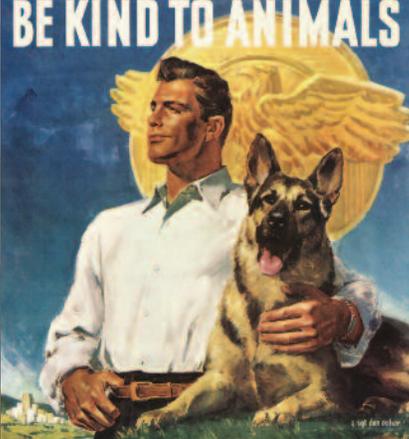
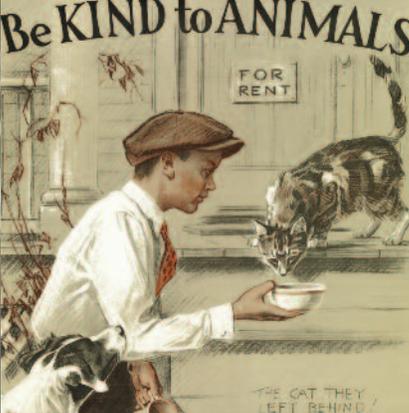
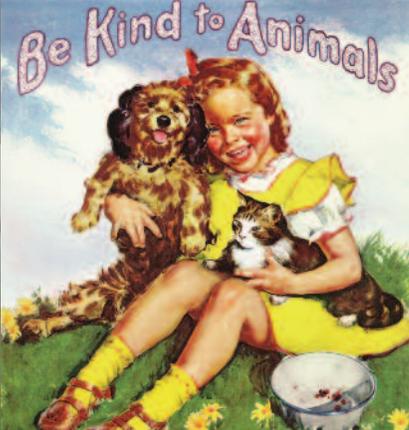
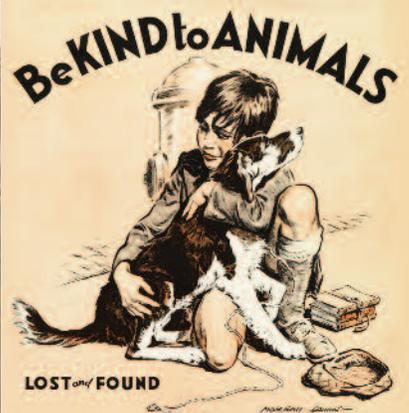
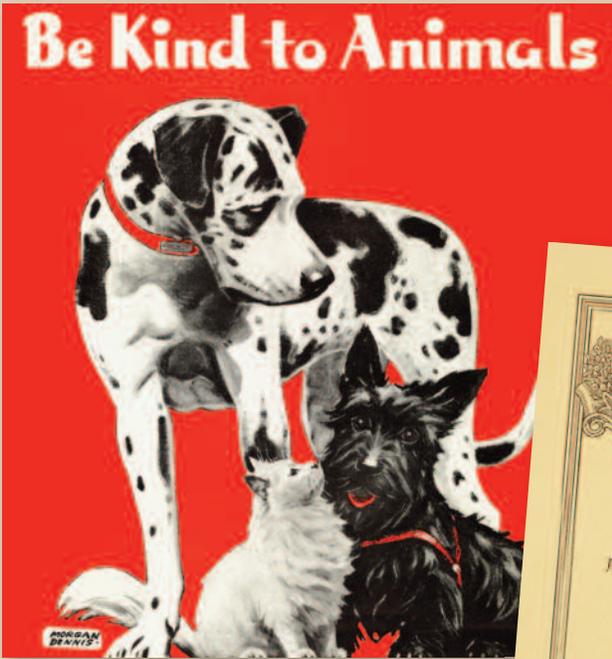
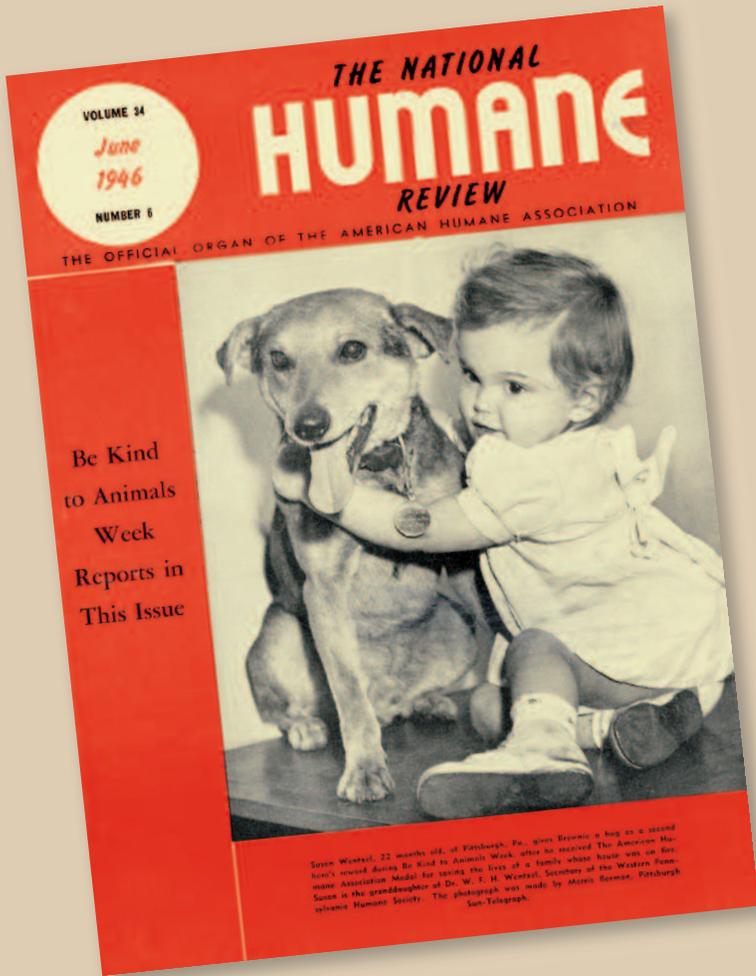


# Compassion Report 2015





Shirley Temple, Junior Chair, "Be Kind to Animals Week®," 1936



Jay North and Jerry Mathers, spokespersons for "Be Kind to Animals Week," 1960





Carol Burnett,  
"National Kindness Chairman," 1972



John Wayne, "National  
Kindness Chairman," 1973



Betty White,  
"National Kindness Chairman,"  
1971 and 2012



Tom T. Hall and Minnie Pearl, "National Kindness Co-Chairs," 1977



A Message from President and CEO Dr. Robin Ganzert

## Be Humane: An Investment in Compassion

**Thank you for making an investment in compassion.** As a supporter of American Humane Association, you are part of an organization that has been working to make historic advances in the humane movement for the benefit of children and animals for more than 138 years. From the creation of the first protections for farm animals to the creation of the child labor laws, saving the Bald Eagle, keeping children and pets safe from abuse, researching ways to reduce the number of animals euthanized by keeping them in loving homes, and pioneering animal therapy to help veterans, military families, the ill and the aged, American Humane Association has been there for the most vulnerable since 1877, making history – and a better world.

Over just the past 12 months, we **doubled** the reach of our lifesaving and life-changing work to protect children and animals – touching **40,000 lives a minute** with innovative and effective programs, prevention services, and outreach designed to stop abuse and cruelty, and create a more humane world. We made headlines around the globe as we unveiled the clinical trial of a groundbreaking effort to help children with cancer. We rescued and cared for animals caught in disasters and heartbreaking cruelty cases that captured national attention. We went to Capitol Hill to demand the return of American military hero dogs left overseas and, for the first time in history, made it possible for our heroic four-footed veterans to receive the free specialty veterinary care they deserve after a lifetime of service to our country. And in a historic effort to tackle one of the last great frontiers in the humane movement, we expanded vitally needed protections to ensure the humane treatment of 1,250,000,000 U.S. farm animals – covering one of every eight animals on our nation’s farms and ranches.

We are proud that the American Institute of Philanthropy’s CharityWatch named American Humane Association a “Top-Rated Charity” in both the “animals” and “children” categories, joining only a select few of the more than 600 charities monitored by the service. GuideStar USA, the premier source of nonprofit information, awarded American Humane Association the Gold Level, demonstrating our deep commitment to nonprofit transparency and accountability. These honors join a long and growing list of awards that demonstrate how and why we have been able to achieve so many historic firsts over the past 138 years.

Many of these firsts are now familiar parts of American culture and we are looking forward to celebrating three important, world-changing milestones with the nation, including:

- The 100th anniversary of our “Be Kind to Animals Week®,” the oldest commemorative week in U.S. history. We will be launching a major, year-long **Kindness 100™** campaign and national media tour to spread our message and bring caring, compassion and hope to millions.
- The 75th anniversary of our “No Animals Were Harmed®” program, which has protected millions of animals in filmed entertainment since 1940.
- The 100th anniversary of our Red Star® Rescue Animal Emergency Services program, which began in 1916 rescuing wounded war horses on the battlefields of World War I Europe and which has saved, sheltered and aided millions of animals in disasters, including more than 80,000 in just the past ten years. We will be seeking to expand this lifesaving program so that wherever, whenever animals are in need, we can be there.

Making an investment in compassion is important to pay it forward to generations to come. Together, we must end abuse, cruelty and neglect. We must pave the road for communities to embrace the healing power of the human-animal bond. We need to teach future generations what it is to be humane. By joining our efforts in these campaigns and supporting American Humane Association, you become part of a more than century-long effort to make historic change – and a better world for children and animals.

With gratitude,

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

*Respectfully submitted January 2015*

# Be Humane: Our Social Impact at a Glance

**American Humane Certified™**  
**farm animal welfare program**  
 (Animals protected each year)

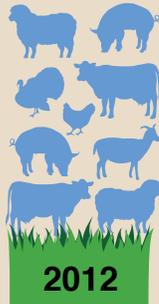
*A remarkable*  
**1,150%** *increase*  
*over four years!*

100 MILLION



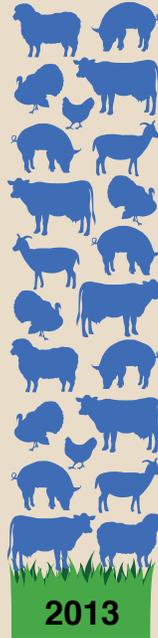
2011

400 MILLION



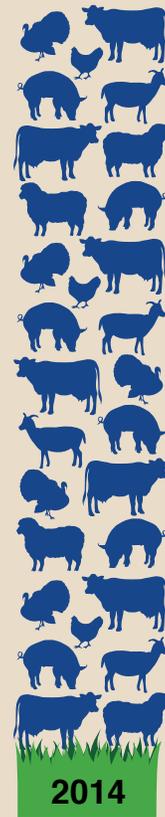
2012

1 BILLION



2013

1.25 BILLION



2014

## Red Star® Rescue Services

(Increase in Response Capability)  
 (Emergency Regional Fleet Growth)

*More than*  
**80,000** *animals saved,*  
*sheltered and helped in 10 years!*

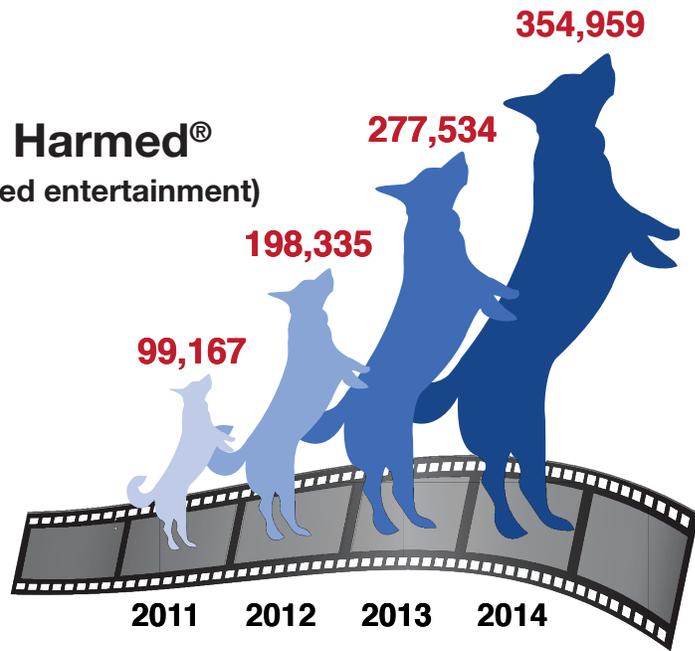
2014  
 2013  
 2012  
 2011

**200% GROWTH**



## No Animals Were Harmed®

(Animals protected in filmed entertainment)  
(cumulative)



## Education and Awareness through Humane Research and Outreach

(Media impressions with lifesaving humane research and outreach)



# Humane Intervention™: Protecting Animals in Crisis



American Humane Association's Red Star® Rescue Animal Emergency Services was created in 1916 when the U.S. Secretary of War called upon us to serve our country by saving wounded horses on the battlefields of World War I in Europe. In the nearly 100 years since then, we have rescued hundreds of thousands of animals caught in disasters, both natural and man-made. In 2014, with the help of generous donors like you, Red Star presenting sponsor MARS Petcare US, makers of PEDIGREE® Food for Dogs, philanthropist Lois Pope, Banfield Pet Hospital®, and others, our Red Star Rescue teams saved lives of animals in crisis, and trained community first responders.

- **Saved 18 horses and a mule in a major cruelty case.** Red Star Rescue deployed to Tennessee to assist authorities in a shocking raid that found nearly two dozen animals starving and at death's door. The horses were so weak that some could not stand, and others needed emergency IVs, oxygen, and blood transfusions. Red Star staff and volunteers ran a 24/7 critical care operation following the rescue until the horses were stable enough to be transported to a rescue facility.
- **Provided emergency care and compassion to 70 frightened dogs rescued in a dramatic multi-state dogfighting raid.** These tortured animals had known nothing but brutal abuse and neglect. But thanks to Red Star Rescue, they were given a second chance at life.



- ***Rushed to the aid of more than 100 helpless animals found in terrible condition at a New Jersey shelter.***

Red Star Rescue worked to save and rehabilitate the animals, and start them on the road to their new lives – as members of loving families.

- ***Rescued and relocated 66 animals in dire need at a reservation in South Dakota.***

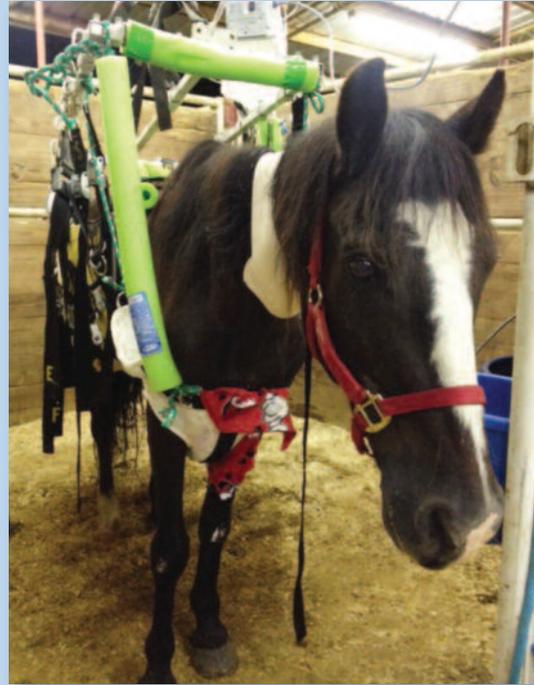
Red Star Rescue found dogs like Sid, a border collie/shepherd mix who was wandering the streets and suffering from an infection on his neck, and a Saint Bernard living in an abandoned home with a broken leg. Without our help, these animals would have died or been euthanized.

- ***Provided lifesaving education and outreach with a disaster preparedness tour of the Northeast.***

Sponsored by Banfield Pet Hospital®, emergency instructions, vital preparation tips, and disaster kits were distributed at special events in states across the region including New Jersey, Pennsylvania and Northern Virginia. The effort reached millions more people through media following the tour and a live broadcast on Fox News Channel.



## Meet Scooter – a Miracle Horse!



When our Red Star® Rescue team deployed for the second time to Tennessee in late summer to rescue and care for six neglected horses, what they found was horrifying. Described as “breathing skeletons,” these poor animals in the field needed immediate care. One horse named Scooter was so emaciated that he couldn’t stand, and our highly trained staff immediately sprang to action, readying a truck and all the equipment needed to lift Scooter and keep him upright so he would not fall.

Our Red Star Rescue team director held the weak horse’s head, and said the horse’s eyes showed he had *given up all hope*. But Red Star Rescue simply would not let this horse die. With the help of an emergency 24/7 critical care facility, Scooter was given the treatment and nourishment his body so desperately needed. Weakened and despondent, Scooter had to remain in an Anderson Sling for a few days to prevent a fall. Little by little, he regained his strength and soon even had a spring in his step. He was eventually transferred to the Dunlap Equine Services facility, where he would receive ongoing care from respected equine veterinarian Dr. Jennifer Dunlap.

*Second chances for animals like Scooter would not have happened without friends like you.* Scooter made a miraculous recovery, and has been adopted into a forever home. If our Red Star Rescue team had arrived even hours later than they did on that fateful day of humane intervention, Scooter might not have made it. Red Star Rescue saved Scooter’s life.

# Humane Hollywood™: Protecting Animal Stars



Animal actors are a cherished part of American culture, playing some of the most iconic, beloved characters in entertainment. And for 75 years, American Humane Association has been the voice for Hollywood's animal stars. Our "No Animals Were Harmed®" program, the only industry-sanctioned organization with oversight of animals in filmed production, has made the protection of animal actors its mission with tremendous outcomes for safety.

- **Protected 77,425 animals during 3,097 production days around the globe.** Our Certified Animal Safety Representatives™ kept animals safe on set in film and television productions in 29 states, Puerto Rico, Hungary, Canada, the United Kingdom, New Zealand, Romania, Austria, Ireland, Thailand, Bulgaria, Russia, Grand Cayman, and Morocco.
- **Recruited and trained seven licensed veterinarians** to ensure the highest degree of safety possible for our animal stars, strategically placing them in emerging and high-production states including Louisiana, New Mexico, New York and Texas.
- **Launched a national training and professional development program** to keep our professionally trained and certified staff on the leading edge of animal welfare.
- **Convened the Humane Hollywood™ Scientific Advisory Committee**, bringing together the nation's top animal welfare scientists and veterinarians to review and enrich our protective procedures.
- **Strengthened the resource model** supporting our services to ensure that this legacy program is there to protect animals for the next 75 years.
- **Opened a new resource center and production hotline** increasing our level of service to film productions by providing support to ensure the best animal welfare practices. This hotline is available to all productions at all times and is free of charge.



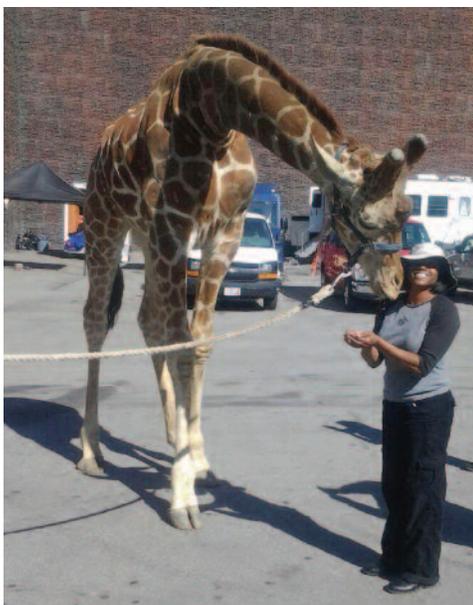
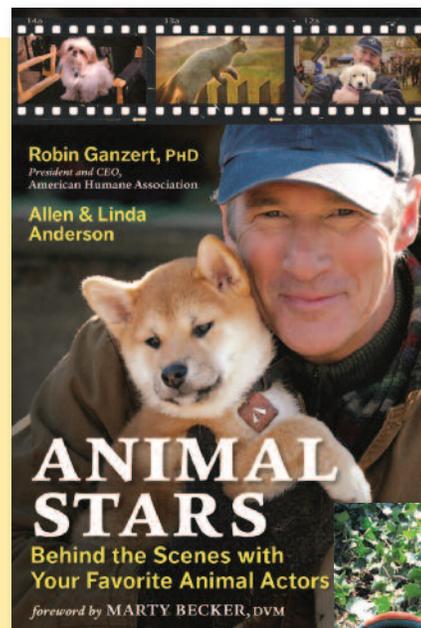
# New book commemorates 75 years of protecting animal stars!

To mark 75 years of our “No Animals Were Harmed®” program protecting animal actors on film and television sets, we released a new book, *Animal Stars: Behind the Scenes with Your Favorite Animal Actors*, published by New World Library. Written by American Humane Association’s President and CEO Dr. Robin Ganzert and Allen and Linda Anderson, and featuring a foreword by “America’s Veterinarian” Dr. Marty Becker, *Animal Stars* offers a fascinating behind-the-scenes look at the world of animals and animal trainers in today’s film and television industry – as well as the celebrities with whom they star.

As a bonus to help readers better “direct” the animal stars in their own lives, world-class Hollywood animal trainers offer bonus tips for training pets after each chapter, and film icons like Steven Spielberg, Julia Roberts, Ewan McGregor, and Hailee Steinfeld share personal recollections about working with the animal stars who stole *their* hearts.

The book was launched at a spectacular gala event at Fox Movie Studios in Hollywood. News of the book was carried nationwide to millions of people as Dr. Ganzert, Crystal the capuchin monkey from “Night at the Museum,” and canine stars Bonny (“Seven Psychopaths”) and Hudson (“Our Idiot Brother,” Saturday Night Live) went on a coast-to-coast media and book-signing tour, rocketing *Animal Stars* to three best-seller lists!

Proceeds from the book go to help American Humane Association continue its lifesaving mission. To find out more and how you can buy a copy, please visit [www.animalstarsbook.com](http://www.animalstarsbook.com).



# Humane Research and Therapy™: Helping Military Families, Kids with Cancer, and Communities in Crisis

## Therapy Dogs “Ben” and “Callie” Go to Camp



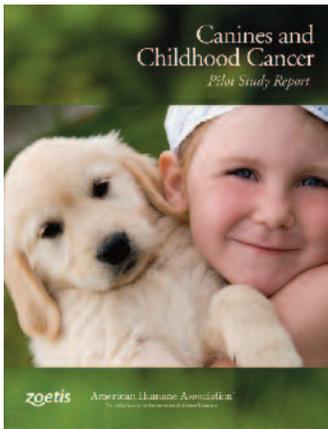
During a weekend military family retreat in Jackson Hole, Wyoming, our therapy dogs Ben and Callie visited with family members whose ages ranged from 2-60. Almost all the children were interested in meeting the dogs, and several just wanted to sit and pet them. While we visited with the parents to learn a bit about their families, we could see the children relaxing and unwinding as they stroked the dogs. By the second day, the animals were the focus of every kid in at the camp. The children began opening up, telling us about their own pets. One little girl learned how to give treats to Callie by placing them in her open palm and allowing the dog to lick it off. And some of the shy children enjoyed just having Ben lying next to them. One little boy snuggled right next to him, stroking his black fur.

The final evening, we met more parents and children and the dogs' calming presence allowed for wonderful conversations to happen between us, the kids and their parents. We received many thank-yous and one parent told us that she “had to come see the dogs before they left for home.” One of our favorite moments was teaching a little girl named Kimmie how to freestyle dance with a dog. Kimmie learned how to turn Ben in a circle to the left and a circle to the right, get him to weave around her while she was walking, and do a reverse-pivot turn! The joy in Kimmie's eyes as she was doing this with Ben was brighter than gold. For a brief period of time, the stresses of military life were forgotten and happy memories were made.

American Humane Association's programs are built on a solid foundation of science and evidence-based practices, so that we may best help those in greatest need with securing the best possible humane outcomes. Here are some of the ways we did that in 2014.

- **To help children with cancer, American Humane Association and Zoetis launched a full clinical phase of our Canines and Childhood Cancer study, a ground-breaking effort to scientifically prove the long-suspected benefits of animal-assisted therapy for children with cancer and their families.** With the promise of helping the 40,000 children with cancer in this country alone, this innovative study was covered by TIME Magazine, NBC News and media around the world. Results are expected in late 2015.
- **To help communities struck by disasters, American Humane Association and The Weather Channel Therapy Dog Butler traveled to bring hope, help and healing of animal-assisted therapy to victims of hurricanes, tornadoes, and other severe weather.** Butler, a shepherd mix, was chosen after a nationwide search of shelters, and has used his second chance at life to help others. You can follow his work live on The Weather Channel, broadcast to more than 100 million homes nationwide.
- **To help all our military heroes, we worked to help bring home 21 military hero dogs and reunite them with their hero handlers.** American Humane Association is working not only to reunite these battle buddies, but to urge Congress to change the rules to bring home all of our heroes and give them the retirement they so richly deserve.
- **To celebrate the importance of dogs to our nation's military on and off the battlefield, American Humane Association took to the streets of New York City to march in the Veterans Day Parade** with the military dog teams we helped reunite, philanthropist and disabled veterans advocate Lois Pope, “Law & Order: SVU” star and Army veteran Ice-T and his wife Coco, Butler the Weather Channel Therapy Dog, Military Working Dog Alix and canine star Hudson. The event was televised nationwide.
- **To help children of military families, who often have difficulties coping when a parent is deployed overseas, American Humane Association sent animal-assisted therapy teams to the National Military Family Association's Operation Purple Camps for military families.** In 2014, 59 animal-assisted therapy teams visited 15 camps around the country, providing comfort and a lifetime of memories for 1,085 children.





## Canines and Childhood Cancer Congressional Briefing

Few words strike as much terror into the heart of parents as "Your child has cancer." While billions of dollars are being spent on the development of new medicines and technologies to fight cancer, powerful therapies such as animal-assisted therapy are being explored to make a powerful difference in the lives of those in greatest need. On May 8, we went to Capitol Hill to unveil the full clinical trial of our **Canines and Childhood Cancer study**. **This innovative effort seeks to scientifically prove the healing power of animal therapy, something doctors have long suspected.**



Members of the study's research team, therapy dog handlers and their animals, and country music superstar and former nurse Naomi Judd addressed a packed room of reporters and members of congress about promising preliminary results from the pilot phase of the study. The news that there is possibly a new tool to fight childhood cancer on the horizon made headlines across the country and around the world.



## Military Dogs Take the Hill



On July 23, American Humane Association returned to Capitol Hill to protect those who protect us: America's military hero dogs. While our two-legged heroes return home after their service has ended, some of our four-legged ones do not. Most of our military dogs are brought back to U.S. soil, but some are retired at overseas bases. American Humane Association worked with partner

agencies to reunite 21 of these four-legged veterans with their hero soldier handlers in just the past year. We also advocated to change the system to ensure that all of our military canine heroes return to U.S. soil where they can enjoy a healthy, happy retirement with those who care about them most, their battle buddies.

Our congressional briefing had a call to action for Congress and for the private sector. Since retired military dogs do not get health care once their duty is over, and their handlers cannot always afford the dauntingly expensive costs of medical care for their battle buddies, we also called on the private sector to provide medical care for these heroes, who save the lives of an estimated 150-200 soldiers, and continue to save lives on the homefront by providing therapy to veterans with post-traumatic stress.

**VICTORY: Less than four months after the congressional briefing, American Humane Association, the U.S. War Dogs Association and New Jersey's Red Bank Veterinary Hospitals were proud to announce free specialty veterinary care to all retired military working dogs and contract working dogs. A true victory for our heroes on both ends of the leash!**



# Humane Heartland™: Protecting America's Farm Animals

American Humane Association was founded on the idea that all animals – those in our homes, those in service to our country, and those on our farms and ranches – deserve humane treatment. Founded around the protection of farm animals, American Humane Association led the way for the past 138 years in creating safeguards for animals in agriculture. To help ensure their humane treatment, we created the American Humane Certified™ program, the first independent farm animal welfare and audit effort in the country. Over the last four years, this program has seen remarkable growth of over 1,150 percent. And thankfully, it is now easier than ever before for retailers, consumers, and restaurants to make humane choices.

- **Our 2014 Humane Heartland™ Farm Animal Welfare Survey revealed that more than nine in 10 of the 5,900 respondents (94.9%) were very concerned about farm animal welfare, up from 89 percent in 2013.** More than three-quarters of the respondents (75.7%) said they were very willing to pay more for humanely raised eggs, meat, and dairy products, up from 74 percent last year.
- **The number of animals protected by our farm animal welfare program has increased more than 1,150 percent in just the past four years.** We now ensure the humane treatment of **1.25 billion farm animals – one in every eight animals in U.S. agriculture –** and oversee **90 percent of all cage-free egg production in the United States.**
- **Our American Humane Certified program is based on more than 200 species-specific, science-based standards created by the independent Humane Heartland™ Scientific Advisory Committee, which is made up of 16 renowned animal scientists,** animal behaviorists, veterinarians, and animal advocates, including such luminaries as farm animal welfare pioneer Dr. Temple Grandin. Our farm animal welfare standards reflect the latest animal science findings, technology and practices.
- With our program now covering one in every eight animals in U.S. agricultural production, additional top-level experts in animal welfare were added to the program, including new **Humane Heartland™ Chief Veterinary Officer Marion Garcia, DVM** and former Maine state veterinarian **Donald Hoenig, DVM.**



## The Humane Table Congressional Briefing



Just in time for Thanksgiving, we went to Capitol Hill to advocate for America's farm animals, encourage the more than 95 percent of Americans who choose to eat eggs, meat and dairy to make humane choices, and give thanks to American farmers and ranchers who not only put food on our families' tables, but who work to put the "heart" in "heartland" by providing food that is safe, abundant, affordable, and humanely raised under ethical, commonsense, and scientifically demonstrated standards. Joining our "Humane Table" congressional briefing were the leaders of major organizations involved in food production, farmers who have committed to raising animals humanely, the nation's foremost animal welfare pioneers, including Dr. Temple Grandin who sent a personal message of support via video, and one of America's top culinary experts.

Chef Douglas Keane, winner of season five of the television cooking competition show, "Top Chef Masters" and recipient of a James Beard Award spoke at the event, and shared a special humane holiday recipe: his American Humane Certified™ Crispy Chicken with Braised Cabbage and Chestnut Confit. To set a humane table all year round, you can find this recipe and others, as well as a list of humanely raised products at [www.humaneheartland.org](http://www.humaneheartland.org).

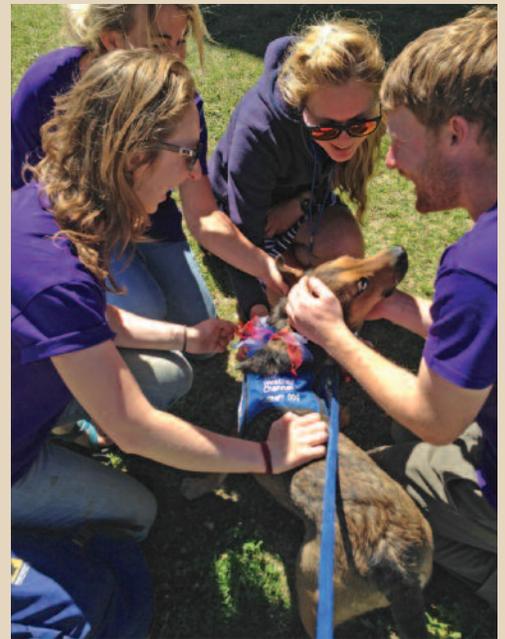
# Global Awareness and Education

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

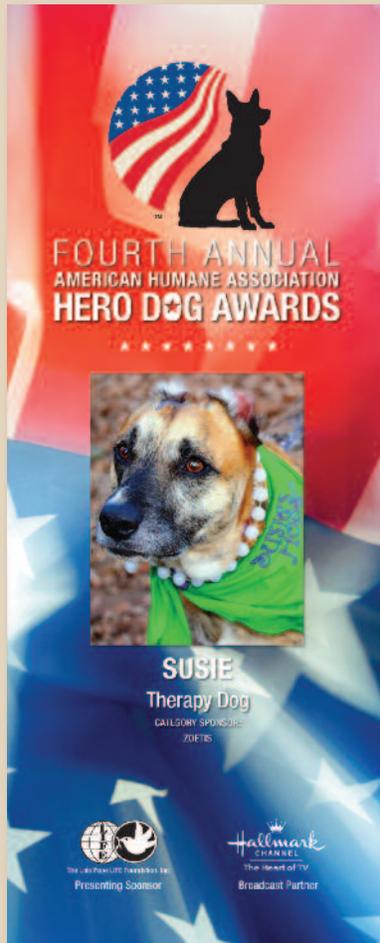
- **Doubling our global reach over just one year ago to 20 billion media impressions in 2014**, reaching people around the globe with news and lifesaving tips to help children and animals.
- **Major news stories affecting the well-being of kids and animals were carried by prominent national publications, newspapers, magazines and news stations** including FOX News, ABC News, NBC News, The TODAY Show, TIME Magazine, E!, NPR, The Weather Channel, USA Today, The Huffington Post, Variety, The Hill, The Los Angeles Times, the AP, the Chicago Tribune, PEOPLE Magazine, the New York Post, New York Daily News, and thousands of others.
- **Debut of our new weekly radio show, "Be Humane™ with Dr. Robin Ganzert" on Pet Life Radio, the #1 pet radio network on the planet, boasting 6 million monthly listeners.** Each episode features interviews with celebrity animal lovers, animal welfare experts, and people who have made a difference in the world for animals. All episodes are available at [www.petliferadio.com/behumane.html](http://www.petliferadio.com/behumane.html).
- **The national television broadcast of the fourth annual American Humane Association Hero Dog Awards™ on Hallmark Channel, with its 90 million subscribers, captured its highest ratings ever.** This year's winner, Susie, overcame horrific abuse and not only went on to help a woman recover from her own wounds, but helped thousands of other helpless animals through the adoption of "Susie's Law," which brought much harsher penalties for animal abusers.



# The Year in Pictures









# Compassionate Celebrity Ambassadors: Working to Make the World More Humane



RICHARD GERE



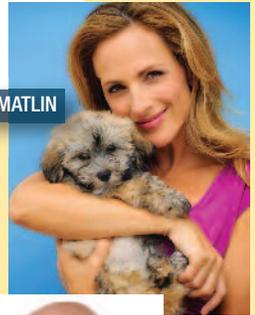
JAMES DENTON



CRYSTAL



BETH STERN



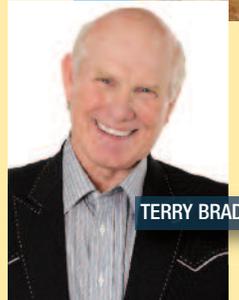
MARLEE MATLIN



BONNY



ESAI MORALES



TERRY BRADSHAW



JENNIFER COOLIDGE



CANDY SPELLING



KRISTIN CHENOWETH



J.R. MARTINEZ



WHOOPI GOLDBERG



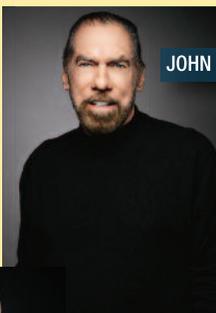
CRISTINA FERRARE



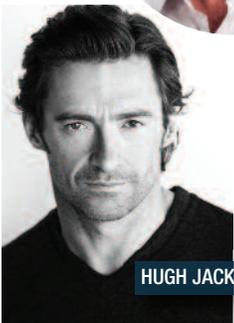
MARK STEINES



MARTIN SHORT & LOIS POPE



JOHN PAUL DeJORIA



HUGH JACKMAN



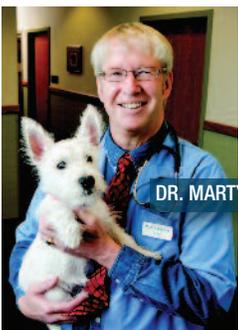
TERRY FATOR



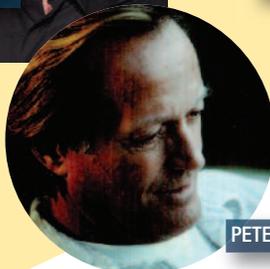
JOEY LAWRENCE



BETTY WHITE



DR. MARTY BECKER



PETER FONDA

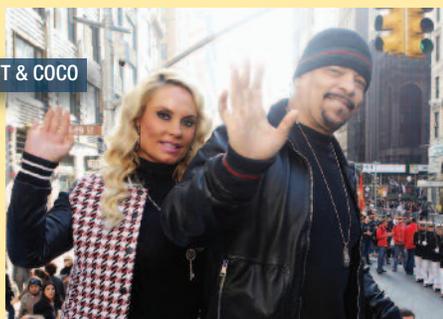
Photo Courtesy of TV LAND



HUDSON



PARIS HILTON



ICE-T & COCO



JILL RAPPAPORT



DR. TEMPLE GRANDIN



WILSON PHILLIPS

Randee St. Nicholas



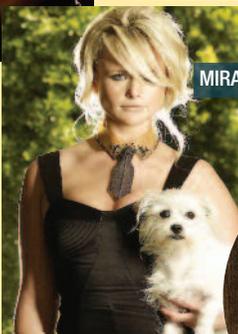
HARRY KIM



ATTICUS



CHEF DOUGLAS KEANE



MIRANDA LAMBERT



PAULEY PERRETTE



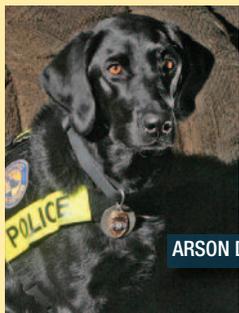
NAOMI JUDD



PAIGE DUNHAM



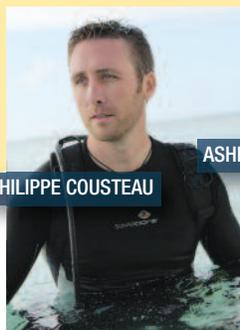
LOU WEGNER



ARSON DOG SADIE



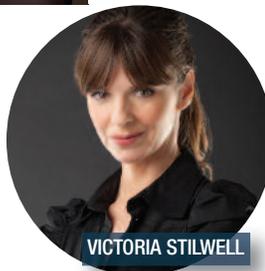
LISA VANDERPUMP & GIGGY



PHILIPPE COUSTEAU



ASHLAN GORSE COUSTEAU



VICTORIA STILWELL



PRINCE LORENZO BORGHESE



SHARA STRAND



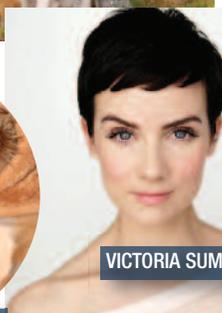
BLAKE KOCH



BAILIE MADISON



JOANNA KRUPA



VICTORIA SUMMER



KRISTIN BAUER VAN STRATEN



LEILANI DOWDING



ALISON EASTWOOD



EMMANUELLE VAUGIER



CHRISTIE BROOKE

# Thanks to Lois Pope, Battle Buddies Reunited!

It was a dream come true for hero dog and hero soldier. Thanks to philanthropist Lois Pope, American Humane Association, and a father's personal mission to right a wrong for his son, Specialist Brent Grommet is now at home with his battle buddy, Military War Dog Matty, after more than a year apart.

Specialist Grommet was separated from his explosives search dog when they returned from Afghanistan after being wounded. Grommet submitted paperwork to adopt Matty but due to a bureaucratic error or negligence, Matty was adopted by another family whose name was not revealed. American Humane Association reached out to the military base for information and to the local community with a public announcement offering the family a generous reward to return the soldier's best friend. Weeks went by and no one called. Media around the world began picking up the story and finally, a break came, and a joyful reunion was arranged.

"I'm beyond happy. It's like a dream," said Spc. Grommet. But his father, who worked behind the scenes with American Humane Association and others, said, "I won a battle, a very big battle, but the war is still waging on."



"Now begins the effort to make sure stories like Brent Grommet's never happen again," said Robin Ganzert, president and CEO of American Humane Association. "Arm-in-arm with veterans' advocates such as philanthropist Lois Pope, we will immediately begin working with members of Congress to pass legislation that gives our two and four-legged veterans the respect they deserve and that honors the relationship our two-legged veterans have with their four-legged brothers-in-arms. These bonds are forged in the fires of war. They deserve to be honored and respected when these warriors return home. This is 'Matty's Wish.'"



# Major Events and Milestones in 2014

**American Humane Association Wins Top Marks From Charity Groups:** The American Institute of Philanthropy's CharityWatch named American Humane Association a "Top-Rated Charity" in both the "animals" and "children" categories, joining only a select few of the more than 600 charities monitored by the service. And GuideStar USA, Inc., the premier source of nonprofit information, awarded American Humane Association the Gold Level, demonstrating our deep commitment to nonprofit transparency and accountability.

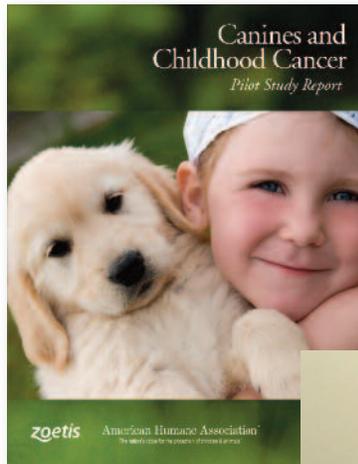
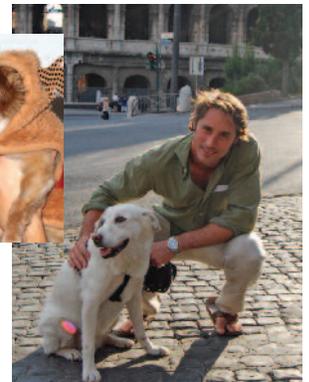


**New Weekly Radio Show Debuts:** "Be Humane™ with Dr. Robin Ganzert" hosted by American Humane Association's president and CEO debuted on Pet Life Radio, the #1 pet network on the planet. Premiere episode features interviews with "Real Housewife of Miami" star Joanna Krupa and "The Bachelor's" Prince Lorenzo Borghese. Other famous animal lovers featured on the show in 2014 include Victoria Stilwell, Ross Mathews, Ice-T & Coco, Paris Hilton, Naomi Judd, and many more.



**Kids and Cancer Study Launched:** American Humane Association and Zoetis launched a full clinical trial of our groundbreaking *Canines and Childhood Cancer* study to scientifically document for the first time the benefits of animal therapy for kids with cancer and their families. Full results are expected in late 2015.

**Red Star® Rescue Team Helps 100+ Animals in Shelter Disaster:** Our animal emergency services team provided lifesaving assistance to a New Jersey facility where animals were found severely neglected.





**Helping Communities Hit by Disasters:** American Humane Association and The Weather Channel teamed up to bring hope, help and healing to victims of hurricanes, tornadoes, and other severe weather using animal therapy. “Butler,” a shepherd mix, was chosen as The Weather Channel Therapy Dog after a nationwide search of shelters, and is using his second chance at life to help others. You can follow his work live on The Weather Channel, broadcast to more than 100 million homes nationwide.

**Red Star® Rescue Saved and Relocated 66 Animals in Dire Need:** Our Red Star team saved more than five dozen sick and injured dogs living off the land at the Pine Ridge Indian Reservation in South Dakota.

**The National Humanitarian Medal** was bestowed on animal lover, entrepreneur, music artist, fashion designer, and media icon Paris Hilton at a special luncheon at the Mar-a-Lago Club in Palm Beach, Florida.

**Our National Fire Dog Monument Voted #1 in Nation:** Honoring America’s arson dog teams, the National Fire Dog Monument, sponsored by American Humane Association and State Farm, was voted the most popular monument in the nation in a Washington Post competition, beating the Washington Monument, the Lincoln Memorial, and other longtime favorites.



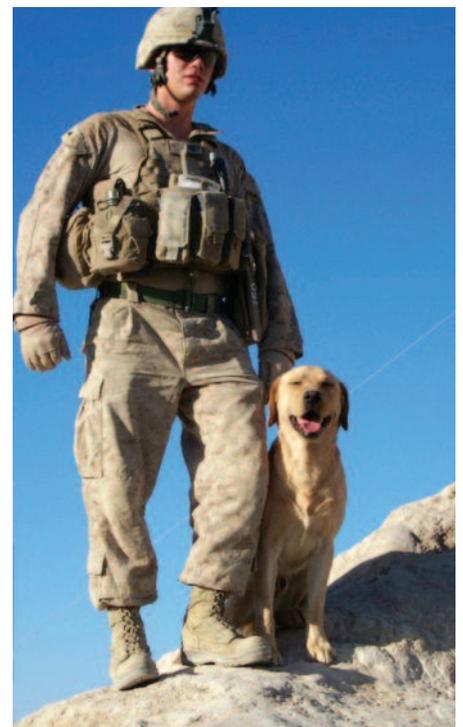
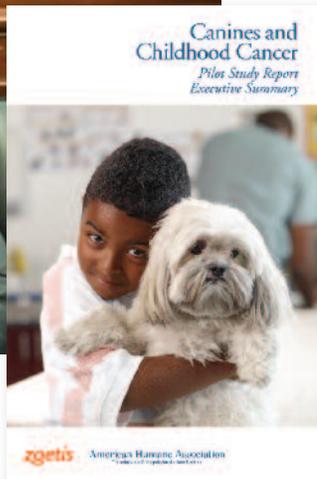
**Starving Horses Saved:** Our Red Star® Rescue team took part in a daring dawn raid to save 18 horses and a mule who were starving to death in a cruelty case.

**Partners for Healthy Pets:** As part of our ongoing commitment to the welfare, wellness, and well-being of America's millions of pets, American Humane Association has joined Partners for Healthy Pets. This committee of the American Veterinary Medical Foundation is comprised of more than 110 veterinary associations, colleges of veterinary medicine, and animal health nonprofits and companies that have a shared vision of improving pet health and welfare.

**21 Military Hero Dog Teams Reunited!** In 2014 American Humane Association worked with several other groups to help bring home and reunite 21 Military Working Dogs and Contract Working Dogs with their heroic human handlers.

**Joining The Weather Channel's Severe Weather Strike Force:** We were invited, along with the American Red Cross, First Response Team of America, and Save the Children, to become part of relief and recovery efforts following weather-related disasters.

**Canines and Childhood Cancer Congressional Briefing:** On May 8, American Humane Association went to Capitol Hill with scientists, researchers, four therapy dog teams, and country star, former nurse and animal lover Naomi Judd to brief congress and the nation on our groundbreaking *Canines and Childhood Cancer* study, the first scientific effort to document the beneficial effects of animal-assisted therapy in helping children with cancer and their families.



**National Dog Bite Prevention Week®:** Every year more than 4.5 million Americans, more than half of them children, are bitten by dogs. As part of the National Dog Bite Prevention Week® Coalition, American Humane Association encouraged adults to teach children how to avoid dog bites and learn the importance of pet owner responsibility.

**Helping Children Cope After Tragedies:** Following the stabbing of at least 20 people at Franklin Regional High School in Murrysville, Pennsylvania in April and a shooting at Reynolds High school in Troutdale, Oregon, our experts offered tips to families and caregivers to help their children cope with the fear and uncertainty following these frightening events.

**Veterinary Medicine Mobility Act Signed into Law:**

We supported the bipartisan passage of the Veterinary Medicine Mobility Act, which now gives America's millions of pet owners even more choices in the veterinary care they provide for their animals by expanding the services and procedures that mobile veterinary clinics can provide.

**Military Dogs Take the Hill:** On July 23, we went to Capitol Hill with three of the 21 military hero dog teams we helped reunite to make an urgent case to the nation for bringing home all four-footed veterans who save lives on the battlefield and on the homefront.

**Red Star® to the Rescue!** Our team deployed to help six abused horses in critical need of care and attention. After weeks of TLC, the animals were healthy and ready to be relocated to rescue facilities.





**Japan Earthquake Hero Receives National Humanitarian Medal:** For her part in helping hundreds of animals left homeless by the Japanese earthquake, tsunami and nuclear disaster, American Humane Association board member and senior leader at MUFG Elizabeth Lyman was awarded our highest honor, the National Humanitarian Medal.

**New Book Celebrates 75 Years of Protecting Animals in Film: *Animal Stars: Behind the Scenes with Your Favorite Animal Actors*,** by American Humane Association President and CEO Dr. Robin Ganzert is a unique, behind-the-scenes look at some of the most beloved stars of the silver screen and the people of our “No Animals Were Harmed®” program who keep them safe. The subject of national media coverage, *Animal Stars* is already on three bestseller lists. Get yours now!



**New Leadership Helps Protect More than a Billion Animals:** Doctor of Veterinary Medicine Marion Garcia was named Chief Veterinary Officer and Director of the Animal Welfare Research Institute, a key position in which she influences research, policy and programs positively affecting more than a billion animals.

**Susie Named 2014 American Hero Dog:** The country's top therapy dog, a pit bull mix named Susie, overcame a terrible ordeal but went on to bring hope to both people and animals, and was named this year's “American Hero Dog” at the 2014 American Humane Association Hero Dog Awards™ at The Beverly Hilton in Beverly Hills, California.





2014 American Hero Veterinarian  
Eva DeCozio, DVM

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

**A New Look:** After 138 years, American Humane Association unveiled two spiffy new logos, one embodying the organization’s dual mission of protecting children and animals, and another giving a new look to the American Humane Association Hero Dog Awards™.

**Protecting Pets During the Ebola Crisis:** Following news of pets being destroyed in the Ebola panic, we and our veterinarians urged Americans to exercise caution but not overreact, providing lifesaving information and context.

**An Easier Ride for America’s Kids and Animals:** Philanthropist Michael Eisenberg gave an easier ride to the nation’s children and animals when he generously donated a portion of the proceeds from the auction of the legendary motorcycle ridden by actor Peter Fonda in the 1969 classic movie, *Easy Rider*.

**Saluting Our Four-footed Veterans:** With our help, the annual, nationally televised Veterans Day parade in New York City featured a number of four-legged heroes in 2014 – our nation’s military dogs – along with their hero handlers, philanthropist and veterans advocate Lois Pope, and Army veteran, “Law and Order” star and dog lover Ice-T and his wife Coco.



2014 American Hero Veterinary Technician  
Signe Corbin



**AMERICAN HUMANE ASSOCIATION  
HERO DOG AWARDS**





### Free Specialty Medical Care for Military Hero Dogs:

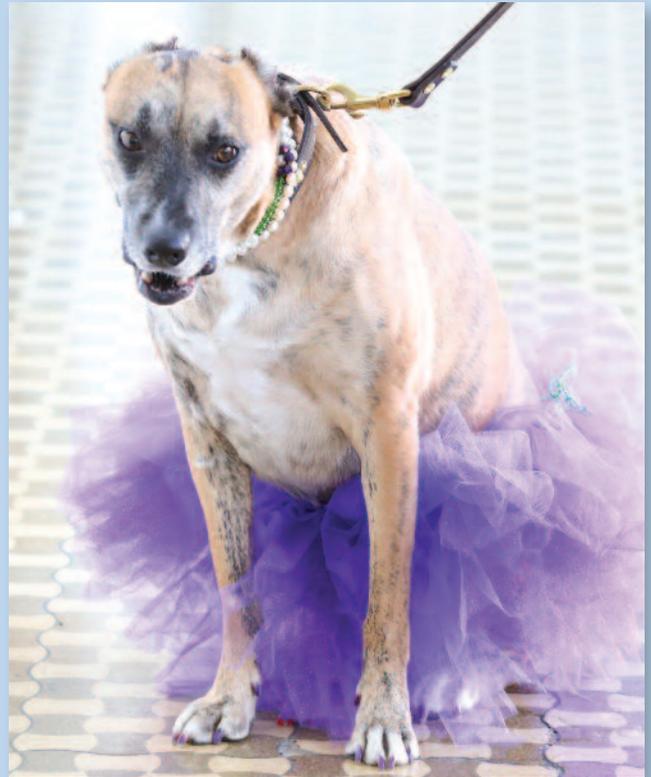
Thanks to American Humane Association, the U.S. War Dogs Association and New Jersey's Red Bank Veterinary Hospital, all retired and retiring military dogs will now receive free specialty veterinary health care, something they never had before.

**Humane Table Congressional Briefing:** On November 13, we went to Capitol Hill to urge Americans to support the humane treatment of farm animals, releasing a new survey showing support for humanely raised foods, and celebrating American farmers and ranchers who do the right thing by their animals.

**Dog Fighting Raid Busted:** Red Star Rescue saved and sheltered over 70 dogs involved in a horrific dog fighting ring in Maryland.



## Meet Susie, 2014's American Hero Dog!



Susie was only a puppy when her owner beat her savagely and set her on fire, leaving her for dead in a local park in Greensboro, North Carolina. After being rescued by a local animal shelter and nursed back to health, she was adopted by Donna Lawrence, who had been the victim of a terrible dog attack that nearly killed her and left her without the ability to have children.

Together, they helped each other heal from their physical and emotional wounds, triumphing over pain and fear to become voices for abused animals and helping pass "Susie's Law" in North Carolina, which calls for harsher penalties for convicted animal abusers. Susie became the subject of the movie, "Susie's Hope," and working side by side, Donna and Susie continue to make the world a better place for others by visiting hospitals, schools, and nursing homes to inspire people never to give up.

Thanks to the Lois Pope LIFE Foundation, presenter of the American Humane Association Hero Dog Awards™, Susie received worldwide recognition when she was named 2014's American Hero Dog. Her win was especially remarkable as Susie, competing in the Therapy Dog category, sponsored by Zoetis, became the second pit bull to be named the nation's top dog!

# Join Us...Celebrate – and Make – History for Kids and Animals!

## 100 Years of Be Kind to Animals®

**Children, animals and a historic milestone celebrating kindness** – it's a powerful message and platform for education and awareness around our shared values of compassion.

We at American Humane Association, the country's first national humane organization and the only one dedicated to protecting both children and animals, believe that one of the best ways to protect those we love is to create a safer, better and more caring world through humane education. For a century, American Humane Association has been the nation's leader in teaching the values of kindness and compassion to millions of young people. Today, we oversee our remarkably effective historic legacy programs and develop innovative, cutting-edge campaigns to provide life-changing tools and carry our humane message to the next generation.

**In 2015, we will celebrate the 100th year of Be Kind to Animals Week® with our KINDNESS 100 campaign.**



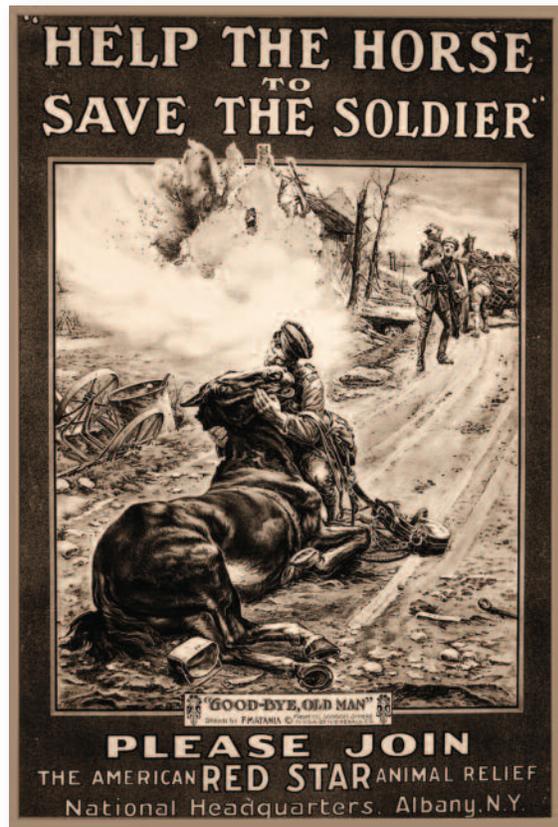
In 1915 American Humane Association launched the most successful and longest-running U.S. Commemorative week – Be Kind to Animals Week®. This historic undertaking taught generations of American schoolchildren the value of treating all the creatures of the earth with care. Today, millions of people in thousands of homes, schools and communities nationwide celebrate Be Kind to Animals Week®, making it the most popular humane education effort ever.

In 2015, American Humane Association is launching a year-long national campaign with an educational road show to take our humane message to children and youth across America.



## 100 Years of Red Star® Rescue

From the battlefields of World War I when the U.S. Secretary of War asked American Humane Association to head overseas to rescue war horses, Red Star® Rescue has been on the front lines of disasters and cases of cruelty and harm. Our legendary program will celebrate its 100 year anniversary in 2016.



# Historic Milestones



Advocated for the passage of national child labor laws.



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



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



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



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

1909

1914

1915

1916

1940

1941

1945

1950

1970

Called for safe, off-street playgrounds for children.

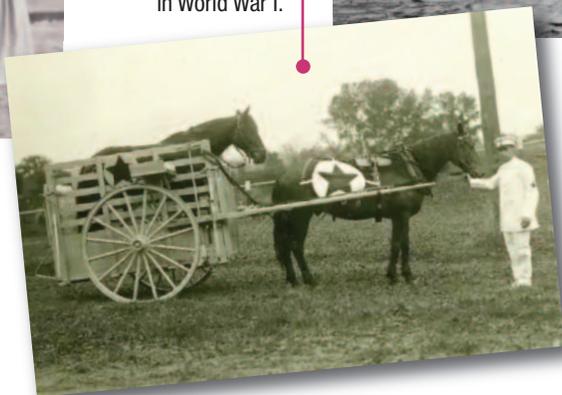


Created American Red Star® Animal Relief, at the request of the U.S. Secretary of War, to aid animals in World War I.

Red Star® Rescue deployed to Pearl Harbor.



Issued *Standards for Child Protective Services Agencies*, which clearly defined physical abuse, neglect and emotional abuse and identified a three-stage process of child protective work.

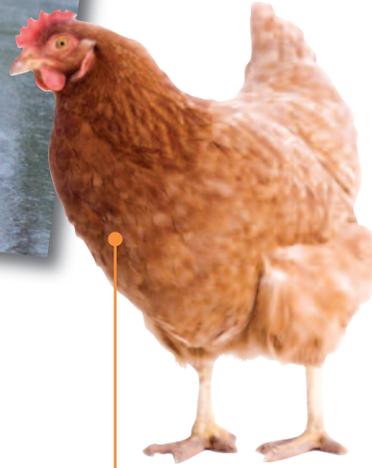




Began a federally funded National Study on Child Neglect and Abuse reporting in every state, collecting and analyzing child abuse reports to determine their characteristics.



Established the Second Chance® Fund to help local animal care agencies afford medical treatment for abused and neglected animals.



Started our farm animal welfare program and began certifying producers committed to raising animals humanely.



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

1975

1976

1981

1995

1997

2000

2001

2005

2007 ▶

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



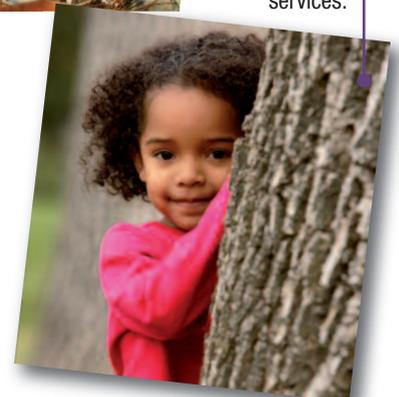
Established Adopt-A-Dog Month® to encourage the adoption of dogs from local animal shelters.

Launched the Front Porch Project® to directly involve community members in protecting children.

Delivered supplies and equipment to New York City and provided medical examinations, care and decontamination for dogs working the scene after the September 11 attacks.



Created the Child Protection Research Center to address issues related to improving public child protective services.





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



The 100th Anniversary of our Red Star® Rescue Animal Emergency Services program.



Established our Animal-Assisted Therapy Program.

Initiated American Humane Association Hero Dog Awards™ to honor dogs who transform people's lives through unconditional love, devotion and intuition.

Established the Animal Welfare Research Institute to explore and achieve advances in predictive, preventive and participatory methods to save animals' lives and improve their quality of life.



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

2008

2010

2011

2012

2013

2014

2015

2016

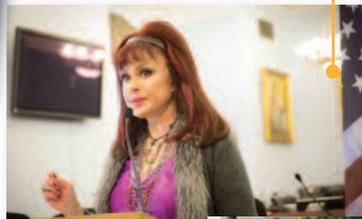
Red Star® Rescue deployed to aid homeless animals in wake of Hurricane Sandy.



Began a partnership with Pfizer to determine how animal-assisted therapy can improve the health and well-being of children with cancer, and their families.



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



The 75th Anniversary of American Humane Association's Film and Television Unit



# Financial Stewardship

American Humane Association has a long and trusted record of using our precious resources effectively for the benefit of the most vulnerable. Our independently certified awards and recognition for our charitable stewardship include:

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

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

## The Better Business Bureau’s Wise Giving Alliance

American Humane Association meets all of the Better Business Bureau’s Wise Giving Alliance’s 20 Standards for Charity Accountability.

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

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

## Getting the Gold from GuideStar USA!

In 2014, GuideStar USA, Inc., the premier source of nonprofit information, awarded American Humane Association the Gold Level, by demonstrating our deep commitment to nonprofit transparency and accountability.

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



# Mission

To ensure the welfare, wellness and well-being of children and animals, and to unleash the full potential of the bond between humans and animals to the mutual benefit of both.

## Board of Directors

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Policy Consultant

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Group Director,  
CAD Veterinary Operations  
U.S. Operations  
Zoetis

**Mabel McKinney-Browning, Ed.D.**

Director, Division for Public Education  
American Bar Association

**Lois Pope**

The Lois Pope LIFE Foundation

**Candy Spelling**

Author, Producer and Philanthropist

**Michael A. Steinig, Esq.**

Partner  
Sutherland Asbill & Brennan LLP

**William L. Sutton, Jr., J.D.**

Executive Director, Philanthropic Services, U.S.  
UBS Financial Services Inc.

## Humane Hollywood™ Scientific Advisory Committee

**Bonnie V. Beaver, DVM, MS, DPNAP, DACVB, DACAW**

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

**Thomas M. Edling, DVM, MSpVM, MPH**

Vice President, Veterinary Medicine  
Petco Animal Supplies, Inc

**Mark Forbes**

Professional Animal Trainer

**Susan G. Friedman, Ph.D.**

Dept of Psychology  
Dept of Special Education  
Utah State University

**Gail C. Golab, Ph.D., DVM, MACVSc, DACAW**

American Veterinary Medical Association

**Deborah Luke, Ph.D**

Vice President, Conservation & Science  
Association of Zoos & Aquariums

**James F. Peddie, DVM**

Retired Instructor and Staff Veterinarian  
Exotic Animal Training and Management  
[EATM] Program  
Moorpark College

**Bernard E. Rollin, Ph.D.**

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

**Charlie Sammut**

Professional Animal Trainer

**Claudia Sonder, DVM**

Director of the UC Davis Center for  
Equine Health

**Victoria Stilwell**

Certified Animal Trainer

# Humane Heartland™ Scientific Advisory Committee

## Jason K. Apple, PhD

Professor, Department of Animal Science  
University of Arkansas

## S.F. "Sarge" Bilgili, DVM, PhD

Professor and Extension Scientist  
Department of Poultry Science  
Auburn University

## Candace C. Croney, PhD

Director, Center for Animal Welfare Science  
& Associate Professor, Animal Behavior  
and Well-being,  
Department of Comparative Pathobiology  
& Department of Animal Sciences  
Purdue University

## Terry Engle, PhD

Professor, Ruminant Nutrition  
Colorado State University

## Inmaculada Estévez, PhD

Research Professor,  
Research at Neiker-Tecnalia

## Anne C. Fanatico, PhD

Assistant Professor  
Appalachian State University

## Temple Grandin, PhD

Professor, Department of Animal Sciences  
Colorado State University

## Charles L. Hofacre, DVM, MAM, PhD

Director of Clinical Services,  
Department of Population Health  
College of Veterinary Medicine,  
University of Georgia

## Guy Heaton Loneragan, PhD

Professor of Food Safety and Public Health,  
Department of Animal and Food Sciences,  
College of Agricultural and Natural Resources  
Texas Tech University

## Joy A. Mench, PhD

Professor of Animal Sciences  
& Director of the Center for Animal Welfare  
University of California-Davis

## Sally L. Noll, PhD

Professor, Department of Animal Science  
University of Minnesota

## Thomas D. Parsons, VMD, PhD

Professor and Director, Swine Research and  
Training Center  
School of Veterinary Medicine  
University of Pennsylvania

## James Reynolds, DVM, MPVM

Professor, College of Veterinary Medicine  
Western University

## Simone T. Stoute, DVM, PhD, DACP

Assistant Clinical Professor  
California Animal Health and Food Safety  
(CAHFS) Laboratory  
University of California-Davis

## Yvonne Vizzier Thaxton, PhD

Professor and Director, Center for Food Animal  
Wellbeing  
University of Arkansas

## Kurt D. Vogel, PhD

Assistant Professor of Animal Science  
Department of Animal and Food Science  
University of Wisconsin-River Falls

## Susan E. Watkins, PhD

Professor, Center of Excellence for Poultry  
Science  
University of Arkansas

## Ann C. Wilkinson, DVM

Director of APAC Business Development and  
Global Alliances  
Zoetis Animal Health

## How Can I Help?

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

Our children and animals need your help!

An investment in American Humane Association is an investment in protecting our most precious treasures. Join our efforts today at [www.americanhumane.org](http://www.americanhumane.org) or call **866-242-1877**.

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

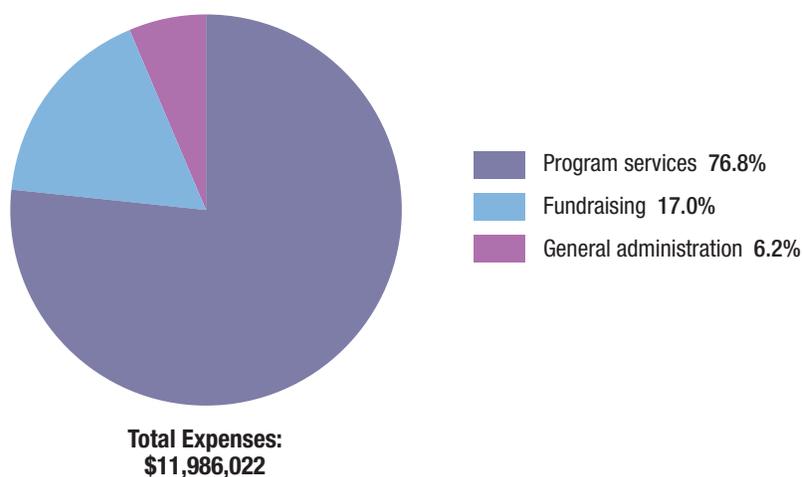


# American Humane Association Summary Financial Statements

## Statement of Financial Position

	June 30,	
	2014	2013
<b>ASSETS</b>		
Current assets	\$ 4,374,913	\$ 4,855,535
Investments	1,974,620	1,614,980
Property and equipment, net	262,501	206,303
Beneficial interests in charitable trusts	5,873,727	5,376,734
Investments held for endowment	1,050,603	822,709
Total assets	<u>\$ 13,536,364</u>	<u>\$ 12,876,261</u>
<b>LIABILITIES</b>		
Current liabilities	\$ 1,990,351	\$ 2,292,320
Obligations under split-interest agreements	1,266,612	997,307
Total liabilities	<u>3,256,963</u>	<u>3,289,627</u>
<b>NET ASSETS</b>		
Unrestricted	510,396	551,740
Temporarily restricted	3,065,556	2,992,289
Permanently restricted	6,703,449	6,042,605
Total net assets	<u>10,279,401</u>	<u>9,586,634</u>
Total liabilities and net assets	<u>\$ 13,536,364</u>	<u>\$ 12,876,261</u>

## Total Expense Breakdown



## Statement of Activities

	For the Year Ended June 30,	
	2014	2013
<b>REVENUE</b>		
Contributions and sponsorships	\$ 5,978,314	\$ 7,398,672
Government grants	0	655,029
Other grants	2,949,486	2,872,841
Royalty income and service fees	2,630,482	2,002,582
Conferences and seminars	84,510	150,310
Investment income	375,227	211,647
Other	660,770	349,153
Total support and revenue	<u>12,678,789</u>	<u>13,640,234</u>
<b>EXPENSES</b>		
Program services		
Humane Heartland	1,266,134	1,168,266
Humane Hollywood	5,958,121	5,612,711
Humane Intervention	1,031,177	1,566,600
Humane Research and Therapy	947,068	2,029,021
Total program services	<u>9,202,500</u>	<u>10,376,598</u>
Supporting services		
Philanthropic services and fundraising	2,035,090	1,901,571
General administration	748,432	987,618
Total supporting services	<u>2,783,522</u>	<u>2,889,189</u>
Total expenses	<u>11,986,022</u>	<u>13,265,787</u>
<b>CHANGE IN NET ASSETS</b>	692,767	374,447
<b>NET ASSETS</b>		
Beginning of year	9,586,634	9,212,187
End of year	<u>\$ 10,279,401</u>	<u>\$ 9,586,634</u>

For a complete copy of American Humane Association's audited financial statements for June 30, 2014,  
please visit [www.americanhumane.org](http://www.americanhumane.org)  
or write to: American Humane Association, Finance Department, Suite 360, 1400 16th Street NW, Washington DC 20036



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 Twitter: @AmericanHumane

 Facebook: "Like" American Humane Association

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

