

AMERICAN★HUMANE

FIRST TO SERVE®

WINTER 2021 NEWSLETTER



LETTER FROM THE PRESIDENT AND CEO

Friends –

The holidays and New Year are upon us once again, and as we celebrate our blessings with friends and family, we also feel that at this special time it is especially important to look back and take stock of what we have done to touch the lives of those around us – and what more we can do in the future to build a better world for all of us.

During the past year, we saved, sheltered, fed and protected nearly one billion animals, rescuing and caring for frightened pets caught in the fury of Hurricane Ida and the horrific California wildfires; delivering 1,000,000 meals as well as critically needed supplies and lifesaving medicines to abandoned shelter animals during the pandemic; protecting 400,000 rare and endangered species around the world; helping to ensure better lives for hundreds of millions of farm animals; and, helping our military heroes, both two-legged and four-legged, by bringing home retired war dogs and providing veterans with free, life-changing service dogs.



Looking forward, we are excited to share our newest lifesaving program – the American Humane Sanctuary. This remarkable refuge will provide animals a safe haven and veterans with a loving, secure environment where they can meet and train with their new service dog and forever friends. The American Humane Sanctuary is a new model in the shelter field and will inspire all who visit to deepen their relationship with animals and become steadfast advocates for creating a better world for us all.

Of course, no newsletter of ours would be complete without the results of the 2021 Hero Dog Awards and heartwarming, adorable photos and profiles of the animals being born, saved and nurtured at American Humane Certified zoos and aquariums around the world.

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 care and support!

Sincerely,

Handwritten signature of Robin R. Ganzert in black ink.

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



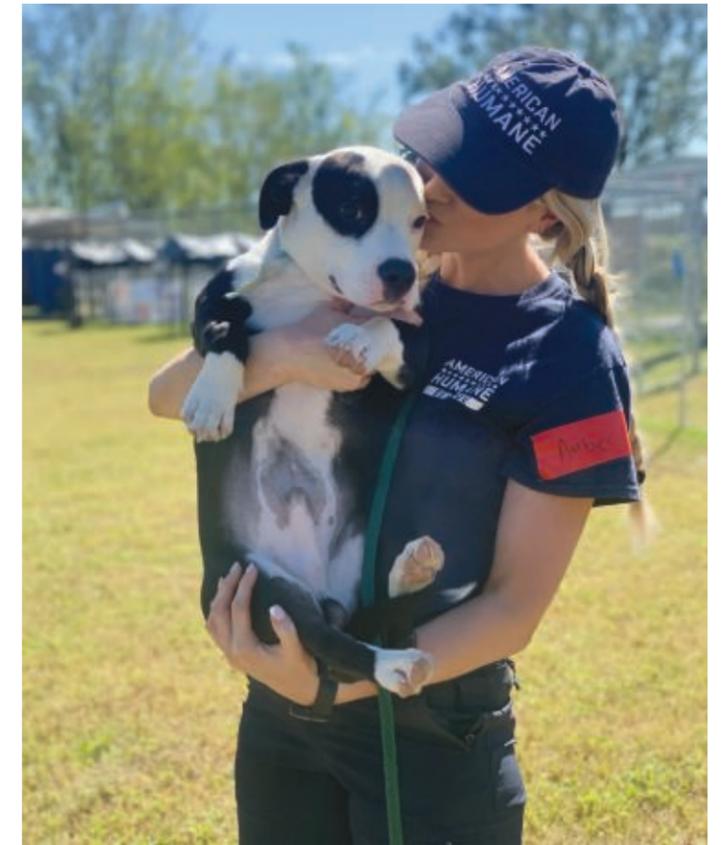
RESCUE TAILS

For more than 100 years, wherever and whenever animals are in need, American Humane has been at the forefront making a difference – saving, sheltering, speaking up and caring for the most vulnerable. Here are a few of the most recent stories of hope you help to make possible.



Providing care for stranded, injured and lost animals in the wake of a natural disaster requires around-the-clock attention to the physical and mental wellbeing of each individual animal. First responders spent most of each day with them – giving them walks, play time and snuggles. While many of the displaced pets arrived at the shelter scared and confused, with terror shining in their eyes, they slowly learned to trust us. Many had endured trauma, but all it took was a little love to make them feel at home. Some of the animals were lucky enough to be reunited with their loving families, while others were transferred to shelters and rescues to find their own forever homes.

Our Hurricane Ida disaster relief efforts would not have been possible without the support of our donors and our amazing, dedicated volunteers. We are also grateful to the PEDIGREE Foundation for awarding us a grant in support of these efforts, as well as to leading animal health company Zoetis, which provided lifesaving vaccines and medications for hundreds of dogs and cats. On behalf of American Humane and all the animals we helped, we thank you.



A FLOOD OF HELP FOR STORM VICTIMS

In August Hurricane Ida, a devastating Category 4 hurricane, devastated Louisiana, causing widespread damage and displacing thousands of families and their pets. The southernmost parishes in the state suffered the brunt of the storm, enduring catastrophic damage and leaving 40 percent of houses in the area uninhabitable.

Hurricane Ida was disastrous for humans, but for local displaced animals it was beyond terrifying and tragic. Many innocent animals were separated from their beloved families – leaving them panicked and alone. You can imagine just how scared they were.

To save lives, the American Humane team rushed to transport animals out of harm's way, deploying first to Baton Rouge to help pets with our friends at the Companion Animal Alliance, and then rushing to Terrebonne and Lafourche Parishes to care for hundreds of displaced animals in the aftermath of the deadly storm. Animals were safely housed, identified and vetted at the temporary shelter until their owners could be found. The goal was to reunite as many animals as possible with their families and loved ones.

The number of animals in the shelter fluctuated each day, but whenever a new one arrived, our first responders immediately jumped into action to provide each with the love and care they deserved. More than 100 animals were safely housed and cared for during this troubling time.



BACK INTO THE FLAMES: HELPING ANIMALS IN THE CALIFORNIA WILDFIRES

The California wildfires have been among the most terrifying and destructive disasters in U.S. history. This year, the ferocious Caldor Fire scorched more than 200,000 acres over the course of just 67 days, destroying thousands of structures and residences and sending families fleeing for their lives. While fire officials worked around the clock to keep people safe, American Humane Rescue responders joined other organizations on the ground to help care for some 500 animals housed at the El Dorado County Animal Shelter.

During our deployment, the American Humane team worked with dogs, cats, goats, rabbits, pigs, chickens, ducks, exotic birds and even tortoises, spending time with them, providing food, water and a loving hand to every animal left behind and missing their family.

The days were long and the air thick with smoke, but our responders took heart in the knowledge that hundreds of animals were kept safe and sound thanks to the outpouring of support the disaster engendered. American Humane board member and Zoetis EVP and Chief Medical Officer Dr. Michael McFarland volunteered to deploy with American Humane to assist in the rescue efforts.

After many grueling days and tense nights, the situation in Northern California became markedly better – and families began returning to their homes with their pets safely in tow. Our thanks to all who helped during this terrible disaster.



ANHEUSER-BUSCH SUPPORTS AMERICAN HUMANE DISASTER RESPONSE

American Humane is proud to announce a new partnership with Anheuser-Busch and the Anheuser-Busch Foundation, which includes a generous grant in support of American Humane's disaster response efforts. The grant coincided with National Preparedness Month and, together, American Humane and Anheuser-Busch promoted the importance of disaster preparedness for both people and pets.

Anheuser-Busch has a proud history of disaster relief and preparedness efforts, including its flagship emergency drinking water program. Water is critical for disaster relief efforts and in addition to its financial support of the American Humane Rescue efforts, Anheuser-Busch will provide emergency drinking water donations as needed during future natural crises.

"American Humane has been on the front lines protecting animals and saving lives in times of crisis and natural disasters for more than 100 years," said Dr. Robin Ganzert, president and CEO of American Humane. "We are very grateful for Anheuser-Busch's caring support."



**ANHEUSER-BUSCH
FOUNDATION**



THE AMERICAN HUMANE
SANCTUARY:
A NEW VISION
FOR THOSE IN
GREATEST NEED

Imagine what it feels like to be abandoned. To be all alone in the world. To be scared, helpless and to have no hope.

For far too many, this is the final reality they will face.

Across our country, shelters, which do work so hard with so little support to save animals, are often a desperate – and, unfortunately, last stop for too many. And the sad truth is that they can be noisy, ugly, scary places.

Now imagine something else . . .

Imagine a place of hope . . .

Of healing . . .

And of love. Where those who are broken in spirit can find both help . . . and a new home.

A new start. And a second chance at life.

Welcome to the American Humane Sanctuary, which is built on the guiding principle of giving the best to those who have been through the worst.

The American Humane Sanctuary is a unique new home for those in greatest need – where people and animals alike can find help, healing and rejuvenation in beautiful, warm and welcoming surroundings. A home where abandoned animals can finally find their forever homes.





Here, animals can find unparalleled care on beautiful grounds with a barn, a working farm, plenty of open space and exercise runs. Families can meet their animal companions in a happy and serene home environment, setting the stage for successful, permanent adoptions. Animal lovers and advocates can meet and train in rescue techniques. And veterans and animals can be given a second chance at life through American Humane's famed "Pups4Patriots" program, which pairs veterans battling Post-Traumatic Stress and Traumatic Brain Injury with highly trained service dogs. Veterans are provided all the comforts of home, complete with handsome living quarters and home-cooked meals, as well as top-notch therapeutic facilities where, with their new best friends at their side, they can learn to navigate life again.

We hope you will join us in supporting this newest lifesaving program. . . for all of us. To help, please contact us at sanctuary@americanhumane.org or (561) 537-5887. Thank you.



NEW PSA PROMOTES A "NEW LEASH ON LIFE"



For thousands of years, dogs have been our best friends in our worst times. Tragically, however, millions of animals are abandoned each year, and more than a million are euthanized before they can be rescued.

To help, actor and animal lover Elisha "EJ" Williams filmed a national public service announcement for American Humane, sharing how we can harness the healing power of the human-animal bond, finding animals in need of forever homes and training them as lifesaving service and therapy dogs to help our veterans, the elderly and children overcome the daily obstacles of life.

Our best friends are often the best medicine and, in this way, the rescued can become the rescuers, giving animals – and the people they help – a new "leash on life." These new spots will air on television and radio stations nationwide. Be sure to watch and listen for them and check out www.AmericanHumane.org for more information.

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 a forever homes and train them to become lifesaving service dogs for veterans, advocate for our nation's 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.



HOME FOR THE HOLIDAYS

American Humane's ongoing commitment to reuniting retired military working dogs with their former handlers continues to warm hearts across the country and around the globe. This fall, American Humane brought together three pairs of best friends in time for the holidays:

MWD ANJIN AND STAFF SERGEANT REED

In this season of reunion and thanksgiving, American Humane celebrated a first – bringing together battle buddies still on the other side of the world. American Humane's military team worked to join retired Military Working Dog Anjin, an eight-year-old Belgian Malinois, with her best friend, U.S. Air Force Staff Sergeant Dustin Reed. The trans-Atlantic reunion was made possible through the generous support of Nylabone, which covered MWD Anjin's transportation costs.

While there is no "typical" American Humane reunion, they usually occur in the States, and this special moment took place on the other side of the Atlantic Ocean, in Italy. SSgt Reed is stationed at Aviano Air Base near Venice and will remain at his current post for several years. Anjin and SSgt Reed met thousands of miles away at Lackland Air Force Base in Texas, the epicenter of the military's MWD program, while SSgt Reed attended a K-9 trainers' course.

SSgt Reed is excited to give Anjin her well-deserved retirement in a spacious yard under the luxurious Venetian sun. According to SSgt Reed, "There's nothing that can replace the feeling of having your best friend at your side and I'm happy to begin this next chapter of my life with Anjin here."





MWD LUNA AND STAFF SERGEANT ALLIO EASOM

American Humane brought retired MWD Luna home to her former handler, Staff Sergeant Porschia Allio Easom, in Fort Walton Beach, a beautiful locale in Florida's panhandle. The reunion, which took place at the Eglin Federal Credit Union Fort Walton Beach branch and was sponsored by both the Credit Union and the Emerald Coast Harley-Davidson, was a festive event, attended by SSgt Allio Easom's family and members of the community.

Luna, a seven-year-old Belgian Malinois, served at Osan Air Base in Korea as a patrol dog before retiring early due to a leg injury. Now she's enjoying a restful retirement alongside SSgt. Allio Easom's wife, Shelby, and their two young children, Shelby and Shaylee. SSgt Allio Easom still works with dogs as a Security Forces airman at Hurlburt Field.



MWD IRK AND STAFF SERGEANT RUPP

As the leaves began to fall and the temperatures began to drop, retired MWD Irk – a 9-year-old German Shepherd – finally came home, straight into the loving arms of his former handler and best friend, Staff Sergeant Sheridyn Rupp. The best friends had been apart for more than a year, making the reunion in Phoenix extra special. The reunion was hosted at the headquarters of Lulu's Fund, a supporter of American Humane that is part of the Timothy T. Day Foundation.

MWD Irk served as a Patrol Narcotics Detection Dog at Scott Air Force Base in Illinois for more than six years, helping to train his handlers on the basics and tactics of working with a MWD. MWD Irk worked alongside SSgt Rupp at Scott AFB for 22 months – the longest handler he ever had. While assigned as a team, the two conducted daily trainings on obedience, bite-work, narcotic detection and base security measures. However, SSgt Sheridyn and MWD Irk were more than just working partners, they were best friends.

SSgt Sheridyn said that MWD Irk was one of the sweetest K-9s she had ever met. They came to depend on one another, and when they had to go their separate ways, it was heartbreaking. She now serves in the Reserves at Luke Air Force Base in Arizona.

SERVICE DOGS BRING NEW HOPE TO VETERANS

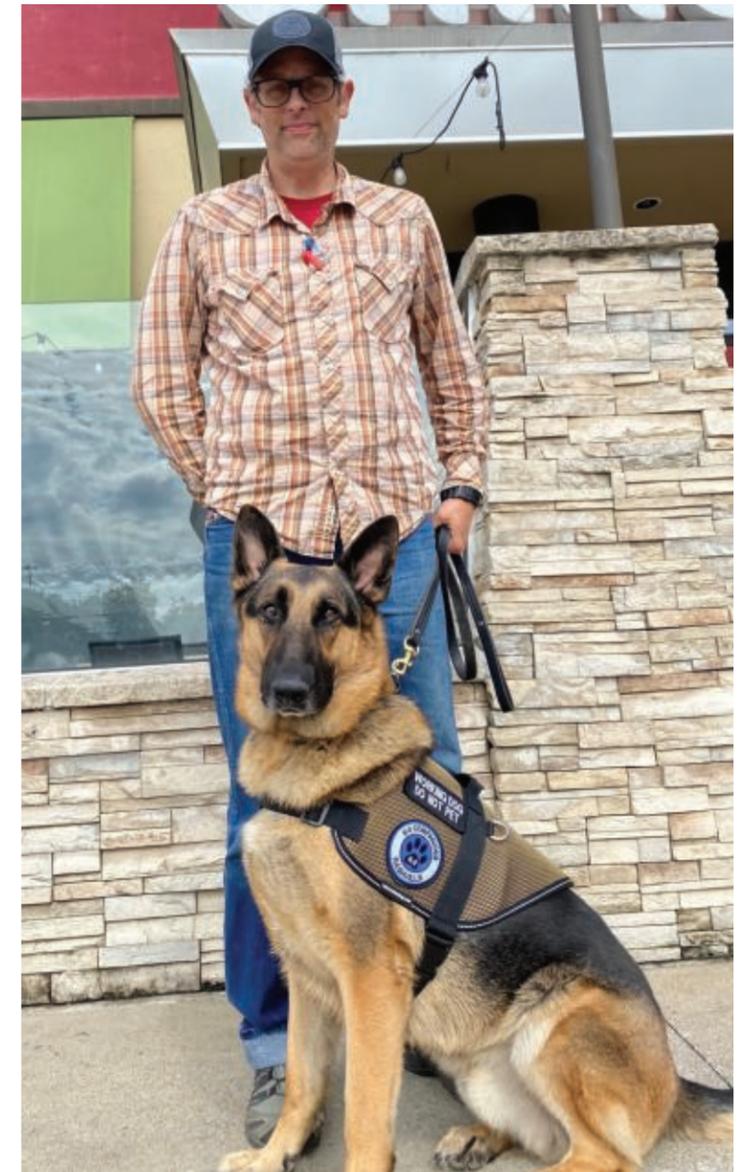
For many brave members of the armed forces, coming home is only the beginning of another daunting battle. The invisible wounds of war, including Post-Traumatic Stress and Traumatic Brain Injury, can cause debilitating symptoms in veterans, leading to depression, social isolation and, far too often, suicide.

To help, American Humane created the Pups4Patriots™ program, which trains pups, at no cost to the veteran, to become lifesaving, service animals for those in need. While service dogs are an invaluable asset to veterans with trauma, there are significant obstacles to receiving one. Properly training a dog so they will remain calm and unobtrusive in public areas and help a veteran with trauma symptoms is expensive – costing up to \$30,000 per dog. When cost isn't an obstacle, wait times can still be prohibitively long. Here are the heroes we most recently helped with lifesaving service dogs:

JOSEPH AND KILO

Joseph, a U.S. Air Force veteran who served from 1998 to 1999, was paired with Kilo, a male German Shepherd. In addition to his PTSD diagnosis, Joseph has undergone several knee surgeries for an injury incurred while in service.

"It has been a long journey for the two of us, but we have made it through. Kilo has come a long way since he joined our family in hopes of being more than just a pet, a 'battle buddy' for everyday life. Kilo's always with me from work to doctor visits to our hiking/camping trips. It's nice to know that I have him watching out for me when we are out running errands or at my kids' sports and school functions. He eases my anxiety in crowds having him between me and the people around me. Kilo pays good attention to my actions and gives me a nudge when even I am unaware that I'm showing signs of stress."





JOEY AND BUGG

Joey, a U.S. Army veteran who served from 2010-2012, was paired with Bugg, a female German Shepherd. During his enlistment, Joey served as an infantryman and deployed to Afghanistan.

“Bugg helps me in public by keeping me focused on her. She lets me know when people are getting too close behind me. Bugg is my rock in public. She is my best friend. She knows when I start to get nervous, and she calms me down. Just her being with me helps to calm me with everything I do.”



JOE AND BELLAROSA

Joe, a U.S. Army veteran who served from 1991 to 2012 and deployed to Iraq and Bosnia, was paired with Bellarosa, a female German Shepherd. including deployments to Iraq and Bosnia.

“Bella gives me purpose, the drive to get up and do something because I have to, even when I don't want to. She is there to help me and keep my depression lower than it has been in years. She has become not only a mission to see through, [but] in caring for her and being a good owner, she has become like family (not a dog). Her desire to work is unlike anything I have ever seen in an animal. Her intelligence is truly impressive, and she pushes me to be better.”



LLOYD AND MURPHY

Lloyd, a U.S. Army veteran who served in Vietnam from 1969 to 1971, was paired with Murphy, a male Golden Retriever.

“I now realize I would be lost without Murphy. He has become my 24-hour savior. He nudges me when I need it, listens to me (day or night) and gives the appropriate amount of deep pressure therapy that I need.”

I thought I knew what a service dog was for, but I didn't realize how much good they actually do and how much improvement they can make in your life in such a short period of time. Murphy seems to know what I need and when I need it before I do. It is amazing to watch him work and know that it is for me. The look in his eyes when he looks at me makes me feel that I am worth something again. Thank you very much for Murphy.”



BRIAN AND GINGER

Brian, a U.S. Marine Corps and Air Force Reserve veteran, was recently paired with Ginger, a female Labrador Retriever, and the two became fast friends. After serving from 2009 to 2013, which included a deployment to Afghanistan, Brian moved to Arizona. He's ecstatic to be with Ginger.

“Ginger is an angel. She is a snuggle bunny who tunes into my anxiety and subtly nudges me to get me back on task. She is a happy addition to our family. Thank You!”



DEFENSE COMPANY ULTRA COMES THROUGH FOR VETERANS

It is only through the contributions of caring donors and supporters that American Humane is able to put lifesaving leashes in the hands of veterans. This fall, thanks to the support of partners like defense technology company Ultra, American Humane was able to help more of our brave warriors, including Shawn and Rainier.

Shawn, a U.S. Army veteran, is thrilled to be paired with his new service dog Rainier, a one-and-a-half-year-old Labrador Retriever. With Rainier by his side, Shawn hopes that outings with his wife will be easier on the both of them. Ultra, which recently partnered with American Humane to support veterans through the Pups4Patriots program, sponsored the training of Rainier. Public spaces, whether recreational or part of a regular day, can overwhelm Shawn. His wife constantly worries when they're out together. According to Shawn, "I'm excited to be able to take Rainier out – everywhere from Disney to the grocery store – so my wife doesn't have to worry about me."



"We are very proud to be supporting American Humane's Pups4Patriots™ program which demonstrates our strong commitment to supporting our serving military, veterans and their families who have done so much for us all," said Ultra CEO Simon Pryce.

On behalf of all the veterans we serve, thank you.

Leave a Legacy of Compassion



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

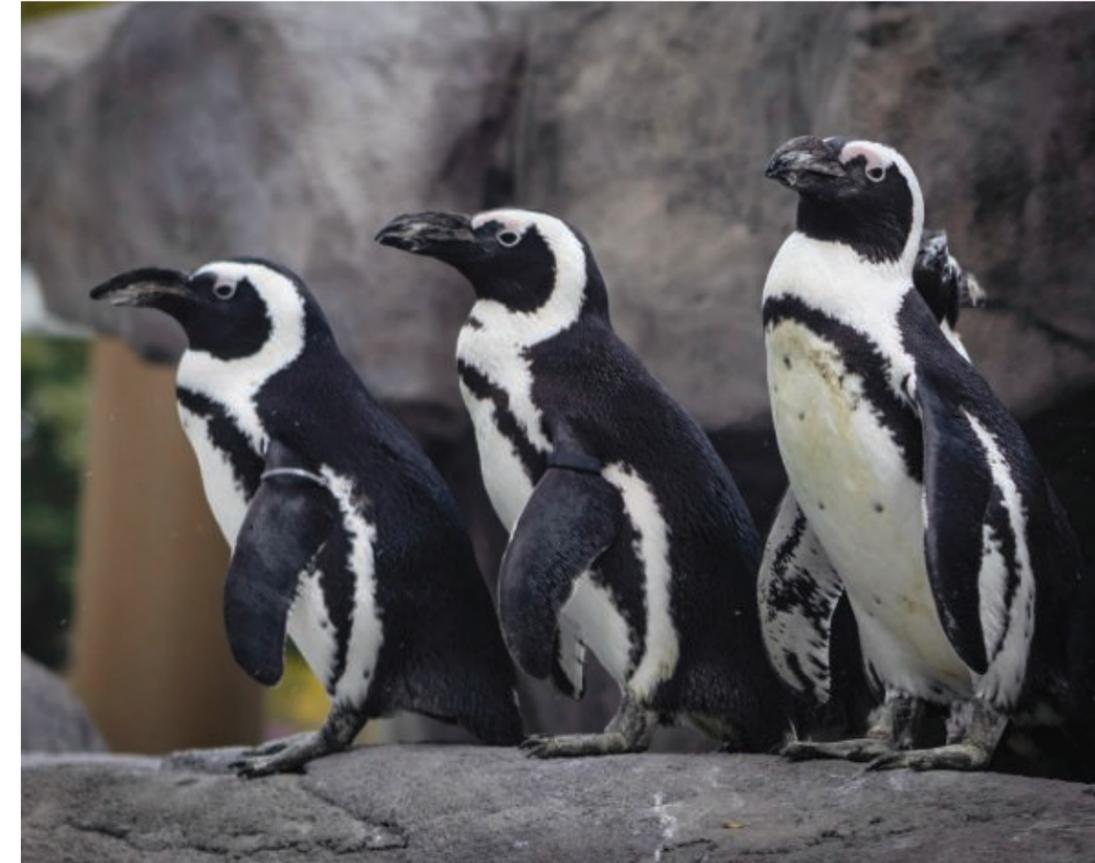
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<https://giving.americanhumane.org>



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 such independent 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 some of the latest victories they have achieved to help preserve Earth’s magnificent and disappearing animals:



WHAT'S BLACK AND WHITE AND LOVED ALL OVER?

Penguins, of course! Endangered in their native range on the southwestern coast of Africa due to pollution, overfishing and other threats, African penguins have always had a safe place to call home at American Humane Certified **Denver Zoo**. Now, visitors are delighted to see their 18 African penguins in their new habitat, Pinnacol African Penguin Point, which includes a 10,000-gallon pool for swimming, multiple burrows and nest boxes, and a variety of hardscape and natural substrates that mimic their Cape of Good Hope origins. Many of the African penguins were born at Denver Zoo and members of the animal care team first traveled to South Africa more than 20 years ago to help save thousands of oil-covered birds after an oil spill threatened their colony, continuing to save and rehabilitate penguin chicks so this beautiful species may survive.



THERE'S NO PLACE LIKE HOME

American Humane Certified **San Antonio Zoo** recently unveiled NEOTROPICA, an immersive environment that recreates the feel of a remote South American fishing village with a unique catwalk system designed for the zoo's jaguars. The walk winds through the Amazonian Aviary, a beautiful rain forest habitat with red-rumped agoutis, black howler monkeys, and birds from the aviary. In addition to creating these beautiful habitats for disappearing creatures, the zoo works in the Peruvian Amazon, Chile, and Mexico to preserve rainforests and protect endangered species and inspires visitors to love and protect animals and the places where they live.

QUICK TO HELP TURTLES

Speed is not something you normally associate with turtles, but in the case of nearly 100 box turtles that were confiscated from an illegal smuggling operation, it was essential. American Humane Certified **Roger Williams Park Zoo** was one of three leading facilities that helped save and treat the turtles, all of whom were dehydrated and many of which were sick. Fortunately, the beautiful animals found expert animal care to help them recover. "Our veterinary, conservation, and animal care departments provided ongoing monitoring and care for the turtles that were transferred to us," said Dr. Kimberlee Wojick, senior veterinarian at Roger Williams Park Zoo. "The removal of these turtles from the wild, and attempted shipment abroad for the pet trade has devastating effects on our wild populations."



AMERICAN HUMANE CEO WINS CONSERVATION PRIZE

For her efforts to conserve endangered species and ensure Earth's biodiversity for future generations Dr. Robin Ganzert, president and CEO of American Humane, the country's first national humane organization, has been awarded the prestigious international "Gorilla Prize".

The Gorilla Prize is awarded annually by Spain's famed Loro Parque, which TripAdvisor has named the best zoological organization in the world, and is intended to highlight environmental responsibility, strategies and actions to conserve disappearing creatures, and the sustainable use of resources. Loro Parque said it wanted to "reward Ganzert's commendable work in guaranteeing the welfare of animals in the different areas in which the organization she presides is active, as well as her work in communicating and raising awareness of the need to help and protect animals in danger, thus contributing to a better world."

American Humane has been working to protect and preserve Earth's species for more than 100 years and is renowned for its work in helping save the Bald Eagle, pushing for international treaties to stop polluting the seas and save birds, supporting the passage of the Endangered Species Conservation Act, the Marine Mammal Protection Act and Endangered Species Act, and advocating against seal hunting, the killing of porpoises by the tuna industry, and many other animal protection initiatives.

Most recently, Dr. Ganzert launched the worldwide Humane Conservation program, a new, global first-of-its-kind initiative solely dedicated to helping preserve disappearing species by ensuring high, science-based standards of welfare for the millions of animals in the world's zoos, aquariums and conservation centers that are serving as arks of hope for rare and endangered creatures. Leading zoological institutions around the world have joined this effort, including Loro Parque, which was the first in Europe to be certified.



“Receiving this important recognition is so special because this award is given by someone for whom I have such tremendous respect,” said Dr. Ganzert. “Wolfgang Kiessling and Loro Parque have given thousands of rare and magnificent animals a helping hand, rescuing and providing a safe place for gorillas, chimpanzees, tigers, panthers, sea lions, orcas, dolphins, penguins and many other animals. In fact, he is responsible for saving ten species from the brink of extinction. All over the world, our animal friends are in dire need as they face what scientists are calling a “Sixth Mass Extinction” in which some one million species are threatened and may disappear forever. Wolfgang Kiessling and Loro Parque have reached out and made alliances with major organizations in the hope that we can turn the tide on the terrible threat facing so many species today.”

To emphasize her point, Ganzert then played a clip from her award-winning new conservation documentary, “Escape from Extinction,” which is reaching audiences worldwide with dramatic facts and footage on how today’s leading zoological organizations are serving on the front lines of conservation and pulling endangered species back from the brink.

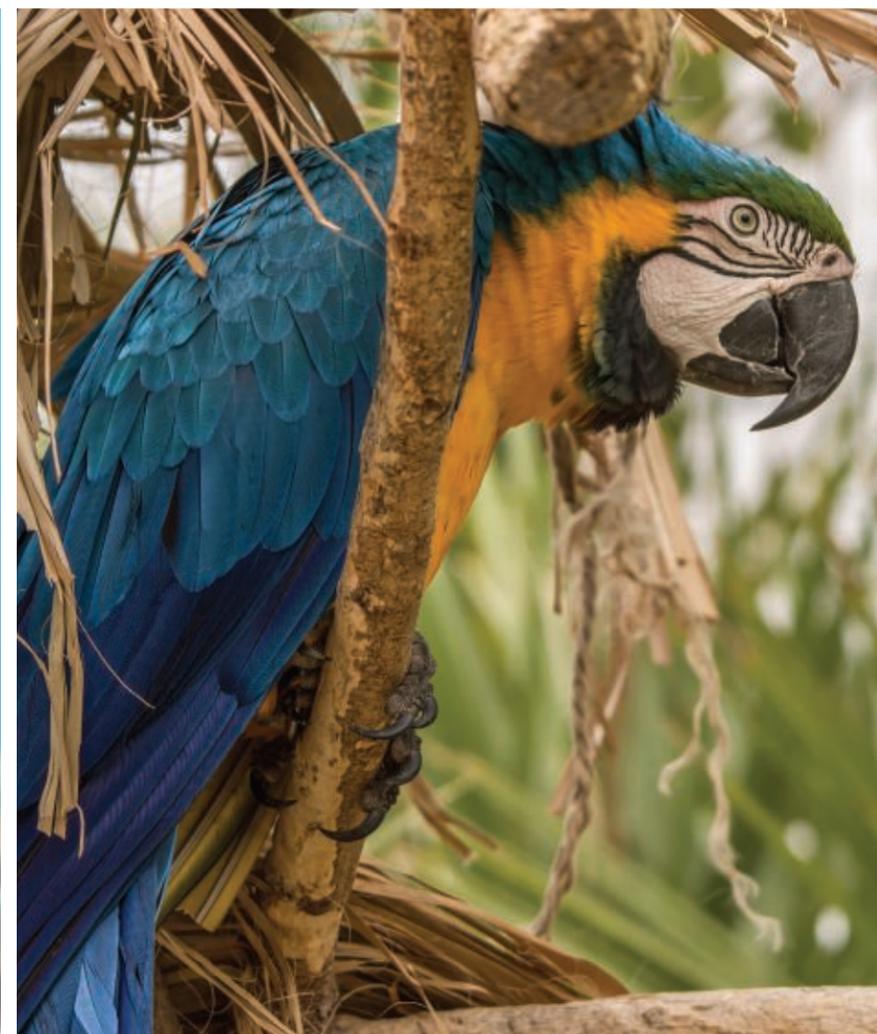
The annual awards, now in their 18th year, were delayed because of the worldwide pandemic and were held at a gala on October 1 at the headquarters of the Presidency of the Government of the Canary Islands, in Santa Cruz de Tenerife, Spain. The event was attended by the founder of Loro Parque, Wolfgang Kiessling; the president of the Parliament of the Canary Islands, Gustavo Matos; the mayor of Santa Cruz de Tenerife, José Manuel Bermúdez; the mayor of Puerto de la Cruz,

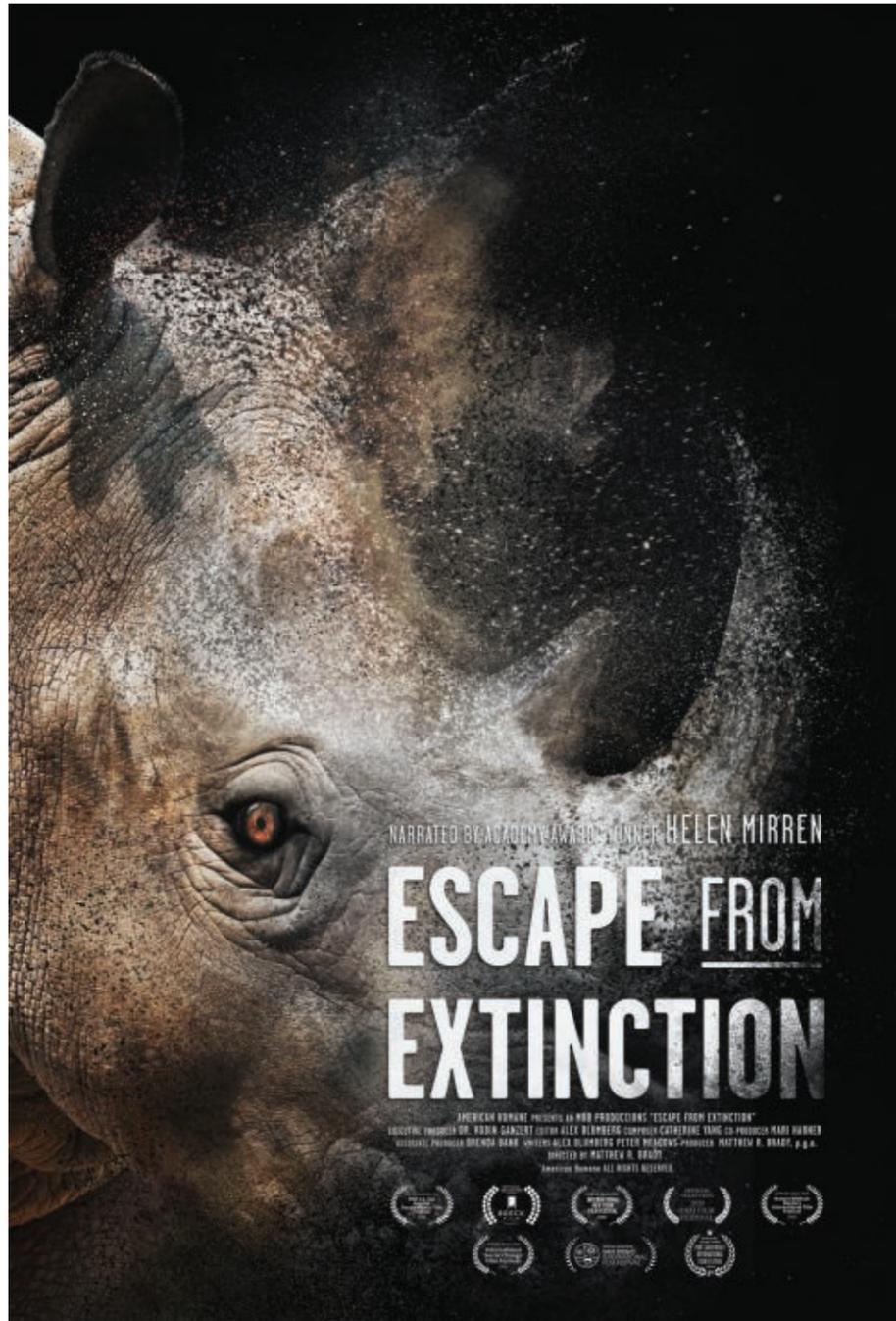
Marco González; the insular councilor for the Natural Environment, Isabel García; the Minister of Tourism of the Government of the Canary Islands, Yaiza Castilla; the vice president of Loro Parque, Christoph Kiessling; and more than 200 guests.

Wolfgang Kiessling highlighted the commitment of the winners of the Gorilla Prize to the protection and conservation of animals and their natural habitats, especially today, when human overpopulation is causing irreversible damage to nature and so many irreplaceable species.

“All this massive destruction leads to the disappearance of species, and we should do everything possible to protect our flora and fauna,” Kiessling said. That is why Loro Parque Fundación, in its more than 27 years of history, has invested almost 23 million dollars in more than 200 conservation projects around the world and highlights through the annual Gorilla Prize truly exceptional efforts to protect and preserve Earth’s remarkable and disappearing species.

“I feel fortunate to work alongside those who are on the front lines of defending the diversity of life on Earth and preserving a biological legacy that we can hand down to future generations,” said Ganzert. “This work is what makes The Gorilla Award so meaningful to me and the larger community of animal lovers, scientists and others who care about our planet and all those living beings who share it with us. Thank you for this significant honor.”





TWO HOLIDAY GIFTS TO SUPPORT EARTH'S ANIMALS

In this season of giving, don't forget to give back to the animals who enrich our world while delighting yourself or another animal lover in your life. Here are two ideas to make the holidays and the New Year extra special:

Escape from Extinction, American Humane's award-winning conservation documentary film narrated by Academy Award winner Dame Helen Mirren is now available to buy or rent on demand on most streaming services. The movie takes viewers on a dramatic trip around the world to explore the imminent disappearance of one million species during the "Sixth Mass Extinction" now taking place. Despite these threats, the film also shows that there is hope as animal experts, conservationists, animal scientists, veterinarians, bioethicists, and others at leading zoological organizations across the globe work to pull endangered and disappearing species back from the brink.

The film was named the "Best Environmental Documentary" of 2020 at DOC LA Los Angeles Documentary Film Festival and has already become a favorite at leading film festivals, receiving hundreds of requests for screenings by conservation organizations, universities and private groups.

Proceeds from the beautifully shot 90-minute documentary, which was directed by Emmy Award-winning Matt Brady of MRB Productions and features music by Grammy winner Lisa Loeb, supports American Humane, helping to further its work to protect animals around the world, including saving, sheltering, and improving the lives of some one billion animals annually.

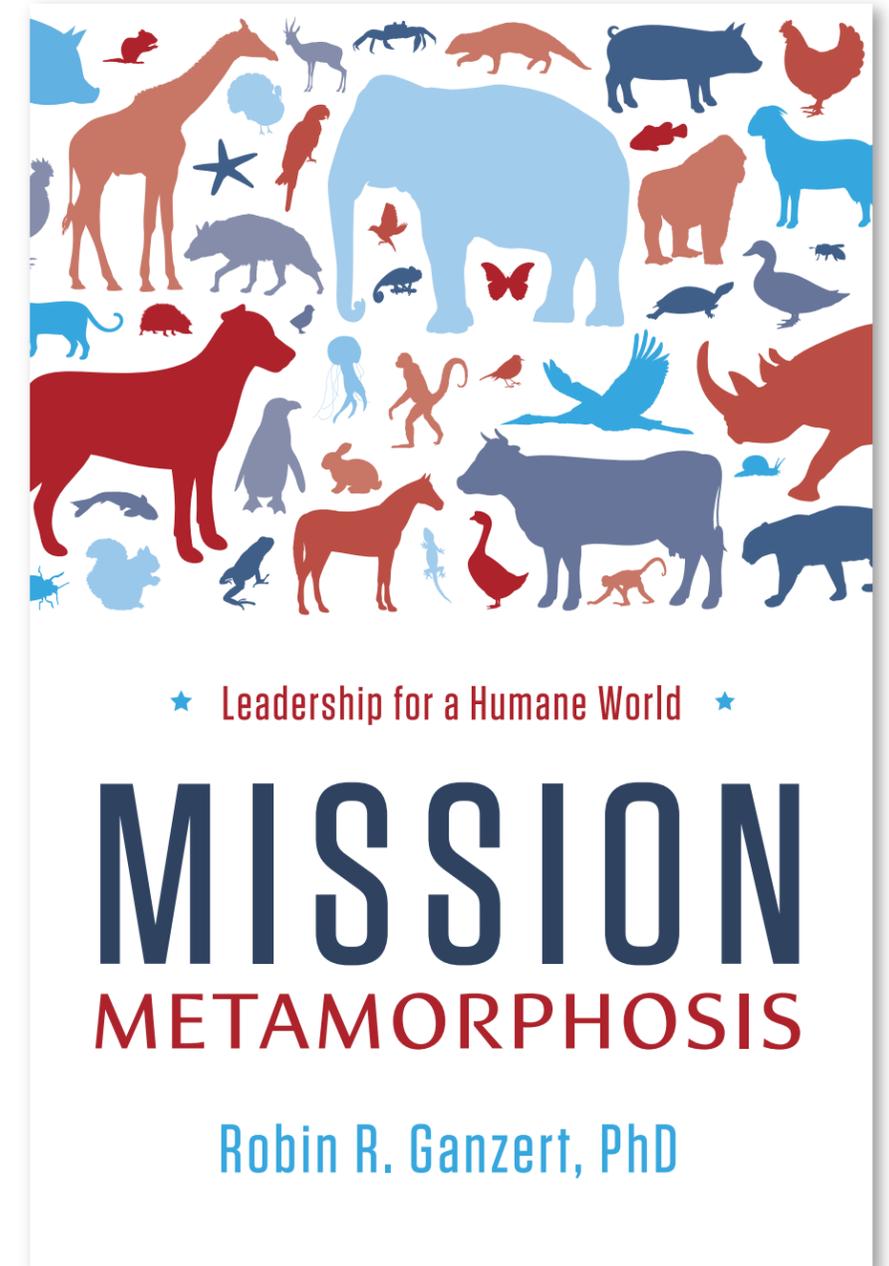
"We are excited to share *Escape from Extinction* with audiences everywhere," said American Humane president and CEO Dr. Robin Ganzert, who conceived and spearheaded the documentary and served as its executive producer. "We hope this important film will inspire people to take action to protect and preserve critical species on the brink of disappearing."

INSPIRATIONAL READING

Whether you're the leader of an organization, someone who loves motivational stories, or just a passionate animal lover like so many of us, there's one book you really should add to your reading pile this fall. *Mission Metamorphosis*, the inspirational guide from American Humane CEO Dr. Robin Ganzert, tells the story of how she not only helped save the world's leading animal charity but increased its reach in helping rescue, shelter, feed and protect vulnerable creatures in every area around the globe by nearly 2,000 percent! *Mission Metamorphosis* debuted as the #1 Animal Rights eBook on Amazon's bestseller list and Goodreads fans gave it an impressive four stars.

The Nonfiction Authors Association gave *Mission Metamorphosis* its Silver Award, saying, "*Mission Metamorphosis is more than the inspirational story of Ganzert's notable achievement of rescuing an important non-profit organization from insolvency by making dramatic changes in the face of truly significant resistance. . . it also strives to be a guide to taking a business approach to Non-Governmental Organizations (NGOs), providing great insight into successfully choosing and creating programs that will transform any business into a focused, sustainable environment. Even readers not in leadership roles will find value in the book's pages and may be enlightened as to how to adapt the model presented to the mission of their own organization.*"

The book, which is filled with poignant stories as well as sound advice for nonprofit leaders on how to achieve mission-driven success, has been included in *Texas CEO Magazine's* monthly roundup of notable books, highlighted on Just Jenny, a nationally broadcast Sirius XM radio show, and included on the 2020 Porchlight Business Book Awards longlist. Best of all, proceeds from book sales go back to American Humane to further its critical work to protect animals around the world. *Mission Metamorphosis* is published through Fast Company Press and available through Amazon, Barnes & Noble, Books-A-Million or your local bookstore. Be sure to get your copy today!





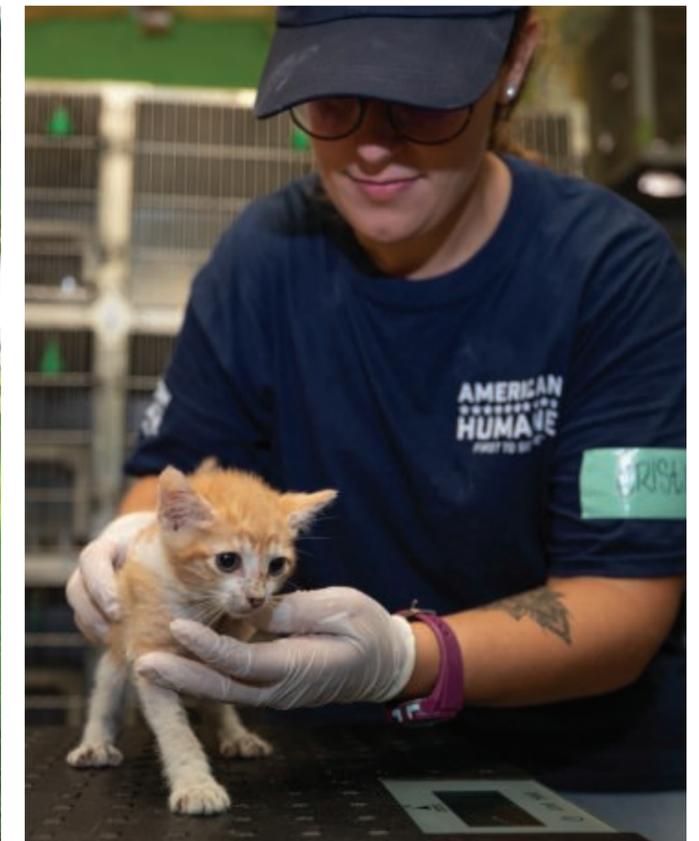
AMERICAN ★★★★★★★★ HUMANE IN ACTION

NEW TV SERIES COMING TO A SMALL SCREEN NEAR YOU

American Humane recently launched its inaugural television series, aptly titled *American Humane in Action*, to showcase the numerous and dynamic ways the historic organization's programs save and improve the lives of animals around the globe.

Hosted by the organization's CEO, Dr. Robin Ganzert, the series features animal movie stars, leading conservationists, frontline rescue workers, veterans helped with service dogs, and those who work to help ensure a humane food supply.

American Humane in Action is available on YouTube and airing on stations in the midwest, New England, New Mexico, South Carolina, Florida, Arizona, California and Georgia, among others. For questions regarding programming and scheduling, please contact info@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, fish 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.



WELCOME OUR NEWEST HUMANE PRODUCERS!

More than nine in 10 Americans say they are very concerned about farm animal welfare, so it is extremely gratifying to see more and more enlightened farmers, ranchers, and producers choosing to uphold and verify rigorous standards for the treatment of animals in agriculture through the American Humane Certified™ program. The program is the first, largest, and most trusted certification effort of its kind in the United States and internationally with more than 8,000 farms, overseeing nearly one billion farm animals. Please join us in welcoming and supporting our newest producers:

SANTA REYES

Santa Reyes is a laying-hen producer with more than 50 years of tradition in producing eggs in Colombia, South America. They have now earned American Humane Certification for their cage-free laying hens. Felicidades!

KALMBACH POULTRY

The Kalmbach family prides itself on being a high-quality producer of specialty eggs in Ohio and is raising hens that are American Humane Certified to our pasture standards.

MARVIN HOCHSTETTER

Marvin Hochstetler is an Amish laying-hen producer from Wisconsin, raising his hens to our American Humane Certified pasture standards.

HEN HAVEN

Hen Haven is a cage-free laying hen farm in Iowa that has American Humane Certification.

To qualify for our American Humane Certified seal, these producers underwent rigorous, comprehensive, and science-based third-party audits to verify compliance with some 200 science-based welfare standards, covering everything from adequate space to proper heating and cooling, lighting, air quality and humane treatment.

To learn more and find a complete list of American Humane Certified producers, please visit www.HumaneHeartland.org.



HUMANE HOLLYWOOD



DOG WHO LOST LEGS BUT NOT HOPE WINS TOP HERO DOG AWARD

Based on more than a million votes by the American public and the deliberations of a VIP panel of dog experts and celebrity animal lovers, Boone, a four-year-old hound mix from Butler, Pennsylvania, who lost two legs but not hope, has been named the country's most heroic canine. Boone, who survived heartbreaking cruelty as a puppy, bested more than 400 other competitors across the country and captured the top title at the American Humane Hero Dog Awards® gala last night. The Hero Dog Awards were held at the Eau Palm Beach Resort and were sponsored by the internationally renowned philanthropist Lois Pope.

"The American Humane Hero Dog Awards were created to honor some of the world's most extraordinary heroes," said Dr. Robin Ganzert, president and CEO of American Humane, the country's first national humane organization. "These courageous canines have gone above and beyond the call of duty, saving lives on the battlefield, comforting the ill and aged, and reminding us of the powerful, age-old bond between animals and people. All seven category winners exemplify what it means to be a hero, and we hope that their stories will inspire people to value our animal friends and recognize how much they do for us every day."

Boone overcame unimaginable cruelty as a puppy, which resulted in the loss of his back legs, when he was adopted by a family with a soft spot for special needs pets. Boone's family had him fitted with a wheelchair to improve his mobility, and he has been a dog on a mission ever since – a mission to

spread his joy to others with his infectious smile and story of resilience. Despite his challenges, Boone's sweet nature and enthusiasm for life make him a perfect fit for his new profession as a therapy dog. Children light up when he enters the room. Boone is also an ambassador for the nonprofit Joey's P.A.W. (Prosthetics and Wheels), which has provided mobility devices to more than 700 dogs in need in Pittsburgh, across the country, and even internationally. Boone and Joey's P.A.W. hope to improve outcomes for dogs with mobility issues in shelters and rescues across the country, as well as perceptions about their adoptability.

For his good work, Boone first won the top title in his individual category, becoming the country's Therapy Hero Dog of the Year, and then, in the last round, won the American Humane Hero Dog Awards' top title of 2021's American Hero Dog.

The star-studded awards gala was hosted by television personality, actor and designer **Carson Kressley**, accompanied by a galaxy of celebrity stars and presenters including popular film and television actress **Vivica A. Fox**, country music legend **Naomi Judd**, **USMC Colonel Scott Campbell (Ret.)**, **Rear Admiral Tom Kearney (Ret.)**, renowned veterinarian **Dr. Marty Becker** and Zoetis EVP and Chief Medical Officer **Dr. Michael McFarland**. Grammy-winning singer **Lisa Loeb** was the musical headliner and additional entertainment was provided by the renowned Alex Donner Orchestra and singer Cande Rivers.

The Hero Dog Awards were created to celebrate the powerful relationship between dogs and people and recognize extraordinary acts of heroism performed by ordinary dogs. The program was aired on nationwide television on Hallmark Drama on October 20 during American Humane's annual "Adopt-a-Dog Month®," a 40-year-long effort to help get more of the millions of beautiful animals left in shelters each year into forever homes.

The final winner is chosen through public voting after passing through previous rounds in which candidates must prevail through a combination of public votes and voting by a panel of animal advocates and celebrity judges, including Kristin Chenoweth, Erik Estrada, Danielle Fishel, Daniel Henney, Naomi Judd, Dr. Michael McFarland, Barbara Niven, Jon Ondrasik, Mark Penning, Alison Sweeney and Ariel Winter.



Here are the official nominations of the other winners, as told by their handlers and owners:



2021 SHELTER HERO DOG OF THE YEAR (SPONSORED BY LULU'S FUND)

Deputy Chance (Cape Coral, Florida) – Chance was a victim of animal abuse in Lee County, Florida. The Lee County Sheriff's Office investigated the animal cruelty case and used forensics evidence to identify a suspect and subsequently get a conviction. Chance was adopted by Lieutenant Castellon and deputized by Sheriff Carmine Marceno. Deputy Chance is the spokesdog for the public affairs unit at the Sheriff's Office. Deputy Chance was also named a Good Will Ambassador by the county commissioners. He regularly visits schools, hospitals, and community events. He promotes good will, has become an advocate against animal cruelty and helps promote adoption of shelter pets. Deputy Chance is the face of the Deputy Dogs Person Patrol program in Lee County, Florida.



2021 MILITARY HERO DOG OF THE YEAR

SSG Summer (Mt. Airy, Maryland) – My retired canine partner's name is Staff Sergeant Summer, a 10-year-old female Labrador. Summer retired from the Marines Corps in 2013 as a Military Working Dog and proud war dog. She most recently retired as a Police Explosive Detection Dog after serving proudly for seven years. While deployed, she conducted a substantial number of routine patrols, searching for and positively identifying countless weapons caches and improvised explosive devices, swept and cleared routes for the troops and was involved in numerous fire fights with insurgents. Summer put her life on the line to protect, defend and save the lives of countless troops. As a result of these exposures in war zone environments and other traumatic events that Summer experienced in Iraq and Afghanistan, she was diagnosed with canine PTSD in December 2015. She copes with this condition daily. For her heroic, extraordinary valor and service to our country, Staff Sergeant Summer received the PDSA Commendation Award in July 2017 and the Lois Pope K9 Medal of Courage on Capitol Hill the following year. In retirement, SSG Summer continues to serve her country and fellow veterans by visiting them at the Charlotte Hall Veterans Home, located in St. Mary's County, Maryland. The veterans who reside at that location truly admire her story of service and enjoy the love and pats as she walks through their rooms.

2021 SERVICE HERO DOG OF THE YEAR

Sobee (Holt's Summit, Missouri) – Once living hopelessly and suffering from human neglect with only two days left on the euthanasia list in an overcrowded shelter in Georgia, Sobee is now living a purposeful life with her combat veteran in Missouri. Sobee was rescued in 2016 by K9s on the Front Line and began her training as a service dog for a veteran seeking rescue to complete the daily tasks that each of us commonly engage. Jason Howe, a disabled combat veteran in Missouri, was secretly fighting the internal demons of PTSD and addiction after returning from two deployments in the U.S. Navy. While Jason spiraled into a dark place, he found himself in Maine, talking with a high school friend who introduced him to Dr. Hagen of K9s on the Front Line, a non-profit organization that rescues/trains service dogs for combat veterans. Sobee and Jason were paired together in 2016 and an instant bond was built between them. Jason began to feel the weight lift off his chest and he now had a sense of responsibility with Sobee by his side. Jason would put two feet on the ground each day instead of covering up in bed and self-medicating. Sobee is trained to assist Jason with panic attacks and watch over Jason when he is in public places. Sobee has also been the reason Jason found himself assisting and training service dogs for K9s on the Front Line's Missouri chapter. The bonded pair are paying it forward by successfully training service dogs for veterans.



2021 GUIDE/HEARING HERO DOG OF THE YEAR

Henna (Albuquerque, New Mexico) – I am deaf and legally blind. Henna, my amazing guide dog, has given me the freedom of travel and saves my life on a daily basis. She is an extension of my body, becoming my eyes and ears. Last year, while simply crossing a familiar intersection, I was nearly crushed by the trailer of an 18-wheeler. It was a sunny warm spring day and I was waiting with Henna to cross the road. After a few moments, Henna's ear flick indicated it was our turn. I gave the forward command and we started crossing towards the opposite corner. We had reached the midway point when Henna suddenly backed up. She reversed so fast I knew instantly something was wrong. Her movement was strong, sure and deliberate, while ensuring I was not going to trip or fall. When Henna slowed enough for me to take in my surroundings, I could see a large truck was now completing a left turn in front of us. No more than five feet away, the trailer wheels rumbled where Henna and I were only moments ago. After the trailer passed, she guided me safely across to the opposite curb without me prompting her. Despite me being in shock from almost being hit, Henna continued to perform her job perfectly. To this day, I can still see the trailer's reflective strips in front of me and know that this was only one of many times she saved my life, while allowing me freedom. She continues to confidently guide me and acts as if it had never happened. I can almost see in her face and hear in her voice, "I got you, mom! Just follow me."

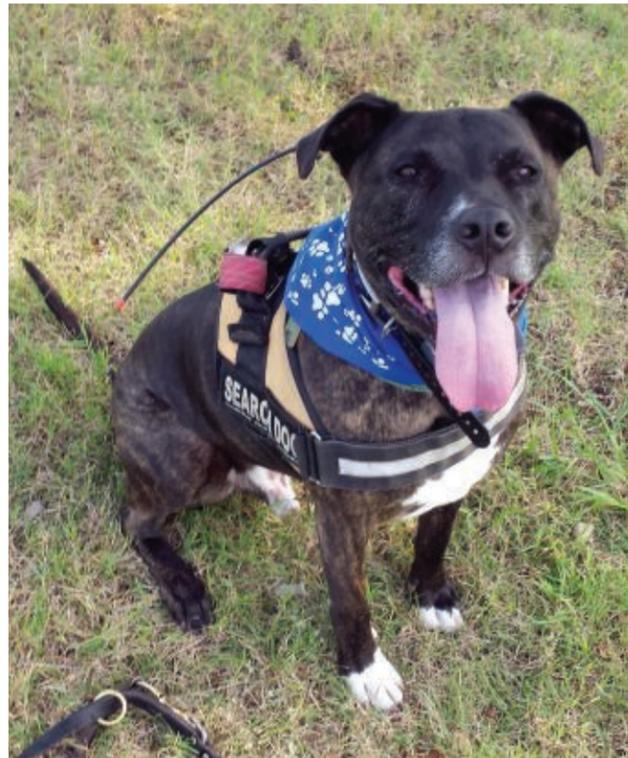




2021 LAW ENFORCEMENT AND DETECTION HERO DOG OF THE YEAR

K-9 Hansel (Millville, New Jersey) – K-9 Hansel was only 7 weeks old when he was seized from an alleged dog-fighting ring in Ontario, Canada. He never fought. He along with 20 other pit bulls were slated for euthanasia. After a 2-year-long battle with the Ontario courts, Hansel was then transferred to the Dogs Playing for Life shelter down in Florida. Throw Away Dogs project was then notified of a potential working dog candidate for their program. Hansel was accepted into the program for more training. The Millville Fire Department was looking for an accelerant detection K-9 and Hansel was a perfect fit. Hansel and I went through 16 weeks of scent training and we were later certified as an arson detection team. I believe that Hansel is the first pit bull certified in accelerant detection in the United States. Hansel can recognize 14 different ignitable liquid odors. He really is the best partner and a rock star. He was also honored as

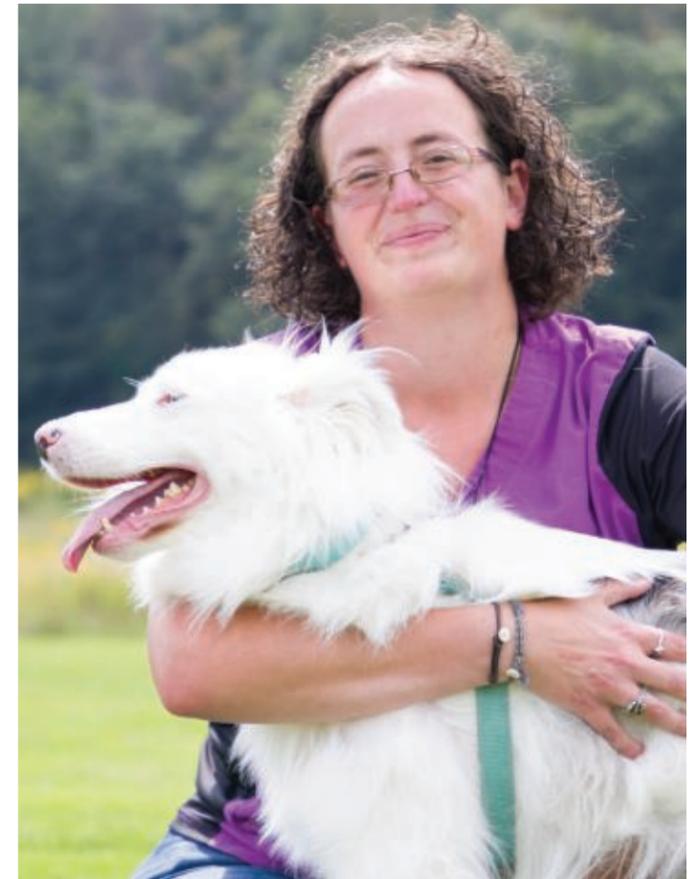
one of the dogs of the year featured on the CW network. If you Google K-9 Hansel you can see all the obstacles he has overcome and learn about his story in more detail. Thank you for reading and considering Hansel.



2021 SEARCH AND RESCUE HERO DOG OF THE YEAR

Little Man (Oklahoma City, Oklahoma) – All dogs are heroes, but Little Man takes it to a new level. NASAR-certified, he ranges off-leash for a specific human scent, articles or human remains. His joyous spirit and amazing work ethic have won him friends with law enforcement and SAR personnel in multiple states. But his story did not begin well. In 2013, a monster tornado ground the city of Moore, Oklahoma into rubble. The carnage was terrible. Molly Gibb, a professional SAR volunteer, worked with animal control and the American Humane Rescue team to meet the animal response needs. Five days after the storm, a tiny pit bull puppy was found buried. It was a miracle that he survived. He came to be known as Little Man. When he went unclaimed, Molly adopted him as she thought he had something special. His intelligence, drive, curiosity, athleticism and upbeat nature made him a great candidate for search and rescue work. Little Man's trainability, determination and affinity for people epitomizes just what can make many pit bulls great working dogs. He balances SAR training

and deploying with participating in youth programs and serving as a neutral helper dog for shelter and adjudicated dogs in need. For him, searching is a great game, but in reality it can mean life or death. In 2020, he found a missing traumatized assault victim alive, bringing his life full circle. He has grown from tornado survivor to hero and has fully blossomed in public service, eagerly paying it forward by helping families and communities in crisis and graciously welcoming their love in return.



NATION'S VETERINARY HEROES ALSO HONORED

Animals were not the only ones honored. Because we all know that behind every hero pet is a hero vet or vet nurse, American Humane also announces each year the winners of its nationwide Hero Veterinarian and Hero Veterinary Nurse Awards. Dr. Mary Kate Lawler from Houston, Texas was named 2021's American Hero Veterinarian, and Jill Elston of Milan, Pennsylvania, was declared 2021's American Hero Veterinary Nurse.

"We are so pleased to help shine a light on two outstanding veterinary professionals who go above and beyond to provide essential veterinary care to animals in need," said Tara Bidgood, DVM, PhD, DACVCP, Executive Director, Veterinary Professional Services and Medical Affairs, Zoetis Petcare. "Dr. Mary Kate Lawler has helped prevent suffering through overpopulation and neglect on a massive scale and veterinary nurse Jill Elston exemplifies caring and compassion professionally and in her personal life. They are both truly heroes."

"Veterinarians and veterinary nurses are heroes to the animals they serve and these awards are an effort to recognize the best of the best," said Dr. Robin Ganzert, American Humane president and CEO. "Dr. Lawler and Ms. Elston are remarkable animal welfare advocates, and we are proud to honor their work in aiding the animals living in their communities. We also want to give special thanks to our friends at Zoetis Petcare for sponsoring this national campaign to recognize the achievements of the veterinary community."

And Thanks to Sponsors

Finally, American Humane recognized those who support the Hero Dog and Hero Vet Awards and made them possible. "We thank the many generous sponsors who have helped shine a light on these heroes," said Dr. Ganzert. "Our deepest thanks to Hero Veterinarian and Hero Veterinary Nurse Awards sponsor Zoetis Petcare, Shelter Hero Dog sponsor Lulu's Fund, our broadcast partner Hallmark, and American Airlines, the official airline of the 2021 Hero Dog Awards. Dogs may be our best friends, but these caring organizations are theirs."

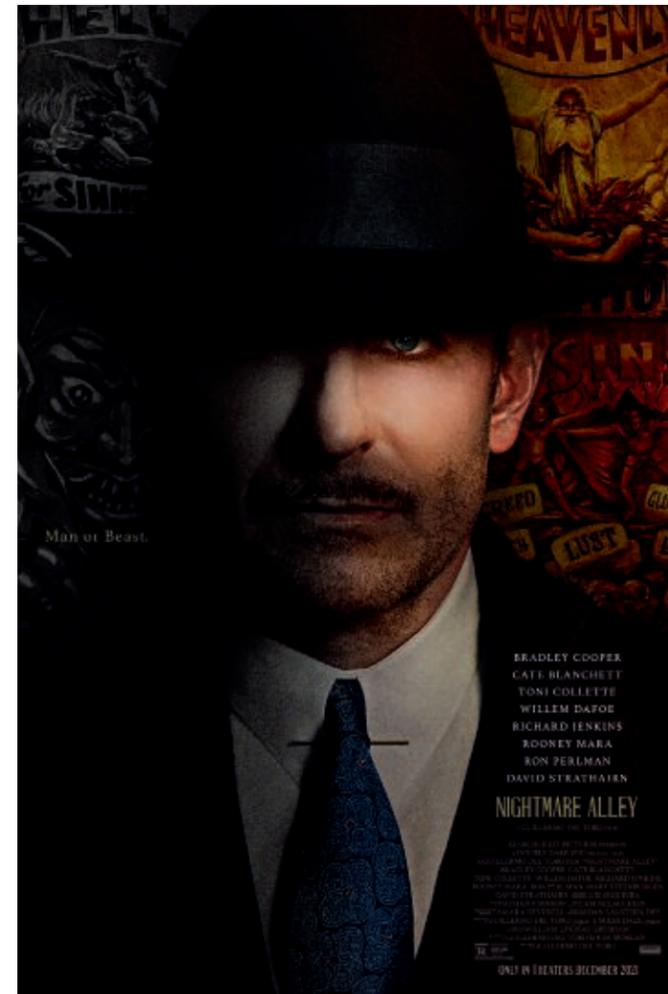
WHAT'S NEW (AND GOOD) TO WATCH

Here are some fantastic new movies that will not only transport you but also feature a variety of wonderful animal actors. We're proud to say that American Humane was on set for all these films and that all earned our famed "No Animals Were Harmed®" certification:



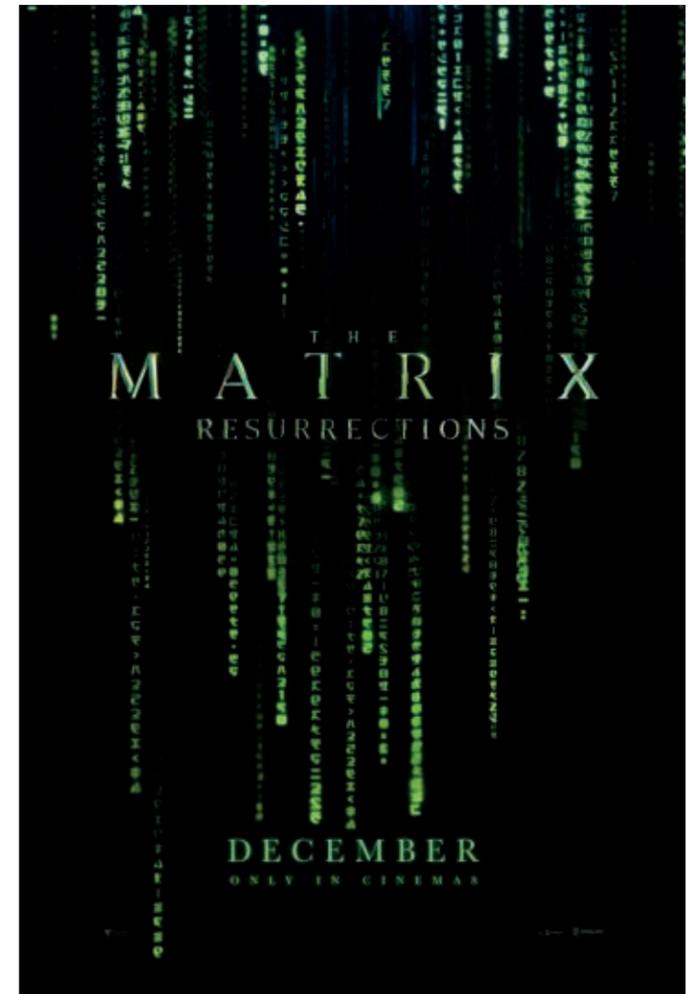
THE ETERNALS

Based on the popular Marvel comic book, *The Eternals* is about an alien race from thousands of years ago who return to Earth to protect the planet from the evil Deviants. Directed by Academy Award winner, Chloe Zhao (*Nomadland*), *The Eternals* features venerable actors such as Angelina Jolie, Gemma Chan, Richard Madden and Kumail Nanjiani. There are also amazing animals co-stars throughout the film, including horses, chickens, goats, alpacas and camels! American Humane worked very hard with production in locales as diverse as London and the Canary Islands to protect our four-legged compatriots. As a result, *The Eternals* earned our greatest honor, the No Animals were Harmed end credit.



NIGHTMARE ALLEY

Director Guillermo Del Toro's newest thriller, *Nightmare Alley*, has all the Academy Award winner's trademark tropes regarding monsters living in society. However, the monsters aren't literal like the fish-man in *The Shape of Water*. This time, the monsters are deeply embedded in our souls. The monsters are us! Set in the 1940s, *Nightmare Alley* is about a drifter, Stanton (Bradley Cooper), who ends up in a traveling carnival. After learning the art of conning and manipulation, he gets involved with a psychoanalyst (Cate Blanchett) who's as mysterious as one of his cons. As you'd expect in a movie set in a circus during the '40s, *Nightmare Alley* features animals such as horses, chickens, goats and snakes. Luckily, no con here! American Humane was on set every inch of the way to make sure the animals were safe and happy! We're happy to report that *Nightmare Alley* earned our full certification.



THE MATRIX RESURRECTIONS

The Matrix is back! As you'd expect from the sci-fi series, *The Matrix Resurrections* has action aplenty, mind-boggling theories and bonkers storylines. But more importantly, there is a cute cat! This exciting sequel finds our hero, Neo (the consistently cool Keanu Reeves) living a normal life in the city. Well, that's until he encounters his old compatriot Trinity (Carrie-Anne Moss), which sets off a series of events that sends them back down the rabbit hole! Production used several cats for the role of the star you see in the movie, and American Humane is honored to report that all those cats were treated like Hollywood royalty. Make sure to take the blue pill and take the journey with Neo, and don't forget, *The Matrix Resurrections* earned our highest accolade – No Animals Were Harmed®!

HOW YOU CAN HELP



For 144 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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