In a sometimes stormy world, we keep children and animals safe.
A Message from President and CEO Robin R. Ganzert

The world can be a stormy place, especially for our children and our animals. Fortunately, one organization has been there for 136 years to protect the most vulnerable among us. American Humane Association, which was the country’s first national humane group and pioneered virtually every major advance in child and animal welfare, was there again this past year for our kids, cats, dogs, horses, and other beloved family members. Together, over the past 12 months we have helped them weather threats from abuse to neglect, abandonment, cruelty and hoarding, the Colorado wildfires to the Colorado movie theater shootings, the continuing aftermath of the Japanese earthquake, tsunami and nuclear disaster, and the devastation of Hurricane Sandy.

And even as we brought help and hope to so many in times of desperate need, we continued our vital innovative work to build a better and more compassionate future for all of us. We launched the American Humane Association Animal Welfare Research Institute to research new ways to keep our best friends healthy and happy, and attack the underlying issues that lead to the euthanization of more than 3 million adoptable animals each year. American Humane Association’s Children’s Innovation Institute conducted groundbreaking research to analyze and document the amazing healing power of animal-assisted therapy on children with cancer. Together, the new Institutes released a remarkable five research studies in their inaugural year. We launched two new game-changing iPhone apps for the most vulnerable, Lost Kidz and Lost Petz. We worked to help the children of military families cope with the impacts of war through animal-assisted therapy, and helped bring four-footed heroes serving our troops overseas back home so they could enjoy a safe, long and well-deserved retirement. We protected over 97,000 animals in film and entertainment with a 99.98% safety rate. And we dramatically expanded the nation’s first, oldest, and fastest-growing farm animal program, ensuring the humane treatment of a staggering 200 million farm animals. Our social impact report highlights the measurable results of our humane program efforts.

But we couldn’t do it alone. Hundreds of Red Star™ Rescue volunteers and thousands upon thousands of new donors made it possible to get critically needed food, medicine and supplies to disaster zones from Brigantine, New Jersey to Fukushima, Japan. More than 100,000 people became part of the American Humane Association family in 2012, joining a compassion movement and an inner circle of caring stretching back more than a century. And Americans across the country rallied to take part in the second American Humane Association Hero Dog Awards™, casting more than 3 million votes coast-to-coast in a national effort designed to bring long-overdue attention and a deeper understanding to the vital, humanizing and often lifesaving importance of the human-animal bond.

The world will continue to be a dangerous and turbulent place for far too many vulnerable children and animals, but with your help, American Humane Association will continue to be there to stand with them and help them ride out the storms of life. I hope you will join our efforts in the years ahead as so much is needed to build a more humane world – one community at a time.

Robin R. Ganzert, Ph.D.
President and CEO
American Humane Association
Social Impact Report with Measurable Results and Evidence-Based Humane Solutions

In the past 12 months American Humane Association worked to ensure the welfare, wellness and well-being of millions of children and animals, and unleash the power of the human-animal bond. We are pleased to report to you some of the key progress in the four main areas that make up our charitable mission:

HUMANE INTERVENTION™

Red Star™ Animal Emergency Services started in 1916 by rescuing wounded horses on the battlefields of World War I Europe. Red Star™ Rescue teams have been part of every major disaster relief effort since from the Great Ohio Flood of 1937 to Pearl Harbor, the Haitian and Japanese earthquakes, Hurricane Katrina to Hurricane Sandy, and 9/11. In just the past five years, these heroic teams with their 200 highly trained volunteers nationwide have rescued and cared for some 70,000 animals!

### Trainings

Disaster Sheltering for Companion Animals, Basic Animal Emergency Services, Managing Compassion Stress, Animal Rescue Training

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<tr>
<th>Year</th>
<th>Trainings</th>
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<tbody>
<tr>
<td>2006</td>
<td>145</td>
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<tr>
<td>2007</td>
<td>407</td>
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<td>615</td>
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<td>654</td>
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<tr>
<td>2010</td>
<td>737</td>
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<tr>
<td>2011</td>
<td>1,620</td>
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<td>2012</td>
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RED STAR™
ANIMAL-ASSISTED THERAPY

Animal-assisted therapy is one of the best ways to provide comfort and a smile for those most in need of it. In the past five years, American Humane Association’s animal-assisted therapy programs have:

• Improved the lives of 60,000 children, including at summer camps for children of military families.

• Assessed 800 animals for therapy work (including dogs, cats, horses, mules, and even llamas!) and trained 600 handlers.

• Made more than 500,000 visits in 15 states across the country.
HUMANE POLICY AND RESEARCH™

American Humane Association has been driven by science-based research and outcomes. Here are just a few of the groundbreaking projects we have launched in the past year:

- American Humane Association Animal Welfare Research Institute (AWRI), led by our world-renowned Chief Veterinary Advisor Dr. Patricia Olson.

- In order to keep pets in loving homes and reduce the 3-4 million adoptable animals who are euthanized in the nation’s shelters each year, American Humane Association published with the support of PetSmart Charities the first phase a major report, “Keeping Pets (Dogs and Cats) in Homes: A Three-Phase Retention Study.”

- American Humane Association’s Children’s Innovation Institute worked with the support of Pfizer Animal Health to publish the first phase of “Canines and Childhood Cancer,” a major study examining and documenting the benefits of animal-assisted therapy on children with cancer. The initial literature review is being followed up with a full clinical trial at several hospitals across the country.

- AWRI published “People, Pets and the World We Share,” an eye-opening survey demonstrating the powerful bond between children and animals.

- American Humane Association provided scholarships for 13 veterinary student scientists to conduct meaningful research to improve animal welfare around the world. Known as Humane Scholars, these bright young minds traveled around the country and to such exotic locales as Zambia, Indonesia, and Grenada to study key issues affecting dogs, cats, pigs, goats, cows, horses, chimpanzees, and the critically-endangered Javan rhinoceros.

HUMANE HOLLYWOOD™

Certifying Safety

Our “No Animals Were Harmed®” certification program monitored the treatment of 100,000 animal actors on more than 2,000 film and entertainment productions around the globe with a 99.98 percent safety rate. Animal actors, and their human counterparts, are grateful for the protections afforded by the only officially sanctioned animal welfare program in the entertainment industry.

Incidents: 99.98% Safety Record

All Program Production Statistics
(One year snapshot July 1, 2011 – June 30, 2012)

- 3,498 days of animal action supervised
- 709 screenings
- 1,790 scripts read
- 570 certifications awarded
- 706 ratings issued
Productions Monitored
Domestic and International Impact

U.S. ALL 50 STATES

Productions Monitored
Domestic and International Impact

Animals Protected
From 7/1/2009 to 6/30/2012 (36 Months)

11,900 days of supervised animal action
297,500 animals monitored
99,167 animals protected per year

Note: Conservative estimate based on low average number of animals on a set. One show can have as many as 6,000 beetles in a day or 100 horses; also for every "lead character" animal, there may be 5 backups on the set; if on a location there can be a herd of livestock, flock of birds, tanks of fish, or battle field of horses and/or camels.

Species Protected
Thousands of distinct animal species per year

Oversee all species that are in AHA Guidelines: insects, snakes, domestic animals, livestock, exotics such as bears, tigers, elephants, primates, and marine animals (tropical fish to sharks).
HUMANE HEARTLAND™

The American Humane Certified® certification program is the oldest, largest, and fastest-growing monitoring, auditing, and certification program in the country ensuring the humane treatment of farm animals. In the past 12 months, American Humane Association added more than 50 million animals to our rigorous procedures, protections, and stringent treatment guidelines, for a total of more than 200 million animals on 7,200 farms in 42 states, including 90 percent of the cage-free egg production in the United States. We are also developing a curriculum to teach school children across the country about the value of treating farm animals humanely.

First third party animal welfare audit program in the US

First humane group to approve enriched colony housing for egg production

First program, Seal of Approval, to approve equipment and technology that improves animal welfare and working conditions for farmers

Fastest growing in number of animals certified

7,200 Farms involved (as of Jan 2013)

LARGEST PROGRAM

200 Million animals protected

with production facilities or sales of certified products in

42 states
Prevention and Protection with Education and Awareness

In addition to the hundreds of millions of children and animals protected through our programs during our history, American Humane Association reaches out today to raise awareness and provide the public with the knowledge and tools they need to combat abuse, defend the defenseless, and keep families safe. We are regularly sought out by national media as experts in the child and animal welfare fields for our evidence-based solutions and humane leadership. Over the past 12 months, American Humane Association, our news, and our experts reached out to make a difference with:

• More than 10,000 news stories carried by The New York Times, the Washington Post, USA Today, TIME, Newsweek, CNN, The TODAY Show, Fox and Friends, the AP, Reuters, Variety, and thousands of others.

• Two billion+ people reached worldwide with critical prevention information and materials to help children, pets and families cope with a wide range of dangers.

• Two national television broadcasts of the American Humane Association Hero Dog Awards™, on Hallmark Channel with their 87.5 million subscribers and Hallmark Movie Channel, celebrating the power of the human-animal bond. More than 3 million votes were cast by the public coast-to-coast to determine the top American Hero Dog of the year.
Ambassador Support

American Humane Association has enjoyed tremendous support from major celebrities over the years, helping to promote its mission of protecting millions of the nation’s children, pets, farm animals, and animal actors. Here are just some of the many celebrities who worked or spoke on behalf of American Humane Association in 2012.

BETTY WHITE  KRISTIN CHENOWETH  JOEY LAWRENCE
VICTORIA STILWELL  MIRANDA LAMBERT  MICHELLE FORBES  J.R. MARTINEZ  CANDY SPELLING
MEGYN PRICE  CHRISHAUNDA LEE PEREZ  JAKE PAVELKA  TINSLEY MORRIS  DR. MARTY BECKER  KELLIE MARTIN
STEVE DALE  JAKE T. AUSTIN  MARK STEINES  BAILEE MADISON  RICKY BERENS
American Humane Association announced a new transformative program agenda devoted to our historic mission of promoting the welfare, wellness and well-being of America’s children and animals. Four program areas were identified, to include: Humane Intervention™, Humane Heartland™, Humane Hollywood™ and Humane Research and Policy Solutions™.

American Humane Association’s Red Star Rescue team deployed to Memphis, TN to help shelter animals seized in a large scale animal cruelty case. Hundreds of dogs and cats were affected, with all eventually placed in loving forever homes.

Following the devastating earthquake, tsunami, and nuclear incident that affected millions of people and animals in Japan, American Humane Association traveled to the disaster zone to meet with animal care officials, provide a schedule for long-term financial support for animal rescue organizations, and supply disaster preparedness tips for the children and animals of Japan.

American Humane Association’s President and CEO, Dr. Robin Ganzert, was honored as a “Visionary Leader” in the nonprofit world by winning the coveted “Fiduciary Leadership Award” from the Investment Fiduciary Leadership Council.

American Humane Association awarded its prestigious National Humanitarian Medal to Candy Spelling at the Mar-a-Lago Club, Palm Beach, Fla.

New children’s humane education materials from American Humane Association were distributed in China in a special collaboration with Shanghai Roots and Shoots.

Red Star Rescue team went to Spokane, Washington to assist in an animal cruelty case involving livestock and many other animal species.
American Humane Association concluded the first phase of its “Canines and Childhood Cancer” study, a groundbreaking research effort to evaluate and document the benefits of animal-assisted therapy for children with cancer.

The Vincent De Francis Award – American Humane Association's highest national honor for achievement in helping young people – was bestowed on child development pioneer Dr. Lewis P. Lipsitt of Brown University for his tireless pursuit in improving the welfare of children.

Betty White chaired American Humane Association's 2012 “Be Kind to Animals Week,” the oldest advocacy week dedicated to protecting the voiceless and the celebration of compassion.

American Humane Association partnered to launch the Lost Kidz smartphone app on International Missing Children's Day.

In the wake of several high profile child abuse cases, American Humane Association urged all adults to help protect children and report abuse as soon as it is suspected.

American Humane Association and State Farm sponsored the creation and American tour of the country’s first National Fire Dog Monument, honoring the brave work of arson dogs and their handlers.

Following record-setting wildfires across the state of Colorado, Red Star Rescue teams mobilized to Colorado Springs to save and reunite the animal victims of the disaster with their families.

American Humane Association offered tips to help the nation’s children cope with their fears following the movie theater shootings in Aurora, CO.

To keep pets in loving homes and reduce the 3-4 million adoptable animals euthanized in the nation’s shelters each year, American Humane Association published Phase I of a groundbreaking work, “Keeping Pets (Dogs and Cats) in Homes: A Three-Phase Retention Study.” With funding from PetSmart Charities, this report examines why so many adult Americans do not own pets and what barriers need to be overcome to keep pets in forever homes.
At its NYC event, “Super Heroes Among Us,” American Humane Association presented its coveted National Humanitarian Medal to Masa Tanaka, Deputy President, Mitsubishi UFJ Financial Group, for working with American Humane Association to help thousands of animals in desperate need following the disastrous earthquake, tsunami and nuclear meltdown in Japan last year. It also honored SAG-AFTRA, which has helped protect more than a million animals through its two industry cooperative funds which underwrite the charity’s famous “No Animals Were Harmed®” certification program to keep animal actors safe.

American Humane Association called on the United States Department of Veterans Affairs to support the use of therapy dogs for veterans suffering from post-traumatic stress disorder.

LIFE (Leaders in Furthering Education) provided generous support to expand American Humane Association’s Red Star efforts in Florida with a dedicated rescue vehicle and team based in the Sunshine State.

Military Working Dog Fara, an explosives detection canine who helped keep our troops safe in Kuwait, returned home to a hero’s welcome, greeted by her adoptive handler, Military Working Dog Adoptions, and a cheering contingent from American Humane Association.

The American Humane Association Hero Dog Awards™ campaign generated more than 3 million votes in a national campaign to honor America’s most courageous canine. The gala was hosted at the Beverly Hilton Hotel by Kristin Chenoweth and honored longtime supporter Betty White with a National Humanitarian Medal and the organization’s Legacy Award. Hero Dog Gabe was named the American Hero Dog of 2012 for serving our country in over 200 military missions in Iraq.

“People, Pets, and the World We Share,” a survey by the Animal Welfare Research Institute, published, demonstrating the lasting effect the loss of a pet has on a child.
Red Star Rescue teams deployed to Tennessee to help in another large-scale animal seizure case. Staff and volunteers maintained a shelter around the clock to nurse the abused animals back to health.

Red Star Animal Assisted Therapy provided therapy dogs to summer camps hosted by National Military Families Association for children of our nation’s military.

Sparky the Fire Dog joined as a National Spokesdog, along with Clark and Princess Zelda, our four-legged ambassadors who work tirelessly to promote the human-animal bond.

American Humane Association helped launch with inventor Stephen Fern the “Lost Petz” smartphone app, an Amber Alert for missing pets.

The welfare of America’s cats was discussed in a new fact sheet, indicating that cats need much more help, attention and assistance in this country.

To help the 30 million animals impacted by Hurricane Sandy, Red Star Rescue teams deployed to Pennsylvania, New Jersey and New York, where they sheltered animals and distributed more than 160,000 pounds of emergency food, supplies and medicines donated by MARS Petcare US, makers of PEDIGREE® Food for dogs, WHISKAS® Food for Cats, and ROYAL CANIN® Health Nutrition Pet Food, Oil-Dri Corporation’s Cat’s Pride® cat litter, FreeHand pet food, and Pfizer Animal Health.

National television of broadcast of the “American Humane Association Hero Dog Awards™” on Hallmark Channel, which reaches 87.5 million homes.


Historic Milestones

1909
- Advocated for the passage of national child labor laws.

1914
- Called for safe, off-street playgrounds for children.

1915
- Initiated Be Kind to Animals Week® – one of the oldest, special, week-long annual observances in the U.S.

1916
- Created American Red Star™ Animal Relief, at the request of the U.S. Secretary of War, to aid animals in World War I.

1940
- 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.

1941
- Red Star™ Rescue deploys to Pearl Harbor.

1945
- Supported a program to provide therapy dogs for recovering World War II veterans.

1950
- 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.

1970
- Took on the issue of pet overpopulation, recommending that owners spay or neuter their animals.

1975
- Established Adopt-A-Cat Month® to encourage the adoption of cats from local animal shelters.

1976
- 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.

1981
- Established Adopt-A-Dog Month® to encourage the adoption of dogs from local animal shelters.
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<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1995</td>
<td>Created the Child Protection Research Center to address issues related to improving public child protective services.</td>
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<tr>
<td>1997</td>
<td>Launched the Front Porch Project® to directly involve community members in protecting children.</td>
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<tr>
<td>2000</td>
<td>Started our farm animal welfare program and began certifying producers committed to raising animals humanely.</td>
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<tr>
<td>2001</td>
<td>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.</td>
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<tr>
<td>2005</td>
<td>Deployed to Louisiana to help animal victims of Hurricanes Katrina, Rita and Wilma.</td>
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<tr>
<td>2007</td>
<td>Created the Second Chance® Fund to help local animal care agencies afford medical treatment for abused and neglected animals.</td>
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<tr>
<td>2008</td>
<td>Established our Animal-Assisted Therapy Program.</td>
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<td>2010</td>
<td>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.</td>
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<tr>
<td>2011</td>
<td>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.</td>
</tr>
<tr>
<td>2012</td>
<td>Red Star™ Rescue deploys to aid homeless animals in wake of Hurricane Sandy.</td>
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<td></td>
<td>Initiated American Humane Association Hero Dog Awards™ to honor dogs who transform people's lives through unconditional love, devotion and intuition.</td>
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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**


**Three Stars 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. Less than five percent 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.

**LESS THAN 5% OF EVERY DOLLAR GOES TO COVER ADMINISTRATIVE EXPENSES**
How can I help?

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. Here are ways you can get involved and help:

**Wags4Warriors™**
Provide a returning war hero with a service dog for the healing power of the bond.

**Humane Scholars™**
Support a veterinary or public health student for humane research and the development of community-based solutions.

**Hero Dogs for Hero Kids™**
Help a child of a military parent heal from the pain of separation through animal-assisted therapy with our summer camp program in collaboration with National Military Families Association.

**Red Star™ Rescue**
Fund the dire needs of communities in crisis with Red Star™ Animal Emergency Services and Humane Relief Caravans.

**Second Chance Fund™**
Offer life-saving medical care and assistance for abused animals in need.

**Humane Education**
Promote the development of innovative compassion curriculum for our country’s next generation of humanity – our children.

**Humane Heartland™**
Give our nation’s farm animals a humane life.

**Canines and Childhood Cancer**
Offer a child fighting cancer the opportunity to experience the power of the bond during treatment by supporting this groundbreaking research.

**Hero Dog Awards**
Help support the remarkable, inspiring working dogs in our communities through this national awareness and education campaign.

**Humane Innovation Fund**
Give American Humane Association the much needed support for our mission of ensuring the welfare, wellness and wellbeing of our most vulnerable.