

A close-up, high-resolution photograph of a brown dog's face, focusing on its eyes and nose. The dog has thick, wiry brown fur and dark, expressive eyes. The background is dark, making the dog's features stand out.

**AMERICAN★HUMANE**  
*FIRST TO SERVE®*

2019 IMPACT REPORT





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

For 142 years, American Humane has been leading the way in the humane movement, protecting animals and strengthening the healing power of the bond between people and animals. Our *First to Serve*® success stories have happened wherever animals needed rescue, shelter, protection or security. This year of accomplishments is no different.

Our organization has a rich history, an impressive, solutions-oriented present – which you will read about in this Impact Report – and an expanded global vision for the future.

It's been said that "vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world." It's our vision at American Humane to lead and encourage people to make every choice in their life, from the food they eat and the entertainment they watch to the zoos and aquariums they visit, a humane choice. People will know that animals are humanely treated because they'll see our name associated with each of these choices through American Humane programs.

We made tremendous strides in making this vision a reality over the last year as American Humane:

- Protected nearly 100,000 animal actors during 3,200 production days on film and television productions through our No Animals Were Harmed® program.
- Announced a collaboration with United Airlines to address critical animal welfare needs within pet travel.
- Verified the well-being of 315,000 remarkable animals through our Humane Conservation™ program in zoos and aquariums around the world.

- Worked to improve the lives of farm animals – approaching one billion – by helping ensure humane living conditions and treatment through our American Humane Farm Program.
- Saved, sheltered and fed more than 200,000 animals in desperate need during Hurricanes Florence and Michael, the California wildfires and major cruelty cases, with the American Humane Rescue team deploying until the crises were over.
- Trained and provided, free of charge, service dogs for military veterans with post-traumatic stress (PTS) and traumatic brain injury (TBI). Reunited retiring military working dogs with their former handlers.

American Humane has a long and trusted record of using our precious resources effectively for the benefit of our most vulnerable. More than 91 cents of every dollar spent goes directly into our life-changing, life-saving programs.

Thanks to all of our supporters, this Impact Report is an impressive display of our collective effort and accomplishments to protect animals. The stories of love, hope, caring and compassion jump from the page.

I have no doubt when we make humane choices as to how we treat and value animals, we will succeed in building a more humane world for people, animals and the world we share.

With best wishes,

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





## Our Impact at a Glance

APPROACHING

# ONE BILLION ANIMALS



## RESCUED, SHELTERED, FED AND PROTECTED ANNUALLY

Effectiveness & Financial Stewardship – Ready to be First to Serve Now & in the Future

*American Humane consistently receives the highest ratings among humane organizations*

A  
"FOUR-STAR  
CHARITY"



(Charity Navigator)



91

CENTS  
OF EVERY \$1

spent goes directly into  
lifesaving programs

(Audited Financials 6/30/18)

"TOP-RATED  
CHARITY"

WITH AN

"A"

RATING

(CharityWatch)

NAMED  
A

"BEST  
CHARITY"

BY  
CONSUMER  
REPORTS

"GOLD  
LEVEL"

(GuideStar USA)

"OUTSTANDING  
ANIMAL  
WELFARE  
ORGANIZATION"

(Pet Philanthropy Circle)

1  
IN 1,000!

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



(America's Best Charities)

# 200,000+

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

## RUSHING TO HELP:

Cared for

# THOUSANDS

of animals in Hurricanes Florence and Michael, the California wildfires, puppy mills, and shelters

## PREPARING FOR THE FUTURE:

Our American Humane Rescue team helped train

# 500

animal responders in

## 14 states and D.C.



## American Humane Rescue

*First to Serve*® animals in greatest need

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

Here are some of the dramatic and heartwarming stories from our team:

- **California Wildfires:** American Humane deployed a rescue team to help the animal victims of the deadly infernos that swept across California, including the historic “Camp Fire,” which is the deadliest and most destructive wildfire in the state’s history, burning more than 153,000 acres and killing 86 people and uncounted numbers of animals. American Humane assisted The Red Cross with a co-location shelter for displaced families with their animals. Our rescue team of nine responders and veterinarians provided frightened animals with food, medicines, veterinary care, and most of all, love.
- **Rushing to help animal victims of Hurricane Florence and Michael:** When these gigantic, deadly hurricanes struck within weeks of each other, causing widespread flooding and devastation for millions of families, our rescue team rushed in to help save, shelter, feed, and care for lost and displaced animals, and help transport shelter pets to safe ground.
- **Urgent puppy mill seizure:** Even as the American Humane Rescue team was wading through the floodwaters of Hurricane Florence, saving lives of abandoned animals, we received an urgent request for

help from authorities in Washington state to take care of dogs that were seized from two illegal breeding operations. Working on two coasts at once, we rescued 255 desperate dogs, some of them emaciated, blind, and near death. We stayed for weeks and rehabilitated these dogs so they could be placed in forever homes.

- **27 Dogs in a Crisis Situation:** Our rescue team responded to help animals in a horrifying situation. In Tennessee, 27 dogs were discovered in critical condition in a broken-down car in the woods. The helpless dogs, including one puppy, were without food or water for five days and were barely clinging to life. We cared for them around the clock, giving the malnourished animals food and life-saving medical treatment and helping them to recover.
- **Bringing hope where little exists:** American Humane led an army of volunteers to an underserved Louisiana shelter to help some 300 animals who had been abandoned or were in desperate need of medical care their owners could not afford. The free clinic offered free veterinary care and medicines provided by Zoetis Petcare to 230 dogs, 45 cats, and six horses.
- **Training more rescuers:** Our American Humane Rescue team, which has been rescuing animals for more than 100 years, trained 500 animal first responders in 14 states and the nation’s capital – so they can be ready to deploy with our teams to help animals in need...anytime, anywhere.
- **Delivering 44,000 meals to shelter animals:** American Humane and Chicken Soup for the Soul Pet Food delivered tons of hope and nutritious free meals to hungry, frightened and abandoned animals in shelters in just the last year.





## Rushing into Disaster Zones

The situation was dire: Two deadly Category 4 hurricanes, only weeks apart, threatened hundreds of thousands of families and animals, and our rescue team, which was also working around the clock saving hundreds of dogs in a massive cruelty case on the west coast, began mobilizing staff and volunteers around the country, moving our giant rescue vehicles into position, and bracing for the mighty blows to come.

As Hurricane Florence swept toward the east coast, one team began evacuating a first wave of animals in the storm's path, transporting 72 vulnerable shelter cats in South Carolina and driving them more than 800 miles to safe havens in New York and Connecticut. This cat rescue was possible because of a generous grant from the Marta Heflin Foundation.

American Humane President and CEO Dr. Robin Ganzert, who had to evacuate with her own dog Daisy from her South Carolina home, worked with major national news organizations, including USA Today, MSNBC, and Fox News, to reach millions with critical information on how to protect themselves and their pets before, during and after the storm. American Humane deployed two rescue teams, each with one of American Humane's 50-foot animal emergency vehicles, tons of critical supplies and equipment, and a fleet of rescue boats, generously donated by longtime supporter, actress and animal lover Victoria Principal.

With some rivers cresting at 35 feet above flood level, homes were inundated, often trapping animals who were left behind. One of our teams was alerted to a flooded house where desperate barking was heard coming from inside. Six dogs and two puppies had been abandoned in the home, surviving only by clinging to floating sofa cushions, and in one tragic case, by holding on to a companion who had succumbed to the floodwaters. The rescue teams ended up saving not only these dogs, but also cats, horses, goats, roosters, an exhausted steer they found swimming in the endless waters, and even a distraught elderly couple's beloved parakeets, who were rescued just before the rising water engulfed their cage.

Hurricane Florence had hardly dissipated when the second storm – Michael – the worst ever to hit the Florida panhandle – struck with a ferocity that left animal shelters in its path reeling. American Humane dispatched a giant rescue vehicle more than 500 miles from its strategic base in Baton Rouge to conduct an emergency transport of animals to a secure facility 130 miles away. Thanks to our rescue leaders, highly-trained volunteers, philanthropists Lois Pope and Victoria Principal, charitable donors, and Zoetis Petcare, which generously provides free medicines and veterinary supplies for our animal emergency vehicles whenever they deploy, so many animals who would not have survived the storms that engulfed them are now safe and sound.





**38**  
**MILITARY**  
**WORKING DOG**  
**TEAMS**  
**REUNITED**  
(to date)

**SAVING**  
**AMERICA'S VETS**  
**AND AMERICA'S PETS:**

The Pups4Patriots™ program finds dogs in need of forever homes and trains them to become lifesaving service dogs for veterans with PTS and TBI

**FIRST**  
**NATIONAL**  
**STANDARDS**  
**CREATED**  
**FOR TRAINING PTS/TBI**  
**SERVICE DOGS**

**SUPPORTED THE**  
**PUPS FOR**  
**PATRIOTS ACT**

DIRECTING THE DEPT. OF  
VETERANS AFFAIRS TO PROVIDE  
MORE TRAINED SERVICE DOGS  
TO VETERANS



## American Humane Lois Pope LIFE Center for Military Affairs

American Humane's animal rescue program was born on the battlefields of World War I, where, at the request of the then-U.S. Secretary of War, volunteers deployed to rescue and care for 68,000 wounded war horses each month. We continue to proudly honor this legacy today by helping our nation's military heroes on the battlefield and on the home front.

### **Saving lives on both ends of the leash**

The number of military service members and veterans in the United States is declining, but their suicide rates are increasing—with suicides rising by 26% percent between 2005 and 2016. To help stem the tragic tide of veteran suicide, American Humane launched the Pups4Patriots™ program, which trains dogs in need of forever homes to become service animals for veterans struggling with the invisible wounds of war: post-traumatic stress and traumatic brain injury.

### **Reuniting military battle buddies**

After years of serving our country and protecting our troops, retired military working dogs often struggle to find their way back into the arms of their former handlers. American Humane has already reunited 38 of these K-9 heroes with their battle buddies, allowing the dogs to experience a well-deserved retirement in a loving, forever home.

### **Honoring America's four-legged military heroes**

Last year, five courageous canines were awarded the American Humane Lois Pope LIFE K-9 Medal of Courage, the nation's highest honor for military dogs. The ceremony was held on Capitol Hill and was attended by 300 congressional staff and top U.S. military leaders,

including Marine Lieutenant General Beaudreault, TSA Administrator David Pekoske, retired Rear Admiral Tom Kearney USN, and retired Marine Colonel Scott Campbell. The next American Humane Lois Pope LIFE K-9 Medal of Courage ceremony to honor more four-legged military heroes is planned for September 2019.

### **Reaching a national audience**

American Humane created a new national television public service announcement with Army veteran, rapper and actor Ice-T who reaches out to veterans struggling with post-traumatic stress and traumatic brain injury with the offer of free lifesaving service dogs trained by American Humane.

### **Helping more veterans in need**

American Humane distributed 11 grants to veterans seeking trained service dogs and helped cover the cost of emergency veterinary care for military working dogs in need.





## A Lifesaving Pairing: The Story of a Veteran and Her Service Dog

Dorothy “Dottie” D. is a U.S. Air Force veteran from Maryland who suffered from debilitating post-traumatic stress after returning home from service. She was afraid of going anywhere by herself, never wanting to be alone. Frequenting her therapist’s office, Dottie found out about American Humane’s Pups4Patriots™ program, which offers lifesaving service dogs to veterans struggling with post-traumatic stress and traumatic brain injury. These service dogs, who can cost up to \$30,000 each to train, are provided to the veterans at no cost.

Dottie was paired with Annie, a 2-year-old Labrador/Golden Retriever mix, during a Pups4Patriots training class last summer. The two quickly developed a bond, with Dottie calling Annie her “saving grace.” Today, almost a year after the pair graduated from the program, Dottie’s life has changed. She’s less fearful to go out in public now with Annie by her side. And Annie has a new mission and purpose: protecting her veteran. Dottie says of the Pups4Patriots program and trainers, “It’s like they’ve given you everything that you could have lost, back.”







## Reuniting Our Four-Legged Military Heroes and Former Handlers

As a courageous military working dog stationed in South Korea, K-9 Bakk worked to protect our troops and defend our freedom. When it came time for the eight-year-old German Shepherd to medically retire, his former handler, U.S. Air Force Technical Sergeant Dustin Cain, reached out to American Humane to help reunite him with his four-legged battle buddy.

With corporate support and individual donors from across the country, American Humane sent one of our top veterinarians to pick up and escort MWD Bakk to Idaho for an emotional reunification with TSgt Cain, who adopted the K-9 into his family after nearly a year apart.

"I couldn't have asked for a better partner on those cold and rainy nights," Cain said as he excitedly waited to hug Bakk again. "He spent seven years of his life working. He really deserves to just be a couch dog and do what he wants to do. And that's exactly what I want for him."



## Honoring America's four-legged military heroes

The five courageous canines who were awarded American Humane's Lois Pope LIFE K-9 Medal of Courage during a Capitol Hill ceremony last year were K-9 Jag, K-9 Jig, K-9 Summer, K-9 Taba, and K-9 Taker. "American Humane has been working with the U.S. military to support our nation's veterans and military animals for over 100 years and it is vital we recognize the extraordinary feats and acts of devotion these heroic animals perform every day for the cause of freedom," said Robin Ganzert, Ph.D., American Humane president and CEO.



*K-9 Summer*



*K-9 Taker*



*K-9 Jig*



*K-9 Jag*



*K-9 Taba*



OVER  
**1,500+**  
HERO  
DOG  
NOMINEES  
SINCE 2011

**NINE**  
MILLION+  
PUBLIC VOTES  
SINCE 2011

**ONE**  
BILLION+  
MEDIA  
IMPRESSIONS  
FOR 2018

## American Humane Hero Dog Awards®

Celebrating our nation's top dogs

The American Humane Hero Dog Awards celebrate extraordinary dogs from around the country for their bravery, compassion, and incredible stories of overcoming adversity. Drawing hundreds of canine nominations, more than a million votes cast by the American public and a panel of celebrity judges, and one billion media impressions including features by The TODAY Show and PEOPLE Magazine, the campaign culminates in a star-studded awards gala in Hollywood that is broadcast on Hallmark Channel each fall. Celebrities such as Betty White, Jay Leno, Martin Short, Whoopi Goldberg, Erik Estrada, Rebecca Romijn, Denise Richards, Ariel Winter and many more have supported our Hero Dogs, who uplift the incredible bond between animals and people and inspire us all. Here is the remarkable story of the 2018 American Hero Dog:



### Meet the 2018 American Hero Dog: CHI CHI

Chi Chi was abandoned and left to die in a garbage bag in South Korea with her legs bound with wire and her spirit nearly broken. She was rescued, but veterinarians realized that her legs were damaged beyond repair... a quadruple amputation was required to save her life. The young Golden Retriever was suddenly unable to walk, was terrified of people, and was without hope.

Chi Chi was brought to a new home in Phoenix, Arizona, where a loving family helped her begin the long process of healing. After adapting to her first set of custom prosthetics, Chi Chi's sweet personality began to emerge. She loved the company and care she received from her new family and started to meet friends in her local community who were inspired by her incredible story.

Chi Chi eventually became a certified therapy dog, sharing her joyful smile and loving demeanor with human amputees, hospital patients, and thousands of social media followers from around the world. Owen, an 11-year-old boy and one of Chi Chi's fans, was severely burned as a toddler and had to have both of his legs amputated. Owen and Chi Chi had an instant connection upon meeting and the two became fast friends. Chi Chi gave Owen hope and showed him how to celebrate his own unique qualities.

Chi Chi was named the 2018 American Humane Therapy Dog, also snagging our top honor: 2018 American Hero Dog. Chi Chi crossed the rainbow bridge on Feb. 4, 2019, but her spirit continues to live on through her inspiring legacy.





## Helping Ensure the Welfare of the World's Animals

*First to Serve*® the cause of animals through humane certification

Animals need and deserve great care and treatment. But until recently, there were few or no accepted independent humane standards governing the treatment of animals in a wide variety of settings involving human care. To remedy this and to help elevate the care of millions of animals on farms and ranches, in entertainment and in the world's zoos and aquariums, and now in pet travel, American Humane has led the way in creating and enforcing rigorous, science-based standards that demonstrably improve the lives of animals.

Today, American Humane is the largest certifier of animal welfare in the world, with innovative programs that help ensure humane conditions for what is approaching one billion animals around the world. All of our certification programs are built upon objective, evidence-based

standards created by the world's leading veterinarians, animal experts, and animal ethicists as part of scientific advisory committees. The internationally-accepted "Five Freedoms" deserved by all animals, serve as guiding principles for our standards.

To help ensure compliance and absolute integrity of reporting, the standards are enforced by independent, expert third-party auditors or Certified Animal Safety Representatives™ with ultimate oversight of all programs provided by the country's trusted first national humane organization. The expertise and verification process provides those who care about animals with the assurance that those in a certified environment enjoyed demonstrably good welfare and were treated humanely.





# HELPING NEARLY 1 BILLION FARM ANIMALS ANNUALLY

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

## GROWING REACH

WITH MORE FARMS  
ACHIEVING  
CERTIFICATION  
EACH YEAR

# 90%

OF ALL  
CAGE-FREE  
EGGS  
IN THE U.S. ARE  
AMERICAN HUMANE  
CERTIFIED!

(estimated)



## American Humane Farm Program

*First to Serve*® in the protection of farm animals

American Humane was the first national humane organization to serve in the protection of farm animals. In fact, we were founded on this vital issue in 1877 and for 142 years have led the way in promoting the welfare and humane treatment of animals in agriculture.

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

- **Promoting the welfare and humane treatment of nearly 1 billion farm animals** under more than 200 rigorous, science-based standards covering everything from adequate space to air and water quality, heating, lighting, shade, and the animals' ability to engage in natural behaviors.
- **Adding nine more humane producers** under the American Humane Certified seal, including major labels such as Coleman Natural Foods for its crate-free pig operations and Culver Duck, one of North America's largest duck producers. Additions like these companies help increase our reach in covering hundreds of millions of chickens, turkeys, dairy cows, and other agricultural species who deserve good welfare and humane treatment.

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

- **Reaching more consumers** as American Humane Certified products are now being offered and promoted by grocery and food services such as Amazon Fresh and US Foods.

*"We're proud to be the first turkey producer to carry the American Humane seal, and we know our retail partners value the reassurance that American Humane holds us to our commitment to animal care and well-being."*

- Bill Klump, CMO, Butterball





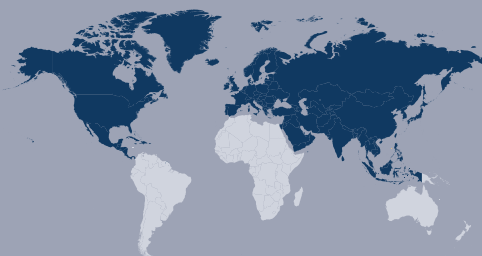
315,000

**ANIMALS PROTECTED:**

Since the program's launch in 2016, we have brought nearly a third of a million animals under our rigorous, science-based protections.



**GLOBAL IMPACT:**



We now help ensure the welfare and humane treatment of animals at 58 major facilities in 12 countries in North and Central America, Europe, and Asia.



**American Humane Conservation**

*First to Serve*® and Protect Animals in Zoos and Aquariums

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

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

- **Helping protect species in zoological settings worldwide:** American Humane now helps protect the welfare and humane treatment of nearly a third of a million animals at 58 leading zoological facilities around the world...and we’re just getting started.
- **Global expansion:** Major institutions around the world are lining up to become Humane Certified™ and we now certify major zoological facilities in 15 U.S. states and 12 countries in North and Central America, the Bahamas, Europe, and Asia.
- **Teaching humane conservation to a new generation:** We reached out to 26,000 elementary, middle and high schools across the country, encouraging youngsters to become advocates for the world’s creatures through our series of free children’s e-books and curricula focusing on the vital work being done by Humane Certified™ zoos and aquariums.

- **Raised public awareness for humane conservation** American Humane created a series of six educational videos about the vital role of zoos and aquariums in conservation, prompting more than 15 million views on social media. Our national television public service message with famed wildlife conservationist Jeff Corwin continues to promote support of humane conservation and has been broadcast over 38,000 times, reaching 393 million people and counting.

*“American Humane is the oldest and most trusted advocate for animal welfare in the world. The Humane Certified™ program provides the first genuinely independent, third-party assessment of the welfare of animals under care at zoos and aquariums. Being Humane Certified is a statement of commitment among participants to aspire towards the highest level of animal care and welfare and a conviction to place the well-being of animals first.”*

**– Stephen M. Coan, PhD,**  
President and CEO,  
Mystic Aquarium







*“Woodland Park Zoo is proud to be part of the exclusive network of zoos and aquariums with the American Humane certification. This certification provides our visitors, members and supporters with the confidence that we remain a center of excellence dedicated to animal welfare and conservation.”*

– **Alejandro Grajal**, President and CEO,  
Woodland Park Zoo

*“I fully and completely support the American Humane certification program and applaud this organization’s courage and determination to develop and offer this flagship program.”*

– **James F. Peddie, DVM**,  
Distinguished Faculty Chair and  
Staff Veterinarian, Moorpark  
College

*“Providing the best possible welfare to all the animals under our care has always been my highest priority, as this is essential in trying to present them as ambassadors for our planet. The Global Humane Certified designation provides verification of good practices from an animal focused approach, becoming the ideal tool to benchmark the humane care that our zoological institutions have to provide to our beloved animals.”*

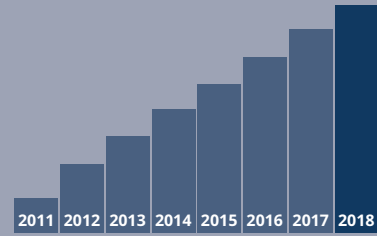
– **Wolfgang Kiessling**, Founder, Loro Parque

*“The auditing standards developed by American Humane represent a robust and salubrious beginning to regulating these operations.”*

– **Bernard E. Rollin, PhD**, world-renowned animal ethicist and University Distinguished Professor,  
Colorado State University



2018:  
655,417



ANIMALS PROTECTED  
IN FILMED  
ENTERTAINMENT  
(Cumulative)

## 1,000 PRODUCTIONS AND THREE OSCARS!

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

## EXPANDING GROWTH

To meet growing demand here and abroad, we are increasing the number of our safety representatives and serving more countries

12% INCREASE IN # OF OUR SAFETY REPS WORLDWIDE WORKING IN 31 COUNTRIES

40% MORE INTERNATIONAL PRODUCTION DAYS IN JUST ONE YEAR



## American Humane Hollywood

*First to Serve*® and protect animals in film & TV

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

- **Keeping animals safe:** This past year, American Humane protected nearly 100,000 animal actors during more than 3,200 production days in the United States and around the world.
- **1,000 productions – and three Oscars!** We monitor everything from small indie films to the biggest box-office blockbusters. Some of the top movies we were on include five Academy Award-nominated films and three Oscar winners, including *Black Panther*, *A Star is Born*, *Vice*, *Mary, Queen of Scots*, and *Mary Poppins Returns*.
- **Increasing our international presence:** Responding to growing demand, we supervised nearly 40 percent more international production days than the previous year. Our Certified Animal Safety Representatives™ kept animals safe on film productions in 31 countries.
- **Expanding our global team:** To meet growing demand, we expanded our safety team, for a total of 48, with 32 across the United States in high-production locations, and 16 overseas in the United Kingdom, Sweden, Germany, New Zealand, South Africa and Canada.





## New Effort to Help Us Do Better by Our Best Friends

In our ongoing quest to expand and improve protections for animals wherever and whenever they are in need, we launched a new project aimed at helping all of us do better by animals:

### **Protecting animals in air transport**

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

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**More than  
half a million pets  
travel by air each year  
in the U.S.**

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Best practices are being developed by American Humane animal welfare specialists and an independent Scientific Advisory Committee consisting of the world's leading animal welfare experts, veterinarians, researchers, and animal ethicists. Covering every aspect of air travel from health certifications to pre-flight preparation and acclimation, check-in, temporary housing, ground transport, crating, loading and unloading, employee

training and crew notifications, breed protections, temperature inside and outside the aircraft, wait times, monitoring checks, availability of food and water, and scores of other factors, the effort represents a significant, science-based step forward in helping ensure the health, comfort and welfare of animal passengers in commercial aviation.

In fact, United Airlines sought out the expertise and advice of American Humane last May in an effort to implement significant changes and improvements in their PetSafe® transport program.

Animal welfare experts, researchers, and veterinarians at American Humane have been thoroughly examining United Airlines' systems, practices and policies surrounding the transport of pets and advising them of ways to improve the transport experience for the hundreds of thousands of animals who fly with them each year.

American Humane is dedicated to improving safety for pets traveling by air, advancing our mission to protect animals everywhere, and making the skies an even friendlier, safer and more humane place for our best friends.

More about this effort will be shared in coming months at [www.AmericanHumane.org](http://www.AmericanHumane.org).



## Global Awareness and Public Education

As the leader on animal welfare issues since 1877, news organizations routinely seek our expertise and commentary. Media coverage, along with social media, public education campaigns and publications, helps to inform and activate people into building a more humane world.

**News stories on American Humane** helping animals were carried by prominent national publications, newspapers, magazines and news stations this year including FOX News, The New York Times, The Los Angeles Times, USA Today, The Washington Post, The Chicago Tribune, The Weather Channel, PEOPLE, The Today Show, Good Morning America, ABC News, CBS Sunday Morning, CNN Headline News, Nat Geo Wild, Newsweek, Consumer Reports and many more.

The eighth annual **American Humane Hero Dog Awards®** campaign had more than a million votes cast and over a billion media impressions. The awards ceremony, which aired on Hallmark Channel, yielded the highest ratings in show history.

This year American Humane partnered with the Outdoor Advertising Association of America (OAAA) to launch a **national public service ad campaign** to remind the public of the thousands of animals in need and encourage support for American Humane programs established to help in times of crises. The *We Need Them. They Need Us.* campaign focuses on the people-animal bond. The public service ads are being seen across the country on donated billboards, bus shelters and other locations.

Additional earned media at the national and regional levels came from **American Humane opinion pieces and letters to the editor** on a range of issues including animal cruelty, service dogs for veterans, military working dog reunifications, and setting a humane table.

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

American Humane worked with Chicken Soup for the Soul and one of the nation's most respected curriculum developers, **Resources for Learning**, to create three sets of national companion curricula for elementary, middle and high school students. Drawing on the book, **Humane Heroes**, with inspirational stories of animal rescue, rehabilitation, and humane conservation at leading zoological institutions, 18 lesson plans and accompanying Teacher's Guides were developed. These new curricula helped develop literacy and math skills based on engaging free reading materials that also encourage young people to appreciate Earth's wonderful and disappearing species and the institutions working to protect and preserve them.

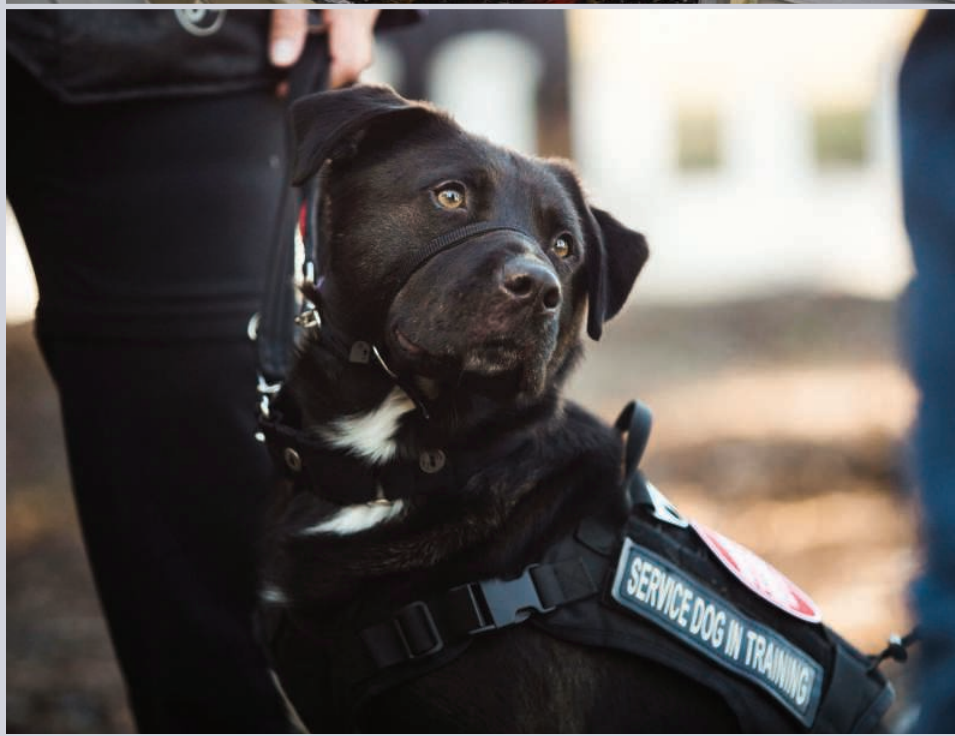
# We need them. They need us.

## Donate at AmericanHumane.org





# The Year in Pictures



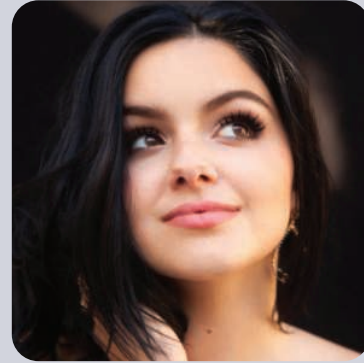


## Compassionate Celebrity Ambassadors



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

**- Ice-T**



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

**- Ariel Winter**



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

**- Naomi Judd**



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

**- Jack Hanna**



*"I believe in American Humane. They are there for the animals and it's only about the real interest of the animals. This group doesn't make a lot of noise - it just gets the job done."*

**- Whoopi Goldberg**



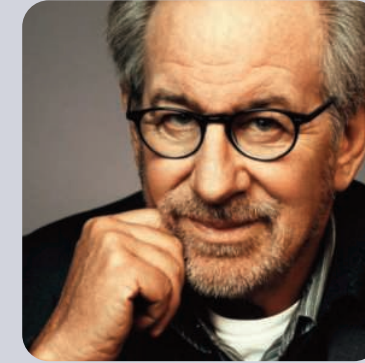
*"Without the careful, watchful eye of American Humane, cruelty to animals would surely occur, and for this I am grateful that such a fine organization exists."*

**- Sir Anthony Hopkins**



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

**- Dr. Bernard Rollin,  
world-renowned  
animal ethicist**



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

**- Steven Spielberg**



*"For almost 60 years, I've been a member of the country's oldest charity dedicated to the welfare of animals, American Humane. Won't you help?"*

**- Betty White**



## Other Major Events & Milestones



**Provided national leadership during Hurricanes Florence and Michael.** As the American Humane Rescue team deployed multiple times to help the animal victims of these historic storms, our CEO took to national media, including CNBC, Fox News, USA Today, and The Washington Post, to help people prepare and deal with the aftermath of these disasters, reaching millions.



**Fill a Bowl...Feed a Soul** campaign with Chicken Soup for the Soul Pet Food: Continued an ambitious national campaign in which American Humane and Chicken Soup for the Soul are distributing more than one million meals annually of all-natural Chicken Soup for the Soul Pet Food to U.S. shelters and pet food distribution centers.



**Consumer Reports** named American Humane a “Best Charity” to support.



**Mercury Excellence Awards:** American Humane earned a bronze award for its Dolphin Care & Wellness video, and an honors award for its What You Need to Know About Service Dogs video in partnership with Mars Petcare.



**Our Congressional Humane Table briefing,** showcasing American Humane Certified producers and encouraging Americans to purchase humanely raised foods, was reported on by more than 1,000 media across the country.



**Honored America’s four-legged military heroes:** Five courageous canines were awarded American Humane’s Lois Pope LIFE K-9 Medal of Courage, the nation’s highest award for military dogs. The nationally covered ceremony took place on Capitol Hill in DC.



The **American Humane Hollywood** program has been *First to Serve*® in the protection of our beloved animal actors for over 75 years. In that time, we’ve certified the safety of more than **one million animal actors** through our famed No Animals Were Harmed® program.



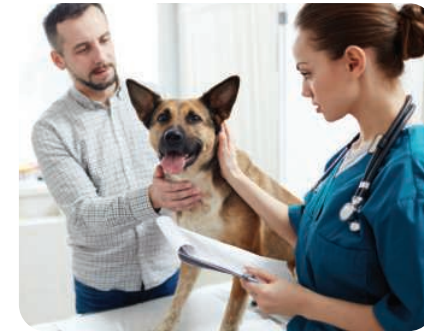
**Jack Hanna, one of the best-known and most-loved zoologists and conservationists** in the world, starred in a national Public Service Announcement for American Humane, urging people to support the good work done by the nation’s many working dogs who help make better lives for our veterans, the ill and the differently abled. The TV and radio spots have been broadcast more than 5,000 times, reaching 40 million people.



Filmed and produced a **new national television and radio PSA campaign** with veteran and television star Ice-T promoting our Pups4Patriots program.



**Provided free critical care:** American Humane conducted a free veterinary clinic hosted at a Louisiana shelter, caring for close to 300 animals in need.



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



Raised national awareness of **National Dog Bite Prevention Week** this April through extensive media coverage to help avoid the double tragedy that can occur when dogs bite people, since injuries result on the human side and dogs may be euthanized.



Two hundred fifty-nine nominees are now competing for this year’s **Hero Vet and Hero Vet Nurse award** through American Humane’s Hero Dog Awards. Winners will be announced in October.



**Humane Certified Conservation** announced the certification of several new facilities, including Busch Gardens Tampa and Simon Bolivar National Zoo and Botanical Garden in Costa Rica.



**New Board Member:** U.S. Navy Rear Admiral (Ret.) Thomas Kearney, a decorated veteran with over 30 years of service in the Armed Services, joined our national board of directors. He will use his experience in protecting our country to help protect the nation’s animals, veterans and four-footed warriors.



# Historic Milestones



**1877**

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



**1915**

Launched Be Kind to Animals Week®



**1936**

Called for an international treaty to stop polluting the seas



**1958**

Advocated for the Humane Slaughter Act



**1969**

Supported the passage of the Endangered Species Conservation Act



**1971**

Advocated for the Marine Mammal Protection Act



**1978**

Launched Adopt-A-Dog Month®



**1991**

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



**2000**

Created the first independent farm animal welfare certification program



**2005**

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



**2011**

Launched the Hero Dog Awards™ to honor extraordinary dogs



**2015**

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



**2017**

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

**1878**

Exposed and began fighting inhumane conditions in slaughterhouses



**1916**

Rescued 68,000 wounded horses a month during WWI



**1940**

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

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



**1966**

Supported the passage of Animal Welfare Act



**1970**

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



**1975**

Launched Adopt-A-Cat Month®



**1985**

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



**1992**

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



**2001**

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



**2009**

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



**2014**

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



**2016**

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



**2018**

Announced Pet Transport initiative with United Airlines





## Financial Stewardship

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

### Charity Navigator

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

### Consumer Reports

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

### American Humane a "Top-Rated Charity"

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

### The Better Business Bureau's Wise Giving Alliance

American Humane is once again one of the charities that meet all of the Better Business Bureau's Wise Giving Alliance's 20 Standards for Charity Accountability.

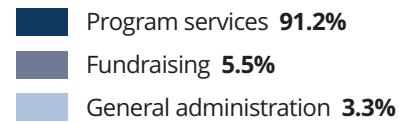
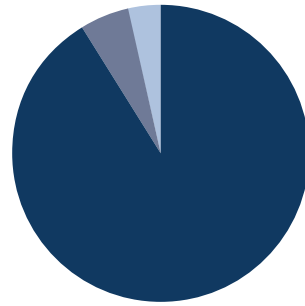
### The Independent Charities of America "Seal of Excellence"

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

### Getting the Gold from GuideStar USA!

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

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



Audited Financials 6/30/18

## Mission

Founded in 1877, American Humane is committed to ensuring the safety, welfare and well-being of animals. Our leadership programs are first to serve in promoting and nurturing the bonds between animals and people.





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Veterinarian, Gulf Coast Veterinary Specialists

### Marty Becker, DVM

Veterinarian, Television Correspondent and Author

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Policy Consultant

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MAGTF Analyst, Katmai Government Services

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President, Davis Law & Associates, P.C.

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### Naomi Judd

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Retired Principal, Furniture Consultants

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Author, Producer and Philanthropist

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### Wendy Roberts

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### Alison Sweeney

### Abigail Trenk

### Lisa Vanderpump

### Debbie Wells

### Judy Walter

### Jennifer (Jen) Woods

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Professor of Animal Sciences  
Professor of Biomedical Sciences  
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Professional Animal Trainer

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### David Newman, PhD

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### Kurt D. Vogel, MS, PhD

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University of Wisconsin-River Falls

### Ann C. Wilkinson, DVM, MBA

Consultant, Dairy Welfare and One Health



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MS, NCC**  
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President, Western Veterinary  
Conference  
Past President and Chairman of  
Board, American Veterinary Medical  
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Founder  
Applied Data Solutions, LLC

**John C. Moon**  
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Tabby Road Animal Hospital

**Chris Ford**  
CEO  
Stop Soldier Suicide

## American Humane Conservation™ Certification Program Scientific Advisory Committee

### CO-CHAIRS:

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

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

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DECAAH, DECZM**  
Director of Animal Health  
Oceanogràfic Valencia

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DACZM**  
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College of Veterinary Medicine  
University of Florida

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Conservation

**Xavier Manteca Vilanova, PhD**  
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Universitat Autònoma de Barcelona

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Veterinary Consultant

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

### ETHICISTS:

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

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

### COMMITTEE MEMBERS:

**Theodore Friend, PhD**  
Professor Emeritus, Animals  
Behavior & Wellbeing  
Texas A&M University

## How Can You Help?

At American Humane, we are committed to building a more humane world. Please join us.

Animals need your help!

A donation to American Humane enables us to continue our life-saving work for animals. Donate today or make a planned giving gift by calling (800) 227-4645, emailing us at [info@americanhumane.org](mailto:info@americanhumane.org), or contributing through our website, [www.AmericanHumane.org](http://www.AmericanHumane.org).

You can make a difference today and in the future for animals in need.



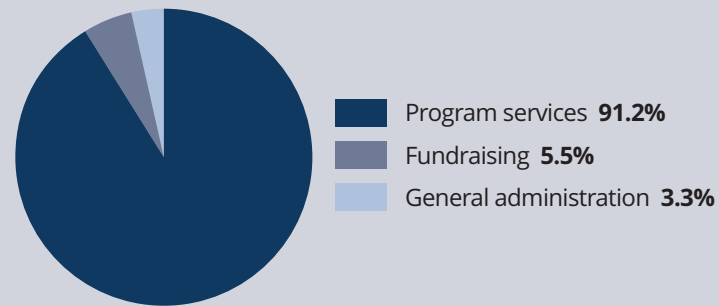


# AMERICAN HUMANE SUMMARY FINANCIAL STATEMENTS

## Statement of Financial Position

	June 30,	
	2018	2017
<b>ASSETS</b>		
Current assets	\$ 8,272,803	\$ 5,976,652
Investments	4,082,371	2,990,104
Property and equipment, net	571,985	580,983
Long term pledges and accounts receivable	517,625	1,148,250
Beneficial interests in charitable trusts	5,659,641	5,475,056
Investments held for endowment	1,275,787	1,173,136
Total assets	<u>\$ 20,380,212</u>	<u>\$ 17,344,181</u>
<b>LIABILITIES</b>		
Current liabilities	\$ 1,592,587	\$ 1,434,962
Non-current liabilities	1,418,845	1,403,472
Total liabilities	<u>3,011,432</u>	<u>2,838,434</u>
<b>NET ASSETS</b>		
Without donor restrictions	5,594,258	3,252,600
With donor restrictions	11,774,522	11,253,147
Total net assets	<u>17,368,780</u>	<u>14,505,747</u>
Total liabilities and net assets	<u>\$ 20,380,212</u>	<u>\$ 17,344,181</u>

Total Expense Breakdown FY 2018



## Statement of Activities

### SUPPORT AND REVENUE

	For the Year Ended June 30,	
	2018	2017
Contributions and sponsorships	\$ 26,469,167	\$ 21,195,199
Other grants	2,855,614	3,685,485
Royalty income and service fees	5,354,787	5,116,033
Conferences and seminars	84,550	58,400
Investment income	380,956	409,994
Other	201,444	422,171
Total support and revenue	<u>35,346,518</u>	<u>30,887,282</u>

### EXPENSES

Program services		
Humane Conservation	6,845,377	3,049,983
Humane Hollywood	7,693,265	8,369,503
Humane Rescue	3,151,939	5,464,696
Center for Military Affairs	6,694,950	5,090,308
Farm Animal Program	4,752,754	4,313,719
Other Programs	502,027	420,951
Total program services	<u>29,640,312</u>	<u>26,709,160</u>
Supporting services		
Philanthropic services and fundraising	1,771,983	1,536,740
General administration	1,071,190	1,045,830
Total supporting services	<u>2,843,173</u>	<u>2,582,570</u>
Total expenses	<u>32,483,485</u>	<u>29,291,730</u>

### CHANGE IN NET ASSETS

#### NET ASSETS

Beginning of year	14,505,747	12,910,195
End of year	<u>\$ 17,368,780</u>	<u>\$ 14,505,747</u>

For a complete copy of American Humane's audited financial statements for June 30, 2018, please visit [www.AmericanHumane.org](http://www.AmericanHumane.org) or write to: American Humane, Finance Department, Suite 360, 1400 16th Street, NW, Washington DC 20036



# AMERICAN★HUMANE

FIRST TO SERVE®

## NATIONAL HEADQUARTERS

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

Phone: (800) 227-4645 Email: [info@americanhumane.org](mailto:info@americanhumane.org)

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(818) 501-0123


## PALM BEACH OFFICE


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(561) 537-5887

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

 Twitter: @AmericanHumane

 Facebook: American Humane

 Instagram: @americanhumane

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

Our tax ID/EIN is 84-0432950

