Welfare Science & Associate Professor, Animal Behavior and Well-being, Department of Comparative Pathobiology and Department of Animal Sciences Purdue University		<b>Guy Heaton Loneragan, BVSc, MS, PhD</b> Professor of Food Safety and Public Health, Department of Animal and Food Sciences Texas Tech University	<b>Stephen A. Smith, MS, DVM, PhD</b> Professor of Infectious Diseases of Aquatic, Wildlife and Exotic Animals Virginia-Maryland College of Veterinary Medicine Virginia Tech University	<b>Kurt D. Vogel, MS, PhD</b> Assistant Professor of Animal Science Department of Animal and Food Science University of Wisconsin-River Falls
				<b>Ann C. Wilkinson, DVM, MBA</b> Dairy Welfare and One Health Consultant



## PTS SERVICE DOG STANDARDS SCIENTIFIC ADVISORY COMMITTEE

### **Heather Ansley, Esq., MSW**

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Corporate and Government Relations  
Paralyzed Veterans of America

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Canine Companions for Independence

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CEO  
Integrative Counseling of NM, LLC

### **Joe M. Howell, DVM**

President  
Western Veterinary Conference  
Past President and Chairman of Board  
American Veterinary Medical  
Association

### **Jacqueline Maffucci, PhD**

Founder, Applied Data Solutions, LLC

### **John C. Moon**

Director, Program Development  
Golden Opportunities for Independence

### **Sheila O'Brien**

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American Board  
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### **John P. Williams**

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Powell Strategies

### **Dr. Chad Zadina**

CEO  
Tabby Road Animal Hospital

### **Chris Ford**

CEO  
NAVSO

## AMERICAN HUMANE CONSERVATION™ CERTIFICATION PROGRAM SCIENTIFIC ADVISORY COMMITTEE

### COMMITTEE MEMBERS:

#### **James F. Peddie, DVM**

Distinguished Faculty Chair and Staff  
Veterinarian, Retired  
Exotic Animal Training and Management  
(EATM) Program  
Moorpark College

#### **Linda Reeve Peddie, DVM**

Veterinarian (Retired)

#### **Theodore Friend, PhD**

Professor Emeritus, Animal Behavior &  
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#### **Daniel Garcia Parraga, DVM, DECAAH, DECZM**

Director of Animal Health  
Oceanogràfic Valencia

#### **Ramiro Isaza, DVM, MS, MPH, DACZM**

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Conservation

#### **Xavier Manteca Vilanova, PhD**

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Universitat Autònoma de Barcelona

#### **James F. McBain, DVM**

Veterinary Consultant

#### **Ken Ramirez**

Executive Vice President & Chief  
Training Officer  
Karen Pryor Clicker Training

### ETHICISTS:

#### **Joe M. Howell, DVM**

President, Western Veterinary  
Conference  
Past President and Chairman of  
Board, American Veterinary  
Medical Association

#### **Bernard E. Rollin, PhD**

University Distinguished Professor  
Professor of Philosophy  
Professor of Animal Sciences  
Professor of Biomedical Sciences  
University Bioethicist  
Colorado State University

## HOW CAN I HELP?

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

Animals need your help!

An investment in American Humane is an  
investment in protecting our most precious  
treasures. Join our efforts today at  
[www.AmericanHumane.org](http://www.AmericanHumane.org) or call  
(800) 227-4645.

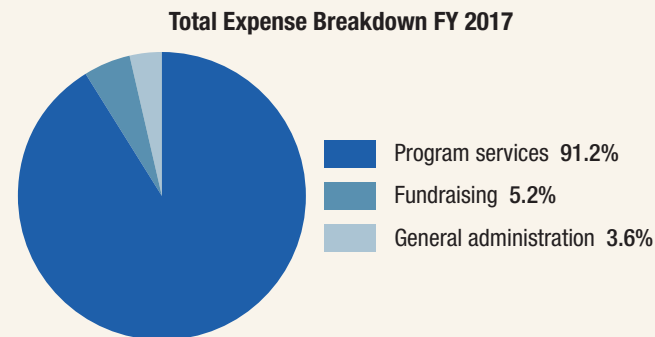
You can make a difference today for our most  
precious and most vulnerable.



# AMERICAN HUMANE SUMMARY FINANCIAL STATEMENTS

## Statement of Financial Position

	June 30,	
	2017	2016
<b>ASSETS</b>		
Current assets	\$ 5,976,652	\$ 4,862,758
Investments	2,990,104	2,705,325
Property and equipment, net	580,983	468,638
Long term pledges receivable	1,148,250	1,700,000
Beneficial interests in charitable trusts	5,475,056	5,270,453
Investments held for endowment	1,173,136	1,103,095
<b>Total assets</b>	<b>\$ 17,344,181</b>	<b>\$ 16,110,269</b>
<b>LIABILITIES</b>		
Current liabilities	\$ 1,661,956	\$ 2,020,646
Obligations under split-interest agreements	1,176,478	1,179,428
<b>Total liabilities</b>	<b>2,838,434</b>	<b>3,200,074</b>
<b>NET ASSETS</b>		
Without donor restrictions	3,252,600	1,741,522
With donor restrictions	11,253,147	11,168,673
<b>Total net assets</b>	<b>14,505,747</b>	<b>12,910,195</b>
<b>Total liabilities and net assets</b>	<b>\$ 17,344,181</b>	<b>\$ 16,110,269</b>



## Statement of Activities

### SUPPORT AND REVENUE

	For the Year Ended June 30,	
	2017	2016
Contributions and sponsorships	\$ 21,195,199	\$ 12,668,023
Other grants	3,685,485	3,301,671
Royalty income and service fees	5,116,033	3,993,756
Conferences and seminars	58,400	141,215
Investment income	409,994	357,479
Other	422,171	(412,502)
<b>Total support and revenue</b>	<b>30,887,282</b>	<b>20,049,642</b>

### EXPENSES

Program services		
Humane Hollywood	8,369,503	6,498,407
Humane Rescue	5,464,696	2,768,966
Center for Military Affairs	5,090,308	758,029
Farm Animal Program	4,313,719	3,167,176
Humane Conservation	3,049,983	922,491
Humane Research	420,951	841,343
<b>Total program services</b>	<b>26,709,160</b>	<b>14,956,412</b>
Supporting services		
Philanthropic services and fundraising	1,536,740	1,605,644
General administration	1,045,830	911,268
<b>Total supporting services</b>	<b>2,582,570</b>	<b>2,516,912</b>
<b>Total expenses</b>	<b>29,291,730</b>	<b>17,473,324</b>

### CHANGE IN NET ASSETS

#### NET ASSETS

Beginning of year	12,910,195	10,333,877
<b>End of year</b>	<b>\$ 14,505,747</b>	<b>\$ 12,910,195</b>

For a complete copy of American Humane's audited financial statements for June 30, 2017, please visit [www.AmericanHumane.org](http://www.AmericanHumane.org) or write to: American Humane, Finance Department, Suite 360, 1400 16th Street, NW, Washington DC 20036



# AMERICAN★HUMANE

FIRST TO SERVE®

NATIONAL HEADQUARTERS

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PALM BEACH OFFICE

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(561) 537-5887

[www.AmericanHumane.org](http://www.AmericanHumane.org)

 Twitter: @AmericanHumane  Facebook: American Humane  Instagram: @americanhumane

American Humane is a 501(c)3 tax-exempt charity  
Our tax ID/EIN is 84-0432950

