

**AMERICAN★HUMANE**  
FIRST TO SERVE®

# *2017 Impact Report*



## A message from President and CEO Dr. Robin Ganzert



### **American Humane: First to Serve Those in Greatest Need... for 140 years**

First to serve...

Three simple words that mean the world to animals in need and are the key to everything we do.

For 140 years American Humane has been first to serve the most vulnerable and step in wherever and whenever they need help. Founded in 1877, we are the country's very first national humane organization, and since that time we have proudly been behind virtually every "first" in protecting the defenseless and building a better world for all of us.

That legacy of being first to serve continues today. During the past year...

- American Humane was first to serve our best friends in their worst times, saving, sheltering and aiding thousands of frightened, hurt and hungry animals left homeless by the West Virginia floods, the Tennessee wildfires, and the historic deluge in Louisiana – the deadliest natural disaster since Superstorm Sandy. Our rescue efforts in Louisiana's hard-hit Livingston Parish, where 75 percent of all homes were destroyed, made headlines and captured the hearts of animal lovers nationwide such as Ellen DeGeneres, who covered our rescue efforts and together with the Walmart Foundation pledged to help fund a new emergency animal rescue vehicle dedicated to the region.

- American Humane was first to serve the staggering numbers of animals abandoned to the country's shelters, working with Chicken Soup for the Soul Pet Food in a nationwide effort to provide 1 million nutritious, free meals to pets anxiously awaiting their forever homes.
- American Humane was first to serve in helping ensure the welfare of farm animals, overseeing humane living conditions for some 1 billion chickens, cows, pigs, ducks, turkeys, goats and other animals on our nation's farms and ranches.
- American Humane was first to serve in the protection of animals in filmed entertainment, working to ensure the safe and humane treatment of some 100,000 beloved animal stars on more than 1,000 production sets each year.
- American Humane was first to serve in the humane conservation of the Earth's magnificent and endangered animals, launching the world's first program dedicated solely to protecting and helping ensure good living conditions and humane treatment for the millions of creatures being preserved in the world's zoos, aquariums, and conservation centers.
- And for more than 100 years, American Humane has been first to serve those who serve our country: Building on our century-old legacy of supporting the U.S. military and our nation's military animals, American Humane opened the Lois Pope LIFE Center for Military Affairs, a major new resource to support our two-legged and four-legged warriors, helping bring home and reunite retired military hero dogs with their hero handlers, providing lifesaving service dogs to veterans with Post-Traumatic Stress, and arranging free healthcare for America's four-legged warriors once they finish their service so they can enjoy the happy, healthy retirements they so richly deserve.

American Humane is also first when it comes to turning charitable donations into effective action. Eighty-six cents of every dollar raised goes directly into programs – far more than any other national humane group – and part of the reason we were named a “Top-Rated Charity” with an “A” rating from CharityWatch, as well as the **“Outstanding Animal Welfare Organization of the Year”** by Pet Philanthropy Circle.

In the end, what is important is being there first for animals, every day...saving three tiny kittens we found starving, shivering, and covered with fleas as they huddled on a trash can lid following a devastating flood...providing a life-saving operation to a retired military hero dog coping with joint pain caused by a lifetime of service to our country...and saving the life of a Golden Retriever named Jake, a family pet who was shot by an unknown assailant and left to die. You'll find many stories of hope, help and compassion like these in the following pages. With your help, American Humane will always be first to serve and protect animals in need.

With gratitude,



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



# First to Serve Those in Greatest Need: *Our Impact at a Glance*

## American Humane Rescue

*First to serve animal victims of disasters*

*In just the past 12 months...*

**+66%**

*increase in emergency response capability*



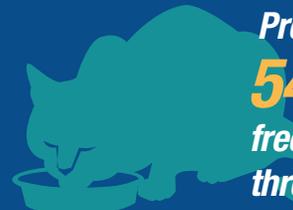
**6,703**

*animals saved,  
sheltered and aided*

**90,000** *in 12 years!*



*Deployed to help hurt and homeless animals following Hurricane Matthew, the devastating West Virginia and Louisiana floods, and the Tennessee wildfires*



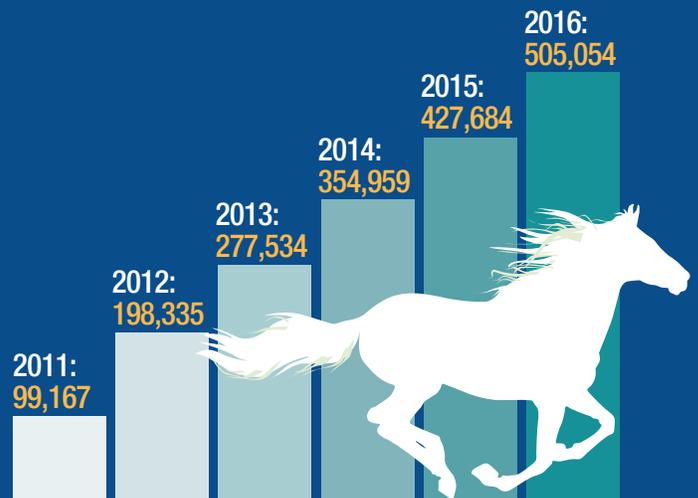
*Provided*

**545,384**

*free meals for shelter pets through our “Fill-a-Bowl... Feed-a-Soul” campaign with Chicken Soup for the Soul Pet Food*

## American Humane Hollywood (No Animals Were Harmed®)

*First to serve and protect animals in film & TV*



*Animals protected in filmed entertainment  
(cumulative)*

## American Humane Farm program:

*First to serve the welfare of farm animals*



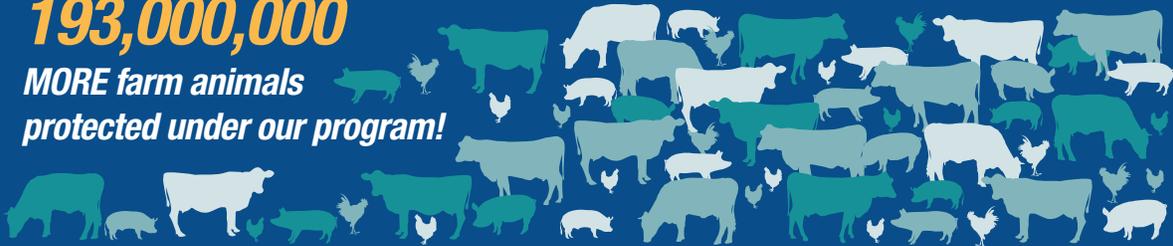
**90%** of all cage-free eggs in U.S. now American Humane Certified!

**363** new farms and ranches added (more than 8,000 total!)



**193,000,000**

**MORE** farm animals protected under our program!



## American Humane Conservation

*First to serve and protect animals in zoos and aquariums*

**16** major facilities in five countries now Humane Certified™

**143,655** animals living under verifiable, humane standards



## Lois Pope LIFE Center for Military Affairs

*First to serve those who serve our country*

**27** new grants helping veterans get lifesaving service dogs

**31** military hero dog teams reunited to date



**1,950** children of military families helped with therapy animals

**52,577,901** reached with TV PSA: "Veterans' Guide to Getting a Service Dog"



# American Humane Rescue

First to serve animal victims of disasters

## 100 Years of Helping Our Best Friends...in their Worst Times

American Humane Rescue is proud to be first to serve the animal victims of wars, disasters, and cruelty cases. The American Humane Rescue program was created in 1916 when the U.S. Secretary of War called on us to save wounded war horses on the battlefields of World War I Europe. Since then, we've rescued and cared for hundreds of thousands of our best friends facing their worst times from Pearl Harbor to 9/11, Hurricane Katrina, Superstorm Sandy, and large-scale cruelty cases.



Here are just some of the heartwarming victories we are celebrating during our 100th year of rescuing animals in need:

- **Helping Thousands of Dogs, Cats, Horses, Deer and Other Animals Caught in Disasters:** Our American Humane Rescue team saved, sheltered and comforted 6,703 animals caught in the wake of deadly hurricanes, floods, and wildfires. With our help, these beautiful animals are now safe and back with their families or returned to the wild.
- **Unveiling a Lifesaving Gift for Animals:** To mark a century of animal rescue, American Humane Rescue unveiled a new 50-foot emergency vehicle, made possible through the generous support of the Kirkpatrick Foundation and the William H. Donner Foundation, during the opening bell of the New York Stock Exchange on the anniversary of the EF-5 tornado that devastated the city of Moore, Oklahoma. The giant vehicle is now stationed in Oklahoma's Tornado Alley and has already saved many animals in several of the biggest disasters of 2016.



- A Rescue Mission in Flood-Ravaged West Virginia:** As horrific flood waters ravaged West Virginia, American Humane Rescue raced to the scene to help the animal victims of the disaster. Our team of trained emergency responders and two of our 50-foot rescue vehicles deployed to Charleston, where with the generous help of Banfield Pet Hospital we offered free first-aid and wellness checks to local pet owners, administered vaccines, and provided operational support to local animal shelters, which were completely overwhelmed by the volume of demand.



- Early Morning Cruelty Raid Frees 47 Animals:** The American Humane Rescue team, accompanied by one of its 50-foot emergency vehicles and two F-350 trucks, deployed to Tennessee to participate in a dramatic early morning raid aimed at saving, rehabilitating, and caring for 46 cats and a dog seized from a home. The animals were removed and taken to a temporary emergency animal shelter facility where they were given food, medical treatment, and intensive 24-hour care until they were out of danger.



- 545,384 Meals Served to Shelter Pets:** To help more of the millions of animals abandoned to shelters each year, American Humane teamed up with Chicken Soup for the Soul Pet Food to distribute 1 million free meals of their premium, all-natural pet food through the new "Fill-a-Bowl...Feed-a-Soul" campaign. Chicken Soup for the Soul Pet Food is donating one pound of food for every one of their pet products sold and so far, more than half a million nutritious meals have been served to scared, hungry shelter pets.





- **Saving the Animal Victims of the Louisiana Floods:** As the flood waters rose in Louisiana, our rescue team rushed to the heart of the devastation to help the animal victims of the catastrophe, which is now considered the worst natural disaster to strike the United States since Superstorm Sandy in 2012. American Humane Rescue deployed a team of trained first responders and two of our 50-foot emergency vehicles to find and recover lost pets, provide veterinary care and attention, distribute food, medicine and supplies, and manage day-to-day operations at local shelters.



- **And Doing Even More...with the Help from Friends Old and New:** We're proud that we're continually able to expand the reach of our lifesaving mission with a little help from our friends. After learning of our rescue work in Louisiana, TV star Ellen DeGeneres and the Walmart Foundation announced live on her show a spectacular \$500,000 donation to help purchase our team a specially outfitted giant animal rescue truck that will be permanently based in the Bayou State. Along with our now five large rescue vehicles, including those sponsored by the generosity of longtime supporters philanthropist Lois Pope and the Banfield Foundation, the trucks are strategically positioned across the country to ensure a swift response when disaster strikes – since every precious moment counts when animal victims are suffering, and lives are at stake. Thank you!



- First to Serve in Stricken South Carolina:** As deadly Hurricane Matthew neared the East Coast, American Humane Rescue received an urgent request for help from a shelter in North Myrtle Beach, which was located in the path of the hurricane. Jeff, one of our first responders, immediately leapt into action, driving nine hours with his three-legged German Shepherd, Dually, to reach the shelter before the storm. Once there, Jeff helped prepare the animal shelter for the coming hurricane. After the center's employees left to be with their families, Jeff and Dually dug in and rode out the storm as the sole guardians of the shelter's 166 animals. Our team then deployed to Okatie in one of the hardest-hit areas to set up an emergency center for animals and help the local shelter in its rescue and recovery efforts. American Humane Rescue distributed thousands of pounds of food and pet supplies, operated veterinary clinics for injured and ill animals, and reunited lost and scared pets with their beloved family members.



- Helping Homeless Pets in the Tennessee Wildfires:** Our rescue team rushed to assist animals left homeless by the raging Tennessee wildfires, providing care and comfort to both pets and their owners who were displaced by the deadly inferno.



## Nursing Newborn Kittens Back to Health

In the wake of the historic flooding in West Virginia an American Humane volunteer found a trio of tiny kittens huddled together on the lid of a trash can. Tragically, their mother, nowhere to be found, didn't survive the devastating storm. When the small litter of animal orphans arrived at the safety of our mobile clinic, the kittens were trembling, covered in fleas and ticks, and swollen from painful parasitic infections.

One of American Humane Rescue's first responders took the group of kittens to sleep with her in her room, where she provided the feeble infants with around-the-clock care. Night after night, she woke up every three hours to bottle-feed each of the little cats, slowly nursing them back to health. Because of her tireless dedication, all three kittens made full recoveries, and are now living healthy and happy lives in the loving care of their new forever homes.

# American Humane Farm Program

First to serve the welfare of farm animals

Since 1877 American Humane has been dedicated to the idea that all animals – those in our homes, those in service to our country, and those on our farms and ranches – deserve humane treatment. Founded around the protection of farm animals, American Humane led the way for the past 140 years in creating protections for animals in agriculture.

In the past year we significantly increased the number of farm animals protected under our American Humane Certified™ program, the first, largest and most trusted independent farm animal welfare and audit effort in the country.

## KEY VICTORIES:

- **200 Million MORE Animals** on 363 farms and ranches nationwide came under our science-based protections, covering everything from adequate space to air quality, heat and lighting, humane treatment, and the ability for animals to be animals and express the natural behaviors of their kind. With more than 8,000 certified farms and ranches, American Humane helps ensure the welfare of far more farm animals than any other humane organization in the world.
- **American Humane Now Certifies 90% of All Cage-free Eggs in America**, helping ensure better lives for millions of egg-laying hens.
- **Sharing The Milk of Human Kindness...With Cows:** American Humane President and CEO Dr. Robin Ganzert took our humane agriculture message global when she gave the keynote speech at the International Dairy Federation's World Dairy Summit in the Netherlands, encouraging dairy producers everywhere to raise their animals under independently verified, scientifically based humane standards.





## Knowing Where Your Food Comes From

Part of helping make a more humane world for farm animals is helping people understand where their food comes from and how it is raised. So we're especially proud that one of the world's most popular attractions dedicated to educating Americans about agriculture today – The Pig Adventure at Fair Oaks Farms in Indiana – decided to voluntarily step forward and champion humane practices by undergoing an intensive animal welfare audit under the American Humane Certified program.

The program uses ethical, science-based standards – verified through independent, third-party audits – to ensure the welfare of animals on more than 8,000 farms and ranches across the country.

“This is the first time American Humane is certifying an agricultural education center dedicated to showing consumers how their food is raised in today's production systems,” said Dr. Robin Ganzert, president and CEO of American Humane. “In achieving this certification, Fair Oaks Farms demonstrates its ethics-driven commitment to transparent and demonstrably excellent farm animal welfare standards. We applaud The Pig Adventure at Fair Oaks Farms for voluntarily stepping forward to undergo rigorous auditing to earn the American Humane Certified seal of approval.”



- **Major Companies Doing Right by Animals:** Taco Bell listed as its #1 proudest achievement for 2016 that its eggs are all American Humane Certified cage-free!
- **Reaching Millions with a Message of Compassion:** American Humane reached millions of people through its national television PSA, asking them to build a more humane world for animals raised on U.S. farms and ranches by choosing humanely raised foods. The message was so well-received that the PSA was in the top 10 percent of most-played public service announcements in the country!



# Lois Pope LIFE Center for Military Affairs

First to serve those who serve our country

For 100 years, 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. In 1916 American Humane deployed to rescue and care for 68,000 war horses wounded each month on the battlefields of World War I Europe. Following World War II we helped pioneer the field of animal-assisted therapy to help returning veterans readjust to civilian life and help children of military families cope during their parents' deployments. Today, we help our nation's military heroes, two-legged and four-legged, with a wide range of life-changing, life-saving programs.

Here are just some of our victories during the past year:

- **Launched a New National Resource for America's Heroes:** To serve our nation's human and animal military heroes, we inaugurated the **Lois Pope LIFE Center for Military Affairs**. This major new resource, founded through the generosity of renowned philanthropist and passionate veterans' advocate Lois Pope, is instrumental in American Humane's efforts to support our Armed Forces, working to repatriate and reunite retired military hero dogs with their handlers, helping veterans struggling with PTS to obtain lifesaving service dogs, and providing free healthcare to America's four-legged warriors who have completed their service to our country.





- **Provided Free Healthcare for Retired Military Dogs:** Our Working Dogs medical care program was able to assist with healthcare for 12 retired Military Working Dogs in 2016. We currently have 43 retired military dogs on our roster to ensure they receive the medical care needed for a pain-free and happy retirement.

- **Worked to Make Service Dogs Available to Veterans:** Every day 184 veterans are diagnosed with Post-Traumatic Stress and, tragically, 20 take their own lives. Where medicines and traditional therapy fail, trained service dogs can succeed. However, there are far too few appropriately trained lifesaving animals to meet the need, the process of obtaining one is complex and can take between 18-24 months, and each may cost upwards of \$20,000 – out of reach for many veterans. The benefits of pairing veterans and service dogs are great, since many animals come from shelters, meaning that two lives may be saved. To help this effort, American Humane:

- Provided 27 grants last year to help veterans secure lifesaving service dogs.
- Hosted a national convening of experts to develop best practice training standards and credentialing for PTS service dogs for veterans with the generous support of Schultz Family Foundation and Mars Petcare US. This will mean not only more and better-trained service dogs for veterans in need, but improvements in access to public spaces and transportation.
- Developed a free “Guide to Getting a PTS Service Dog” brochure to help military veterans obtain PTS service dogs. Sponsored by NCR Foundation and the Schultz Family Foundation, copies were provided in printed and online form to veterans service organizations, V.A. clinics and other non-profits.
- Created national television and radio public service announcements with NHL star Matt Martin, offering our free guide to getting a PTS service dog. In just the first month, these were broadcast more than 2,000 times coast to coast, reaching veterans with tools to help them fight the invisible wounds of war and win their personal battle at home.





First Sgt. Matt Eversmann (Ret.)



USMC Col. Scott Campbell



- **Honoring Our Bravest...The Lois Pope LIFE K-9 Medal of Courage:** Military dogs each save an estimated 100-150 lives during the course of their service, but rarely get the recognition they deserve. To change this, American Humane and philanthropist Lois Pope teamed up to create the nation's highest honor for military dogs: **The annual Lois Pope LIFE K-9 Medal of Courage.** The inaugural awards honored four heroic dogs on Capitol Hill, attended by members of Congress and top military leaders including Commandant of the USMC General Robert B. Neller, **First Sgt. Matt Eversmann (Ret.)**, the hero of Mogadishu whose story inspired the film "Black Hawk Down"; and **USMC Col. Scott Campbell**, Commanding Officer of the Wounded Warrior Regiment in Quantico, VA. The awards were covered by ABC NEWS, the BBC World Service, top military publications, and other media around the world.

"These remarkable dogs work side-by-side with the men and women of our Armed Forces, performing vitally important and life-saving work, while putting their own lives on the line for our country," said Lois Pope. "It is high time that their valiant sacrifices and contributions to our nation and our men and women in uniform are properly recognized at the highest levels."



## Battle Buddies Reunited!

They served together on more than 50 missions and three deployments in Afghanistan, during which they ate together, slept together, and fought together. Then, they were separated and each, coping in his own way with the hidden wounds of war, wondered if they would see the other again. But thanks to American Humane, which has championed the cause of military dogs and reunions of dozens of former “battle buddies,” the distinguished philanthropist Lois Pope, who is known nationwide for supporting America’s two-legged and four-legged military heroes, and a local police department with a big heart, Military War Dog “Bond” is finally back in the arms of his military hero handler.

When MWD Bond retired last year, he was assigned to service with the Pine Mountain (GA) Police Department as a K-9 Police Officer. Watching Bond’s former handler Staff Sergeant Justin struggling with his own issues and the pain of separation from Bond, the soldier’s longtime girlfriend reached out to us for help. Through our Lois Pope LIFE Center for Military Affairs, American Humane stepped in, contacted the Pine Mountain Police Department, and offered \$10,000 to fund a replacement for MWD Bond. Although the small department had itself become attached to the dog, they generously agreed that the best place for military hero dog Bond was with his military hero handler.

SSG Justin and MWD Bond now rely on each other to cope with the often-difficult transition back to civilian life. MWD Bond himself suffers from combat trauma, once knocking out his own teeth trying to chew himself out of his kennel during a thunderstorm.

“Bond has been Justin’s comrade, companion and only solace at times, for years,” said Justin’s girlfriend Sarah. “I’ve watched him care for and love this dog like a pet and best buddy, for a long time. The one and only time I’ve ever seen Justin cry in my life was the day he had to say goodbye to this dog. His reunion with MWD Bond is extremely important to him. Thank you to American Humane, Lois Pope, and the Pine Mountain Police Department. You don’t know how much this means to both of these heroes.”



# American Humane Conservation

## First to serve and protect animals in zoos and aquariums

In the face of what scientists are calling a “Sixth 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. Serving as arks of hope for endangered animals and powerful ambassadors for conservation, these institutions are drawing more visitors each year than all sporting events combined. And as people become increasingly aware of and invested in the fate of the world’s creatures, more and more are rightly demanding that the millions of creatures who live in zoos, aquariums and conservation centers be afforded good treatment and living conditions.

To help elevate standards and shine a spotlight on those who take good care of their animals, American Humane developed the first-ever independent, science-based, third-party humane certification program focusing solely on the well-being of the animals living in these institutions.

Just some of the program’s early achievements include:

- **Creation of a World-Class Scientific Advisory Committee:** The strength of any program rests on the strength of its foundation. American Humane Conservation’s comprehensive standards were created by an independent Scientific Advisory Committee made up of the most well-respected, iconic names in animal science, animal welfare, animal ethics, and conservation, and cover everything from ensuring good health and good housing to appropriate behaviors, air and water quality, thermoregulation, appropriate sound levels for animal life, and much, much more.





- Rigorous Verification by Independent Expert Auditors:** Adding to the rigor of the program, the implementation of the required standards is regularly verified by independent auditors.
- Leading Institutions Around the World Lining Up to Be Certified:** In just the first six months we have certified 16 world-class zoo and aquarium facilities in five countries on three continents – and 50 more are lined up preparing to undergo a stringent audit to see if they qualify for certification.
- Ensuring the Safety of 150,000 Animals:** American Humane is already working to help ensure the welfare of nearly 150,000 animals living in Humane Certified™ facilities.
- 14,000+ Broadcasts of New National PSAs:** American Humane is honored to have the support of popular television star Alison Sweeney, who worked with us to create national television and radio public service announcements promoting simple ways to teach children to be kind to animals and driving them to a pledge to visit humanely certified zoos and aquariums. These new PSAs have reached millions of people with our humane message.
- Spreading the Word Globally:** The American Humane Conservation program was the keynote topic of the Second World Animal Welfare Congress in Mexico City, attended by humane leaders from around the globe. American Humane CEO Dr. Robin Ganzert was interviewed by national television, radio and news organizations, and news reports appeared in multiple countries in both Spanish and English.



## Launch of humane conservation program on Capitol Hill draws 300+

The launch of the American Humane Conservation program on Capitol Hill was a standing-room-only success hosted by the Congressional Humane Bond Caucus. More than 300 Congressional office staff attended, including more than a dozen members of Congress, nine of them speaking in support of this unique new initiative. The world's leading animal scientists and animal ethicists serving on the program's illustrious Scientific Advisory Committee joined internationally renowned conservationist advocate Jeff Corwin and animal lover/TV star Carolyn Hennesy in providing top-tier endorsements for the new effort.



Also on hand to make the case for the humane conservation of animals were some endearing and endangered representatives of the animal kingdom, including a sloth, a bald eagle, and penguins who had been rescued, rehabilitated and given a second chance at life.

During the launch of the program, American Humane announced the first four institutions to earn its Humane Certified™ seal of approval: Chicago Zoological Society's Brookfield Zoo in Illinois; Delphinus in Mexico; Shedd Aquarium in Chicago; and Vancouver Aquarium in Canada. Since then, they have been joined by Georgia Aquarium, Pittsburgh Zoo & PPG Aquarium, Mystic Aquarium, Ocean Park in Hong Kong, and Dolphin Quest in Hawaii and Bermuda – with more than 50 new facilities from around the world lining up to undergo the rigorous audits to become certified. We applaud these institutions for the remarkable work that they are doing for the animals in their care.



“We have a moral obligation to protect these magnificent animals, and zoos and aquariums are vital ambassadors for this effort,” says American Humane President and CEO Dr. Robin Ganzert. “People won’t protect what they don’t love. And they can’t love what they don’t know. This new program will help ensure not only that the animals in the world’s zoos and aquariums are well cared for, but that new generations of animal lovers are cultivated and dedicated to the preservation of the many remarkable creatures with whom we share the Earth.”

# American Humane Hollywood (“No Animals Were Harmed®”)

First to serve and protect animals in film & TV



Animal actors are a cherished part of American culture, playing some of the most iconic, beloved characters of the silver screen. And for more than 75 years, American Humane has been the voice for Hollywood’s animal stars. Our “No Animals Were Harmed®” program, the only industry-sanctioned organization with oversight of animals in filmed production, has made the protection of animal actors its mission.

Based on the comprehensive and rigorous species-specific protocols that are defined, reviewed, and regularly updated by a Scientific Advisory Committee of the world’s leading, independent animal scientists, animal behaviorists, veterinarians, and animal ethicists, the No Animals Were Harmed program is led by a renowned veterinarian with more than 20 years of experience. Our program team takes extraordinary steps to ensure the safety of animals, starting long before a film starts shooting with a rigorous script review, detailed inspection of the sets and environment where animals will be, and on-set monitoring by trained Certified Animal Safety Representatives, many of whom are veterinarians themselves. For three-quarters of a century, we have been protecting animal actors, now monitoring nearly 1,000 sets every year and keeping countless animals safe.

This year, we...

- Protected 78,370 animals during 2,900 production days for film and television projects across the country and around the world, including in Australia, the Bahamas, Canada, Chile, China, the Czech Republic, England, Hungary, Italy, Mexico, New Zealand, Portugal, Romania, and South Africa.
- Substantially increased our international coverage with nearly 650 international production days monitored.
- Kept animals safe in the biggest movies of the year, including *Rogue One: A Star Wars Story*, *Ben-Hur*, *The Magnificent Seven*, *Pete’s Dragon*, *Hail Caesar!*, *Captain America: Civil War*, *Teenage Mutant Ninja Turtles: Out of the Shadows*, *Nocturnal Animals*, *Patriots Day*, *Why Him?*, *Jackie*, and *Fantastic Beasts and Where to Find Them*, just to name a few.
- Continued growing the size of our team of highly skilled Certified Animal Safety Representatives around the world with two more new licensed veterinarians based in Canada.



**“No Animals Were Harmed”®**

— a program of —

American Humane Association™

# Meet Hooch, our newest American Hero Dog!

In addition to protecting 100,000 animal actors each year, our American Humane Hollywood program works with the Lois Pope LIFE Foundation, Hallmark Channel, and some of the brightest stars in the film and television universe to spotlight the life-changing, life-saving power of the human-animal bond through our annual American Humane Hero Dog Awards™. This year's winner is an example of bravery, service and the kind of forgiveness of which only a dog is capable.



Meet Hooch.

Hooch is a dog with badly cropped ears, a broken tail, and a bright spirit. Zach Skow, of Marley's Mutts Dog Rescue, learned about him from a shelter in Bakersfield, which told him Hooch would not eat or drink, instead thrashing his food and water bowls around "like a maniac." He was 35 pounds underweight, starving and dehydrated, and they thought that a broken or dislocated jaw was causing his behavior. But when he was taken to the vet and sedated for x-raying, a gruesome discovery was made: Hooch's tongue had been savagely removed at its base, likely in an attempt to prime him for the role of a bait dog. Hooch kept removing his feeding tube, but fortunately took well to being hand-fed, tilting his head back while food was placed in the back of his throat, and letting gravity do the work. Despite the terrible injuries inflicted on him by people, Hooch is a heroic example of bravery, overcoming, and forgiveness. He now works with Marley's Mutts' Miracle Mutts division serving as a therapy dog for abused, autistic, and special needs children, helping them with great gentleness, patience and kindness.

For his extraordinary bravery and good works, Hooch first won the 2016 American Humane Hero Dog Awards' "Emerging Hero Dog" category for ordinary dogs who do extraordinary things, and then went on thanks to some 1 million public votes and the deliberations of a VIP judging panel to clinch the nation's top title – announced at the black tie awards gala held at the Beverly Hilton and broadcast nationwide on Hallmark Channel. This year, the Emerging Hero Dog category is sponsored by Merial, maker of NexGard® (afoxolaner) Chewables. Our thanks to them for helping draw attention to Hooch's story and spotlighting the remarkable ways dogs can and do help us even when they themselves are in need of help and healing.



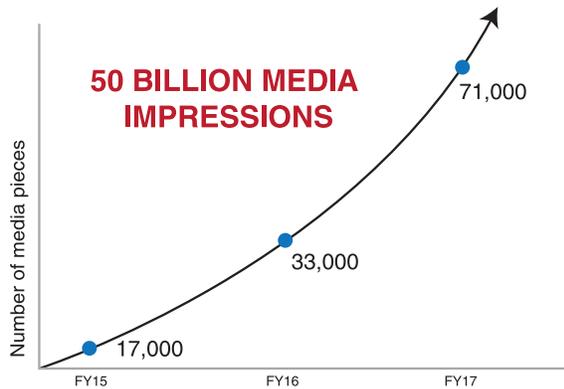
# Global Awareness and Education

As the nation's leading authority on animal welfare, news organizations are constantly seeking our expertise and commentary. We work with thousands of local, regional and national news groups to get out lifesaving information and help spread our message of compassion, caring, and hope. Recent highlights of our educational outreach include:



Deep blue shading indicates media reach

- **Doubling our global reach over just one year ago** with vital prevention and awareness stories spreading our message of caring, compassion and hope via more than 33,000 newspapers, web sites, and TV/radio broadcasts worldwide.

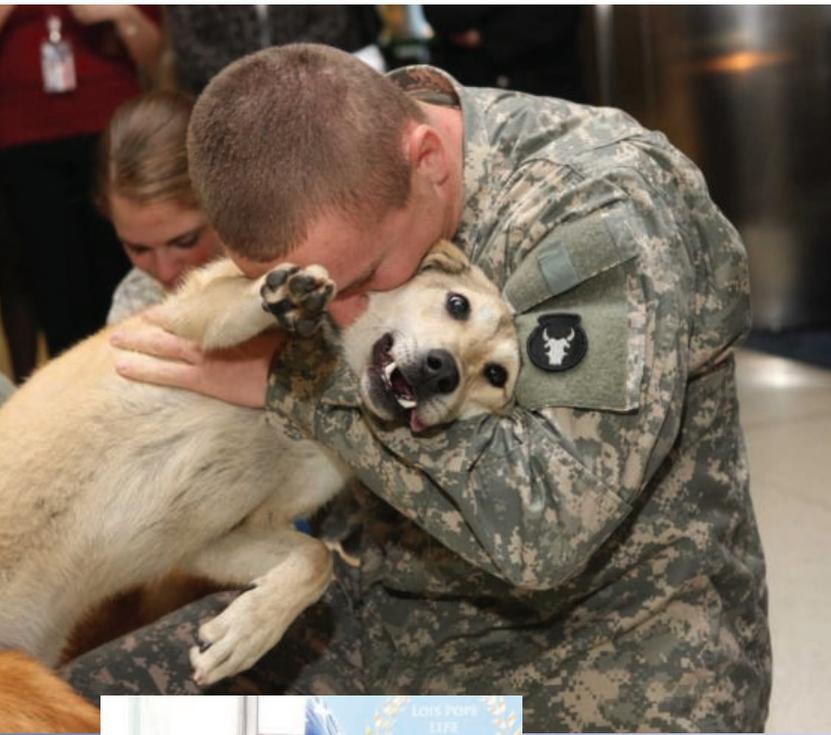


- **Major news stories affecting the well-being of animals** were carried by prominent national publications, newspapers, magazines and news stations including the international Associated Press, ABC NEWS, The TODAY Show, The BBC World Service, Fox News, TIME Magazine, The New York Times, The Washington Post, The Weather Channel, USA Today, The Huffington Post, The Hill, The Los Angeles Times, the Chicago Tribune, PEOPLE Magazine, and thousands of others.
- The weekly radio show, **“Be Humane™ with Dr. Robin Ganzert” on Pet Life Radio**, aired a stellar lineup of animal welfare experts and guests supporting the humane movement, including animal wildlife biologist and conservationist Jeff Corwin, Chicken Soup for the Soul publisher Amy Newmark, Food Network star Donatella Arpaia, and TV personalities Alison Sweeney, Carolyn Hennesy and Barbara Niven. All episodes are available at [www.petliferadio.com/behumane.html](http://www.petliferadio.com/behumane.html).
- The national television broadcast of the sixth annual **American Humane Hero Dog Awards®** on Hallmark Channel, with its 90 million subscribers, scored its highest ratings ever. This year's winner, Therapy Dog Hooch, overcame horrific abuse and now helps veterans and others recover from their own injuries.



# The Year in Pictures...







SIXTH ANNUAL  
**AMERICAN-HUMANE**  
**HERO DOG AWARDS**  
\*\*\*\*\*

**HOOCH**  
Emerging Hero Dog

CATEGORY SPONSOR:  
MENTAL MAKERS OF HEMGARD®  
(AFOXOLANER) CHEWABLES

SIXTH ANNUAL  
**AMERICAN-HUMANE**  
**HERO DOG AWARDS**  
\*\*\*\*\*

**JUDGE**  
Arson Dog

CATEGORY SPONSOR:  
SWEET PAMP

SIXTH ANNUAL  
**AMERICAN-HUMANE**  
**HERO DOG AWARDS**  
\*\*\*\*\*

**LAYKA**  
Military Dog

CATEGORY SPONSOR:  
REINOTE, K-9 COURAGE PROGRAM™ FROM ZOETIS

SIXTH ANNUAL  
**AMERICAN-HUMANE**  
**HERO DOG AWARDS**  
\*\*\*\*\*

**HOOK**  
Guide/Hearing Dog

CATEGORY SPONSOR:  
CLOVER ESSENTIALS FARMS  
OFFICIAL "RECOGNITION" SPONSOR

SIXTH ANNUAL  
**AMERICAN-HUMANE**  
**HERO DOG AWARDS**  
\*\*\*\*\*

**MANGO**  
Therapy Dog

CATEGORY SPONSOR:  
CHECKER DOGS FOR THE SOLE PET FOOD  
OFFICIAL PET FOOD SPONSOR

SIXTH ANNUAL  
**AMERICAN-HUMANE**  
**HERO DOG AWARDS**  
\*\*\*\*\*

**K-9 EDO**  
Law Enforcement Dog

CATEGORY SPONSOR:  
REINOTE, K-9 COURAGE PROGRAM™ FROM ZOETIS

SIXTH ANNUAL  
**AMERICAN-HUMANE**  
**HERO DOG AWARDS**  
\*\*\*\*\*

**GANDER**  
Service Dog

CATEGORY SPONSOR:  
HONOR DOG RESCUE

SIXTH ANNUAL  
**AMERICAN-HUMANE**  
**HERO DOG AWARDS**  
\*\*\*\*\*

**KOBUK**  
Search & Rescue Dog

CATEGORY SPONSOR:  
AMERICAN ANIMALS  
OFFICIAL ANIMAL SPONSOR



**American Humane Hero Veterinarian and Hero Veterinary Technician Awards**  
Sponsored by Zoetis



**DR. NATALIE ISAZA**  
2016 American Hero Veterinarian

AMERICAN-HUMANE FIRST TO SERVE zoetis



**American Humane Hero Veterinarian and Hero Veterinary Technician Awards**  
Sponsored by Zoetis



**KIM KNAP**  
2016 American Hero Veterinary Technician

AMERICAN-HUMANE FIRST TO SERVE zoetis



# Compassionate Celebrity Ambassadors

Working to make the world more humane



CANDY SPELLING



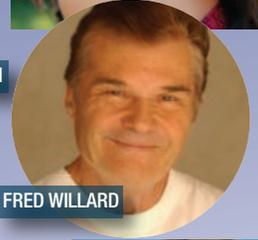
RICHARD GERE



JAMES DENTON



KATHARINE MCPHEE



FRED WILLARD



BETH STERN



MICHELLE BEADLE



JILLIAN MICHAELS



ROBERT DE NIRO & PEANUT



ALISON SWEENEY



ADRIENNE MALOOF



KRISTIN CHENOWETH



ESAI MORALES



MARLEE MATLIN



BINDI IRWIN



MARK STEINES



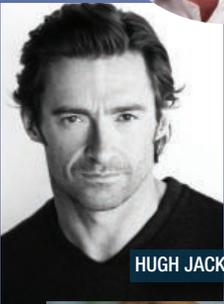
WHOOPI GOLDBERG



J.R. MARTINEZ



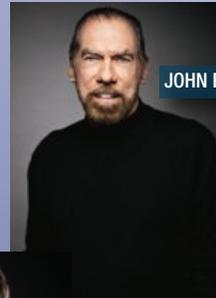
CRISTINA FERRARE



HUGH JACKMAN



MARTIN SHORT & LOIS POPE



JOHN PAUL DEJORIA



BETTY WHITE



TERRY FATOR



JOEY LAWRENCE



LEA THOMPSON



PETER FONDA

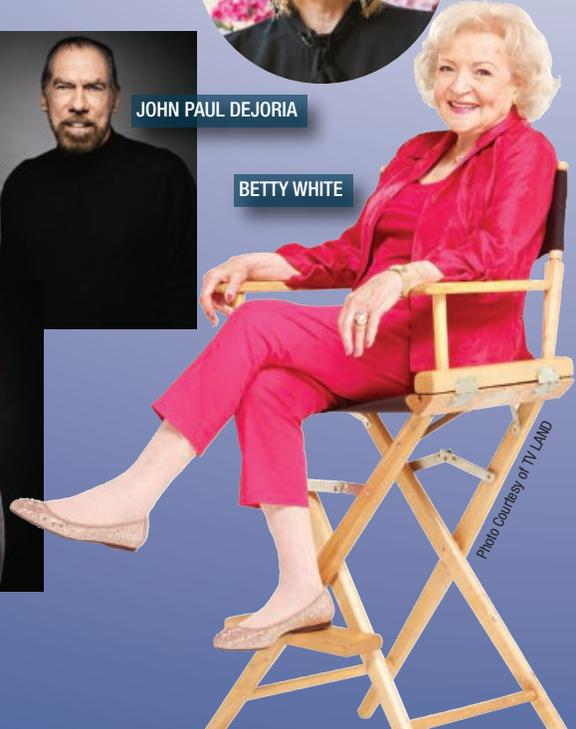


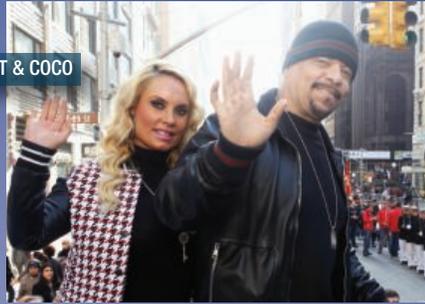
Photo Courtesy of TTY LAND



ELLEN DEGENERES



DR. TEMPLE GRANDIN



ICE-T & COCO



LOU WEGNER



DEREK HOUGH



JENNIFER COOLIDGE



JEFF CORWIN



JILL RAPPAPORT



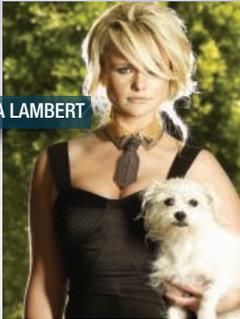
PAULEY PERRETTE



NAOMI JUDD



BARBARA NIVEN



MIRANDA LAMBERT



ASHLAN & PHILIPPE COUSTEAU



LISA VANDERPUMP & GIGGY



MATT MARTIN



BAILEE MADISON



VICTORIA STILWELL



PRINCE LORENZO BORGHESE



WILSON PHILLIPS



ALISON EASTWOOD



JOANNA KRUPA



CAROLYN HENNESSY



KRISTIN BAUER VAN STRATEN



DR. MARTY BECKER



CAMERON MATHISON



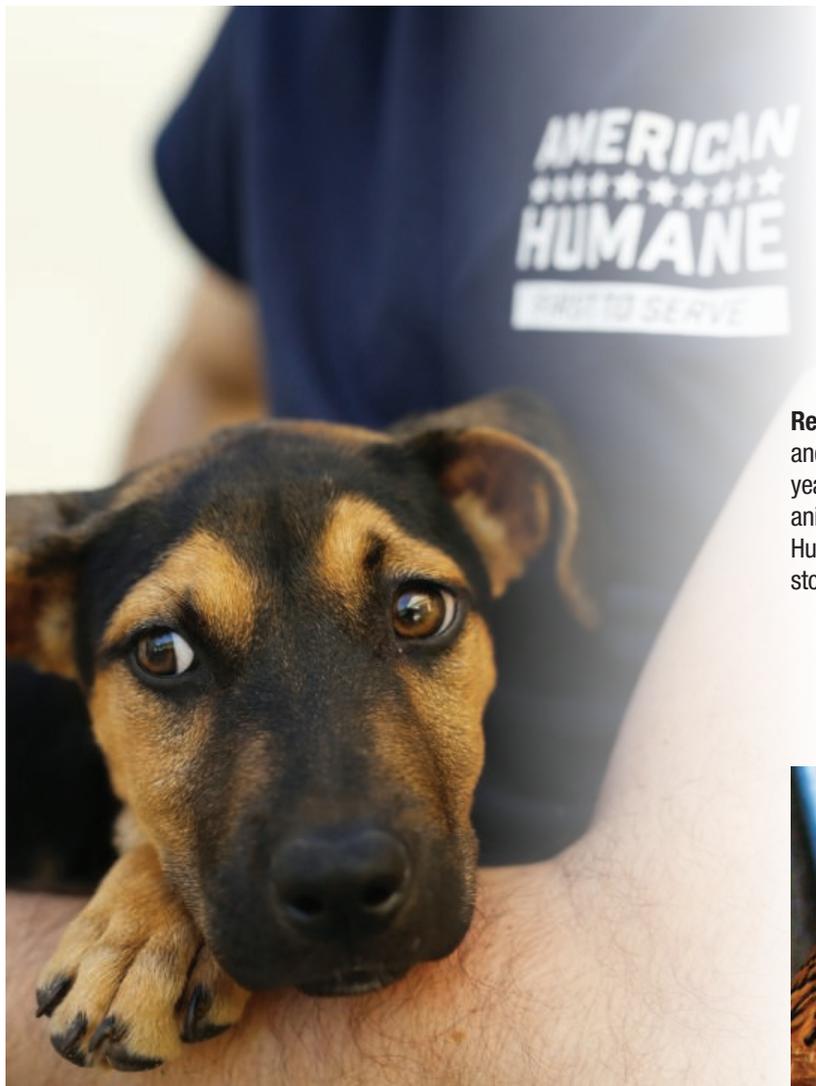
EMMANUELLE VAUGIER



BRANDON MCMILLAN

# Major Events and Milestones

**American Humane Named “Outstanding Animal Welfare Organization of the Year” and Awarded “Top-Rated Charity” Seal:** Pet Philanthropy Circle bestowed its “Outstanding Animal Welfare Organization of the Year” award on American Humane at the annual Pet Hero Awards gala, hosted by beloved NBC National Dog Show personality David Frei and co-chaired by Georgina Bloomberg and Prince Lorenzo Borghese. Leading charity evaluator *GreatNonprofits* awarded us their “Top-Rated Charity” seal. And CharityWatch named us a “Top-Rated Charity” with an “A” rating. These honors join a long list of awards recognizing American Humane as one of the most effective and responsible nonprofit organizations in the country.



**Rescuing Animals in Need:** American Humane saved, sheltered, and cared for 6,703 animals hurt in disasters and cruelty cases this year. Among our many emergency deployments, we rushed to help animals caught in West Virginia’s “1,000-Year Flood,” cruelty cases, Hurricane Matthew, the Tennessee wildfires, and the devastating storms that struck Louisiana.



**Bringing 200 million more animals under our humane protection – in just one year!** As the largest certifier of animal welfare in the world, we oversee the humane treatment of some 1 billion living creatures around the world. This year, we were able to bring nearly 200 million *more* chickens, cows, goats, turkeys, and other farm animals under our comprehensive, science-based protections, covering everything from adequate space, air quality, lighting, warmth, and much, much more.

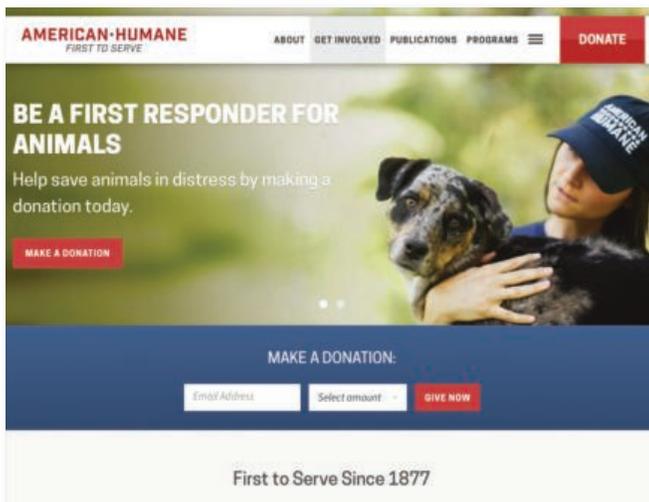
**Two Giant New Rescue Vehicles Thanks to Ellen DeGeneres, the Walmart Foundation, the William H. Donner Foundation, and the Kirkpatrick Foundation:** During the 100th anniversary of American Humane Rescue's work in saving animals, we nearly DOUBLED our national lifesaving capabilities thanks to the generous donations of two new 50-foot-long emergency animal rescue vehicles. One of these giant vehicles, with sheltering equipment for 100 animals, was made possible by the remarkable commitment of TV star Ellen DeGeneres and The Walmart Foundation, and will be stationed in Louisiana. The other, funded by our friends at the William H. Donner Foundation and the Kirkpatrick Foundation, is now based in Oklahoma's "Tornado Alley," one of the most frequently hit areas for deadly storms.



**One Million Free Meals for Shelter Pets:** American Humane teamed up with Chicken Soup for the Soul Pet Food to help care for the millions of cats and dogs left in shelters every year. The campaign, "Fill a Bowl... Feed a Soul," provides one pound of free pet food to animal shelters and rescues for every purchase of Chicken Soup for the Soul Pet Food products with a goal of delivering 1 million free meals. So far, more than half a million pounds of premium, all-natural pet food have been distributed to feed abandoned, lost, and hungry animals.

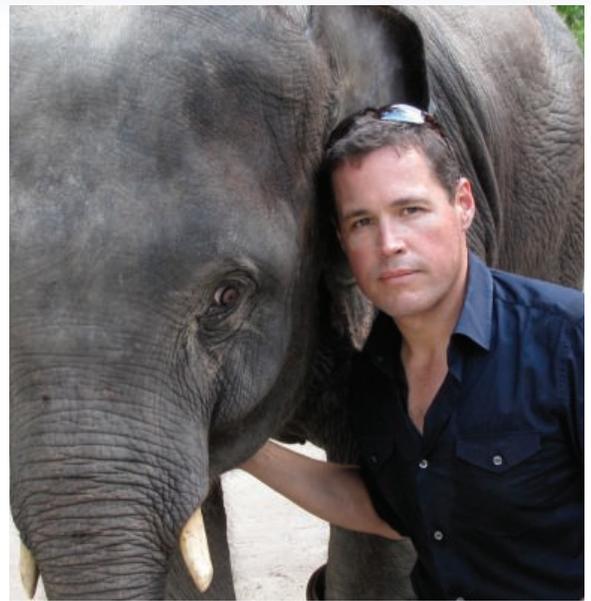


**Helping Children of Military Families:** In partnership with the National Military Family Association, we helped bring the powerful healing of therapy animals to some 2,000 children at 11 Operation Purple Children's Camps and Family Retreats across the United States. Animal therapy is a powerful tool for bringing relief to children and families trying to cope with the sadness, loss, and fear that military families too often face alone. Our efforts are helping the bravest families when they need help most, and creating memories that last a lifetime.

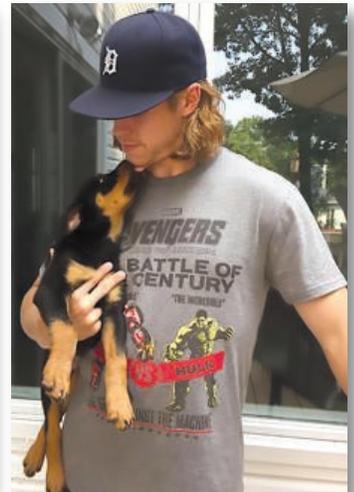


**A New Look for America's First National Humane Group:** Following 140 years of work that have changed the face of the humane movement, American Humane decided to undergo a facelift of its own with a new logo, website, and tagline, "First to Serve," crystallizing in three words our long, proud history of firsts in protecting animals.

**Protecting Animals in the World's Zoos and Aquariums:** In June, our new global American Humane Conservation program launched on Capitol Hill in a standing-room-only event hosted by the Congressional Humane Bond Caucus with more than 300 Congressional office staff, including more than a dozen members of Congress. This new program will help ensure the welfare and humane treatment of the millions of animals in the world's zoos and aquariums, and shine a bright light on those institutions that are doing remarkable work in preserving the creatures of the earth.



**Honoring Our K-9 Military Heroes:** In July, American Humane and philanthropist Lois Pope inaugurated the first-ever **Lois Pope LIFE K-9 Medal of Courage Awards** for extraordinary valor by our nation's military and contract working dogs. It is estimated that military dogs each save the lives of an average of 100-150 servicemen and women in the course of their careers.



**Celebrity Support Takes Our Messages to Millions:** Popular TV actress Alison Sweeney recorded national TV and radio public service spots for us, giving adults tips on teaching children to be kind to animals. And NHL star Matt Martin took time out of his busy schedule to film a national television spot offering veterans coping with Post-Traumatic Stress and Traumatic Brain Injury our free guide to securing a lifesaving service dog.



**Celebrating 100 Years of Animal Rescue:** In May, American Humane marked a century of saving, sheltering, and aiding animals hurt in disasters and cruelty cases by unveiling a giant new animal rescue vehicle funded with the generous assistance of the William H. Donner Foundation and the Kirkpatrick Foundation. The 50-foot truck was introduced at the New York Stock Exchange as a major new investment in the welfare of America's animals and is now stationed in Oklahoma's "Tornado Alley."



**American Humane Leader Receives Numerous Honors:** Our president and CEO Dr. Robin Ganzert was elected to the Forbes Nonprofit Council for Chief Executive Officers, was named the Rare Life Leadership Award winner for her work in the humane field, and won a Brava Award for top female CEOs in Washington, D.C.

**Surprising a Veteran with a Service Dog:**

American Humane sponsored the gift of a trained Post-Traumatic Stress (PTS) service dog to a military veteran during a New York Giants game. Partnering with the team, Semper K-9, and the United War Veterans Council, American Humane presented Army veteran Steve DeVries, a native New Yorker and lifelong Giants fan with the service dog on the field in a special surprise ceremony between the first and second quarters. "A service dog will be able to assist me with mobility issues, and allow me to mitigate my PTS symptoms to ensure my family and I can live a normal life within our community," DeVries said. "This service dog will give my wife back her husband, and my children will have their father back in their lives."



**World-Class Leaders Join American Humane Board:**

Two more major figures added their support to our 140-year-old mission. Timothy Lane, CEO of Everest Advisors, Inc., former CEO of PepsiCo Restaurants International for Asia and the Middle East, Inc., and Holiday Inn Worldwide was elected to the national governing board of directors, as was United States Marine Corps Colonel Scott Campbell, Commanding Officer of the Wounded Warrior Regiment in Quantico, Virginia. Mr. Lane will draw on his global experience to accelerate American Humane’s international expansion and leverage his tremendous experience in the restaurant field to advise food producers globally how animals in agricultural production may be treated more humanely. Colonel Campbell will bring his long military experience to help guide American Humane’s wide array of programs and initiatives assisting America’s active-duty military, veterans, and military animals.



Timothy Lane  
CEO Everest Advisors, Inc.



USMC Col. Scott Campbell



**Advocating Humane Conservation of the World’s Animals:** American Humane CEO Dr. Robin Ganzert, board member Tim Lane, and Brad Andrews meet with the Hong Kong Agriculture, Fisheries & Conservation Department minister and his team.

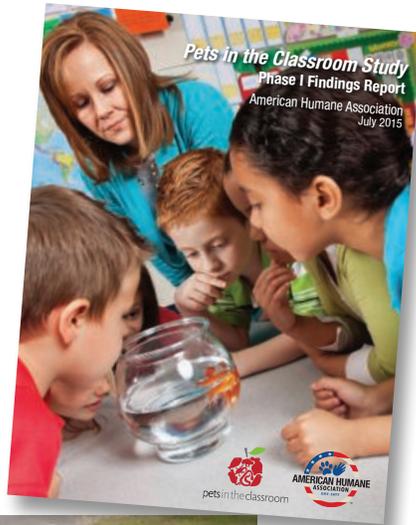
**Promoting the Health and Welfare of Aquatic Life:** As part of our membership of the Pet Leadership Council, American Humane participated in an announcement of an effort to promote the health and welfare of aquatic life, environmental stewardship, and responsible fish keeping. The Pet Leadership Council is comprised of pet industry leaders, animal welfare advocates, veterinarians, and academia, uniting everyone who cares for our pets behind core principles and a nationwide public education effort on animal health and well-being.

**Keeping Everyone Safe Through National Dog Bite Prevention Week®:** As part of the National Dog Bite Prevention Week Coalition, American Humane worked once again this year to provide critical safety information to protect children from dog bites and teach the importance of pet owner responsibility – protecting both our children and our best friends.



**Congressional Briefing on Kids and Cancer:** In a Capitol Hill event hosted by the Congressional Humane Bond Caucus, American Humane joined scientists working with the Center for Elephant Conservation, and country star, former nurse and animal lover Naomi Judd to brief members of Congress on innovative research showing how animals can teach us to help cancer patients. The speakers shed light on a special cancer-killing gene found in elephants and American Humane shared the results to date of its groundbreaking *Canines and Childhood Cancer* study, scientifically documenting for the first time the benefits of animal therapy for kids with cancer and their families.

**Pets in the Classroom:** Phase I of our *Pets in the Classroom Study*, supported by the Pet Care Trust, indicated that animals can teach schoolchildren important values like compassion, empathy, respect, and responsibility for other living things, as well as give them much-needed leadership skills and stress relief. The second part of this study is now following approximately 650 students from third and fourth grade classrooms for the 2016-2017 school year to further assess the impact of classroom pets.



*“My name is Adrienne Maloof and I am an Ambassador of American Humane. I so deeply believe in this charity, and find it so deeply rewarding to be involved in their events and activities on a weekly basis. Their steadfast dedication and loyalty to our country, to our military, and to our children, to make a difference in our world, has kept me motivated to be intensely involved in this cause. I am so honored to be a part of American Humane and applaud them for all they have done.”*



**Helping Communities Hit by Disasters:** American Humane and The Weather Channel brought hope, help and healing to victims of hurricanes and other severe weather using the remarkable power of animal therapy. “Butler,” a shepherd mix saved from a shelter and now working with American Humane to visit devastated communities, serves as The Weather Channel Therapy Dog and uses his second chance at life to help others. You can follow American Humane and Butler’s work live on The Weather Channel, broadcast to more than 100 million homes nationwide.

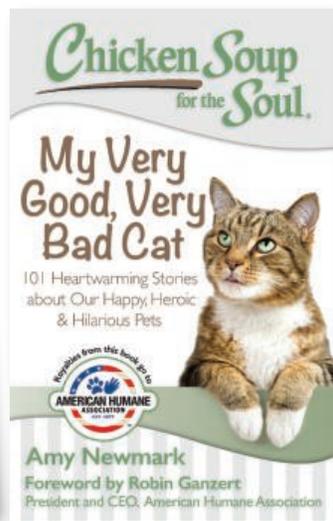
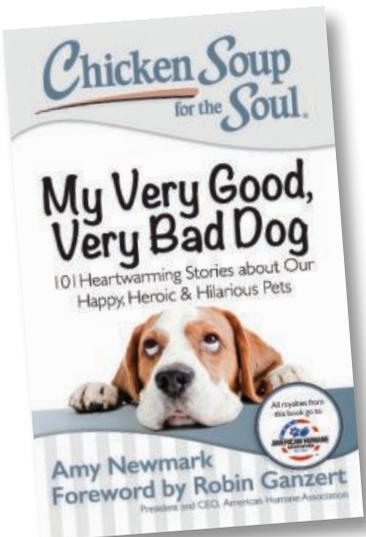


**The National Humanitarian Medal:** American Humane's highest award was bestowed on animal lover, veterinarian, and Zoetis executive Dr. J. Michael McFarland, for his lifetime of extraordinary work on behalf of our best friends.



**Airport Therapy Dogs**  
A Guide for Airports Interested in Implementing a Therapy Dog Program

**Helping Make Travel Less Stressful:** Air travel can often be a stressful experience and interacting with a therapy dog in an airport terminal can provide comfort and support to passengers as they prepare for their flights. With more and more passengers traveling by air, American Humane created a special guide to help airports create safe and effective therapy dog programs that will bring smiles and stress relief to millions of passengers.



**Two More Military Hero Dog Teams Reunited!** American Humane worked to reunite two retired military K-9s with their heroic handlers so they can heal together and enjoy the retirements they so richly deserve. These bring to 31 the number of military hero dog teams we have helped bring back together.

**Two New Books Touch Hearts and Benefit American Humane:** *Chicken Soup for the Soul: My Very Good, Very Bad Dog* and *Chicken Soup for the Soul: My Very Good, Very Bad Cat* hit the bookstores with forewords by American Humane President and CEO Dr. Robin Ganzert. Each featuring 101 funny, sometimes outrageous things our pets do, the books help benefit the work and mission of American Humane. Get yours now!



**Sharing the Milk of Human Kindness...with Cows:**

As the keynote speaker at the International Dairy Federation's World Dairy Summit in the Netherlands, American Humane CEO Dr. Robin Ganzert urged the global dairy industry to embrace third-party humane standards and certification to ensure that the world's cows are treated with the milk of human kindness.



2016 American Hero Veterinarian  
Dr. Natalie Isaza

**Free Specialty Care for Military Hero Dogs:** Thanks to American Humane and New Jersey's Red Bank Veterinary Hospital, retired military dogs now receive free specialty veterinary health care, something they never had before. Forty-three four-legged military heroes are already in our program, receiving life-changing, life-saving care – free of charge.



2016 American Hero Veterinary Technician  
Kim Knap

**Honoring Those Who Keep Our Animals Healthy:** The third American Humane Hero Veterinarian and Hero Veterinary Technician Awards™ made headlines around the country. Sponsored by Zoetis, the long-overdue effort reminded Americans that “behind every healthy pet is a vet (or vet tech!).”



# Historic Milestones



Advocated for the passage of national child labor laws.



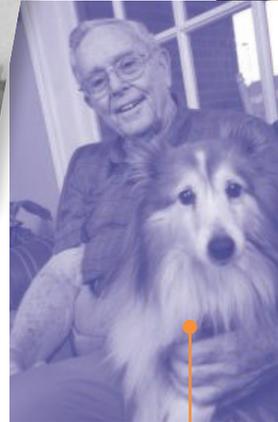
Opened our Hollywood office to fight cruelty to animals in filmed productions, after a horse was forced to run off a cliff and was killed during the filming of *Jesse James*.



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 the American Humane Rescue program, at the request of the U.S. Secretary of War, to aid animals in World War I.

American Humane Rescue deployed 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 ▶

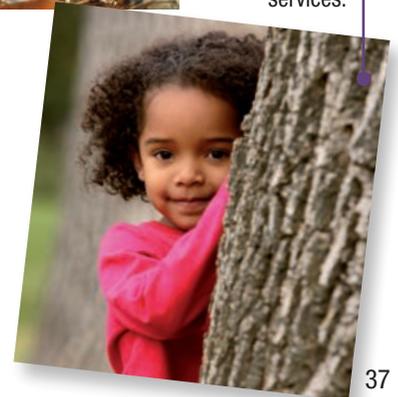
Established Adopt-A-Cat Month® to encourage the adoption of cats from local animal shelters.

Established Adopt-A-Dog Month® to encourage the adoption of dogs 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.



AMERICAN\*HUMANE

HERO  
DOG  
AWARDS™  
★★★★★



Established our Animal-Assisted Therapy Program.

Initiated the American Humane 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.

American Humane Rescue deployed to Moore, Oklahoma following the deadly EF-5 tornado, sheltering animals and reuniting them with their owners.



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

2008

2010

2011

2012

2013

2014

2015

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.



American Humane Rescue deployed to aid homeless animals in wake of Hurricane Sandy.

American Humane went to Capitol Hill three times to brief Congress and the nation on advances in helping kids with cancer, the need to bring home our military hero dogs, and to encourage humane treatment of the 10 billion animals on U.S. farms and ranches.



The 75th Anniversary of American Humane's "No Animals Were Harmed®" program.





American Humane clinches major victory for America's military working dogs by successfully advocating language in the 2016 National Defense Authorization Act guaranteeing them retirement on U.S. soil.



On the 100th anniversary of our work with the armed forces, American Humane launches the Lois Pope LIFE Center for Military Affairs.



Rescue team deployed to historic Louisiana floods.



Launch of American Humane Conservation program.

## 2016

Rescue team deployed in West Virginia floods.



Rescue team deployed to Tennessee wildfires.



American Humane Rescue turns 100.



Rescue team deployed for Hurricane Matthew.



# 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:

## The Independent Charities of America “Seal of Excellence”

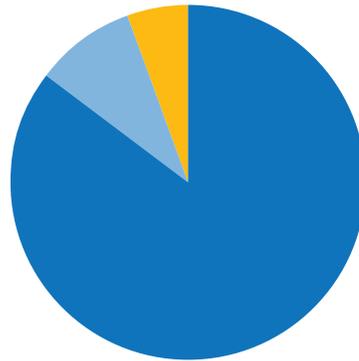
The Independent Charities Seal of Excellence is awarded to the members of Independent Charities of America and Local Independent Charities of America that have, upon rigorous independent review, been able to certify, document, and demonstrate on an annual basis that they meet the highest standards of 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 meets all of the Better Business Bureau’s Wise Giving Alliance’s 20 Standards for Charity Accountability.



[give.org](http://give.org)



- Program services 85.5%
- Fundraising 9.2%
- General administration 5.3%

## 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.



## Getting the Gold from GuideStar USA!

In 2015, 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.



## 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

**William Abbott**

President and CEO  
Crown Media Family Networks

**Dawn Assenzio** (Secretary)

Philanthropy Consultant

**Brian Beale, DVM, Diplomate ACVS**

Veterinarian  
Gulf Coast Veterinary Specialists

**Marty Becker, DVM**

Veterinarian, Television Correspondent  
and Author

**Amanda Bowman** (Chair of Capital Campaign)

Policy Consultant

**Col. Scott Campbell**

Commanding Officer  
Wounded Warrior Regiment

**William P. Davis, Esq.**

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**Debra S. Fair**

Interim Director  
Pedigree Foundation

**Naomi Judd**

Singer, Songwriter, Philanthropist

**Timothy Lane**

CEO  
Everest Advisors, Inc.

**J. Michael McFarland, DVM, DABVP**

Group Director of US Companion  
Animal Marketing  
US Operations, Zoetis

**John Payne** (Chair)

CEO and Founder  
Compassion-First Pet Hospitals

**Lois Pope**

Chair, the Lois Pope LIFE Foundation

**Candy Spelling** (Vice Chair)

Author, Producer and Philanthropist

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Suzanne Ainslie

Jeff Alderton

Lee Alderton

Erin Andrews

Col. Dick Baumer

Prince Lorenzo Borghese

Fran Burns

Dr. Caren Caty

Alex Donner

Sgt. Matt Eversmann (ret.)

Tori Eversmann

Venus Star Forshay

Carolyn Hennesy

Jon Hoek

Lucille Hume

Sharon Jablin

Helene Kovens

Herb Krauss

Rita Krauss

Dr. Lynn Lerman

Jan Malley

Adrienne Maloof

Matt Martin

Jeri Meltzer

Jewel Morris

Barbara Niven

Ronnie Perl

Bjaye Pilotte

Debra E. Porreco

Judi Richards

Wendy Roberts

Candace Rojas

Robert P. Seldon

Jean Shafiroff

Elaine Surnow

Janet Swanson

Alison Sweeney

Abigail Trenk

Lisa Vanderpump

Dr. Maria Vianna-Bucheler

Debbie Wells

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Dept. of Small Animal Clinical Sciences  
College of Veterinary Medicine  
Texas A&M University

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Vice President, Veterinary Medicine  
Petco Animal Supplies, Inc.

**Susan G. Friedman, Ph.D.**  
Dept of Psychology  
Dept of Special Education  
Utah State University

**Gail C. Golab, Ph.D., DVM, MACVSc, DACAW**  
American Veterinary Medical  
Association

**Deborah Luke, Ph.D.**  
Vice President, Conservation & Science  
Association of Zoos & Aquariums

**James F. Peddie, DVM**  
Distinguished Faculty Chair and Staff  
Veterinarian, Retired  
Exotic Animal Training and  
Management [EATM] Program  
Moorpark College

**Bernard E. Rollin, Ph.D.**  
Associate Professor of Ethics  
Colorado State University

**Charlie Sammut**  
Professional Animal Trainer

**Claudia Sonder, DVM**  
Director of the UC Davis Center  
for Equine Health

**Victoria Stilwell**  
Certified Animal Trainer

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Professor  
University of Arkansas

**S.F. (Sarge) Bilgili, DVM, PhD**  
Professor and Extension Poultry  
Scientist  
Auburn University

**Candace C. Croney, PhD**  
Director, Center for Animal Welfare  
Science & Associate Professor,  
Animal Behavior and Well-being  
Purdue University

**Terry Engle, PhD**  
Professor of Animal Science  
Colorado State University

**Inmaculada Estévez, PhD**  
Research Professor  
Neiker-Tecnalia

**Anne C. Fanatico, PhD**  
Assistant Professor  
Appalachian State University

**Temple Grandin, PhD**  
Professor of Animal Science  
Colorado State University

**Charles L. Hofacre, DVM, MAM, PhD**  
Director of Clinical Services  
University of Georgia

**Darrin Karcher, PhD**  
Assistant Professor, Extension Poultry  
Scientist  
Purdue University

**Janice Kritchevsky, VMD, MS**  
Professor, Large Animal Internal  
Medicine  
Purdue University

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Professor of Food Safety and  
Public Health  
Texas Tech University

**Joy A. Mench, PhD**  
Professor of Animal Science and  
Vice Chair  
University of California - Davis

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Assistant Professor, Swine Extension  
Specialist  
Arkansas State University

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Associate Professor and Director,  
Swine Research and Training Center  
University of Pennsylvania

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Professor  
Western University of Health Sciences

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Assistant Clinical Professor  
Turlock Laboratory  
University of California - Davis

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Professor and Director  
Center for Food Animal Wellbeing  
University of Arkansas

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Professor  
Michigan State University

**Cassandra Tucker, PhD**  
Professor  
University of California - Davis

**Kurt D. Vogel, PhD**  
Assistant Professor of Animal  
Science  
University of Wisconsin -  
River Falls

**Susan E. Watkins, PhD**  
Professor and Poultry Extension  
Specialist  
University of Arkansas

**Ann C. Wilkinson, DVM**  
Consultant  
Dairy Welfare and One Health

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Associate General Counsel for  
Corporate and Government Relations  
Paralyzed Veterans of America

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Director of Training and Client Services  
Canine Companions for Independence

**Chris Ford**  
CEO  
National Association of Veteran-Serving  
Organizations

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CEO  
Integrative Counseling of NM, LLC

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President  
Western Veterinary Conference

**Doug Korn**  
Vice President, Strategy  
Mars Petcare NA

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Interim Chief Policy Officer Iraq  
and Afghanistan Veterans of  
America

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Director of Client Programs and  
Community Engagement  
NEADS/Dogs for Deaf and Disabled  
Americans

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Sr. Program Officer, Onward Veterans  
Schultz Family Foundation

**Sheila O'Brien**  
Vice President  
Assistance Dogs International North  
American Board

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Scientific Program Manager  
Cohen Veterans Bioscience

**John P. Williams**  
Principal  
Powell Strategies

**Dr. Chad Zadina**  
CEO  
Tabby Road Animal Hospital

## American Humane Conservation Scientific Advisory Committee

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

**Linda Reeve Peddie, DVM**  
Veterinarian (Retired)

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President & CEO  
Pittsburgh Zoo & PPG Aquarium

**Tim Binder**  
Executive Vice President of Animal Care  
Shedd Aquarium

**David R. Blasko**  
Director of Animal Care  
Siegfried & Roy's Secret Garden and Dolphin Habitat at The Mirage

**Theodore Friend, Ph.D.**  
Professor Emeritus, Animal Behavior & Wellbeing  
Texas A&M University

**Daniel Garcia Parraga, DVM, DECAAH, DECZM**  
Director of Animal Health  
Oceanogr fic Valencia

**Ramiro Isaza, DVM, MS, MPH, DACZM**  
Professor of Zoological Medicine  
College of Veterinary Medicine,  
University of Florida

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Director of Conservation and Research  
Ringling Bros. Center for Elephant Conservation

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Universitat Aut noma de Barcelona

**James F. McBain, DVM**  
Veterinary Consultant

**Ken Ramirez**  
Executive Vice President & Chief Training Officer  
Karen Pryor Clicker Training

**Tracy Romano, Ph.D.**  
Chief Scientist & Vice President of Research  
Mystic Aquarium

**F. William Zeigler**  
Senior Vice President of Animal Programs  
Chicago Zoological Society

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

**Bernard E. Rollin, Ph.D.**  
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 866-242-1877.

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

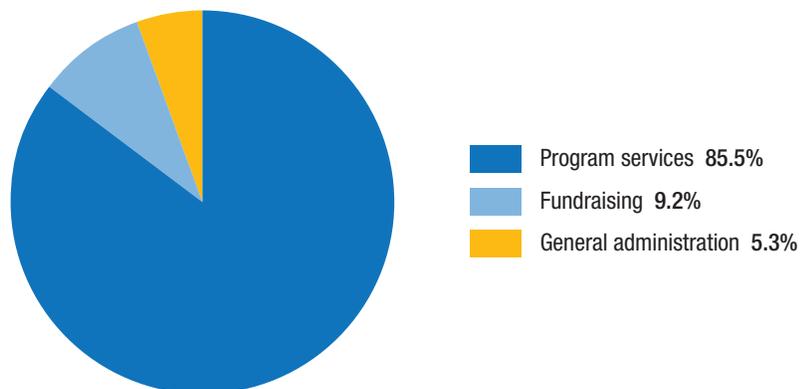


# American Humane Summary Financial Statements

## Statement of Financial Position

	June 30,	
	2016	2015
<b>ASSETS</b>		
Current assets	\$ 4,862,758	\$ 4,160,719
Investments	2,705,325	1,800,635
Property and equipment, net	468,638	189,427
Long term pledges receivable	1,700,000	-
Beneficial interests in charitable trusts	5,270,453	5,700,117
Investments held for endowment	1,103,095	1,113,898
Total assets	<u>\$ 16,110,269</u>	<u>\$ 12,964,796</u>
<b>LIABILITIES</b>		
Current liabilities	\$ 2,020,646	\$ 1,399,946
Obligations under split-interest agreements	1,179,428	1,230,973
Total liabilities	<u>3,200,074</u>	<u>2,630,919</u>
<b>NET ASSETS</b>		
Unrestricted	1,741,522	699,416
Temporarily restricted	4,995,600	3,035,761
Permanently restricted	6,173,073	6,598,700
Total net assets	<u>12,910,195</u>	<u>10,333,877</u>
Total liabilities and net assets	<u>\$ 16,110,269</u>	<u>\$ 12,964,796</u>

**Total Expense Breakdown FY 2016**



**Total Expenses:  
\$17,501,833**

## Statement of Activities

	<b>For the Year Ended June 30,</b>	
	<b>2016</b>	<b>2015</b>
<b>SUPPORT AND REVENUE</b>		
Contributions and sponsorships	\$ 12,707,926	\$ 6,643,905
Other grants	3,301,671	3,345,329
Royalty income and service fees	3,993,756	3,437,899
Conferences and seminars	141,215	36,000
Investment income	385,988	337,274
Other	-452,405	-177,976
Total support and revenue	<u>20,078,151</u>	<u>13,622,431</u>
<b>EXPENSES</b>		
Program services		
Humane Heartland	3,167,176	1,532,079
Humane Hollywood	6,498,407	6,953,422
Humane Intervention	2,779,375	1,101,622
Humane Research and Therapy	841,343	814,586
Humane Conservation	922,491	-
Center for Military Affairs	758,029	382,202
Total program services	<u>14,966,821</u>	<u>10,783,911</u>
Supporting services		
Philanthropic services and fundraising	1,617,442	1,960,173
General administration	917,570	823,871
Total supporting services	<u>2,535,012</u>	<u>2,784,044</u>
Total expenses	<u>17,501,833</u>	<u>13,567,955</u>
<b>CHANGE IN NET ASSETS</b>	2,576,318	54,476
<b>NET ASSETS</b>		
Beginning of year	10,333,877	10,279,401
End of year	<u>\$ 12,910,195</u>	<u>\$ 10,333,877</u>

For a complete copy of American Humane's audited financial statements for June 30, 2016, 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

1400 16th Street NW, Suite 360, Washington, DC 20036  
Phone: (866) 242-1877 Email: [info@americanhumane.org](mailto:info@americanhumane.org)

## WEST COAST HEADQUARTERS

12711 Ventura Boulevard, Suite 180, Studio City, CA 91604  
(818) 501-0123

## LOIS POPE PALM BEACH OFFICE

241 Bradley Place, Suite C, Palm Beach, FL 33480  
(561) 537-5887



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American Humane is a 501(c)3 tax-exempt charity

Our tax ID is 84-0432950

