

AMERICAN★HUMANE

FIRST TO SERVE®

SPRING 2023 NEWSLETTER



LETTER FROM THE PRESIDENT AND CEO

Friends –

Spring has sprung and warm weather is returning across the country—allowing animals, their human companions, and caretakers to enjoy the fresh air even more than they usually do. As our furry friends step outside, American Humane is stepping up its work to make the world an even kinder place for animals.

Over the past few months, American Humane Rescue Teams have traveled to areas devastated by natural disasters—helping to care for misplaced and injured animals while working to reunite them with their loving families. Our deployment in Georgia was a huge success, where we cared for more than 130 pets whose lives were thrown into chaos after multiple tornadoes ripped through the state. And most recently, our teams wrapped up a similar effort in Tennessee.

American Humane also continued to honor the strong animal advocates and conservationists that have poured their blood, sweat, and tears into the movement.

After collecting more than 21,000 signatures, we are embarking on a campaign to create National Betty White Day, which I believe is a wonderful way to celebrate the legacy of a spirited philanthropist, animal lover, and trailblazer in the entertainment industry. In February, the signatures were delivered to Capitol Hill—one of many steps we are taking to make the national holiday a reality.

In March, I traveled to South Africa to present the Global Humanitarian Award to Adrian Gardiner, a lifelong conservationist. Through his tireless work in the region that spans decades, Adrian has altered the trajectory of numerous species in Africa for the better. No one is more deserving of our recognition.

I am also excited to announce that we are off to the races for the 2023 Hero Dog Awards to honor our four-legged friends. Nominations are now open for the country's animal lovers to submit what are often ordinary dogs that do extraordinary things—including saving lives on the battlefield, lending their human best friend with sight or hearing, and overall contributing to the well-being of people.

I hope you enjoy our latest stories of compassion, hope, and love. As always, thank you for making the amazing work accomplished by American Humane possible.

Sincerely,



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



SAVING
EARTH'S
ANIMALS

AMERICAN HUMANE ADVOCATES FOR RECOGNITION OF BETTY WHITE DAY



Earlier this year, American Humane launched a petition campaign to recognize January 17 (Betty's birthday) as National Betty White Day. As a long-time friend and supporter of American Humane, Betty's contributions to animal welfare will be celebrated for decades to come. To help drum up support, American Humane launched a letter to the editor campaign with the aim of driving petition signers. The letters ran in more than a dozen outlets.

On February 28, American Humane delivered 21,000 petitions to Congressman Gus Bilirakis' office on Capitol Hill where we asked him to help make the campaign's goal a reality. We thank Congressman Bilirakis for his help in our effort to cement Betty's legacy forever.

Stay tuned for more on #BettyWhiteDay.



Check out a video here.

The News-Gazette

January 15, 2023

Letter to the Editor Carry on humane legacy

Jan. 17 is Betty White's birthday. And as we celebrate her life, many remember her exceptional acting career, warm personality and deep love for animals. Betty devoted much of her life to animal activism. She spent decades serving as a board member of American Humane, the country's first national humane organization.

Betty supported American Humane's "No Animals Were Harmed" program, which protects animals in film and television — combining her two biggest passions. She even chaired the now 106-year-old national campaign to recognize "Be Kind to Animals Week" — the most successful humane education campaign and the oldest commemorative week in U.S. history.

Now it's time to show our appreciation. That's why, to honor the life of such an outstanding woman, American Humane has launched a campaign to recognize Jan. 17 as National Betty White Day.

Each year on #BettyWhiteDay, Americans can express their appreciation for Betty's contributions and carry on her legacy by showing love to animals in need and working to conserve earth's magnificent species.

OUR FIGHT AGAINST EXTINCTION IS ONLY BEGINNING



In March, American Humane published an op-ed in *The Hill* highlighting the 50th Anniversary of the Endangered Species Act—legislation that American Humane championed and helped push through. The law has undoubtedly changed the trajectory of species throughout the United States, progress that has been documented by conservationists. But much work remains.

THE HILL

March 16, 2023

50 years after the Endangered Species Act, our fight against extinctions is only beginning

By: Robin Ganzert and Jon Paul Rodríguez

It has been 50 years since the Endangered Species Act became law, undoubtedly changing the trajectory of species throughout the United States. Conservationists are documenting tremendous progress, but much work remains.

NPR recently reported that Florida’s wood stork “may soon fly off the endangered species list.” Following habitat restoration, the bird’s population has more than doubled since the 1980s. Similarly, Fender’s blue butterfly — a gorgeous critter once thought to be extinct — has fluttered off the endangered species list after the insect’s population has nearly quadrupled since 2000.

While these successes should be celebrated, it is not an indication that we should take our foot off the pedal. Much work remains; not only to protect the gains we have made but also to ensure we save the thousands of other species that are at risk of extinction.

Earth is tragically in the midst of its sixth mass extinction. More than three-quarters of Earth’s species could disappear within the next 300 years. And while the previous five extinctions were the result of natural changes, humanity is playing a starring role in this one.

Alarmingly, roughly 1,000 species have been declared extinct — which may have triggered food chain domino effects that are difficult to stop. Every other species that relied on their existence will struggle because of the disappearance. In fact, a recent Reuters headline read, “Extinction crisis puts 1 million species on the brink.”

Very few places left on Earth are still truly “wild” habitats. Civilization has forced entire ecosystems into smaller and smaller geographic areas. If we are not cautious about the balance within Earth’s populations, we could create irrevocable alterations to the global ecosystem.

These extinctions are not limited in their devastation to the animal kingdom — plants and fungi are also in decline. Our food supplies depend on many at-risk species for pollination, healthy soil and other nature-based processes. Indeed, global food security relies upon biodiversity.

Fortunately, many brilliant people have dedicated their lives to protecting endangered species and ecosystems. And in the same way that biodiversity sustains the quality of the water we drink and the air that we breathe, targeting extinction requires a diverse pool of resources.

Today, conservationists receive support from policymakers through grants and legislation, from philanthropies through foundation contributions, as well as from the public through individual donations. Universities fund important research and educate the next generation of conservationists. Zoos, aquariums and botanical gardens lead important conservation efforts in the wild while also exposing the public to animals, fungi and plants they would never typically encounter — opening up hearts and minds to the wonders of the living world and reinforcing the value of sustaining it.

Conservation is some of the most important work done on this planet, but much of it goes unnoticed. And with all the immediate problems our world faces — from wars to earthquakes — it can be difficult to turn the spotlight on this issue. But extinctions are not a future problem; they’re happening around us every day.

Our world sits in fragile balance and every extinction tilts the scales closer to catastrophe. Conservation must not take a back seat to whatever short-term headline is attracting clicks.

The Endangered Species Act may have been on the books for 50 years, but our fight against extinctions is only beginning. Lawmakers must start asking themselves what more can be done to ensure humanity is part of balanced ecosystems for centuries to come.

Robin Ganzert, Ph.D., is the CEO of American Humane, the nation’s oldest animal welfare organization, which awards the annual Wolfgang Kiessling International Prize in conservation.

Jon Paul Rodríguez, Ph.D., is the chair of the IUCN Species Survival Commission and the 2022 recipient of the Kiessling Prize.

Leave a Legacy of Compassion

Since 1877, we have been dedicated to rescuing and sheltering animals in need, providing support during disasters, and advocating for stronger animal welfare policies.

Your visionary plans can ensure that animals will be protected and cared for long into the future. Contact us to learn more about how your planned gift can make the difference of a lifetime. Call 1-800-227-4645 or email Heather Miller at HeatherM@AmericanHumane.org. Your legacy can change the lives of countless innocent animals in need.



AMERICAN HUMANE
FIRST TO SERVE®



AMERICAN HUMANE PRESENTS 2023 GLOBAL HUMANITARIAN AWARD

On March 9, 2023, American Humane—the United States’ first animal welfare organization—was in South Africa to present the Global Humanitarian Award to Adrian Gardiner, a lifelong conservationist, co-founder of the Community Conservation Fund Africa, chairman of the Mantis Group, and founder of the Shamwari Game Reserve. Through his tireless work in the region that spans decades, Adrian has altered the trajectory of numerous species in Africa for the better.

Only a handful of heroes have received the American Humane Global Humanitarian Medal. Previous recipients include the late actress and animal lover Betty White, world renowned conservationist Wolfgang Kiessling, and international musician Naomi Judd.

“Adrian Gardiner has proven himself to be a lifelong conservationist and champion of animals,” said Dr. Robin Ganzert, President and CEO of American Human. “His work has changed the course of history for countless species in Africa and around the world. I am in awe of Adrian’s commitment to making the world a kinder place for animals and am thankful for all the other conservationists he has inspired along the way to take up the fight. No one is more deserving of this award.”



CALIFORNIA LAWMAKERS MUST PRESERVE THE STATE'S UNIQUE ECOLOGICAL DIVERSITY

In April, American Humane published an op-ed in *The Times of San Diego* putting a fine point on the importance of conservation, especially in California—a state that enjoys one of the most diverse ecosystems in the country. More than 6,000 species of plants and animals call the Golden State home.



California Lawmakers Must Preserve the State's Unique Ecological Diversity

By: Robin Ganzert

California enjoys one of the most diverse ecosystem systems in the continental United States with more than six thousand species of plants and animals calling the state home. Conservation should be a priority regardless of where you live, but California has a unique role to play in protecting our planet's natural beauty.

Unfortunately, the state is experiencing some high-profile setbacks.

The sunflower sea star — a large starfish that can span up to three feet from tip to tip — is now threatened with extinction. Once thriving up and down the Pacific coast, the aquatic creature's population has been gutted by more than 90 percent since 2013. The collapse is also believed to be triggering a domino effect that is compromising California's kelp forests —threatening further ecological damage.

The California spotted owl is another animal of concern. According to the U.S. Fish and Wildlife Service, this bird of prey is being “impacted by high-severity fire, tree mortality, drought and barred owls.” As we mark the 50th anniversary of the Endangered Species Act, these are reminders that we need to double down on conservation efforts.

Overall, some 500 species have gone extinct globally over the past decade. And scientists warn that more than one million more are on the verge of dying out. Although not caused by humans alone, residential and commercial developments are stretching further and further into natural habitats.

The U.S. Forest Preserve estimates 6,000 acres of land are lost daily as urban and suburban areas expand. California alone has lost more than one million acres of natural land over the past two decades.

But it is not time to abandon hope.

Combined with renewed efforts from policymakers, the Endangered Species Act — which passed in 1973 under President Nixon and was championed by my organization,

American Humane — provides us with the tools to slow and even reverse the risk of wildlife extinction. Under the statute, specific species are placed under government protection to stave off depopulation and help restore numbers, saving an estimated 300 species to date.

The U.S. Supreme Court once described it as, “the most comprehensive legislation for the preservation of endangered species enacted by any nation.” And over the past five decades, the law has acted as a lodestar for policy both in California and around the country.

The California spotted owl was recently granted protections under the Endangered Species Act, and may see its numbers recover. And the San Clemente Island paintbrush — an adorable little bird that once found itself in a similar situation as the spotted owl — has avoided extinction with the help of the Endangered Species Act.

It is a testament to the real-world positive impact the law provides.

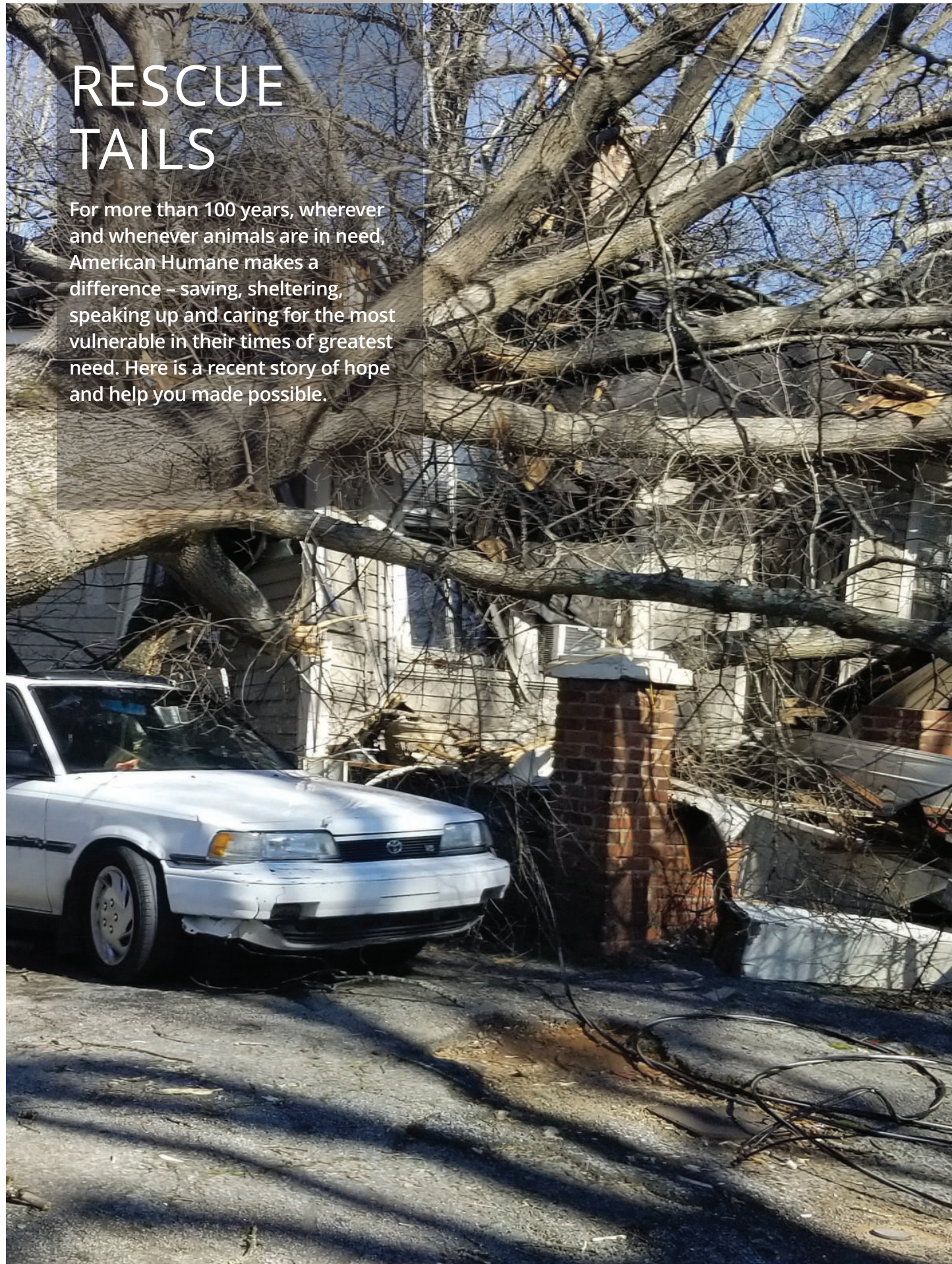
So, where do we go from here? Conservation must become and remain a priority for state and federal lawmakers. While the issue may not pack the punch of a hot button news topic, it can easily become a slow-moving car crash that threatens to send the carefully balanced ecosystem spiraling out of control.

The Endangered Species Act has been on the books for 50 years. But we cannot take our foot off the accelerator. California policymakers need to ask themselves, what more can they be doing to preserve the natural beauty of the Golden State for generations to come?

Robin Ganzert is president and CEO of American Humane, the country's first national humane organization.

RESCUE TAILS

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



AMERICAN HUMANE DEPLOYED TO GEORGIA FOR ANIMALS IN NEED

After multiple tornadoes ripped through Georgia, American Humane sent a rescue team to assist on the ground. The team worked alongside Spalding County Animal Care and Control and coordinated closely with the Georgia Department of Agriculture, and Atlanta Humane to provide temporary emergency shelter for rescued animals.

As the country's first national humane organization, we have been at the forefront of helping animals in need after nearly every major war or natural disaster since WWI. Following our "First To Serve" mission that has powered our programs for more than 145 years, American Humane's rescue team completed its first deployment of 2023, responding to the destruction caused by multiple tornadoes that tore through Georgia's "Tornado Alley" on January 12.





Establishing its base in Spalding County, GA, the American Humane Rescue Team deployed for nearly three weeks to assist our partners in running a temporary emergency animal shelter and care for more than 130 missing and displaced pets.

During deployment, the team evaluated and facilitated medical care in the temporary emergency shelter, reunited pets with their owners, and collaborated with local officials and rescue organizations to help displaced animals find permanent homes.

A scared and displaced dog named Rusty arrived at the temporary shelter on January 26 with a neck wound. The team secured Rusty an appointment with a local veterinarian where he was prescribed

an antibiotic for his injuries. Rusty made great strides over the next few days in the loving care of our team. After he completed his mandatory hold at the emergency shelter, the volunteers noted that Rusty was doing well and ready to find his new forever home.

Another innocently displaced pet named Daisy Mae arrived at the shelter. Her owner suffered severe injuries from the tornados and was treated at a nearby hospital. While she was recovering, the rescue team provided endless love and comfort to Daisy Mae. After 18 days apart, Daisy Mae was reunited with her owner!

Let's not forget Waffles who was found in a wreckage caused by tornadoes that hit Spalding County, Georgia. The American Humane rescue team provided care at the temporary emergency shelter where they discovered Waffles required immediate specialized care for a badly fractured leg, as well as for injuries from previous neglect. He was able to receive the best medical care because when disaster strikes, American Humane strives to help ensure the safety, welfare, and well-being of animals in need.

American Humane could not perform this transformational rescue work without support from people across the globe, and the Rescue Team will continue its mission to be "First To Serve" the beautiful creatures impacted by this devastation.

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.

VA'S NEXT MENTAL HEALTH PROGRAM SHOULD HAVE FOUR LEGS

In February, American Humane published an op-ed in the *Boston Herald*—as well as seven other newspaper outlets—urging the Veterans Administration to provide veterans struggling to cope with civilian life a service dog. Several studies suggest that our four-legged friends provide invaluable support and comfort to veterans facing mental health issues.



February 15, 2023

Ganzert: VA needs mental health program with 4 legs

By: Dr. Robin Ganzert

Our military heroes recently got some much-welcomed news from the Veterans Administration: Emergency mental health care is now entirely free for veterans facing suicidal thoughts.

Now, veterans can seek emergency mental health treatment at any healthcare facility free of charge, even if they are not enrolled in the VA system.

This is undoubtedly good news. The veteran suicide rate — estimated to be as high as 24 deaths per day — is one of the most devastating issues facing our country. Any effort to address this heartbreaking problem is a step in the right direction.

But far more can be done to help veterans long before they face an emergency crisis. And the VA currently fails to fund one of the most effective mental health treatments on the market: Service dogs.

Several studies have confirmed what veterans have anecdotally said for years: Service dogs provide invaluable support and comfort to veterans struggling with their mental health.

One recent study published in *Frontiers in Psychiatry* found that veterans and first responders with post-traumatic stress demonstrated significantly fewer PTSD symptoms after working with service dogs. This included everything from better sleep to lower levels of anxiety.

There are many reasons service dogs improve the quality of life for veterans. Interactions between dogs cause a release of oxytocin — a hormone that decreases negative emotions — in the human brain. Service dogs can help facilitate social interactions, minimizing isolation. Working with service dogs instills a sense of responsibility and self-efficacy, two factors that help reduce depression. Having the dog present can help veterans suffering from flashbacks remain present and know that the danger is no longer there. Even taking the dogs for a walk is an exercise that can help release positive endorphins.

At American Humane, we've seen these benefits firsthand.

Through our Pups4Patriots program, we've trained service dogs to help meet all the needs of veterans struggling with post-traumatic stress and traumatic brain injuries. Each dog completes a program developed by a scientific advisory committee of scientists, veteran experts, mental health professionals, animal welfare specialists, veterinarians, dog trainers and other key advocates before being teamed up with their veteran partner.

The dogs are nothing short of remarkable. And the benefits they bring to their veterans are undeniable.

Studies analyzing the benefits of service dogs are abundant, but the VA continues to slow-walk the funding of veteran service dogs. The VA recently launched a five-year pilot program under the PAWS Act to test service dog eligibility for some veterans in select cities, but only some veterans can participate. And some veterans don't have five years to wait.

The invisible wounds many of our veterans face are not easily solved. And the tendency to rely on traditional medication is understandable. But for many veterans, it isn't enough on its own.

We've seen the military effectively fund and use trained dogs in combat. No one questions the heroic service these dogs provide overseas or doubts their benefit to active-duty military members.

But more veterans have died of suicide than in combat in the United States since September 11, 2001. If we trust that dogs help in physical combat, we can trust them to help overcome mental battles here at home, too.

The benefit of service dogs is clear. Veterans do not need to suffer alone. They can have a four-legged best friend at their side.

Fully funding emergency mental health care is an important step. But we don't need to wait for it to become an emergency. It is time for the VA to prioritize service dog access for veterans.

Dr. Robin Ganzert is president and CEO of American Humane, the country's first national humane organization.

AMERICAN HUMANE LOIS POPE LIFE CENTER FOR MILITARY AFFAIRS

For more than 100 years, American Humane has supported our nation's valiant military men, women, and animals, providing rescue, reunifications, rehabilitation, and vitally essential retirement healthcare to our human and animal veterans. In recent years, we have become identified in the minds of the public with the key humane issues surrounding veterans and military dogs.

Here are some of our recent key achievements:

PUPS4PATRIOTS™ SERVICE DOG PROGRAM

Our Pups4Patriots program, which serves veterans diagnosed with PTSD and/or TBI, is a crucial service for veterans in need.

Three veteran/service dog teams recently completed the American Humane Veteran/Service Dog Assessment and a total of 12 teams are currently in training across our locations. Veteran/service dog teams that recently successfully completed the American Humane service dog assessment include:



GARY & RUBY

Gary is a United States Air Force veteran who served from 2000-2019. During his active duty, he served as an Intelligence Analyst. Gary lives in Tennessee and was paired with "Ruby," a female Labrador Retriever.

Note from Gary:

I could not be happier with Ruby and the progress we've made together. I knew that a service dog would help, but I am surprised by both the way she helps me and how much of an impact it has.

Initially, I was concerned about the attention that she would bring. I generally like to try to be as invisible as possible, so I was planning on a long adjustment period to learn how to tolerate the attention. Almost immediately, I noticed that the focus was 99.9% on her, and that I felt like I was in the background even more than

before. I have to pay a lot of attention when we're out, and it's really effective at getting me out of my own head. I also really dislike small talk, and now I just get to talk about her (which I love to do).

The first time she noticed my anxiety and interrupted it by putting her paw on my leg, I was so caught up in thinking "oh my god! She did the thing! Just like we trained!" Whatever it was that was bothering me faded away as I gave her a treat and some scratches.

I had to go to the ER a couple weeks ago, and I wasn't sure if it was a good idea to bring her. I decided it was, and I'm so glad she was there. So thank you for this program. This has been an experience that just keeps getting better and better. And we're only just getting started.



JIM & RYDER

Jim is an Army veteran who served from 1966-1972. During his active duty, he served as a Sergeant and was deployed to Vietnam. Jim lives in Virginia and was paired with "Ryder," a male Labrador Retriever.

Note from Jim:

I want to thank everyone involved with the process to raise, train and care for this amazing dog named Ryder. As a Vietnam veteran, I'm blessed to have him as my service dog partner during the thick and the thin. Since working with Ryder, I am able to leave my house and feel in control. We have been out in public more in the last three months than I probably have been in five years. Ryder has been the perfect example of a calming force with the flashbacks of the war through his grounding effort. He immediately recognizes a change in my behavior and will wake me from nightmares if I am sleeping or applying body pressure when I am awake. His natural gift at doing this is amazing to me. I cannot express enough gratitude at how much he has changed my life for the better.

JOHN & SAVIOR

John is a U.S. Army veteran who served from 1985-1989. During his active duty, he served as a Tank Crewman and was deployed to numerous locations in Europe. John lives in Florida and was paired with "Savior," a male Labrador Retriever.

Letter from John:

Dear American Humane Pups4Patriots,

I just wanted to express my gratitude for the Pups4Patriots program and let you know it has been life changing for me. I found American Humane via the internet when searching for service dogs for veterans with PTSD and anxiety issues. I read through your entire webpage and was very impressed with how you handle your program. From the first contact with American Humane through the 10-day training program and taking Savior home with me has been wonderful. I now see a bright future and can leave my house. My service dog Savior is everything to me, he is amazing at his duties, perfectly behaved and the lifeline I needed. I named him Savior for a reason. American Humane has been my Savior and I thought how fitting of a name.

I was so afraid I would apply for a service dog and not qualify for one because my disabilities are invisible. Everyone who worked with me was so respectful and kind. I was treated as a person instead of a disability. I owe everything to you.

Thank you for giving my life back. Thank you for giving me a bright future. Thank you for showing me that someone cares. I will be forever grateful for all you have done.



RETIRED MILITARY WORKING DOG REUNIFICATIONS AND VETERINARY CARE

On Feb. 28th, US Marine Corps veteran Sean was reunited with his beloved retired military working dog, Mex, in Spokane, WA. Sean and Mex served together in the Marine Corps, spending many nights and days patrolling various bases and responding to explosive threats to ensure the safety of civilians and troops. To Sean, Mex was more than just a part of his issued military gear – he was a loyal partner and friend who always had his back.

American Humane coordinated this reunification effort with Sean and the U.S. military to bring MWD Mex home to Washington. To ensure Mex's health and safety during the journey home, our animal care expert, April Smith, was with him every step of the journey and made sure Mex had plenty of rest, baths and playtime with a new toy.

American Humane is delighted to provide Mex with a happy, loving retirement. As part of our reunification program, we will also provide Mex with a lifetime of medical care so that Sean and his family can enjoy their time with him without worry.



Photo: Capehart Photography

TEE TIME: AMERICAN HUMANE HOSTS UN-FORE-GETTABLE 3RD ANNUAL GOLF TOURNAMENT

Event raises funds and awareness for the Pups4Patriots lifesaving dog training program

Nearly 100 golfers and altruistic supporters came out for a shotgun start to celebrate philanthropic sportsmanship at the American Humane's 3rd Annual PupsFOREPatriots Golf Invitational in Palm Beach. Teams were treated to playing on the legendary greens of Palm Beach Par 3 Golf Course, which was voted one of the best courses in South Florida by *Golf Digest*.

The sold-out tournament included breakfast and an awards luncheon, with prizes. All proceeds from the event will benefit American Humane's Pups4Patriots program, which pairs highly trained service dogs with veterans in need.

Notable guests included American Humane's president and CEO Dr. Robin Ganzert, Pups4Patriots Inspirational Chair Lois Pope, Leigh-Anne Kazma, John Payne, Joe and Max McNamara, Arlette Gordon, Marilyn Pelstring and Peter Fineman, Sharon and Herb Jablin, and Rita and Herb Krauss.

American Humane would like to thank the event's sponsors, including The Kazma Family Foundation, Nancy and James Grosfeld Foundation, Amzak Capital Management, Margaret Kazma, Jewels by Vigg, Jim and Lita Ribellino, and Kayne Anderson Capital Advisors.

AMERICAN HUMANE RAISES FUNDS TO SUPPORT SIX MORE SERVICE DOG TEAMS THANKS TO THE GENEROUS SUPPORT OF OUR PALM BEACH HUMANE HEROES



It was an evening of altruism for almost 200 of Palm Beach's well-heeled set who came in droves to celebrate man's best friend at American Humane's fifth annual Pups4Patriots Dinner Dance on February 26, 2023.

"Many veterans struggle with post-traumatic stress or traumatic brain injuries," said American Humane's CEO and president, Dr. Robin Ganzert. "For some, medications and therapists are simply not enough to help restore a sense of normalcy. There is no pill or therapy session that can put a smile on a vet's face like a wagging tail. We want every veteran to know that they do not need to face this battle alone. Man's best friend can help."

To date, the program has delivered nearly 270 healing leashes into the hands of U.S. military veterans – at no cost to them – thanks to the generous support of donors.

With philanthropist and veteran's advocate Lois Pope serving as the Inspirational Chair of the event, and a speaker line-up that included retired Brigadier General Lorry Sutton and television host Montel Williams, attendees gave generously to support Pups4Patriots. The dinner raised enough money to partner six new service dogs to American veterans.



Photo: Capehart Photography

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.



PUTTING THE 'A' IN 'ESG'

In January, *MeatingPlace*—a media outlet focused on farming and animal agriculture—published an American Humane column arguing that Environmental, Social, and Governance (ESG) proponents should also take into account animal welfare.

meatingplace

January 27, 2023

Putting the A in ESG

By: Robin Ganzert

Poultry producers throughout the country gathered in Atlanta this week for the International Production & Processing Expo. And like most other industries in the country, there was a significant emphasis placed on adopting policies that reflect the trends in ESG (environment, social, governance), including several sessions on sustainability.

From the tech sector to the service industry, socially conscious investors and consumers have demanded that companies look beyond their bottom lines to ensure they are being good corporate actors.

But for the animal agriculture industry, E, S, and G aren't enough. It needs an A.

Animal welfare is quickly becoming a top issue within ESG considerations. Fidelity ESG Pro, for example, has risk flags for any company involved in animal farming. These risks are calculated in addition to risks on environment or governance, and they should be taken just as seriously.

But much of the ESG discussion in animal agriculture — including at IPPE — is still dominated by sustainability and climate issues. Caring about the welfare of polar bears in the Arctic is important, but it will ring hollow if it is not accompanied by proof that we care about the welfare of farm animals, too.

According to a recent poll from American Humane, 72% of Americans reported that humane standards for chickens are important to them. This matches polling conducted by other organizations, which found that number to be as high as 80%.

The animal welfare conversation is one the American people are already having. If the industry doesn't position itself to be a part of that conversation, animal liberation activists will gladly take the reins and drive the country in a more radical direction.

So, how can producers assure consumers and investors that their values are aligned? Independent, third-party audits.

ESG is all about transparency. It is no longer enough to just say animal welfare policies are in place. Americans want a fact check and independent audits are becoming essential for concerned consumers.

Our polling showed that 70% of respondents said they would choose a product that was American Humane Certified over a product that wasn't. A similar study published in Food Ethics found that 79% of customers reported consciously paying more for a product because it included a label about humane treatment or animal welfare.

This does not mean that consumers expect producers to turn to some hostile entity for certification that has unreasonable standards that would render all chicken too expensive for their dinner table. It also does not mean we abandon evidence-based practices in favor of some of the emotion-driven standards other certification groups have promoted.

Americans just want to know that animals are being raised free from hunger, thirst, pain, fear, or discomfort. They want to know that the birds are free to express normal bird behaviors. Certification helps ensure that.

ESG considerations are new to the business world. A glance at Google trends shows it's only been a year since the term has become really prevalent in American culture. But it's not going anywhere. And the animal welfare component of ESG is only growing.

Poultry producers should embrace the animal welfare component of ESG. And as they do so, they should showcase their animal welfare standards by getting certified.

Robin Ganzert is the president and CEO of American Humane, the country's first national humane organization, which saves, shelters and protects more than one billion animals worldwide each year.

HERO DOG AWARDS

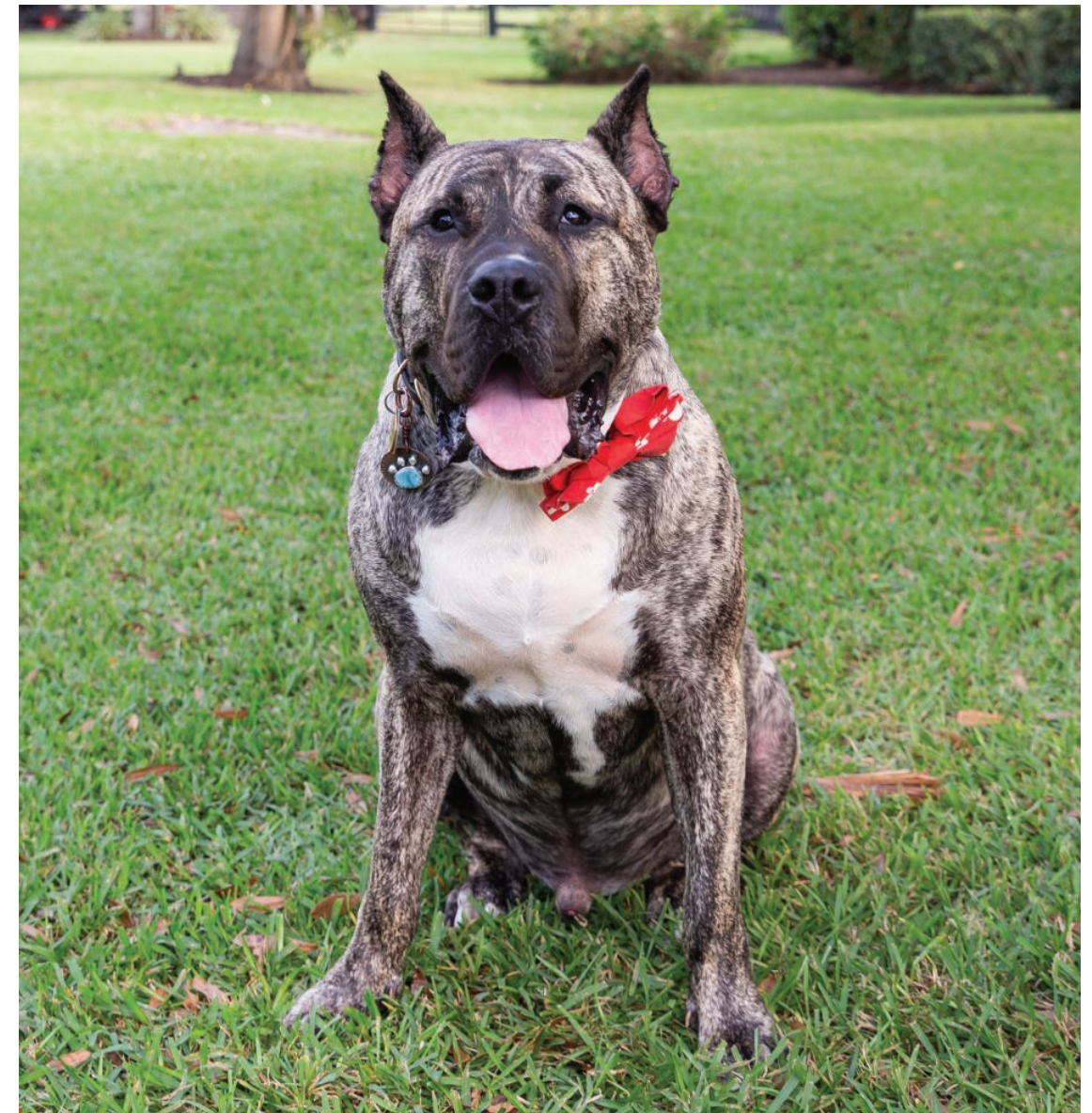
AMERICAN HUMANE KICKS OFF 2023 HERO DOG AWARDS

Known as the “Oscars” for canines, the annual campaign to honor top working dogs has been running strong for 12 years



American Humane—the country’s first national animal welfare organization—officially kicked off the 2023 Hero Dog Awards this April! Hero Dog Awards is an annual, nationwide competition that searches for and recognizes America’s standout dogs. Winners are often ordinary four-legged companions that do extraordinary things—including saving lives on the battlefield, aiding their human best friend with sight or hearing, and overall contributing to the well-being of people.

MEET ETHAN



Ethan is our American Humane 2022 Hero Dog and 2022 Shelter Hero Dog. “The Hero Dog Awards help us to celebrate the strength, hope, and happiness that dogs bring to our lives,” said Dr. Robin Ganzert, president and CEO of American Humane. “Dogs are truly man’s best friend, and like the voting public, we are captivated by the heartwarming stories of these courageous canines who show unconditional love to their human companions. It’s only right that we host these awards to give these dogs the recognition they deserve.”

Ethan was dumped in a parking lot on a cold January day in 2021. He was actively dying. He only weighed 38 lbs. He should’ve been over 80 lbs. He was rushed to vet care. He couldn’t lift his head to eat or drink on his own and didn’t take his first steps for six days. With each day, though, he kept fighting to stay alive. He had an unimaginable determination to keep persevering through seemingly insurmountable odds. His incredible will to live inspired thousands of people around the world that had begun following his story.

Over the past year, Ethan has brought attention and recognition to shelters and animals all over the country through his story. His journey has inspired people that have never met him to send letters and emails detailing how his battle to keep living inspired them to overcome some incredible odds in their lives. He instantly puts a smile on people's faces as soon as they see him. He has helped so many animals and people over the last year but at his heart Ethan is a shelter dog and a rescue.



You can find out more about the 2023 Hero Dog Awards at HeroDogAwards.org. This year's categories include: Law Enforcement and Detection Dogs; Service Dogs; Therapy Dogs; Military Dogs; Rescue and Emerging Hero Dogs. The Hero Dog Awards pay tribute to the extraordinary working dogs from across the country. With more than one million votes cast each year, the initiative culminates with a star-studded gala awards show that will be broadcasted on national television. Celebrities that have participated in the past include Betty White, Jay Leno, Billy Crystal, Martin Short, and Paris Hilton, among many others. The 2023 Hero Dog Awards gala will be held on November 10 at The Breakers in Palm Beach, FL.

MARTHA STEWART SUPPORTS AMERICAN HUMANE

Last month, American Humane sat down with television personality Martha Stewart in her New York home to film a Public Service Announcement promoting the organization and all the work we do for animals. The spot will be airing on television nationwide.



Watch the PSA here.



HELP US SUPPORT THE RWANDAN HERO DOGS

Protectors of Akagera National Park's Wildlife



In the heart of Rwanda lies Akagera National Park, a sanctuary for Africa's *Big Five*, where these majestic creatures face the constant threat of poaching. To help safeguard and preserve these species is a group of 12 highly trained dogs dedicated to tracking and deterring poachers in the park.

These unsung heroes have made a meaningful impact in protecting the Big Five, virtually eliminating poaching threats within Akagera National Park. Their courage and determination help create a safer environment for the magnificent wildlife that call this park their home.

Now, these extraordinary canines need your help. As they continue their vital work, they require essential medical care and support to maintain their health and well-being. Through our *Global Humane* conservation efforts, we are committed to championing and supporting these heroic dogs, but we can't do it alone.

Through your support, you can play a crucial role in helping us cover the costs of medical care and enrichments for these anti-poaching dogs. Your generosity can ensure they receive the care they need to continue their life-saving work.

Not only will your support make a difference in the lives of these brave dogs, but you will also make a significant impact on the wildlife they protect. Together, we can provide a brighter future for Akagera National Park's Big Five and the heroes who keep them safe.



HOW YOU CAN HELP



For 146 years American Humane has been the first to serve, wherever and whenever animals need rescue, shelter, protection or security. More than 92 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.



AMERICAN HUMANE
FIRST TO SERVE®

AmericanHumane.org