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

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

★ Saved, sheltered, and fed more than 600,000 animals in desperate need, with American Humane Rescue deploying to help thousands of animal victims of hurricanes Harvey, Irma, and Maria, as well as the California wildfires.

★ Helped ensure the safety of nearly 100,000 animals on film and television productions through our No Animals Were Harmed program.

★ Verified the wellbeing of 250,000 remarkable animals through our American Humane Conservation program in zoological facilities around the world.

★ Worked to improve the lives of 1,000,000,000 farm animals by helping ensure humane living conditions and treatment through our American Humane Farm program.

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

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

1,000,000,000+

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

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

American Humane consistently receives the highest ratings among humane organizations

"TOP-RATED CHARITY" WITH A "A" RATING
(CharityWatch)

“GOLD LEVEL”
(GuideStar USA)

1 IN 1,000!
American Humane is one of fewer than 1/100th of 1 percent of U.S. Charities that made the Better Business Bureau’s “Wise Giving Alliance” list

91 CENTS OF EVERY $1 spent goes directly into lifesaving programs
(Audited Financials 6/30/17)

“SEAL OF EXCELLENCE”
(Independent Charities of America)

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

Here are some of our dramatic and heartwarming achievements:

★ Saving lives in the aftermath of Hurricanes Harvey and Irma: When these monster storms struck, we helped shelter, feed, and care for thousands of lost and displaced animals, helped organize and operate mega shelters in Texas and Louisiana, and conducted critical animal transports and lifesaving search and rescue missions in Florida that saved the lives of cats, dogs, horses, donkeys, and even ducks!

★ Restoring hope: Following what was called a “Thousand-year flood” in Louisiana, American Humane provided major grants to seven shelters that had been partially or completely destroyed, allowing them to rebuild operations and restore critically needed services to more than 10,000 animals in their communities.

★ Protecting the future: American Humane launched two brand-new mobile rescue vehicles. With the help of philanthropist Lois Pope, Banfield Foundation and Zoetis, we unveiled our California rescue truck to serve the West Coast. With the help of TV star Ellen DeGeneres and the Walmart Foundation, we launched our Louisiana rescue vehicle. These vehicles allow us to further safeguard animals, bolstering our nationwide capabilities to respond to disasters and animal crises.

★ Helping homeless pets: More than half a million Americans today are homeless and though they have plenty of love for their pets, they often lack the ability to give their best friend the kind of healthcare they need. To help, American Humane began a nationwide series of free veterinary clinics to provide lifesaving services to this vulnerable group of beloved pets.

★ Delivering 600,000 meals to hungry, frightened and abandoned animals: Through our partnership with Chicken Soup for the Soul Pet Food, we provided hundreds of thousands of pounds of nutritious free meals to shelter animals across the United States in the last year.

★ Preparing communities to help animals in need: Our American Humane Rescue team held 12 emergency responder trainings to equip communities to respond when crises strike and better protect animals.
Tens of thousands of families were planning on celebrating Labor Day with backyard barbecues, playing fetch with their dogs, who were thrilled to have their pet parents for a long weekend, and relaxing in their hammocks with a purring kitten and a glass of lemonade.

Things didn’t turn out that way.

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

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

On that terrible Labor Day weekend, Texas’ animals weren’t able to curl up with their owners, play in the lawn, and enjoy the relaxing weekend, but because of the American Humane Rescue team, thousands of displaced animals found safe places to sleep, nutritious meals, and caring people to be their families until they could go home again.
Since 1916, American Humane has been First to Serve those who serve our country by helping our nation’s military heroes on the battlefield and on the home front.

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

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

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

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

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

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

Honor America’s four-legged military heroes: Five courageous canines were awarded American Humane’s Lois Pope LIFE K-9 Medal of Courage, the nation’s highest award for military dogs. The internationally covered ceremony on Capitol Hill included 300 congressional staff and top U.S. military leaders, including Marine Lieutenant General Beauvais, TSA Administrator David Pekoske and retired Marine Colonel Scott Campbell.
Former U.S. Marine Corporal John Gerula was living in the Shanksville, Pennsylvania area when Flight 93 crashed there during the terror attacks on September 11. One of the first responders to the crash site, John enlisted in the Marines and deployed to Iraq, where he survived 21 IED explosions and fought in Operation Phantom Fury, considered the fiercest fight U.S. troops have faced since the Vietnam War. Coming home should have been a relief, but Gerula found himself engaged in some of the toughest battles of his life. Struggling with Post-Traumatic Stress and Traumatic Brain Injury, he began drinking, having family difficulties, and isolating himself from the world. John tried to get a service dog, but with an average waiting list time of 18-24 months and a cost of upwards of $30,000, he became increasingly frustrated. Then John heard about American Humane’s new “Shelter to Service” program, which rescues abandoned shelter animals and trains them to become specialized service dogs for veterans with PTS and TBI – saving two lives...one on each end of a healing leash. In a short time, American Humane paired John with Oliver, a one-year-old male Mountain Cur who was surrendered by his owner to a shelter in Colorado. The two bonded almost immediately and are now inseparable. John is feeling better and has started going out again. This brave veteran now says Oliver has given him his family – and his life – back.
As a brave military K-9 stationed in South Korea, Emra worked tirelessly to protect our troops and defend our freedom. When it came time for the 10-year-old Belgian Malinois to retire from service, Emra’s former handler, U.S. Air Force Staff Sergeant Adam Wylie, was eager to adopt her and reached out to American Humane to help reunite him with his battle buddy and best friend.

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

“I see Emra as a person,” Adam said, clutching Emra to his chest during the emotional reunion. “We have a deep emotional bond that can’t be touched.”
The American Humane Hero Dog Awards were created to celebrate the extraordinary acts of heroism performed by our best friends. This nationwide campaign draws hundreds of canine nominations from across the country, more than a million votes by the American public, and more than a billion media impressions including features by The TODAY Show and PEOPLE Magazine, all culminating in a celebrity-studded Hollywood gala broadcast to 88 million homes on Hallmark Channel.

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

Abigail was found as a stray in Miami and taken to a rescue center where she was examined. She was anemic and infested with ticks. Scars covered her bloody head, neck, back legs, and half her face was missing with the skin ripped off down to the eardrum. She smelled terrible because of multiple infections, and was covered in dried mud. Experts suspected she was a victim of dog fighting. Her injuries were at least a week old and she almost lost her life. Abigail had several major surgeries and extensive skin grafts. She had weeks of hospitalization and daily bandage changes, which led to the launch of her “mission.” As her vet and vet tech were changing her bandages, the bandages gave the appearance that Abigail was wearing a bonnet. People from all over the world started sending bonnets and there is a Facebook page “Bonnets for Abigail” with more than 12,000 followers. Despite the terrible injuries inflicted on her, Abigail is a heroic example of bravery and is using her public platform to teach forgiveness and bring awareness to the importance of ending dog fighting. For her extraordinary bravery and good works, Abigail won not only the American Humane Hero Dog Awards’ “Emerging Hero Dog” category for ordinary dogs who do extraordinary things, but the top yearly title of “American Hero Dog.”
Animals need and deserve great care and treatment. For far too long, there were few or no accepted humane standards governing the treatment of animals in a wide variety of settings involving human care. To remedy this and to help give better lives to millions of animals, on farms and ranches, in entertainment, and at the world’s zoos and aquariums, American Humane has led the way in creating and enforcing rigorous, science-based standards that demonstrably improve the lives of animals.

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

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

**GUIDING PRINCIPLES OF FIVE FREEDOMS**

- Freedom from pain, injury or disease
- Freedom from fear and distress
- Freedom from discomfort by providing an appropriate environment including shelter and a comfortable resting area
- Freedom from hunger and thirst
- Freedom to express normal behaviors
American Humane was the first national humane organization to serve in the protection of farm animals. In fact, we were founded on this vital issue in 1877 and for 141 years have led the way in promoting the welfare and humane treatment of animals on farms.

Today, we help ensure better lives for nearly 1 billion farm animals under more than 200 rigorous, science-based standards covering everything from adequate space to air and water quality, heating, lighting, shade, and the animals’ ability to engage in natural behaviors.

- Promoting the welfare and humane treatment of nearly 1 billion farm animals under more than 200 rigorous, science-based standards covering everything from adequate space to air and water quality, heating, lighting, shade, and the animals’ ability to engage in natural behaviors.

- Adding more humane producers under the American Humane Certified label, the largest independent farm animal welfare certification in the world.

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

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

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

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

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

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

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

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

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

– Jeff Corwin

World-renowned wildlife conservationist
First to serve and protect animals in film & TV

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

★ Keeping animals safe: This past year, American Humane protected nearly 100,000 animal actors during more than 3,000 productions days in the United States and around the world.

★ 1,000 productions – and four Oscars! We monitor everything from small indie films to the biggest box-office blockbusters. Some of the top movies we were on include eight Academy Award-nominated films and four Oscar winners, including Wonder Woman, Star Wars: The Last Jedi, Black Panther, Blade Runner 2049, Phantom Thread, Hostiles, Mudbound, Pirates of the Caribbean: Dead Men Tell No Tales, and I, Tonya.

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

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

2011: 99,167
2012: 198,335
2013: 277,534
2014: 354,959
2015: 427,684
2016: 505,054
2017: 585,612

ANIMALS PROTECTED in filmed entertainment (cumulative)

1,000 PRODUCTIONS – AND FOUR OSCARS!

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

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

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

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

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


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

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

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

★ Partnering with the publishers of the Chicken Soup for the Soul Library, American Humane developed the Humane Heroes series of free eBooks and an accompanying national curriculum for elementary, middle and high-school students that seek to instill the love and value of animals into young people, and teach them about conservation and how to be advocates for animals through the stories of rescue, rehabilitation and humane conservation work being done at leading zoological institutions.
THE YEAR IN PICTURES
“For almost 60 years, I’ve been a member of the country’s oldest charity dedicated to the welfare of animals, American Humane. Won’t you help?”
– Betty White

“I believe in American Humane. They are there for the animals and it’s only about the real interest of the animals. This group doesn’t make a lot of noise – it just gets the job done.”
– Whoopi Goldberg

“Without the careful, watchful eye of American Humane, cruelty to animals would surely occur, and for this I am grateful that such a fine organization exists.”
– Sir Anthony Hopkins

“I wanted American Humane to be part of all the action. It was a vital collaboration.”
– Steven Spielberg

“Through the creation of some of the nation’s most powerful animal welfare programs, American Humane has saved literally millions of lives. Today, the need for their work is more critical than ever.”
– Shirley MacLaine

“The job of American Humane is to provide a voice for the voiceless. It’s wonderful to have the American Humane certification… that’s why I put it so early in the closing credits.”
– Quentin Tarantino

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

“American Humane has fought hard to protect our four-legged performers through intensive on-set monitoring of films in production.”
– Clint Eastwood

“American Humane pioneered assuring the well-being of animals used in cinema production. Now the organization is turning its attention to animals kept in zoos and aquariums… the auditing standards developed by American Humane represent a robust and salubrious beginning to regulating these operations.”
– Dr. Bernard Rollin, world-renowned animal ethicist
Unleashing the Healing Power of Animals: We released the results of our "Canines and Childhood Cancer Study," the first scientifically rigorous effort to document how therapy dogs can help the families of children with cancer. Funded with the generous support of Zoetis and the Human-Animal Bond Research Institute (HABRI), this landmark study reveals the power of the human-animal connection.

A "Top-rated Charity" with an "A" rating: The American Institute of Philanthropy’s CharityWatch gave top marks to American Humane for our work and financial transparency, adding to a long list of honors and recognitions.

The Hero Vet & Vet Nurse Awards™, sponsored by Zoetis, put a national spotlight on the vital role of those who improve and save the lives of our best friends, like Dr. Patti Canchola.

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

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

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

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

Provided 600,000 nutritious free meals to hungry, frightened, and abandoned animals in shelters through our lifesaving “Fill-a-Bowl…Feed-a-Soul” campaign with Chicken Soup for the Soul Pet Food.

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

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

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

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

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

Top 1%! An American Humane public service campaign to help veterans obtain lifesaving service dogs outperformed 99 percent of all Nielsen-tracked PSAs, with tens of thousands of broadcasts reaching tens of millions of Americans.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1877</td>
<td>American Humane founded as the country’s first national humane organization.</td>
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<tr>
<td>1878</td>
<td>Exposed and began fighting inhumane conditions in slaughterhouses.</td>
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<tr>
<td>1915</td>
<td>Launched the Be Kind to Animals Week®.</td>
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<tr>
<td>1936</td>
<td>Called for an international treaty to stop polluting the seas.</td>
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<tr>
<td>1940</td>
<td>Launched the “No Animals Were Harmed®” program to protect animals on movie sets.</td>
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<tr>
<td>1946</td>
<td>Supported the passage of the Animal Welfare Act.</td>
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<tr>
<td>1975</td>
<td>Launched Adopt-A-Cat Month®.</td>
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<tr>
<td>1980</td>
<td>Developed guidelines for animal shelters to foster pets of military reservists sent to Operation Desert Storm.</td>
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<tr>
<td>1992</td>
<td>Deployed during Hurricane Andrew to save animals in Florida, Louisiana, and Texas.</td>
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<tr>
<td>1999</td>
<td>Launched the American Humane Conservation program.</td>
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<tr>
<td>2000</td>
<td>Created the first independent farm animal welfare certification program.</td>
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<tr>
<td>2001</td>
<td>Deployed to help animal victims of Hurricanes Katrina, Rita and Wilma.</td>
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<tr>
<td>2005</td>
<td>Advocated for anti-dogfighting laws.</td>
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<tr>
<td>2006</td>
<td>Deployed to help animal victims of Hurricanes Katrina, Rita and Wilma.</td>
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<tr>
<td>2011</td>
<td>Launched the Hero Dog Awards® to honor extraordinary dogs.</td>
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<tr>
<td>2015</td>
<td>Assisted with the second-largest dog-fighting raid in U.S. history.</td>
</tr>
<tr>
<td>2016</td>
<td>Assisted with the second-largest dog-fighting raid in U.S. history.</td>
</tr>
<tr>
<td>2017</td>
<td>Deployed to Texas, Louisiana, Florida &amp; California to help thousands of animals left homeless by hurricanes.</td>
</tr>
<tr>
<td>2018</td>
<td>Assisted with the second-largest dog-fighting raid in U.S. history.</td>
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American Humane has a long and trusted record of using our precious resources effectively for the benefit of the most vulnerable. Our independently certified assets and recognition for our charitable stewardship include:

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

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

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

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

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

**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.
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 or call (800) 227-4645.

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

AMERICAN HUMANE CONSERVATION™ CERTIFICATION PROGRAM SCIENTIFIC ADVISORY COMMITTEE

COMMITTEE MEMBERS:

Daniel Garcia Pera, DVM, DECZM, DEZCM
Director of Animal Health
Oceanogràfic Valencia

Ramin Issa, DVM, MS, MPH, DACZM
Professor of Zoological Medicine
College of Veterinary Medicine
University of Florida

Wendy C. Knox, PhD
Director of Conservation and Research
Ringing Bros. Center for Elephant Conservation

Xavier Martínez Vizcaino, PhD
Professor, Department of Animal and Food Science
Universitat Autònoma de Barcelona

James F. McBain, DVM
Veterinary Consultant

ETHICISTS:

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

Bernard E. Rollin, PhD
University Distinguished Professor
Professor of Philosophy
Professor of Animal Sciences
Professor of Biomedical Sciences
University of Colorado

Dean Ford, PhD
Chief Executive Officer
Ken Ramirez
Executive Vice President & Chief Training Officer
Karen Pryor Clicker Training

PTs SERVICE DOG STANDARDS SCIENTIFIC ADVISORY COMMITTEE

American Humane, Inc., NSP
Veterinary Consultants

Sarah Strasen
Director of Training and Client Services
Caring Companions for Independence

Moorpark College

AMERICAN HUMANE 2018 IMPACT REPORT

4342
## Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td>$ 3,076,852</td>
<td>$ 4,682,758</td>
</tr>
<tr>
<td>Investments</td>
<td>2,693,104</td>
<td>2,705,325</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>580,803</td>
<td>486,830</td>
</tr>
<tr>
<td>Long-term pledges receivable</td>
<td>1,146,250</td>
<td>1,708,000</td>
</tr>
<tr>
<td>Beneficial interests in charitable trusts</td>
<td>3,475,836</td>
<td>5,278,453</td>
</tr>
<tr>
<td>Investments held for endowment</td>
<td>1,175,136</td>
<td>1,038,000</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$ 17,544,191</strong></td>
<td><strong>$ 18,119,209</strong></td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td><strong>$ 1,681,356</strong></td>
<td><strong>$ 2,020,646</strong></td>
</tr>
<tr>
<td>Obligations under split-interest agreements</td>
<td>1,176,428</td>
<td>1,073,483</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$ 2,857,784</strong></td>
<td><strong>$ 3,094,129</strong></td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions</td>
<td>3,323,930</td>
<td>1,741,322</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>11,203,145</td>
<td>11,168,672</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$14,525,775</strong></td>
<td><strong>$12,910,195</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$ 17,544,191</strong></td>
<td><strong>$ 18,119,209</strong></td>
</tr>
</tbody>
</table>

## Statement of Activities

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUPPORT AND REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions and sponsorships</td>
<td><strong>$ 21,785,199</strong></td>
<td><strong>$ 12,860,023</strong></td>
</tr>
<tr>
<td>Other gifts</td>
<td>3,805,460</td>
<td>3,351,671</td>
</tr>
<tr>
<td>Royalty income and service fees</td>
<td>5,116,033</td>
<td>3,983,756</td>
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<tr>
<td>Conferences and seminars</td>
<td>56,400</td>
<td>141,215</td>
</tr>
<tr>
<td>Investment income</td>
<td>403,804</td>
<td>307,479</td>
</tr>
<tr>
<td>Other</td>
<td>420,171</td>
<td>(412,262)</td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td><strong>$ 28,697,682</strong></td>
<td><strong>$ 20,948,640</strong></td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>Humane Hollywood</td>
<td>8,369,003</td>
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<tr>
<td></td>
<td>Humane Rescue</td>
<td>5,404,696</td>
</tr>
<tr>
<td></td>
<td>Center for Military Affairs</td>
<td>5,093,308</td>
</tr>
<tr>
<td></td>
<td>Farm Animal Program</td>
<td>4,972,719</td>
</tr>
<tr>
<td></td>
<td>Humane Conservation</td>
<td>3,949,663</td>
</tr>
<tr>
<td></td>
<td>Humane Research</td>
<td>422,051</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td><strong>$ 20,705,180</strong></td>
<td><strong>$ 14,956,512</strong></td>
</tr>
<tr>
<td>Supporting services</td>
<td>Philanthropic services and fundraising</td>
<td>1,535,740</td>
</tr>
<tr>
<td></td>
<td>General administration</td>
<td>1,040,003</td>
</tr>
<tr>
<td><strong>Total supporting services</strong></td>
<td><strong>$ 2,575,743</strong></td>
<td><strong>$ 2,714,843</strong></td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$ 28,697,682</strong></td>
<td><strong>$ 20,948,640</strong></td>
</tr>
<tr>
<td><strong>CHARGE IN NET ASSETS</strong></td>
<td></td>
<td></td>
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<tr>
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<td>3,323,930</td>
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<td><strong>Total charge in net assets</strong></td>
<td><strong>$14,525,775</strong></td>
<td><strong>$12,910,195</strong></td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td>2017</td>
<td>2016</td>
</tr>
<tr>
<td>Beginning of year</td>
<td>12,910,195</td>
<td>10,333,877</td>
</tr>
<tr>
<td>End of year</td>
<td><strong>$ 14,525,775</strong></td>
<td><strong>$ 12,910,195</strong></td>
</tr>
</tbody>
</table>

For a complete copy of American Humane’s audited financial statements for June 30, 2017, please visit 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: (800) 227-4645   Email: info@americanhumane.org

WEST COAST OFFICE
12771 Ventura Boulevard, Suite 100, Studio City, CA 91604
(818) 501-0123

PALM BEACH OFFICE
241 Bradley Place, Suite C, Palm Beach, FL 33480
(561) 537-0887

www.AmericanHumane.org

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