

A close-up photograph of a dog's face, likely a terrier mix, with white fur on the right side and brown fur on the left. The dog has large, dark, expressive eyes and a black nose. The background is dark, making the dog's features stand out.

AMERICAN HUMANE
FIRST TO SERVE®

2020 IMPACT REPORT



A MESSAGE FROM PRESIDENT AND CEO DR. ROBIN GANZERT

They say that hindsight is always 20/20. But sometimes, so is foresight.

When American Humane was founded in 1877 as the country's first national humane organization, our vision was to build a better and kinder world for all. During the next 143 years, American Humane led the way in pioneering virtually every one of the humane protections we now take for granted. We created the first independently verifiable standards and programs to safeguard animals wherever and whenever they are in need. Still, there is much more to do.

Ten years ago, with a new administration, we undertook a **Humane 2020 Visioning Project**. More than 300 internal and external stakeholders participated in a deep-dive conversation about the future goals of American Humane and where we hoped to be in the year 2020. We developed a transformative agenda, focusing on pushing the frontiers of the humane movement and further extending our historic leadership where we could have the greatest impact.

I am pleased to report that as a result of this vision and agenda, American Humane's reach has skyrocketed by **2,000 percent** in just the past decade so that we now directly touch the lives of some **one billion animals each year** through our programs – more than any other humane group. We not only help twenty times as many animals as we did ten years ago but we developed new protections for millions more around the globe.

In the past year alone, American Humane was able to:

- Rescue, shelter, feed and care for 500,325 animals in disasters, including the COVID-19 pandemic, Hurricane Dorian in the Bahamas, the Oklahoma floods and the Australian wildfires.

- Protect nearly 100,000 animal actors during 3,555 production days on film and television sets through our No Animals Were Harmed® program.
- Help ensure the welfare and humane treatment of nearly 400,000 remarkable and endangered species living in the world's zoos, aquariums and conservation centers.
- Save the lives of veterans and animals by finding dogs in need of forever homes and training them as life-saving service dogs for veterans struggling to cope with Post-Traumatic Stress and Traumatic Brain Injury.
- Help ensure that nearly a billion farm animals have enough space, proper food, water, heating, cooling, lighting and other humane protections.

American Humane also has a long history of doing the most with the hard-earned charitable dollars with which we are entrusted. More than 91 cents of every dollar spent goes directly into our life-changing, life-saving programs to help the most vulnerable among us.

I think you will enjoy the heartwarming stories of caring, compassion and hope in our Impact Report. Thank you for making our 2020 vision of a better world come into ever sharper focus so we can fulfill the promise of helping even more animals in the years ahead.

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



IMPACT AT A GLANCE

Effectiveness & Financial Stewardship – Ready to be *First to Serve*® Now & in the Future
American Humane consistently receives the highest ratings among humane organizations

A
"FOUR-STAR
CHARITY"



(Charity Navigator)

"TOP-RATED
CHARITY"

WITH AN

"A"

RATING

(CharityWatch)

"GOLD
LEVEL"

(GuideStar USA)

1
IN 1,000!

One of the few
U.S. charities
that made the Better
Business Bureau's "Wise
Giving Alliance" list



(America's Best Charities)

91

CENTS
OF EVERY \$1
spent goes directly into
lifesaving programs

NAMED
A
"BEST
CHARITY"

BY
CONSUMER
REPORTS

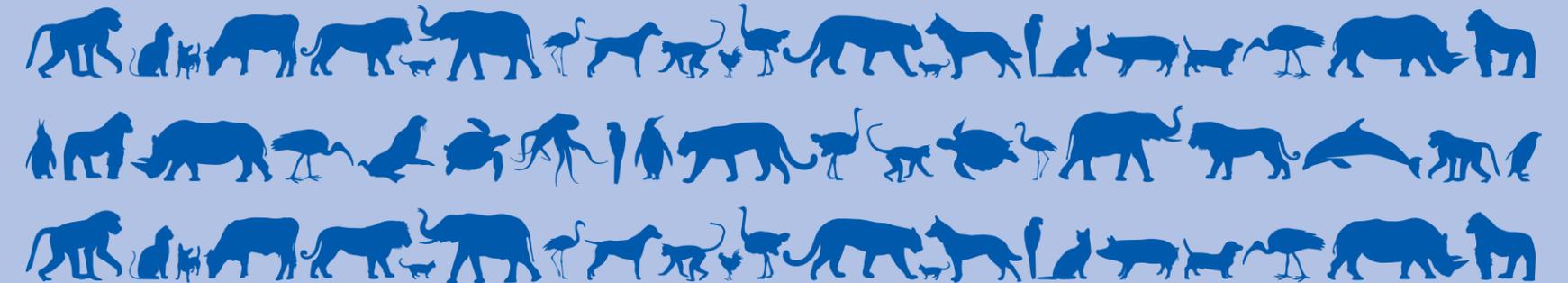
"OUTSTANDING
ANIMAL
WELFARE
ORGANIZATION"

(Pet Philanthropy Circle)

APPROACHING

ONE BILLION

ANIMALS



RESCUED, SHELTERED, FED AND PROTECTED ANNUALLY



500,325

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

HELPING SAVE, FEED, AND CARE FOR **ANIMALS**

caught in the
coronavirus pandemic, Australian
wildfires, Hurricane Dorian, and
the Oklahoma floods

READYING NEW RESCUERS:

Our American Humane Rescue
team helped train

880

new animal responders in
17 states and D.C.

AMERICAN HUMANE RESCUE

First to Serve® animals in greatest need

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

Here are just some of the dramatic and heartwarming victories we achieved:

- **The deadly COVID-19 pandemic:** American Humane took a leadership role in supporting shelter pets abandoned during the pandemic, providing critically needed food, supplies and medicines through our “Feed the Hungry” fund, and launching a nationwide campaign to stop people from giving up their companions and to foster or adopt shelter animals. Our efforts were carried by NBC’s TODAY news site, People magazine, U.S. News & World Report and national radio networks, reaching millions.
- **Hurricane Dorian:** When this devastating storm struck the Bahamas, American Humane evacuated animals, helped search for and rescue hundreds more, distributed nearly 50,000 meals, paid for veterinary care on the island, and helped rebuild a critically important shelter to ensure safe housing for lost pets.
- **Flood of Aid:** Following historic flooding in Oklahoma, our rescue team rushed in, saving bewildered, terrified animals like Roscoe, an aging, mixed-breed dog whose home disappeared under 12 feet of water and was found clinging to life in the branches of a tree.
- **Australian wildfires:** American Humane worked with our humane conservation partners to support lifesaving efforts to get veterinary care, food, water, medicines and supplies to the animal victims in the scorched wastelands of Australia.
- **Reaching millions with lifesaving information:** Actress and producer Vivica A. Fox taped a national Public Service Announcement, urging people to become American Humane Rescue volunteers and adopt from shelters. Look and listen for this message on your local TV and radio stations soon!
- **Delivering a ton of love to 400+ starving cats:** American Humane and Chicken Soup for the Soul Pet Food delivered thousands of pounds of food to hundreds of hungry cats at an abandoned property as plans were made to rescue and rehome them.
- **Bringing help to those who need it most:** American Humane conducted free veterinary clinics to help animals in some of the most resource-poor areas of the country, bringing spay and neuter services and lifesaving vaccines provided free of charge by Zoetis Petcare to dogs and cats whose families cannot afford to give them medical care.
- **Training more rescuers:** Our American Humane Rescue team, which has been first to serve in rescuing animals for more than 100 years, trained 880 animal emergency responders in 17 states and the nation’s capital – so that they can be ready to help animals in need... anytime, anywhere.
- **Feeding shelter animals:** American Humane and Chicken Soup for the Soul Pet Food delivered more than 10 tons of hope and nutritious, free meals to hungry, frightened and abandoned animals in shelters in just the last year.



KEEPING HOPE ALIVE: DISASTER IN THE BAHAMAS

Surrounded by the shattered remains of her home, an elderly dog lay barely moving on an old mattress. After being rushed to a shelter where she received lifesaving nourishment, fluids and tender loving care, the starving, frightened and dehydrated pet we named “Hope” slowly rose and took her first steps toward Amber, a first responder with our American Humane Rescue team. Laying her head in Amber’s hands, she looked up and, in our rescue worker’s words, “She looked at me with complete trust, and for the first time knew that she was safe.”

In September, the most powerful hurricane ever to strike the Bahamas swept through the island chain with winds of 185 mph, splintering homes, buildings, boats, trees and lives. On Great Abaco Island, Hurricane Dorian destroyed or swept almost everything in its path out to sea. All told, the storm caused \$7 billion in damage and left more than 70,000 people and tens of thousands of animals homeless.

In the wake of the disaster, American Humane, the country’s first national humane organization, immediately deployed its rescue team with an invitation from the International Fund for Animal Welfare, conducting search-and-rescue operations, setting up, rebuilding and running shelters, transporting tons of emergency food, performing spay-and-neuters, funding veterinary care, and helping airlift animals to New Providence Island to help reunite pets with their families. During our multiple deployments to the Bahamas, American Humane found and provided critical aid to hundreds of emaciated, dehydrated, injured and starving dogs, cats, ducks, chickens, goats, turtles, pigs and sheep.

“This is by far one of the most intense and traumatic disasters we have ever been involved with,” said American Humane President and CEO Robin Ganzert, PhD. “With increasingly frequent and increasingly destructive natural disasters, so many animals are in crisis. We are grateful to all the generous supporters who made it possible for our rescue team to help our best friends in their worst times.”



SHELTER ANIMALS CARRIED TO SAFETY

Here at home, American Humane was busy at work even before Hurricane Dorian struck, evacuating scores of shelter animals in its path. American Humane volunteers rushed to pick up vulnerable pets at a South Carolina shelter and drove them more than 700 miles to safe havens in New York and New Jersey where they would find safety and forever homes. Scores of beautiful cats and kittens were evacuated – a rescue made possible by generous donations from animal lovers across the country, including a remarkable grant from the Marta Heflin Foundation. To all of them, and our brave volunteers who drove through the night to take a shelter full of abandoned animals out of harm’s way and to new lives, thank you.



A FLOOD OF SUPPORT FOR OKLAHOMA'S ANIMALS

And the rains came.

And kept coming. Soon, roads, homes, businesses, parks and farms began disappearing under the relentless onslaught of the historic rains that soaked and then flooded Oklahoma. Responding to an official call for assistance, the American Humane Rescue team rushed to the scene with its chief rescue veterinarian, trained swift- and floodwater responders, rescue boats, critical medical and sheltering supplies generously donated by Zoetis, and one of our 50-foot animal rescue vehicles.

Our team began search-and-rescue and flood/slack water operations, navigating murky waters in the Muskogee area. Along with local animal groups, they began saving cats, dogs and even a wild rabbit. One dramatic rescue involved Roscoe, a dog who lived in the community of hard-hit Webbers Falls. His family had to evacuate as the floodwaters approached. Unable to take him with them during the emergency, they reached out for help to go in and rescue him. American Humane, Code 3 Associates and firefighters with the Webbers Falls Fire Department launched boats on a rescue mission into the swirling soup of contaminated floodwaters. The location where Roscoe had been left in a fenced yard



was now under 10 to 12 feet of water. More than two days had passed since the flooding began and we were not sure if he would have been able to survive the ordeal. As we approached the known location, we spotted Roscoe's white head and front paws, clinging for life in the branches of a tree.

"As we approached, the fear and exhaustion that he showed was heartbreaking," said American Humane Rescue Veterinarian Lesa Staubus, DVM. "Pulling his large body from the muddy water wasn't easy as he was tangled in the branches. With careful teamwork we were able to safely get Roscoe into our boat and into a transport kennel. As he was transported out of the flood area he promptly collapsed into a deep

sleep. His poor body was exhausted. We are happy to report that the following morning, after he had had food and rest, he seemed much more settled, although no doubt still traumatized."

As his family struggled to reclaim some sense of normal life and be reunited with Roscoe, we worked with our sheltering partners to care for him.

"Storms like these can be deadly for pets who are separated from their families," said Dr. Robin Ganzert, president and CEO of American Humane. "We are glad that we were once again able to help our animal friends in this disaster."



42 MILITARY HERO DOG TEAMS REUNITED

(to date)



150 HEALING LEASHES

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

SUPPORTED LEGISLATION

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

AMERICAN HUMANE LOIS POPE LIFE CENTER FOR MILITARY AFFAIRS

First to Serve® those who serve our country

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

- **Bringing battle buddies back together:** After a lifetime of serving our country and protecting our troops, far too many retired military dogs are separated from their handlers and left overseas. American Humane has already brought 42 of these heroes home and reunited them with their battle buddies.
- **Saving lives on each end of the leash:** To help stem the tide of veteran suicide and save unadopted animals, American Humane launched the "Pups4Patriots™" program, which finds dogs in need of forever homes and trains them to become lifesaving service dogs for veterans coping with PTS and TBI.
- **Reaching out to those in need:** A new national PSA campaign starring Broadway and film star Kristin Chenoweth encourages veterans to apply for a free, lifesaving service dog trained by the experts at American Humane. These TV and radio spots have aired more than a thousand times so far, reaching millions.
- **Urging Congress to do more for veterans:** Service dogs are not only costly but can take an unacceptable 18-24 months to obtain. The "PAWS for Veterans Therapy Act" will train and pair vets suffering from post-deployment mental health issues with service dogs.
- **Honoring America's four-legged military heroes:** Four 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 hundreds of congressional staff and top U.S. military leaders, including U.S. Marine Corps Brigadier General Robert C. Fulford and U.S. Marine Corps Colonel Scott Campbell (Ret.).





A LIFESAVING PAIRING: THE STORY OF A VETERAN AND HIS DOG

Retired United States Army Sergeant Joseph served our country and found himself, like so many other brave warriors, in need of a helping hand. American Humane answered the call, and through our Pups4Patriots program, trained Nattie, a two-year-old female Shepherd mix as his highly specialized service dog. Sergeant Joseph said that before he met Nattie, his days and nights were filled with darkness, depression and anxiety. He felt as if he had no purpose and, as is very common, he avoided crowds and even going out, doing his grocery shopping at 2 or 3 in the morning on a weekend just so he could avoid people. Then he met Nattie. From day one, he says, they became best friends. Soon, he was able to go to public places without his anxiety becoming unmanageable. When Sgt. Joseph doesn't feel good and shows that he needs assistance, Nattie picks up on it and will climb up in his lap or stand up and put her feet on his stomach....basically, just to let him know she's there for him. Of course, with her specialized training, she does so much more to help support her veteran and keep him on the path to healing. Joseph is sleeping better. Work has been more enjoyable. He now gets out and goes for walks around the neighborhood. As he puts it, "Nattie has basically saved my life. I still have some bad days, but thanks to American Humane, and Nattie, they're not as bad. I feel as if I have a new purpose in life."

Thank you for your service, Sgt. Joseph! Our Pups4Patriots program has been especially important during the COVID-19 pandemic, when isolation and stress conspire to create the perfect storm for veterans with PTSD. We are so honored to have been able to pair so many veterans before the crisis, helping them in these difficult times.

REUNITING OUR FOUR-LEGGED MILITARY HEROES AND THEIR FORMER HANDLERS

Too often, the military working dog teams who served and bonded together overseas find themselves separated by circumstance, reassignment or thousands of miles. American Humane, which has been bringing dozens of retired military working dogs home and back into the arms of their battle buddies, was honored to bring two more of these lifesaving teams back together so that they may once again be with the comrades with whom they were so close.

Two of these comrades are U.S. Army Staff Sergeant Charles Ogin IV and Explosives Detection Dog Rrobiek. Sgt. Ogin and Robi served three years together on the hot sands of Iraq and Syria, but hadn't seen each other since December 2017. Learning that the nine-year-old Belgian Malinois was retiring from service, American Humane, with the support of Hallmark Channel, sent one of its top veterinarians to pick up and escort Rrobiek to Florida, where Sgt. Ogin adopted Robi into his family. Robi will no longer work. He can spend his days playing with the Ogin children and the family's two Jack Russell terriers – an awesome pack in the making. Robi will now have the loving forever home he so richly deserved. It's the type of happy retirement that other military working dogs also merit.

"When I had to say goodbye to him, I thought I was going to be okay just saying goodbye and leaving him to another handler, but I broke down the second I hugged him around his neck," said Staff Sgt Ogin. "After four years you grow together and essentially become family, so I am looking forward to having him home and spoiling him as much as I can."

We at American Humane want to make sure that these hard-working dogs on the front lines of freedom come home and receive the pampering and love they deserve. Hero war dog Robi, thank you for your service!





K-9 Emmie



K-9 Sgt. Yeager



K-9 Niko



K-9 Troll

HONORING AMERICA'S FOUR-LEGGED MILITARY HEROES

The four courageous canines who were awarded American Humane's Lois Pope LIFE K-9 Medal of Courage during a Capitol Hill ceremony were Military Working Dog Troll, who took part in 89 combat missions, during one of which Troll located three IEDs, saving 65 Coalition Forces members, and clearing a landing zone to Medevac out wounded troops; "Sergeant Yeager," who served in Iraq and Afghanistan and was awarded the Purple Heart after shrapnel wounds from an IED caused him to lose part of his ear; Military Working Dog K-9 Niko, who conducted more than 600 missions in Afghanistan for the U.S. State Department in support of the U.S. Department of Defense, the Central Intelligence Agency, the United States Agency for International Development, and other alliance countries that are a part of NATO; and Military Working Dog Emmie who served with the U.S. Marine Corps during Operation Enduring Freedom and was then certified as a Police Explosive Detection Dog for the Pentagon.

Thank you to all these courageous canines for their service to our country.

2,000

HERO
DOG

NOMINEES
SINCE 2011



10

MILLION
PUBLIC VOTES

10

BILLION

people reached with stories
of heroism and valor



THE AMERICAN HUMANE HERO DOG AWARDS®:

Unleashing the power of the connection
between people and animals

The American Humane Hero Dog Awards were created to celebrate the extraordinary acts of heroism performed by our best friends. This popular, yearly national campaign, which has been sponsored by the Lois Pope LIFE Foundation, draws hundreds of courageous canines from across the country, more than a million votes by the American public, and one billion media impressions, including features by The TODAY Show and PEOPLE Magazine – all culminating in a celebrity-studded Hollywood gala broadcast to 80 million homes on Hallmark Channel.

Supported by a host of human stars, including Betty White, Jay Leno, Billy Crystal, Whoopi Goldberg, Pauley Perrette, Ariel Winter, Vivica A. Fox, Richard Marx, Daisy Fuentes, Alison Sweeney and dozens more animal-loving VIPs, our Hero Dogs and what they have done for us uplift the human spirit and inspire us to return the favor to all our animal friends. On the following pages is the remarkable story of our most recent top winner.



ALICE: A BOY'S BEST FRIEND

In 2015, Antonio was a normal, playful nine-year-old who loved soccer and his friends. Then, on a normal day, while riding in the back of his parents' SUV with his younger brothers on the way to a family dinner, a man fired three to five bullets into their car and shot him in the head. Since that day Antonio has been fighting the battle of a lifetime. He spent 18 days in a coma and has endured five brain surgeries. Nearly four years later, an artificial skull covers half of Antonio's brain, because a seizure causing a fall could be fatal. Antonio not only battles seizures, but migraines, balance issues, spells and more. In October of 2016, Antonio was paired with his service dog, Alice, a five-year-old German Shepherd from Guardian Angels Medical Service Dogs in Florida. His mom, Tara, says, "Alice is a hero in our eyes, because without her, Antonio would not be able to do the



simple things in life that we take for granted." Going to school, the store, or even just a walk outside would be impossible for him. Never once has Alice failed to alert to an oncoming seizure or "spell" and she assists him with his balance issues. Alice has given Antonio the chance at a new normal life he couldn't have had without her. She is a loyal and loving hero every day. She's saved Antonio's life many times. She is his guardian

angel and helps him live his new normal to the fullest extent possible. For her extraordinary bravery and good works, Alice won both the American Humane Hero Dog Awards' Hero Service Dog category and the top "American Hero Dog" title. We thank her for all she does for Antonio, and category sponsor Lulu's Fund for helping draw attention to Alice's story, spotlighting the life-changing, life-saving abilities of our best friends.



HELPING ENSURE THE WELFARE OF THE WORLD'S ANIMALS

First to Serve® the cause of animals through humane certification

Animals need and deserve great care and treatment. Until recently, however, 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 elevate the care of millions of animals on farms and ranches, in entertainment, breeding operations, air transport, and 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 ensure compliance with these standards and absolute integrity of reporting, these standards are enforced 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. The expertise and verification process helps provide those who care about animals with assurance that the creatures under the certification enjoy demonstrably good welfare and were treated humanely.





HELPING NEARLY **1 BILLION** FARM ANIMALS

live better lives under the protection of the American Humane Certified® program and our 200 rigorous, science-based humane standards



GROWING REACH

with more farms achieving certification each year

90%

OF ALL CAGE-FREE
EGGS

in the U.S. are American Humane Certified!

AMERICAN HUMANE FARM PROGRAM

First to Serve® in the protection of farm animals

American Humane was the first national humane organization to serve in the protection of farm animals. In fact, we were founded on this vital issue in 1877 and for 143 years have led the way in promoting the welfare and humane treatment of animals in agriculture.

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

- **Promoting the welfare and humane treatment of nearly 1 billion farm animals** under more than 200 rigorous, science-based standards covering everything from adequate space to air and water quality, heating, lighting, shade and animals' ability to engage in natural behaviors.
- **Adding more humane producers** under the American Humane Certified seal, including labels such as Organic Pasture Farms; Ohio Natural Eggs; Almark Foods; Idalou Egg Ranch; LesserEvil; MCM Poultry; Mid-States Specialty Eggs; Shepherd's Processed Eggs; and Sparkling Meadow Farms. Significant additions like these help to increase the reach of our protective umbrella covering hundreds of millions of chickens, turkeys, dairy cows and other agricultural species who deserve good welfare and humane treatment.

- **Encouraging Congress and the American people to support humanely raised foods** was the goal of our Capitol Hill briefing, outlining advances in agricultural practices and calling on everyone to rally behind humane farming practices that feed the world and treat animals right.

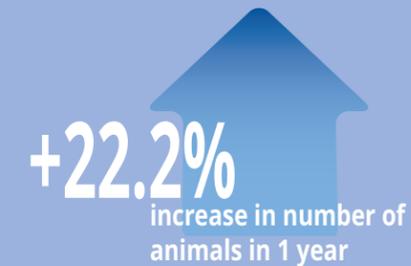
"We've been committed to excellence in animal welfare standards since my family started ranching in 1875. We chose to work with American Humane because of their meticulous auditing practices and the breadth of their involvement in both domestic and international animal welfare practices."

– **Mel Coleman, VP, Coleman Natural Foods**



Nearly
400,000
ANIMALS
PROTECTED:

Since the 2016 launch, the program has brought more than a third of a million animals under our rigorous, science-based protections.



**GLOBAL
IMPACT:**

We now help ensure the welfare and humane treatment of animals at 63 major facilities in 18 U.S. states and 12 countries in North and Central America, Europe and Asia.

AMERICAN HUMANE CONSERVATION

First to Serve® and Protect Animals in Zoos and Aquariums

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

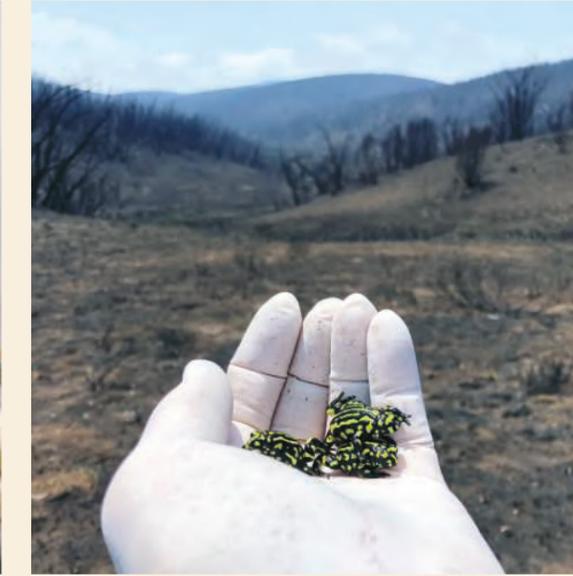
We are proud to announce the following victories on behalf of remarkable and endangered animals:

- **Award-winning conservation materials for children:** Our “Humane Heroes” series of books and curricula encouraging K-12 students to value and preserve the disappearing species of the world won the 2020 “Teachers’ Choice Award for the Classroom.” Published by Chicken Soup for the Soul, elementary, middle and high school students read stories of animal rescue, rehabilitation and conservation being played out at American Humane Certified zoos and aquariums around the world.
- **Raised public awareness for humane conservation:** American Humane created a series of six educational videos about the vital role of zoos and aquariums in conservation, prompting more than 15 million views on social media. Our national television and radio public service messages with famed wildlife conservationist Jeff Corwin continue to promote support of humane conservation and have been broadcast nearly 50,000 times, reaching some half a billion people so far!
- **Helping protect species in zoological settings worldwide:** American Humane now helps protect the welfare and humane treatment of nearly 400,000 animals at 63 leading zoological facilities around the world. Fewer than one percent of zoos and aquariums have earned our prestigious Humane Certified™ seal of approval.
- **Global expansion:** Major institutions around the world are lining up to become American Humane Certified and we now certify major zoological facilities in 18 U.S. states and 12 countries in North and Central America, the Caribbean, Europe and Asia.



“Beginning in the 1970s, society became increasingly aware of the ethical issues arising in animal use. Matters never even considered in the past have achieved major prominence. These issues range from the use of animals in food production and scientific research to their use in entertainment. American Humane pioneered assuring the well-being of animals used in cinema production. Now the organization is turning its attention to animals kept in zoos and aquaria, an area that has again elicited major social concern. The auditing standards developed by American Humane represent a robust and salubrious beginning to regulating these operations.”

– **Dr. Bernie Rollin**, world-renowned animal ethicist and university distinguished professor, Colorado State University



PHOTOS THIS PAGE COURTESY OF TARONGA CONSERVATION SOCIETY

AUSTRALIAN WILDFIRES

For huge numbers of animals it must have seemed like – and for too many, it was – the end of the world. Some one billion animals are reported to have been killed in what can only be described as the apocalyptic wildfires in Australia. Remarkable, unique and endangered species have been dealt a devastating blow from which it may be difficult for some to recover. More than 40,000 square miles of the continent have been charred – 12,000 square miles more than were burned in the Amazon and 100 times the area incinerated during the worst wildfires in U.S. history last year in California. American Humane, which has been part of virtually every major animal relief operation since World War I, is working with our humane conservation partners to support lifesaving efforts to get veterinary care, food, water, medicines and supplies to the animal victims.

Two of our most recent efforts for this disaster include our work to support our American Humane Certified™ **San Antonio Zoo** in sending help to rescue and rehabilitate surviving wildlife. Additionally, we are

supporting the ZAA Australia Wildlife Conservation Fund which places rescued animals in appropriate facilities for care and addresses long-term recovery efforts to return healthy animals to regenerated habitats to revive and sustain populations of wildlife.

“The Australian wildfires have inflicted one of the most terrible losses of animal life of all time and we need our leading zoological institutions more than ever to step in with their expertise and help the survivors,” said American Humane President and CEO Dr. Robin Ganzert. “The experts at leading zoos and aquariums around the world are uniquely positioned to help the injured and orphaned animals affected by this devastating tragedy.”



Just under
800,000
2019

2011

Animals protected in filmed entertainment (cumulative)

1,000 PRODUCTIONS AND SEVEN 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 seven Oscar winning films!

EXPANDING GROWTH

To meet growing demand here and abroad, we brought on seven new international recruits in Canada, England and Hungary, for a total of 44, including 28 across the United States in high-production locations and 16 overseas.

16 PERCENT MORE production days in just one year
34 PERCENT MORE international production days in 33 countries on six continents

AMERICAN HUMANE HOLLYWOOD

First to Serve® and protect animals in film & TV

The American Humane Hollywood program has been First to Serve in the protection of our beloved animal actors since 1940 and is the only industry-sanctioned effort to oversee animal safety on filmed production sets. Millions look for our famed “No Animals Were Harmed®” certification to assure them that furred, finned and feathered performers from Black Beauty to Benji 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 this past year, we worked successfully once again to put the spotlight on...

- **Keeping animals safe:** This past year, American Humane protected nearly 100,000 animal actors during more than 3,500 production days in the United States and around the world – a 16 percent increase!
- **1,000 productions – and seven Oscars!** We monitor everything from small indie films to the biggest box-office blockbusters. Some of the top movies we were on include seven Academy Award winners, including **1917, Joker, Once upon a Time in Hollywood, Marriage Story, Rocketman, Little Women** and **Bombshell**.
- **Increasing our international presence:** Responding to growing demand, we supervised 34 percent more international production days than the previous year. Our Certified Animal Safety Representatives kept animals safe on film productions in 33 countries.
- **Adding new members to our global team:** To meet growing demand, we brought on seven new international recruits in Canada, England and Hungary, for a total of 44, including 28 across the United States in high-production locations and 16 overseas.

AWARD-WORTHY ANIMAL PERFORMANCES!

You've heard actors say that their performances are only as good as those of their co-stars. The same can be said if those co-stars have fins, wings or four legs. In 2019, American Humane is proud to have supervised some remarkable performances by our animal friends. Not only did these super-talented species take center stage and exhibit a knack for acting, they also brilliantly interacted with their compatriots, the stars of the films. By playing the "best friend" to a protagonist, these theatrical thespians achieved several goals, which include, but are not limited to enriching the lead actors' vulnerabilities, extracting the characters' authentic selves, bringing some comic relief and ultimately highlighting the importance of the human-animal bond.

A few of the films this year that featured amazing animal actors who rode in the passenger's seat with some of Hollywood's biggest stars are the Disney epic, *Togo*; *A Dog's Journey*; *Playing With Fire*; *John Wick: Chapter 3 - Parabellum*; and Quentin Tarantino's epic, *Once Upon A Time in Hollywood*, which features Brad Pitt, who won an Oscar for his turn as a stuntman whose only best friends are Leonardo DiCaprio and his dog, Brandy (who also happens to be a "Pit(t)," as well!). Brandy, whose real name is Sayuri, not only extracts Brad Pitt's loveable side in the scene when he falls on the floor kissing her, but also ends up being a foil for the climactic fight scene. The animal actors of 2019 weren't just bit players, they were natural-born stars!

ONCE UPON A TIME IN HOLLYWOOD © 2019 VISIONA ROMANTICA, INC. ALL RIGHTS RESERVED. COURTESY OF COLUMBIA PICTURES





PROTECTING ANIMALS IN AIR TRANSPORT

More than half a million pets are transported by air each year in the United States. To help ensure a safe, comfortable, healthy and humane experience for these beloved family members, American Humane has been working to improve the safety, comfort and well-being of pets traveling by plane.

Best practices are being developed by American Humane animal welfare specialists and an independent Scientific Advisory Committee consisting of the world's leading animal welfare experts, veterinarians, researchers and animal ethicists. Covering every aspect of air travel from health certifications to pre-flight preparation and acclimation, check-in, temporary housing, ground transport, crating, loading and unloading, employee training and crew notifications, breed protections, temperature inside and outside the aircraft, wait times, monitoring checks, availability of food and water, route length and scores of other factors, the effort represents a significant, science-based step forward in helping ensure the health, comfort and welfare of animal passengers in commercial aviation.

American Humane is dedicated to improving safety for pets traveling by air, advancing our mission to protect animals everywhere, and making the skies an even friendlier, safer and more humane place for our best friends. We are strongly advocating that airlines adopt these lifesaving measures.



GLOBAL AWARENESS AND PUBLIC EDUCATION

As the leader on animal welfare issues since 1877, 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 spread our message of compassion, caring and hope. Recent highlights of our educational outreach include:

- **Major news stories on helping animals** were carried by leading national and international newspapers, magazines, and TV and radio media including The New York Times, USA Today, The New York Post, The Washington Times, National Geographic, The TODAY Show, PEOPLE Magazine, Fox News, E!, The Weather Channel, MSN, Yahoo! News, Military.com, Stars and Stripes, Shape Magazine, Southern Living, Glamour, Maxim, The Chronicle of Philanthropy, Pet Age, Canine Chronicle, The National Provisioner, Agri-Marketing, DVM360, Veterinary Practice News, Today's Veterinary Business, Zoo Logic and thousands more.
- The ninth national **American Humane Hero Dog Awards®** generated more than 1 million votes from the American public, a million viewers for its national broadcast on Hallmark Channel, and more than a billion media impressions!
- **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.
- **Social media outreach:** American Humane reached 16,840,523 people through Facebook, 1,864,871 through Twitter and 1,190,096 through Instagram, for a total of 19,895,490 people!
- **Teaching kids to be kind:** Partnering with the publishers of *Chicken Soup for the Soul* library, American Humane developed the *Humane Heroes* series of free eBooks and accompanying national curricula 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 *Humane Heroes* series also won the 2020 "Teachers' Choice Awards for the Classroom."

DAILY NEWS

Why are Wet Markets Open Again in China?

"When humans fail to take action to protect animals from unethical treatments, fail to have biosecurity procedures, fail to have independent oversight from animal welfare and fail to change societal norms for the betterment of all animal kind, this is exactly the disaster we invite. Pandemics of this nature have occurred time and time again for centuries. The question is when will it stop? What trigger point will make people wake up to the realities we face?"

– Dr. Robin Ganzert

FOX BUSINESS

In Coronavirus Crisis, Our Farmers and Ranchers are Pandemic Heroes

"The nation's farmers are to be applauded for ensuring that fresh, nutritious food remains abundant, available and affordable. At American Humane, we have seen firsthand how farmers are stepping up to the plate for families across the nation."

– Dr. Robin Ganzert

GLAMOUR

People Are Adopting 'Pandemic Pets' During Coronavirus, and It's Restoring Our Faith in Humanity

"Right now shelters are overwhelmed," explains Robin Ganzert, president and CEO of American Humane. "We're asking people to save a life, to raise your hand, and to volunteer to take one or two of these animals home with you from your local shelter. What we're doing at American Humane is a call to action to individuals who are self-isolating and are feeling very much alone in these dismal times. We're encouraging them to fight the anxiety and depression by bringing home a foster friend."



Dogs Remain a Big Part of Hollywood Movie-Making

*Dogs have been darlings of the screen since film's beginnings, says Robin Ganzert, author of *Animal Stars* and president and CEO of American Humane, the nonprofit that monitors on-set animal safety to provide the "No Animals Were Harmed" certification. "It's great to see generations moved ... to embrace the healing power of the human-animal bond and the important role that man's best friends play in our lives," Ganzert says. "I believe that dogs make us better humans, and [their roles] in film and entertainment really show us that."*



Why Fostering a Shelter Animal During the Coronavirus Pandemic is a Win-Win

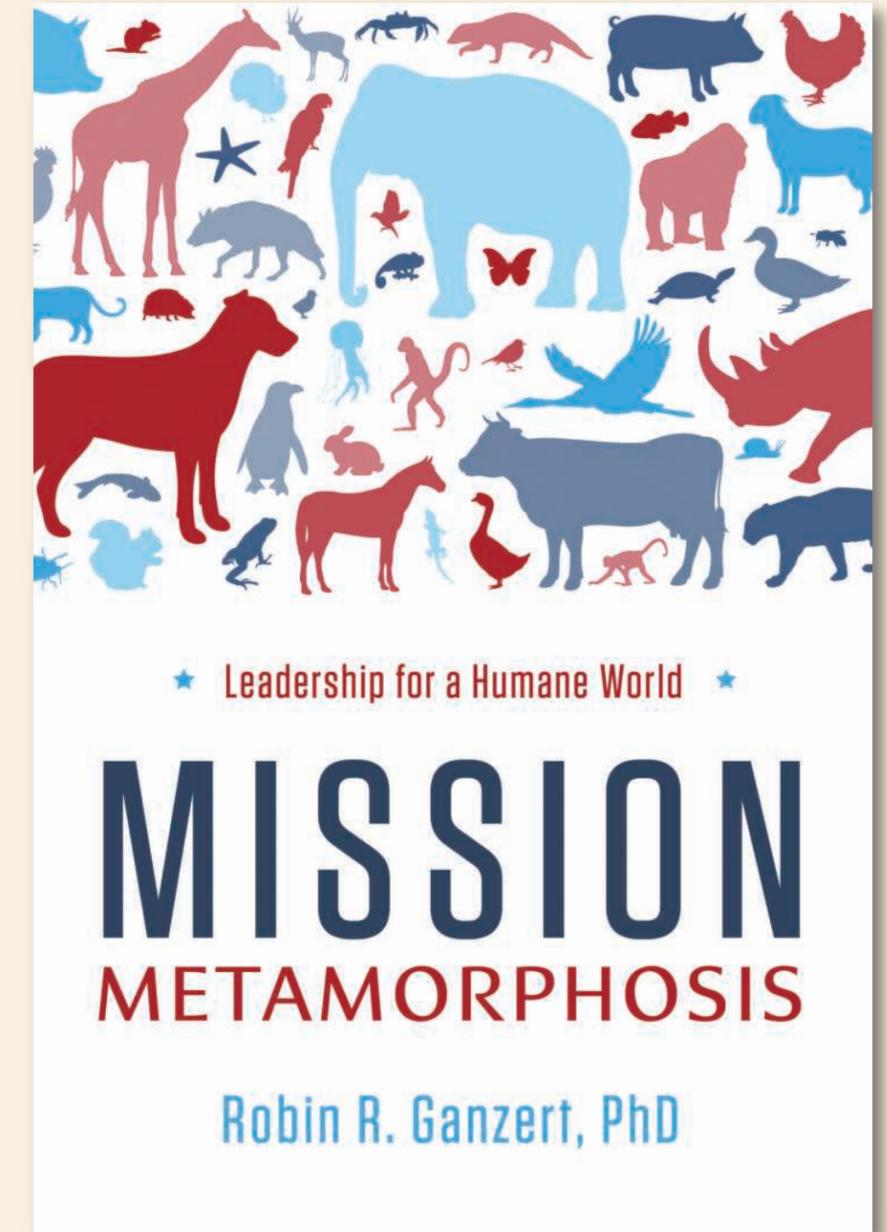
"In times like these, shelters are going to be absolutely swamped with a tremendous number of pets," Robin Ganzert, president and CEO of the nonprofit American Humane, told TODAY. Ganzert said fostering not only helps save the lives of animals but can benefit the people who open their homes, particularly those struggling with stress or social isolation [and] stressed there is no evidence that dogs and cats can transmit COVID-19, the disease caused by the novel coronavirus, to humans. "At American Humane we say, 'Only their unconditional love is contagious.'"

COMING THIS FALL!

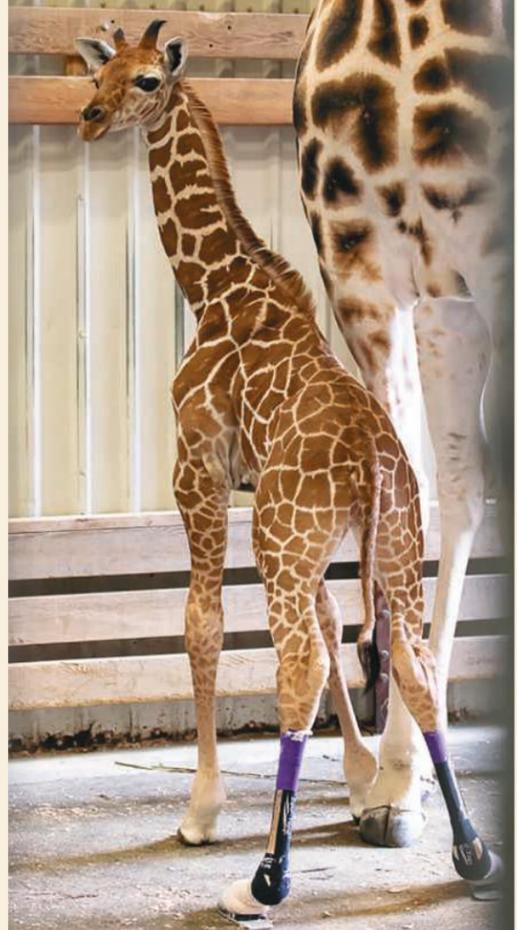


- **FILM: "Escape from Extinction":** American Humane's inaugural 90-minute documentary throws a vitally important spotlight on critical efforts that may be among the last, best chances to save one million species on the verge of a catastrophic mass extinction. Narrated by Academy Award, Tony and Emmy-Award-winner Helen Mirren, the film examines the work of the major zoological organizations that are racing against the clock to preserve the million species disappearing in today's Sixth Mass Extinction.

- **BOOK: Mission Metamorphosis: The Transformation of American's First National Humane Organization** (© 2020, Greenleaf Press, 167 pages, \$22.95): In this new book coming out this fall, American Humane President & CEO Dr. Robin Ganzert reveals the remarkable efforts to rescue, restore and retool the historic American Humane organization for its leading role in today's humane movement.



The Year in Pictures



CELEBRITY AMBASSADORS



“For more than 100 years, American Humane has been helping our best friends in their worst times. They’re real heroes to these animals.”

– Vivica A. Fox



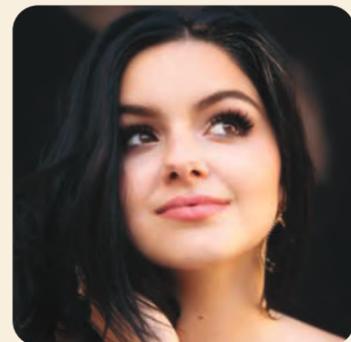
“Disasters like hurricanes, floods and tornadoes can leave pets and other animals injured, abandoned or lost. American Humane Rescue has been there when disaster strikes. They do amazing work in protecting all animals.”

– Naomi Judd



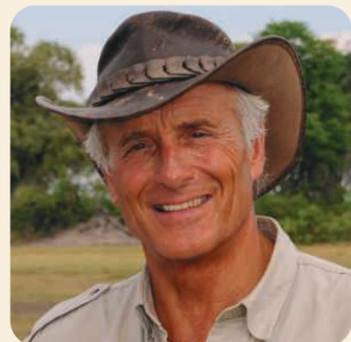
“American Humane rescues animals needing forever homes and trains them to become life-saving service dogs for free for veterans in need.”

– Ice-T



“I couldn’t imagine losing my dog Cleo to a disaster. I am grateful to American Humane Rescue for responding wherever and whenever animals are in need.”

– Ariel Winter



“The world is filled with wonderful and amazing animals that we need to protect and preserve. I’m so thankful to organizations like American Humane who have been working to do just that, while building a greater love and appreciation for our world’s remarkable creatures.”

– Jack Hanna



“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



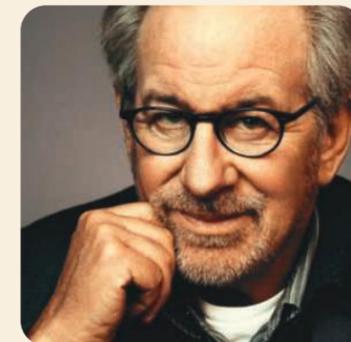
“Without the careful, watchful eye of American Humane, cruelty to animals would surely occur, and for this I am grateful that such a fine organization exists.”

– Sir Anthony Hopkins



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

– Dr. Bernard Rollin,
world-renowned
animal ethicist



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

– Steven Spielberg



“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

MAJOR EVENTS & MILESTONES



- **Led efforts to help animals in the COVID-19 pandemic:** Encouraging Americans to foster and adopt during isolation, and supporting shelters through our “Feed the Hungry” fund



- **Saved, sheltered, and helped care for animals caught in Hurricane Dorian and the Oklahoma floods**



TARONGA CONSERVATION SOCIETY

- **Supported the rescue of animals in Australia’s wildfires:** American Humane worked with our humane conservation partners to support the rescue, rehabilitation and reintroduction of animals affected by the wildfires



- **Fought cruelty:** American Humane helped pass the PACT Act, which was signed into law to bring new protections in fighting animal cruelty and torture



- **300 Veterans, Generals, and Admirals** came together at our “Pups4Patriots™” gala in Palm Beach to support our work in providing service dogs to America’s veterans coping with PTSD and TBI



- **American Humane research showed benefits of animals in classrooms:** Our publication of the largest study ever done on pets in educational settings demonstrated how animals have a positive impact on children’s academic and social behavior



- **We went to Capitol Hill** to encourage the American public to set a humane table during the holidays, and all year round



- **Honored the heroes behind our pets:** Dr. Terry Morris and Angel Martin won the top honors at the 2019 American Humane Hero Veterinarian and Hero Veterinary Nurse Awards, sponsored by Zoetis Petcare



- **New board members:** Sharon Jablin, Capt. Herb Krauss (Ret.) and Abigail Trenk were elected to the national governing board of directors for American Humane, where they are lending their experience, wisdom and talents to build a better world for animals



- **Broadway and film star Kristin Chenoweth** starred in a new national public service announcement encouraging veterans to obtain a free, lifesaving service dog from American Humane



- **Won a "Teachers' Choice Award"** for our "Humane Heroes" series of free books and curricula encouraging young people to value animals and support the conservation of disappearing species at American Humane Certified zoological centers around the world



- **Celebrated heroes on both ends of the leash** at the ninth annual American Humane Hero Dog Awards, which reached more than 1 billion people worldwide with heartwarming stories about the best of our best friends



- **Reunited more veterans with their faithful retired war dogs**



- **Brought hope and healing to animals in underserved communities:** American Humane conducted free clinics in areas without resources, including two in Louisiana where, with the help of generously donated vaccines, drugs and supplies from Zoetis Petcare, we provided much-needed medical care for more than 400 animals in need



- **Coleman Natural Foods pledged \$800,000** to American Humane's Pups4Patriots™ program supporting veterans in need of service dogs



- **Delivered a ton of love to 400+ starving cats** (and many others) through the "Fill a Bowl...Feed a Soul" campaign with Chicken Soup for the Soul Pet Food to provide one million meals to shelter animals each year

HISTORIC MILESTONES



1877

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



1915

Launched Be Kind to Animals Week®



1936

Called for an international treaty to stop polluting the seas



1958

Advocated for the Humane Slaughter Act



1969

Supported the passage of the Endangered Species Conservation Act



1971

Advocated for the Marine Mammal Protection Act



1978

Launched Adopt-A-Dog Month®



1991

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



2000

Created the first independent farm animal welfare certification program



2005

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



2011

Launched the Hero Dog Awards™ to honor extraordinary dogs



2015

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



2017

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



2020

To help animals during the COVID-19 pandemic, American Humane delivered hundreds of thousands of meals to shelters through its nationwide "Feed The Hungry" campaign

1878

Exposed and began fighting inhumane conditions in slaughterhouses



1916

Rescued 68,000 wounded horses a month during WWI



1940

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

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



1966

Supported the passage of Animal Welfare Act



1970

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



1975

Launched Adopt-A-Cat Month®



1985

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



1992

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



2001

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



2009

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



2014

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



2016

Launched the Lois Pope LIFE Center for Military Affairs
Launched Humane Conservation program



2019

American Humane aided animals affected by Hurricane Dorian, the Oklahoma floods, and the Australian wildfires



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:

Charity Navigator

The nation's largest and most-utilized evaluator of charities awarded a coveted fourth star – its highest rating – to American Humane. Charity Navigator's ratings show donors how efficiently they believe a charity will use their support, how well it has sustained its programs and services over time and their level of commitment to good governance, best practices and openness.

Consumer Reports

Consumer Reports named American Humane a "Best Charity," drawing on the reviews of several major nonprofit watchdog groups.

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 one of the charities that meets all of the Better Business Bureau's Wise Giving Alliance's 20 Standards for Charity Accountability.

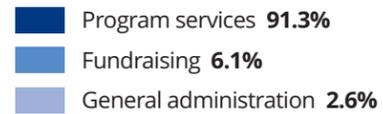
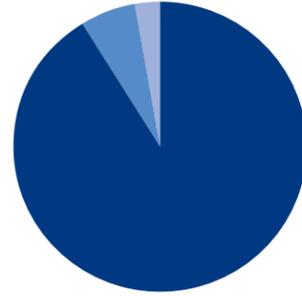
The Independent Charities of America "Seal of Excellence"

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%, meet or exceed these standards, and, of those, fewer than 2,000 have been awarded this Seal.

Getting the Gold from GuideStar USA!

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

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



Audited Financials 6/30/19

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 people.

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

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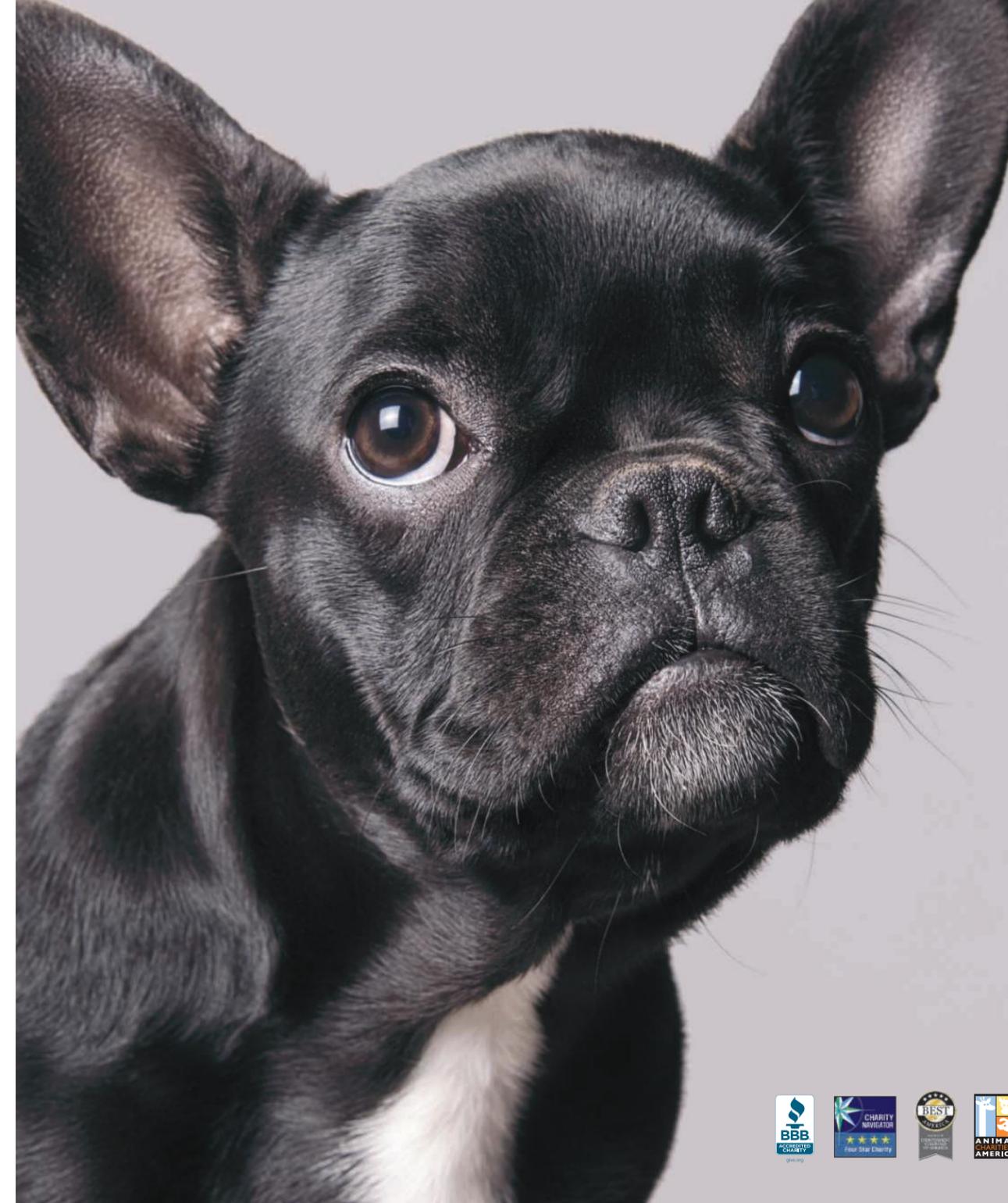
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Kurt Vogel, PhD, MS

Assistant Professor, University of Wisconsin, River Falls

Ann C. Wilkinson, DVM, MBA

Dairy One Health and Welfare, Christchurch, New Zealand



Leave a Legacy of Compassion

American Humane has helped animals in need since 1877. A gift through your will or other estate plan means we'll always be there when needed. More than 91 cents of every dollar spent goes directly to our programs, and American Humane is the only national humane organization with Charity Navigator's highest "4 Star Rating." For information, call 1-800-227-4645 or email Kay Quillen JD, Director of Planned Giving at kayq@americanhumane.org.

AMERICAN HUMANE
FIRST TO SERVE®

<https://giving.americanhumane.org>



AMERICAN★HUMANE

FIRST TO SERVE®

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

Our tax ID/EIN is 84-0432950

