

AMERICAN★HUMANE

FIRST TO SERVE®

SPRING 2020 NEWSLETTER



LETTER FROM THE PRESIDENT AND CEO



Friends –

For the world’s animals, spring means rejuvenation, new life and hope for a new generation. In the face of the extraordinary challenges of the past few months during which some 1 billion animals perished in the devastating Australian wildfires, and countless others faced the day-to-day threats of deforestation, habitat loss, abuse, cruelty and abandonment, American Humane has been working extra hard to counter the worst threats to our best friends.

We are working with our humane conservation partners to support life-saving efforts to get veterinary care, food, water, medicines and supplies to the animal victims left behind in the more than 32,000 square miles of scorched wastelands of Australia – 5,000 square miles more than were burned in the Amazon and 80 times the area incinerated during the worst wildfires in U.S. history last year in California.

Here at home, we celebrated the success of new legislation we backed to deter animal abuse; championed a new bill to provide much-deserved healthcare to retired military and federal law enforcement dogs; and, brought more farm animals under our humane protections. Additionally, we oversaw the births of two baby jaguars, the rehabilitation and release of seven abandoned harbor seals, and participated in an effort to revive the population of some pretty funny-looking princes – I mean, toads – at American Humane Certified™ zoos and aquariums. These are just a few examples from the thousands of survival stories we’re helping bring about through our worldwide humane conservation program.

If you’re one of the millions of animal lovers who agree with celebrating the importance of the animals in our lives, you will be thrilled to follow (and vote in) this year’s American Humane Hero Dog Awards® and American Humane Hero Veterinarian and Hero Veterinary Nurse Awards™. Do be sure to also check out our tips for feel-good movies you can actually feel good about seeing because each of them earned our “No Animals Were Harmed®” seal of approval.

I hope you enjoy our latest stories of compassion, hope and love. Please follow American Humane on social media for the latest breaking news and inspiring tales from our animal world. On behalf of each and every one of the beautiful creatures we help every day, thank you for your caring and support!

Sincerely,

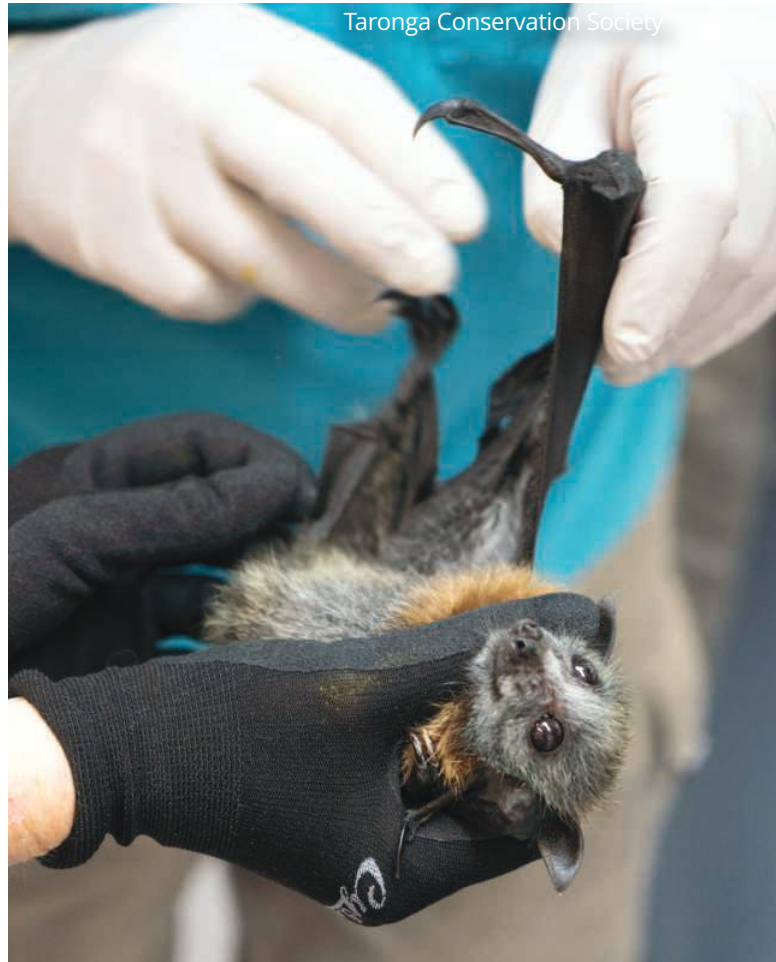
Robin R. Ganzert, Ph.D.
President and CEO

A photograph of a forest fire at night. The scene is dominated by tall, dark tree trunks that stand against a backdrop of a bright, hazy sky. At the base of the trees, a thick layer of brush and undergrowth is engulfed in intense, bright orange and yellow flames. The fire is very close to the ground, creating a stark contrast with the dark silhouettes of the trees. The overall atmosphere is one of a powerful natural event occurring in a wooded area.

RESCUE TAILS

For more than 100 years, wherever and whenever animals are in need, American Humane makes a difference – saving, sheltering, speaking up and caring for the most vulnerable in their times of greatest need. Here are a few of the most recent stories of hope and help you made possible:






AUSTRALIAN WILDFIRES

For any animal lover, the story is overwhelming: 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. As of this writing, more than 32,000 square miles of the continent have been charred – 5,000 square miles more than were burned in the Amazon and 80 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 life-saving efforts to get veterinary care, food, water, medicines and supplies to the animal victims.



A photograph capturing a wildfire in progress. The foreground is dominated by intense orange and yellow flames rising from a field of dry grass. A thick plume of white and grey smoke billows upwards, filling the middle ground. In the center of the smoke, a dark silhouette of a bird is captured in flight, its wings spread wide. The background shows a hazy, overcast sky with soft, diffused light, suggesting a late afternoon or early morning setting. The overall mood is one of natural power and environmental impact.

Two of our most recent efforts for this disaster include our work to support our American Humane Certified™ San Antonio Zoo in sending veterinarians and materials to rescue and rehabilitate surviving wildlife. Additionally, we are supporting the ZAA Australia Wildlife Conservation Fund which will place rescued animals in appropriate facilities for care and address long-term recovery efforts to return healthy animals to regenerated habitats to revive and sustain populations of wildlife.





Taronga Conservation Society

"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 American Humane Certified zoological institutions like San Antonio Zoo and other leading zoos and aquariums around the world are uniquely positioned to help the injured and orphaned animals affected by this devastating tragedy."

To help fund efforts to rescue and rehabilitate the animal victims of the Australian wildfires and other disasters, please donate at www.AmericanHumane.org.



Taronga Conservation Society



AMERICAN*HUMANE
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NEW PSA SEEKS TO PROTECT OUR PETS

As all of us have learned from the Australian and California wildfires, not to mention the many severe storms that have hit in the past few years, disaster can strike anyone, anywhere. Too often, people, communities and municipalities can be dangerously unprepared. To help protect all members of our families, including our animal companions, **TV star Ariel Winter** (“Alex Dunphy” from Modern Family) teamed up with American Humane to create six national television and radio spots with life-saving information on preparing for disasters. The spots are now airing on some 1,300 television stations and 10,000 radio stations across the country, driving people to our disaster preparedness tips, which are always available on our website at www.AmericanHumane.org. A big thank-you to our friend and animal lover, Ariel Winter!

CRUSADING AGAINST CRUELTY

Fighting against animal cruelty sometimes seems like a never-ending task. Little by little, however, progress is being made. New federal rules supported by American Humane were signed into law at the end of 2019, closing a loophole on several types of intentional harm committed on federal property or against animals transported across state lines or from abroad. Previously, there had been no federal law protecting animals where the federal government had sole jurisdiction.



The bipartisan legislation, known as the Preventing Animal Cruelty and Torture Act (PACT Act), makes a number of the worst abuses federal crimes and increases both funding and the ability to pursue culprits across state lines. Those convicted would face felonies, fines and up to seven years in prison. American Humane attended the bill's signing in the Oval Office. There is far more to do, but we welcome this new law and its implementation.

HELPING AMERICA'S HEROES

Since 1916, American Humane has been *First to Serve*® those who serve our country by helping support our nation's veterans and the military animals who work for the cause of freedom. Through our Lois Pope LIFE Center for Military Affairs, we reunite retired military working dogs with their handlers, find animals in need of forever homes and train them to become life-saving service dogs for veterans, advocate for these heroes and much more. Here are just some of the most recent efforts we have made on behalf of both our two- and four-legged veterans.



BRINGING OUR WAR DOGS HOME

After bravely serving our country, America's valiant war dogs deserve to retire here at home – preferably with their handlers and their families. In the past few weeks, American Humane was honored to bring home two more veteran war dogs, Milo and Tshaar.

Military Working Dog Milo, an 11-year-old German Shepherd, came home to a much-deserved retirement in Dallas. After a lifetime of service in the U.S. Air Force as an explosive detection canine, MWD Milo finally has the opportunity to spend his days lounging on the couch, playing with toys and running around in the back yard.

His family plans to give him a loving home and an easy retirement. Senior Airman Christian, MWD Milo's former handler, and his wife, Kara, adopted Milo. According to Senior Airman Christian, their family is "going to love this baby as much as we can."

Kara received Milo on Monday at noon at Toyota of Richardson. She recently traveled to Korea, where Milo was stationed, to acclimate the K-9 to her care. Kara spent a month with Milo working on basic commands, playing and, she admits, giving Milo a few too many treats.

Like all dogs, MWD Milo has slowed down with age, and, given the health complications that older dogs face, was retired from service.

MWD Tshaar is a 6-year-old Belgian Malinois trained in bomb detection. Tshaar is retiring earlier than most MWDs due to chronic skin allergy problems. He was adopted by U.S. Army Specialist Traveon, a veterinary technician who worked with Tshaar after he was quarantined for an unknown skin pathology. According to SPC Traveon, Tshaar was the unofficial mascot on base.

"Tshaar is very energetic." said SPC Traveon MWD. "His personality is very goofy and relaxed for the most part. He's my kind of dog....sometimes he wants to run around and play, and sometimes he just wants to lay around and be lazy."

We at American Humane want to make sure that these hard-working dogs on the front lines of freedom get to do plenty of running around, playing, and, yes, taking plenty of naps. Milo and Tshaar: Thank you for your service!



GENERALS, ADMIRALS & VETERANS GATHER TO SUPPORT PUPS4PATRIOTS™



When our service men and women return from action, they often carry wounds the rest of us cannot see. One in five who served in Iraq and Afghanistan is diagnosed with Post-Traumatic Stress; and, sadly, more than 6,000 veterans die each year from suicide. When medicines and therapy fall short, trained service dogs can make a difference.

To help these veterans, American Humane was joined at Eau Palm in Manalapan, Florida by more than 300 people, including several generals, a rear admiral, 100 veterans and retired military warriors, and 200 veterans' advocates including internationally renowned philanthropist Lois Pope in support of the organization's Pups4Patriots™ program.

"There are many worthy causes in the world, but few inspire more people than working to help our nation's brave veterans and our nation's animals in need," said American Humane President and CEO Dr. Robin Ganzert. "With your help, and the support of some of the nation's leading advocates for our military heroes and homeless animals, we will save more lives – on both ends of the leash."

American Humane's Pups4Patriots program identifies dogs in need of forever homes and trains them to be life-saving service dogs free of charge for veterans with PTS and Traumatic Brain Injury– improving and often saving lives on either ends of each healing leash. The process of obtaining a PTS service dog can take between 18 and 24 months, and cost upward of \$30,000 – a cost that is out of reach for many veterans. With too few trained service dogs available for our service men and women in need, American Humane provides critically necessary training and service dogs to veterans in need.

During the star-studded gala, American Humane's latest graduating veteran/service dog teams received special diplomas conferred by **American Humane President and CEO Dr. Robin Ganzert, keynote speaker U.S. Army Major General James A. "Spider" Marks (Ret.), United States Navy Rear Admiral Thomas Kearney (Ret.), and Mel Coleman,**

a veteran and vice president of Coleman Natural Foods, a major sponsor of the program. The new teams were cheered on by more than **100 veterans from World War II, Korea, Vietnam, the Middle East and their families.**

"Nothing is more important than giving our veterans the weapons to win their private battles here at home," said General Marks. "American Humane's 104 years of experience in supporting our country's service men, women and military animals gives them deep insights into how to better protect those who have spent a lifetime protecting us."

"I am honored to be a small part of this remarkable organization that has a long history of seeing a need and taking solid action to make things right," said Admiral Kearney, a board member of American Humane. "From the first animal rescues at the end of WWI, to today, American Humane has been dedicated to helping our veterans in need and is now devoting their time and efforts toward enabling the life-changing affects that these dogs can have on them."

"Last year as I sat in this room, I was moved by the meaningful work that American Humane was doing through Pups4Patriots™ and knew that I didn't just want to be a bystander," said Mel Coleman, vice president of Coleman Natural Foods. "That's why we pledged to fund the training for more than two dozen dogs over the next few years." In addition to this pledge, Jeff Tripician, president of Perdue Premium Meat Company and Coleman Natural, donated his 2002 Silver C5 Convertible Corvette to be auctioned online. Interested bidders may visit www.AmericanHumane.org/Corvette.

VIP SUPPORTERS TURN OUT FOR VETERANS

Many of the program's key supporters were in attendance, including internationally renowned philanthropist **Lois Pope**, who endowed American Humane Lois Pope LIFE Center for Military Affairs, which administers the Pups4Patriots program, American Humane board chair **John Payne** and board members **Dawn Assenzio, Sharon Jablin, Capt. Herb Krauss (Ret.), Dr. J. Michael McFarland,** and **Abigail Trenk**; evening organizers, supporters and philanthropists **Jeff and Lee Alderton, Caroline Harless, Leigh Anne, Margaret and Gerry Kazma, Rita Krauss, Patricia McLaughlin, Marilyn Pelstring, Gail Worth** and many others. Grammy Award-winning pop group All-4-One provided entertainment throughout the evening.



Dawn Assenzio, John and Nancy Payne



*Gen. Ron Silverman (Ret.), Capt. Herb Krauss (Ret.),
Gen. James A. Marks (Ret.)*

ADDITIONAL SUPPORT POURS IN

Responding to an emotional call to action, a number of generous individuals and companies pledged significant additional support to fund the training of specialized service dogs for veterans. Kevin Hubbard, co-founder of **Rhoback Activewear**, added to the company's powerful past support with a gift of \$50,000. Allison Bennett announced a pledge by **Hallmark Channel** of \$60,000. Dr. J. Michael McFarland unveiled a pledge by leading animal healthcare company **Zoetis** of \$120,000; and, Wendy Watson of **American Airlines** pledged her company's gift of 1,000,000 free AAdvantage miles for use by the veterans and service dogs in the Pups4Patriots program.

"On behalf of America's veterans and the many wonderful animals who will find not just a forever home but a new mission in life, we thank all of you," said Dr. Ganzert. "Because of remarkable support like this, more than 125 healing leashes have already been put in the hands of our wounded warriors and many more will benefit."



Lois Pope, Robin Ganzert, Spc. Michael with Murphy

OUR NEWEST GRADUATES



The emotional focus of the evening was, of course, the new Pups4Patriots graduates, who include:

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."



Former U.S. Army Specialist Michael was paired with **Murphy**, a highly trained, two-year-old male Yellow Labrador Retriever. In just a few short weeks, the two bonded and became inseparable. Michael reports that “Murphy is changing my life one day at a time and I hope I can do the same for him. My stress has dramatically decreased in public and my wife no longer pleads with me to venture out into the world. I could not be more grateful to everyone involved in this process. You have changed my life forever.”

Former United States Marine Corps Lance Corporal Alicia was coping with the invisible wounds of war and decided to apply for the program after losing her best friend to suicide. Through the Pups4Patriots program, American Humane was able to help train **Gabriel**, a wonderful, attentive Yellow Lab, to become a specialized service dog – one who changed Alicia's life. Alicia says that Gabriel is now her partner through thick and thin. They go everywhere together and he makes tough things easier. Alicia reports that she can now enjoy life and at this point she has problems imagining life without him.





U.S. Air Force veteran Kris served our country as a Senior Airman, and through the Pups4Patriots program has now been paired with **Andi**, a one-year-old female lab/mastiff mix. Kris has said that he was talked into applying to the program by another veteran. Kris says he was nervous at first, but that getting a service dog was the best thing he ever did in his life. Andi has been a Godsend and is a perfect fit for him. The bonding he felt with Andi was immediate and within days was alerting him when a problem was coming on. Kris has been able to get out and enjoy life with Andi, and he reports that she has even helped change his sleeping habits and his move on to a healthier, happier life.

Former U.S. Army Specialist Matthew had previously done research on the effectiveness of service dogs and felt that he would be a good candidate to benefit from this four-legged medicine. Even so, he was nervous when he first met **Simba**, a one-year-old black Lab and Mastiff mix, as he had heard Simba was very particular about who he bonded with. Fortunately, American Humane had picked the right combination of veteran and dog, and something immediately “clicked” when the two met. As Matthew described it, it was one of those “this one’s the one” moments. Simba came right up to Matthew, sat in front of him, and looked at him as if they’d known each other forever. Matthew and Simba are inseparable now. They work as if they have been together for a lifetime, and Matthew has already seen improvements in his symptoms and his life.







SAVING EARTH'S ANIMALS

Species around the world are disappearing at an alarming rate in what scientists are calling the “Sixth Mass Extinction.” To help stem this terrible tide and protect the world’s beloved animals, we launched the American Humane Certified™ program, the first independent such certification for the world’s zoological facilities. You can support the vital rescue, rehabilitation and conservation work being done at these institutions by visiting American Humane Certified facilities. Here are just a few examples of the most recent achievements by our certified institutions around the world:



SEAL OF APPROVAL

Vancouver Aquarium, which received the American Humane Certified seal of approval for the treatment of its animals, has also earned the approval of seals. Seven Harbour Seal pups, who had been separated from their mother and were found hungry and unprotected on a beach in British Columbia, were rescued by the Vancouver Aquarium Marine Mammal Rescue Centre, rehabilitated and returned to the ocean. One of them, “Swimmy Fallon” became famous after Tonight Show host Jimmy Fallon shared a laugh in a tweet to his 51 million followers about Swimmy’s aversion to baths. In total, nearly 120 animals were rescued by the Vancouver Aquarium Marine Mammal Rescue center in the last year, including three sea lions who were freed from plastic waste.

#1 AGAIN

American Humane Certified® Loro Parque has once again been named “The Best Zoo in the World,” this time by the European media group Periodista Digital. Loro Parque, which has been celebrated for its conservation work and the humane treatment of its animals, has been called the world’s top zoological facility by many, including TripAdvisor. They promptly repaid the honor by announcing the birth of two jaguar cubs. Deforestation and fragmentation of their natural habits in Latin America, as well as poaching for their paws, teeth and other products, have led to *Panthera onca*, commonly known as jaguars, being put on the Red List by the International Union for the Conservation of Nature, making these births especially welcome.

KISSED BY A TOAD?

Here's a story in which we might well be kissed by a toad: Chicago's Brookfield Zoo is one of 19 zoological organizations working to save the only native species of toad in Puerto Rico, which is critically endangered with perhaps only hundreds left. This American Humane Certified facility is working alongside the Puerto Rican Department of Natural and Environmental Resources and the U.S. Fish and Wildlife Service to prevent the Puerto Rican Crested Toad from being lost to extinction by reintroducing tadpoles back to the toad's historic range. Brookfield Zoo keeps a colony of 26 toads in a secure environment, separate from all other exhibits. The tadpoles they produce are sent to Puerto Rico to be released into monitored man-made pools in the toads' former habitat. When they undergo metamorphosis and become tiny toadlets (yep, that's a word), they hop out of the pools, helping to repopulate the surrounding areas. Since 2016, Brookfield Zoo has sent 12,323 tadpoles to be released, helping to safeguard this remarkable species from extinction. Surely, worth a kiss.

Kelly Tone/Chicago Zoological Society





THE HUMANE CONSERVATION FAMILY GROWS

As animal lovers around the world rightly demand that the remarkable and endangered creatures living in zoos, aquariums and conservation centers be ensured good welfare and humane treatment, increasing numbers of the world's leading zoological institutions are stepping up to

become American Humane Certified. Today, top institutions in 12 countries in North America, Central America, Europe and Asia have earned this distinction after undergoing rigorous audits by independent animal welfare experts that are unique to the American Humane Certified program. Please join us in welcoming the newest member of our humane conservation family:



WILD HEARTS AFRICAN FARM

Wild Hearts African Farm is an educational facility and agritourism destination in Lewisburg, Ohio that works to introduce people to remarkable animals and teach them they can make a difference in conserving remarkable and endangered creatures here and around the world. More than 25 species call the facility home, including African tortoises and porcupines, Nigerian dwarf goats, sheep, Patagonian maras, hedgehogs, mini pigs, ducks, and native wildlife including owls, hawks and an eagle.

"Although our facility is both small and young, we have aspired to achieve excellence from the very beginning," said founder and director Amanda Badger. "Through our guided Farm Tours and Mobile Teaching Zoo programs, our goal has been to reach as many people as possible about the human connection to wildlife conservation."

"We commend Wild Hearts African Farm for voluntarily opening their doors and undergoing exhaustive examinations including in-depth comprehensive assessments of actual animal welfare conditions and practices," said Dr. Paul Boyle, national director of the American Humane Certified program overseeing the care of animals living in zoological settings around the world.

For more information or to arrange a visit, please go to www.wildheartsafricanfarm.org.

FIGHTING FOR THE FUTURE: POACHING OUR CHILDREN'S HERITAGE



American Humane recently sent a delegation to Africa to gauge the impact of human activity on the wildlife there, and to explore the development of new humane conservation efforts to protect and preserve the animals with whom we share the Earth. This dispatch, one of many you can find on the American Humane blog, is from our president, Dr. Robin Ganzert:

Trudging through the hot, dry and dusty landscape here, it is

hard to convey both the impact of the majesty of magnificent African animals seen up close and the tragic sense of loss that any conscientious person has to feel, knowing that in our lifetimes, or the lifetimes of our children, this rich trove of biological treasures may be gone.

Our planet's largest animals, which are often the keystones of their respective ecosystems, are facing threats on all sides. In addition to an increasingly inhospitable climate and the degradation and depletion of habitats, many animals are hunted illegally – for their skins, tusks, and meat. Consider that the illegal wildlife trade is worth an astounding \$23 billion annually. That makes it the fourth-most valuable black-market industry, behind trafficking drugs, people and weapons.

Conservation efforts for these persecuted animals, then, must not only include space and food for them to live but protection that allows them to breed and thrive. While in Africa, our team had the opportunity to interact and observe two of Africa's most poached animals – elephants and rhinoceroses.

ELEPHANTS

Just one hundred years ago, 10 million elephants roamed the earth. Today, 95 percent of those beautiful animals have been wiped out. The poaching of elephants persists as a deadly threat to elephant populations throughout Africa and Asia. Between 2002 and 2011, 62 percent of the world's forest elephants were slaughtered by poachers. In 2018, more elephants were killed by poachers in Africa than died from natural causes. And the continent's population of wild elephants is declining by 2 to 3 percent every year.



Poachers kill elephants primarily for one thing – their ivory. Between 2008 and 2018, 200,000 elephants lost their lives as a result of the illegal wildlife trade. I had the opportunity to see an elephant with half a tusk living in the Greater Kruger Area of South Africa. This sweet soul had been the victim of poaching, and they had robbed her of tools she used for survival. Elephants rely on their tusks as humans rely on their hands. They dig for water, gather food and protect themselves with their tusks.

BLACK RHINOCEROS

Every black rhinoceros is born with a target on its back and a price on its head – set by the black market and sought after by vicious poachers. Equipped with paramilitary weapons and supported by powerful criminal elements, money-hungry poachers are after only one thing – the horn of a rhinoceros. The poachers who go after rhinoceros horn are brutal, and the extraction process is heartbreaking. Once tranquilized, poachers will cut off a rhino's horn and leave the animal behind. When the tranquilizer wears off, the animal awakes to a slow, painful death as it bleeds out. This act is not just inhumane, it is evil and unjust. Between 2008 and 2018, 7,000 rhinoceros were killed by poachers.

Like elephants, many rhinoceroses need habitats protected by humans to thrive. Without diligent humane conservation and preservation efforts, we could lose valuable subspecies of rhinos. Consider Munu, a black rhino found in South Africa who is

hornless and blind. He was found wandering in circles in the bush. Without his sight, and without his horn, he was likely to die.

But Munu is one of just 254 of a critically endangered sub-species, and his survival is essential to the survival of his species. That's why American Humane is sponsoring Munu's care and protection. By keeping this rhino alive and healthy, we can help preserve his species.

There are so many threats facing the unique fauna of Africa, but I'm confident that there's a path forward to fight for their future. Please join us by sharing these stories and contributing to care for animals like Munu at www.AmericanHumane.org.

MAKING HUMANE CHOICES

At American Humane, we believe that all animals – including those on farms and ranches across the country – deserve humane treatment. That's why American Humane created the country's first, largest, and most trusted farm animal welfare program, now covering some one billion animals. Our American Humane Certified™ seal of approval allows consumers to support the humane treatment of animals when they buy eggs, milk, cheese, meat and poultry, and make purchases in line with their values. If you care for farm animals, read just a little about the people and producers who are working to put food on America's table...and do right by animals.





HUMANE SPOTLIGHT: HANDSOME BROOK FARM

Handsome Brook Farm was founded in 2007 at a farm-stay B&B in Franklin, NY with a flock of five hens. Today, the company's farm network includes more than 75 small family farms from New York to Oklahoma. Handsome Brook Farm is now a leading organic pasture-raised egg producer and their eggs are available at more than 3,500 points of sale nationally, including Walmart, Publix, and Sprouts. We asked them recently about their work, their passion for animals, and what inspired them to become American Humane Certified™ producers. Here is what they told us:

We started as a farm-stay B&B and taking care of our animals and treating them well was important to us and our guests. Almost immediately, guests started to praise the high quality and exceptional taste of their eggs. That experience confirmed that treating animals well allows them to provide better products for

us and our families. Happy hens produce better eggs. We have made a commitment to treating our hens like family.

As demand grew, Handsome Brook Farm built a network of small farms in the local Amish and Mennonite community. From this perch, the company hatched its core values: ethical treatment of animals, fair treatment of farmers, affordable pricing and sustainable agriculture. These principles remain critical to the company today. Handsome Brook Farm believes that all animals deserve to be treated with warmth, care and kindness.

Having a third party like American Humane, which has a history of independence and rigorous audit practices, audit our farms allows consumers to feel comfortable that we are up to the highest standards in the industry. It gives us a partner that is constantly evaluating the best and most humane way to raise hens on the farm. We recognize this is a process and are always trying to work with experts to improve our farm practices.

At Handsome Brook Farms, we want to rethink what our food system can be. We want to go from one that prioritizes only scale and efficiency, at the expense of animal welfare and sustainability, to one that prioritizes welfare and sustainability while delivering the best possible product at a reasonable price. Our world is one where animals are raised humanely, in stress-free environments with no chemicals, antibiotics, or unnatural additives. It is a world where small farmers can afford to provide the life they want for their families. And it is one where people can make choices about what they feed themselves and their families without compromising their values. Handsome Brook Farms is committed to challenging the norms of our food system, beginning with hens and eggs to make every step your food takes more humane, and more sustainable.

HUMANE HOLLYWOOD: LIGHTS, CAMERA, ANIMALS!

The American Humane Hollywood program has been First to Serve® in the protection of our beloved animal actors for over 80 years. In that time, we've certified the safety of more than one million animal actors through our famed No Animals Were Harmed® program, using rigorous, species-specific protocols that are defined, reviewed, and regularly updated by a Scientific Advisory Committee of leading independent animal scientists, animal behaviorists and animal ethicists.

The safety of animals always comes first with us, so we take all the necessary steps to ensure their care, starting in the early stages of production and continuing all the way to the on-set action itself to ensure the well-being and humane treatment of all animals involved in the production. Here are just a few Hollywood hits that have recently earned our coveted No Animals Were Harmed certification and are sure to earn the animal-loving public's hearty acclaim:

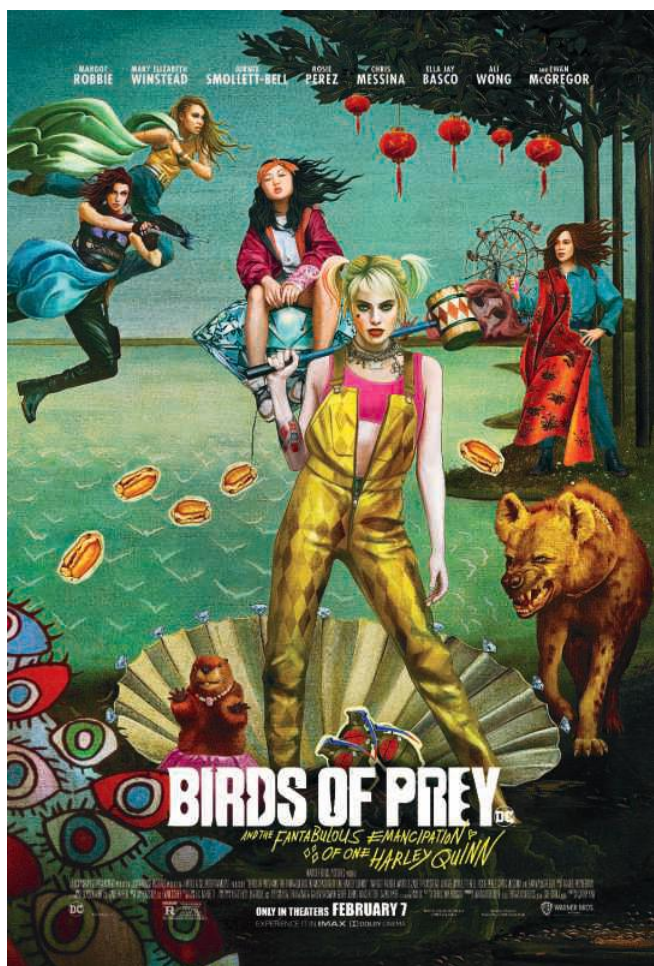


BAD BOYS FOR LIFE

Will Smith and Martin Lawrence are back as detectives Mike Lowrey and Marcus Burnett. They're a little older, but still got what it takes. When a ruthless drug cartel has it out for our heroes, they must get back behind the wheel one last time for some raucous action. American Humane was along for the ride, making sure that everyone was buckled up and No Animals Were Harmed.

BIRDS OF PREY

After Suicide Squad's Harley Quinn splits with the Joker, she teams up with Black Canary, Huntress and Renee Montoya to save a girl from an evil crime syndicate. American Humane was there to help them protect their animals, including Harley Quinn's pet hyena, as animal safety is no laughing matter.



SONIC THE HEDGEHOG

When the world's fastest hedgehog finds himself on Earth, he befriends Tom (James Marsden) while escaping the evil genius, Dr. Robotnik (James Carrey). Although Sonic is purely digital, the animals we protected on set were one hundred percent real, including a turtle and a pair of raccoons.





AMERICAN★HUMANE

HERO
DOG
AWARDS®
★★★★★

KNOW A HEROIC HOUND?

THE 2020 HERO DOG AWARDS HAVE BEGUN!

By now, it's a heroic American tradition. The 10th American Humane Hero Dog Awards®, sponsored by the Lois Pope LIFE Foundation, is underway as we work to identify and honor America's bravest heroes on both ends of the leash. Dog owners across the country have been nominating their courageous canine in one of seven categories. The top dog in each category will travel to the September 26 red-carpet awards gala in Hollywood, where one dog will be proclaimed 2020's American Hero Dog – the most prestigious honor a canine can receive. The star-studded event, which takes place at the glamorous Beverly Hilton, will be broadcast as a two-hour special on Hallmark Channel.

The seven categories for 2020 are: **Law Enforcement Dogs, Military Dogs, Therapy Dogs, Service Dogs, Shelter Dogs, Search and Rescue Dogs** and **Guide/Hearing Dogs**. Starting on March 26, the public will choose 21 semifinalists (the top three in each category) from among hundreds of nominees in the first round of online voting. The second round, featuring a combination of public and celebrity judge voting, will narrow the field to seven category finalists who will then vie, through a final public voting round, for the title of 2020 American Hero Dog.



During the past 10 years, Americans have cast millions of votes for thousands of dogs, all seeking the coveted title of American Hero Dog. The program reaches more than 1 billion people each year and draws the support and participation of top celebrity dog lovers from all over the world. Hosts, judges, award presenters and entertainment acts have included Vivica A. Fox, Jay Leno, Billy Crystal, Betty White, Ariel Winter, Rebecca Romijn, Jerry O'Connell, Dean Cain, James Denton, Beth Stern, Katharine McPhee, Shannen Doherty, Whoopi Goldberg, Denise Richards, Sarah Michelle Gellar, Chelsea Handler, Martin Short, Jewel, Wilson Phillips, Carson Kressley, Miranda Lambert, Pauley Perrette, Kristin Chenoweth, Naomi Judd, Eric Stonestreet, Fred Willard, Danica McKellar and many, many more.



“Every year, hundreds of dogs vie for the coveted title of ‘American Hero Dog’ at the American Humane Hero Dog Awards,” said Robin Ganzert, Ph.D., American Humane’s president and CEO. “Dogs do so many extraordinary things to improve and even save our lives, and this campaign is our way of saluting our best friends.”

“For thousands of years, dogs have protected us, comforted us in times of need, and selflessly saved the lives of those around them,” said Lois Pope. “We need to recognize their extraordinary achievements and heroism, and I am pleased to serve once again as the platinum presenting sponsor for the American Humane Hero Dog Awards. I wish all our remarkable nominees luck and look forward to reading their stories of valor and courage.”

Key dates for the 2020 American Humane Hero Dog Awards contest include:

- 1st Round Voting: March 26 – May 7
- 2nd Round Voting: May 28 – July 16
- 3rd Round Voting: July 30 – September 10
- Hero Dog Awards gala: September 26

All rounds open and close at 12 p.m. Pacific Time.



More information about the 2020 American Humane Hero Dog Awards, including complete contest rules and entry information, can be obtained by visiting www.herodogawards.org. More information on sponsorship opportunities can be had by emailing Mari Harner at marih@americanhumane.org or by calling 1-800-227-4645.



HONOR THE VET HEROES BEHIND YOUR PET HEROES!

For millions of Americans, animals are not just their best friends, but their heroes. Whether they are lending eyes to the unsighted, ears to the deaf, protection to the sleeping family and the soldier, or providing a welcoming lick at the end of a hard day, animals affect us in so many different ways. We know behind almost every hero pet (and millions more animals) is a hero veterinarian or hero veterinary nurse. These benefactors save and improve the lives of our best friends in many ways, and for the past six years, one awards ceremony has honored the tremendous achievements of America's veterinarians and veterinary nurses.

American Humane recognizes the hard work these professionals put in day-in and day-out in the name of helping animals, and is pleased to announce that nominations are open for the seventh annual **American Humane Hero Veterinarian and Hero Veterinary Nurse Awards™**, presented by Zoetis. Pet owners and animal lovers alike are invited to visit www.herovetawards.org between now and April 2 to nominate their favorite veterinary professionals dedicated to the betterment of the health and welfare of animals and the promotion of the people-animal bond. The winning veterinarian and veterinary nurse will travel to Hollywood to be honored as part of the 10th annual American Humane Hero Dog Awards® gala on September 26, which will air nationwide as a two-hour special on Hallmark Channel this fall.

These awards are not limited to companion animal veterinarians. Professionals from all fields of veterinary medicine are eligible for entry including, but not limited to those who work in research, emergency services, shelters, and those who work with large and exotic animals. The five finalists in the American Hero Veterinarian and American Hero Veterinary Nurse categories will be selected by a special blue-ribbon panel of judges consisting of celebrities, veterinary professionals and animal care professionals. Beginning June 11, the American public will be invited to vote online for their favorite veterinarian and veterinary nurse.

"Zoetis is honored to support America's veterinary community, and the American Humane Hero Veterinarian and Hero Veterinary Nurse Awards are our way of thanking these tireless individuals," said Tara Bidgood, DVM, PhD, DACVCP, executive director, Zoetis Petcare Veterinary Professional Services. "Veterinarians and veterinary nurses are leading the effort to keep America's animals happy and healthy, and they deserve recognition from a grateful nation."

"The world's animals depend on veterinarians and veterinary nurses, and we thank Zoetis, the exclusive sponsor of the Hero Veterinarian and Hero Veterinary Nurse Awards, for helping recognize their achievements in saving lives, conducting groundbreaking research, and working on the front lines of animal welfare," said American Humane President and CEO Dr. Robin Ganzert. "To us, all vets and vet nurses are heroes and these awards help us shine a bright spotlight on the best of the best."

To nominate a veterinarian or veterinary nurse between now and April 2, and for complete contest rules, please visit www.herovetawards.org.

HOW YOU CAN HELP



For more than a hundred years American Humane has been the first to serve, wherever and whenever animals need rescue, shelter, protection or security. More than 91 cents out of every dollar spent goes directly into lifechanging, life-saving programs for animals. Please consider donating to help American Humane continue our life-saving work.

Help us today:

- To make your cash gift for animals now, please call us at (866) 242-1877, or give online at www.AmericanHumane.org/Support.
- It's easy to electronically send securities to American Humane directly from your brokerage account. With a charitable gift of securities, you pay no capital gains taxes and you may be able to deduct the full fair market value of appreciated stocks or mutual funds held longer than one year. Call us at (866) 242-1877 for transfer instructions.
- Consider a gift from your Individual Retirement Account (IRA). A popular tax provision allows those aged 70½ or older to make charitable gifts, in any amount up to \$100,000 per person per year, directly from an IRA to qualified charities free of federal income tax. These gifts count toward required minimum distributions and the income tax laws of many states allow tax-free treatment

as well. Check with your IRA administrator or tax advisor now to see if you could benefit.

- Many types of real estate can be gifted to American Humane. Assets may be given outright, as part of a trust arrangement, or in the case of a personal residence, be given with the right of lifetime tenancy by the donor and/or spouse. Gifts of real estate may eliminate the burden of selling a property, reduce the size of your estate, or allow an immediate charitable deduction to the donor. Please contact us to learn more about our real estate gift acceptance policies.

Help us tomorrow:

- When you take the simple steps to include American Humane in your will or estate plan, you help us continue to lead the way with kindness and compassion. It's easier than you think. If you would like to make a bequest, here is some sample language to consider: "I give, devise and bequeath (the residue of my estate, a percentage of my estate, or a specific dollar amount) to AMERICAN HUMANE ASSOCIATION, 1400 16TH STREET, NW, SUITE 360, WASHINGTON, DC 20036, to be used for its general support."
- Many people have bank and investment accounts. You can leave them directly to family, friends, or American Humane at the end of your lifetime with a simple beneficiary designation. Use a "pay on death" (P.O.D.) provision for a bank account or certificate of deposit (CD) or use a "transfer on death" (T.O.D.) provision for certain other investment accounts. You retain full ownership and control the assets during your lifetime. The beneficiary receives only what is left at the end of your lifetime. Some states even allow the transfer of real estate in this way. Ask your bank manager, financial advisor or attorney for assistance.

Any way or amount you give, we are grateful for your generous support and your compassionate spirit which enables us to continue our important work. American Humane is a 501(c)(3) tax exempt charitable organization (Federal Tax ID 84-0432950) located at 1400 16th Street NW, Suite 360, Washington, DC 20036. Please contact our Philanthropy Department directly with any questions at (866) 242-1877 or email us at plannedgiving@americanhumane.org.

Any information provided does not constitute personal tax or legal advice. Please consult your advisor.



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1400 16th Street NW, Suite 360, Washington, DC 20036

(800) 227-4645

www.AmericanHumane.org