

# 2023 IMPACT REPORT







## MESSAGE FROM DR. ROBIN GANZERT

For nearly 150 years, American Humane has been leading the fight for animal welfare. From animals displaced by the fury of Mother Nature to those who fall victim to human abuse and neglect, we have been there to be a voice for the voiceless.

We have pioneered the certification of animals on Hollywood film sets and on farms, enlisted lifesaving first responders to deploy in the aftermath of the unthinkable, and been an unwavering supporter of the U.S. armed forces—including veterans on both ends of the leash.

American Humane is the champion that animals around the world deserve.

That is why I am so very excited to have initiated yet another ambitious undertaking. As we look to the next 100 years of American Humane, it would be a disservice to limit ourselves to only supporting the animals that live in our own backyard. Our mission is too important. We have a responsibility—no, an obligation—to export our humane values to every corner of the world.

We are taking the fight for animals to an international stage with our newly launched Global Humane program. We have already dipped our toe in these waters, but this year, we ramped up our international presence.

Our team traveled to Africa to support and recognize the far-reaching conservation work being performed on the continent that is helping push back against the sixth mass extinction. We became a member of the Switzerland-based International Union for Conservation of Nature—a group that strives to create a world that values the natural world. Our auditing program expanded to the Middle East. And our rescue teams were deployed overseas.

Altogether, Global Humane operations now span six continents—leveraging our international team of veterinarians, advocates, rescue teams, and ethicists to reach more animals than ever before.

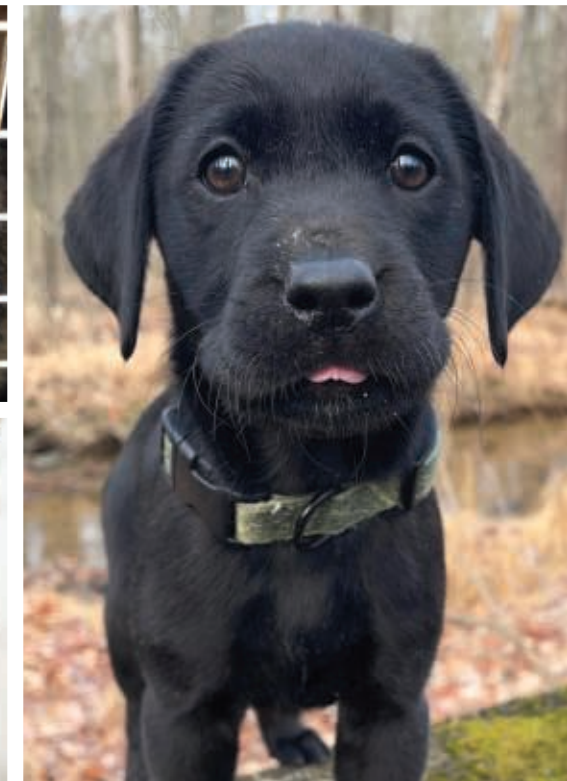
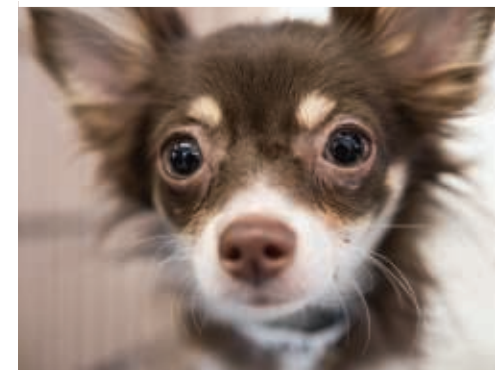
The expansion is not without obstacles; we have our work cut out for us. Navigating deep-seated cultural practices that put animals in harm's way, complying with an intertwined web of government regulations, and raising sufficient financial support present tough but manageable challenges. With grit and determination, we are tackling these obstacles head on.

Since 1877, American Humane has worked tirelessly to ensure the safety, welfare, and well-being of animals. But now, in addition to continuing that critical work here in the U.S., we have an opportunity to reach for the stars and plant the Global Humane flag—and the associated benefits for animals—around the world.

Thank you for being a part of the American Humane family and helping us achieve our mission of safeguarding the animals with which we share the planet. If you thought the past nearly 150 years were a wild ride, buckle up. We are just getting started saving the lives of animals.

Sincerely,

Dr. Robin Ganzert  
President & CEO  
American Humane





# IMPACT AT A GLANCE

FIRST TO SERVE® NOW AND IN THE FUTURE THROUGH EFFECTIVENESS  
AND FINANCIAL STEWARDSHIP

A MISSION-DRIVEN ORGANIZATION YOU CAN TRUST AND RELY ON  
HIGHEST RATED AMONG HUMANE ORGANIZATIONS

More than ONE BILLION ANIMALS  
*Rescued, Sheltered,  
Fed, and Protected Annually*



(GuideStar USA)



(Charity Navigator)



(Better Business Bureau)



(Consumer Reports)



(America's Best Charities)



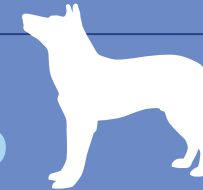








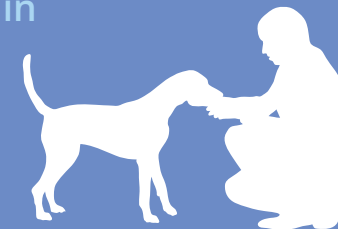
MORE  
THAN  
**250,000+**  
vulnerable **ANIMALS**  
saved, sheltered,  
and fed in just the  
**PAST YEAR.**



PROVIDED  
**LIFESAVING**  
**HELP** to animals caught  
in the **TURKEY** earthquake,  
**GEORGIA** tornadoes,  
**GUAM** typhoon, and  
**SPOKANE** wildfires.



**1,500+**  
**ANIMALS**  
rescued in  
**2023.**



## AMERICAN HUMANE RESCUE

*First to Serve® animals in greatest need*

### FROM FLAMES TO TORNADOES TO EARTHQUAKES

Amidst the devastating flames, water, and destruction, our team witnessed both heartbreaking and uplifting stories of resilience and the spirit of community.

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 several deployments this year, rescuing thousands of animals from both natural disasters and hoarding conditions.

In January, our team deployed to Spalding County, Georgia, where we spent nearly three weeks assisting our partners with rescues and animal care after multiple tornadoes ripped through the streets. We were on the ground working side-by-side with local groups and authorities, operating a temporary emergency animal shelter that cared for more than 130 missing and displaced animals.

Our team then responded to Tipton County, Tennessee, after two devastating tornadoes caused widespread damage and left countless animals displaced, injured, and in need of immediate care. We worked tirelessly to provide support in setting up dog kennels, distributing pet food, and arranging transports. Alongside the Tipton County Animal Shelter, we cared for more than 110 dogs and cats.



**YEAR-END CHALLENGE**  
Right now a donation  
to American Humane  
will help us rescue and  
protect animals in  
2024 and beyond!





## Lifesaving Efforts for Pups in Need: Meet Rusty, Daisy Mae, and Waffles



*Rusty*

A scared and displaced dog named Rusty arrived at the temporary shelter in Georgia on January 26th 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 was ready to find his new forever home.

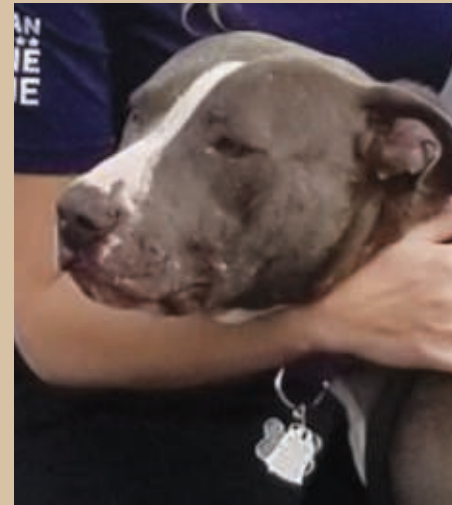
Daisy Mae also arrived at the shelter; her owner had suffered severe injuries from the tornadoes and was treated at a nearby hospital. While both were recovering,



*Daisy Mae*

the rescue team provided endless love and comfort to Daisy Mae. After 18 days apart, Daisy Mae was reunited with her owner!

Broken and bruised, Waffles was found in 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.



*Waffles*

But our incredible Rescue team knows no borders, and as Typhoon Mawar—the largest storm in more than two decades—hit the shores of Guam, we answered their call for help. With more than 150,000 residents left in dire circumstances, many animals were displaced and disoriented. Our Rescue team worked in partnership with Guam Animals in Need (GAIN), the Department of Agriculture, and local animal control organizations to implement temporary solutions for immediate relief. We trained local animal control staff in advanced techniques, enhancing their effectiveness and safety in the field.

And our efforts extend beyond dogs and cats. The endangered Ko'Ko' bird, an icon of Guam, teeters on the brink of extinction. With the population reduced to a mere 74 birds and the conservation area left damaged due to the storm, the species was under severe threat. In response, the American Humane team jumped into action—helping to repair fences and implement temporary solutions that laid the groundwork for more permanent measures.

Unfortunately, tragedy struck again—this time on the west coast of the U.S. Two devastating wildfires impacted the Spokane, Washington, area and damaged more than 20,000 acres and hundreds of properties. As many animals were left vulnerable, we were onsite to help. Our Rescue team assisted with shelter operations for more than 1,000 animals, offering everything from medical care, food, logistical help, and hope to both the animals and their owners.

American Humane also authorized an emergency grant to the International Fund for Animal Welfare (IFAW) to support its response to a devastating earthquake that hit Turkey and Syria. The powerful 7.8-magnitude quake killed tens of thousands of people and displaced even more residents and their animals in both countries.

Following the Maui fires, American Humane provided a grant to the Maui Humane Society to support their work helping the people and pets in the area.







## HELPING WITH HEARTBREAKING HOARDING SITUATION

American Humane was urgently deployed to Tennessee to help rescue over 100 cats suffering in a devastating hoarding crisis. These innocent animals were living in filth so unimaginable that our Rescue team had to wear protective suits and respirators due to the overwhelming amount of cat fur and high ammonia levels, making it a hazardous environment.

**Rayen**, a blind kitten born without eyes due to severe inbreeding and deplorable conditions, began seeking affection just 24 hours after being rescued and went to a foster family experienced in caring for blind cats.

**Rudy**, a young tomcat, suffered from severe chemical burns on his nose, mouth ulcers, and disfigurement. Our team swiftly transported him to a veterinary clinic for emergency care.

**Tom**, an older ginger tomcat, was found staggering as he approached our Rescue team for help. He was in severe pain from a high fever, bladder infection, mouth ulcers, a lacerated tongue, and a neck wound. He was immediately taken to an emergency veterinary clinic.







## PET WELLNESS CLINIC WITH ZOETIS

American Humane has traditionally been on the front lines of helping animals following natural disasters and other tragedies. Building off that work, we were very proud to partner with Zoetis to host a pet wellness clinic this year in Florida, home to some of the deadliest hurricanes. We are immensely grateful for their generosity in providing financial resources and the necessary medication and supplies to provide routine care to nearly 300 dogs and cats in one day.

In addition to pet wellness exams, clinic attendees also received disaster preparedness kits for their pets, including a disaster checklist, pet first aid supplies, blankets, collapsible water bowls, and other items pet owners need in times of crisis. Clinic attendees also received photos of their pet for inclusion in the kit. Having a recent pet photo is recommended as a best practice in reunifying owners with their pets after a natural disaster-related separation.

“The human-animal bond is incredibly strong, and, in the case of a natural disaster, we know that nearly one in four pet owners (24.3%) would even defy a mandatory evacuation order if it involved leaving their animals,” said Mike McFarland, DVM, Chief Medical Officer at Zoetis and American Humane Board member. “At Zoetis, we are committed to providing animal care as part of our support during natural disasters and are honored to partner with American Humane on this clinic to not only ensure local pets have access to quality care, but also ensure their owners are equipped with resources to keep the human-animal bond intact in times of crisis.”





**85**  
VETERAN  
SERVICE DOG  
TEAMS TRAINED  
TO DATE.

**55**  
MILITARY HERO  
DOG TEAMS  
REUNITED  
TO DATE.

**207**  
HEALING  
LEASHES  
put in the hands of veterans who  
need lifesaving service dogs, which  
can cost up to \$30,000 each.

## AMERICAN HUMANE LOIS POPE LIFE CENTER FOR MILITARY AFFAIRS

*First to Serve® those who serve our country*

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 help protect our 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 home and train them to become lifesaving service dogs for veterans, advocate for our nation's heroes, and much more.

To date, American Humane has:

- Reunited 55 Military Working Dogs with their handlers.
- Trained 85 dogs paired with veterans.
- Helped 262 veterans through grant support, reunifications, and service dogs.

The centerpiece of American Humane's military programming is the Pups4Patriots™ program. The lifesaving initiative finds dogs in search of forever homes and trains them to be lifesaving service animals for veterans with post-traumatic stress or traumatic brain injury. American Humane offers exceptionally trained service dogs to veterans in need, at absolutely no cost to the former service member. American Humane oversees intensive hands-on training sessions to cultivate the important connection between the veteran and his or her new service dog.





## “The Lifeline I Needed”

### 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.*

*Sincerely,*

*John  
U.S. Army*



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

### Sean & Mex

On February 28th, U.S. Marine Corps veteran Sean was reunited with his beloved retired Military Working Dog Mex in Spokane, Washington.

Sean and Mex served together at the Marine Base in Hawaii, 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 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.

### Nicholas & Fredy

Last November, retired Military Working Dog Fredy ran into the loving arms of U.S. Marine Corps veteran Nicholas, Fredy's former handler and forever best friend. The pair had been separated for seven months after serving together in Japan. Nicholas said, “It's the simple stuff that I miss the most and those memories were the hardest thing to let go of when I was leaving. I wanted to be his buddy for life.”

We worked with Nicholas and the U.S. Military to transport Fredy more than 6,000 miles from Iwakuni, Japan, to Indianapolis, Indiana. Now, Nicholas looks forward to traveling with Fredy, doing lots of outdoor activities, and everything else he may have missed out on while working! Fredy loves sticking his head out the window, so Nicholas plans to take Fredy on long drives every day, giving him the relaxing, fun-filled retirement that he so deserves.





# AMERICAN HUMANE HERO DOG AWARDS®: THE “OSCAR®” FOR CANINES”

The American Humane Hero Dog Awards® is an annual, nationwide competition that searches for and recognizes America’s standout dogs. They are often ordinary dogs who do extraordinary things, whether it’s saving lives on the battlefield, lending sight or hearing to a human companion, or helping people achieve their goals. Hundreds of four-legged companions are nominated each year to compete for the coveted prize.

The 2023 finalists in each of the five categories include:

**Buda (Oceanside, California):**  
*Sponsored by American Airlines*

Military Working Dog Buda—a four-year-old German Shorthaired Pointer—bravely serves our country as one of only eighteen certified explosives-detection canines in the U.S. Coast Guard. Buda and his canine handler, Maritime Enforcement Specialist Chase Leamer, work together to protect their local community both on the water and on land. Since graduating from his elite training program in 2021, Buda has participated in over 185 operational deployments and engagements. His work includes responding to bomb threats, performing safety sweeps of sea vessels, providing security at events like Super Bowl LVI in Los Angeles, and more. This extraordinary hero dog is even trained to be hoisted in and out of helicopters.



**Poppy (Columbia, South Carolina):**  
*Sponsored by Ethos Veterinary Health*

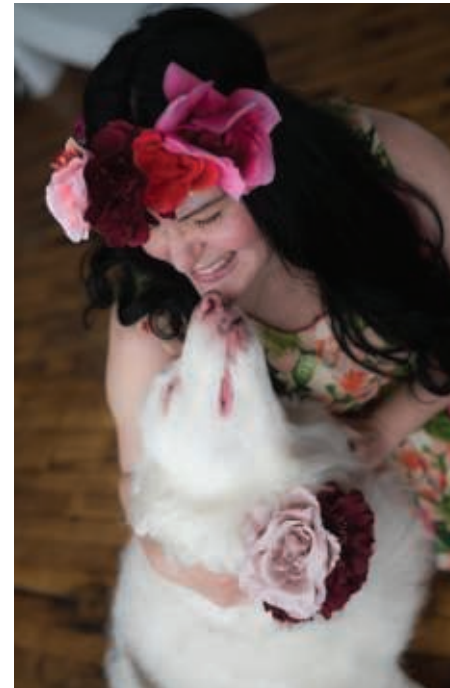
Law enforcement canine Poppy—a five-year-old black Labrador—courageously protects students and faculty as an invaluable member of the University of South Carolina (USC) Police Department. Poppy is an award-winning explosives and firearms detection dog who serves alongside her handler, Sgt. Mark Tevepaugh. Poppy is a regular fixture at school and community events, providing security sweeps, crowd screening, and safety presentations to help empower students. She can also be found roaming the sprawling USC campus, where she brings smiles and comfort to stressed and homesick college students. When this hero dog is off duty, Poppy loves to spend time at home with her handler’s son.





**Raina (Perkasie, Pennsylvania):**  
*Sponsored by Lulu's Fund*

Emerging hero shelter dog Raina—a 13-year-old Australian Shepherd—came into this world blind, deaf, and with a contagious sense of joy. Her owner Kristen Strouse adopted Raina from a shelter when she was six months old. Ever since, this 13-year-old hero dog has served as a beautiful advocate for people and pets with special needs. Raina and Kristen are passionate about using public education, awareness events, and fundraisers to help rescue blind and deaf dogs, who often struggle to find their forever homes. At home, Raina offers comfort and inspiration to Kristen after an autoimmune deficiency forced her into early retirement. Her owner credits Raina with saving her life and keeping her going during that traumatic transition.



**Moxie (Ballwin, Missouri):**  
*Sponsored by the MITER Foundation*

Lifesaving service dog Moxie—a five-year-old Mini Goldendoodle—helped her handler, Katie Harris, find hope and purpose again when a rare disease robbed her of her ability to walk, leaving her suicidal. Moxie's unconditional love and dedication have since helped Katie get through countless hospital visits, surgeries, and painful medical episodes. She provides invaluable assistance on a daily basis, performing tasks like picking up dropped items, opening and closing doors, and alerting her handler to low blood pressure and other medical crises. This hero dog lives up to her name, bringing spirit and courage to everything she does.





## Maverick (Saint Robert, Missouri):

*Sponsored by The Brady Hunter Foundation*

United Service Organizations (USO) therapy dog Maverick—a six-year-old European Blue Great Dane—brings comfort and solace to our nation's military heroes and their families. His unconditional love uplifts the spirits of the military community stationed at the Fort Leonard Wood base in Missouri, where he supports service members on suicide watch, escorts children to military funerals for their parents, and helps men and women cope with trauma, injuries, and stress. When not supporting our troops, this 150-pound hero dog—who is a canine cancer survivor—offers snuggles and strength to his owner, Kelly Brownfield, in her own ongoing battle with cancer.

Our Hero Dog Awards® finalists were featured on *Fox and Friends* this year, where their incredible, unique stories were shared with the world. The 13th annual American Humane Hero Dog Awards® and Gala, presented by Lois Pope and the Lois Pope LIFE Foundation, will culminate in a nationally televised event broadcast on A&E and fyi, network Thanksgiving weekend.



Watch the live nationwide introduction of the Top Five Finalists for the 2023 American Humane Hero Dog Awards® live on FOX & Friends!



## AMERICAN HUMANE HOLLYWOOD

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

American Humane Hollywood™ was involved in some of the biggest blockbuster hits of the year that attracted millions to the theaters. American Humane also audited the sets for animal action on the small screen.

Humane Hollywood is proud to be a part of this new wave of storytelling. These “streaming” shows are not only pushing the boundaries of where, when, and how people enjoy content, but they often overshadow big-budget films in popularity. Just look at the recent Emmy Award nominations, where shows on Max, Netflix, Amazon Prime, and Showtime are garnering unprecedented attention from audiences and critics alike. We’re proud that American Humane certified many of these shows with our “No Animals Were Harmed®” stamp of approval.

Our American Humane Certified™ Animal Safety Representatives (CASR's) audited a wide variety of animal action around the world, from the incredible jousting sequence in *House of the Dragon* to the cute pigeon sitting in Alex's office in *The Marvelous Mrs. Maisel*. Other popular shows included *The White Lotus*, *Ozark*, *Barry*, *And Just Like That...*, *Perry Mason*, and *Succession*.



**3,460** DAYS on sets around the **GLOBE**, which is a **14%**

increase supervising animal welfare in motion pictures, series, and commercials.



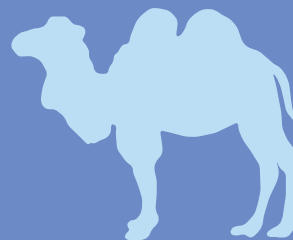
**1,000** PRODUCTIONS

in 25 countries and six continents with **34%** of our work international.



**100,000** ANIMALS

protected on sets worldwide.







Our Scientific Advisory Committee, comprised of veterinarians, animal specialists, and ethicists, helps to ensure the humane treatment of animals on movie sets, and our onsite safety representatives monitor everything from travel conditions to on-set production.

We were also honored to certify new and popular shows such as Netflix's *Beef*, Max's *The Last of Us*, Peacock's *Poker Face*, and Apple TV+'s *Shrinking*.

This year also witnessed a mass return to the movie theaters which were left empty during the pandemic. Nothing beats the theater-going experience, and American Humane is proud that we could be a part of it. Next time you see an animal on the big screen, chances are, we were on set focusing on the safety and well-being of the animals.

Large-scale films we certified include *Transformers: Rise of the Beasts*, *No Hard Feelings*, *The Mother*, *Fast X*, *Dungeons and Dragons: Honor Among Thieves*, *Mission: Impossible – Dead Reckoning*, and of course, the pink dance party that's taking over the nation, *Barbie*!

As we keep up with the dramatic changes happening in Hollywood, American Humane has not wavered from its mission: to keep animal actors and actresses safe on the sets of films and television productions. By doing so, we are reassuring audiences worldwide to lay back, grab some popcorn, and enjoy the show, knowing that American Humane was on the job and the movie earned the “No Animals Were Harmed®” end credit.



## PAW PATROL PREMIERE FEATURES HERO DOGS CODY AND BOGI

### PAW Patrol and Paramount Red Carpet at People Magazine Theater

American Humane, along with hero dog Cody and her handler James, and military dog Bogi and her handler Angela, lit up the VIP Red Carpet at the premiere of *PAW Patrol: The Mighty Movie* in New York City in September! The dogs thrilled children who waited in line to meet them and the PAW Patrol characters at the People Magazine theater. Paramount Pictures donated \$10,000 to American Humane during the event.





# LAUNCH OF GLOBAL HUMANE: GUIDING THE SAFETY AND WELL-BEING OF ANIMALS ACROSS THE WORLD

After more than a century of working to help ensure the humane treatment of animals, American Humane expanded overseas with the launch of Global Humane. Global Humane—the international brand of American Humane—will help us expand our footprint on the global stage and reach millions more animals around the world that will benefit from our high standards for animal welfare.

To be certified through Global Humane, zoos, aquariums, and conservation parks must pass a rigorous independent assessment that reviews the well-being of animals in their care. American Humane and Global Humane believe in the critical role zoos and aquariums play in the conservation of animals and are so excited to see major institutions around the world line up to become Global Humane Certified™.

To date, American Humane and Global Humane have certified major zoological facilities in **19 U.S. states and 13 countries in North and Central America, the Caribbean, Europe, the Middle East, and Asia.**

This year, Global Humane hosted a ceremony in the heart of Washington, DC to celebrate the certification of our first location in the Middle East: SeaWorld Abu Dhabi. The event—which took place at the historic National Press Club—featured representatives of Global Humane, SeaWorld, and Miral Experiences, which operates the park.

Not only was this a big milestone for Global Humane, but it was a big win for all the magnificent creatures that call our planet home.

SeaWorld Abu Dhabi and Yas SeaWorld Research & Rescue earned their Global Humane certification after

undergoing a meticulous independent assessment that spanned years of preparation. This comprehensive evaluation, guided by the latest scientific standards, received input from esteemed veterinarians, animal welfare experts, zoologists, and ethicists with extensive experience in safeguarding animal well-being.

Our team was fortunate enough to join members of SeaWorld Abu Dhabi for the grand opening in the United Arab Emirates. It provided the opportunity to witness firsthand the facility's preservation of vital ecosystems and the world-class attractions that educate and engage guests, as well as the organization's commitment to animal welfare.

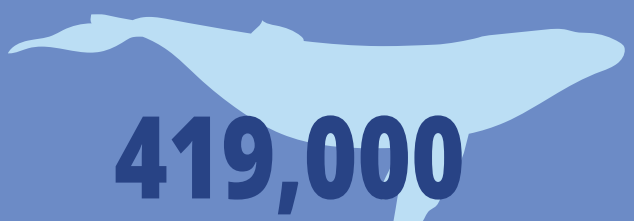


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Proud members of IUCN and WAZA

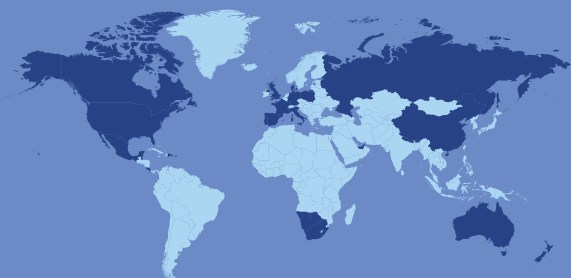






**419,000**  
ANIMALS PROTECTED  
after a **13%** increase in  
growth of the program.

## GLOBAL IMPACT:



American Humane  
Conservation certifies **71**  
facilities in **19** states and  
**13** countries.



**WORLD'S**  
**LARGEST**  
certifier of the **WELFARE**  
and **HUMANE** treatment  
of animals in working and  
other environments.

## AMERICAN HUMANE CONSERVATION™

*First to Serve® and protect animals in zoos and aquariums*

Humane Conservation™ is a certification program of American Humane, the world's largest certifier of the welfare and humane treatment of animals in working and other environments. When you see the Humane Conservation™ program's Humane Certified™ logo, be assured that the facility meets our high standards of animal care. The program's standards are reviewed by our Scientific Advisory Committee and backed by the most well-respected, iconic names in science, animal welfare, and the conservation field. The Humane Conservation™ standards help ensure the welfare and humane treatment of animals in human care at the world's zoos, aquariums, and conservation centers.

American Humane and Global Humane now currently help verify the welfare and humane treatment of nearly **half a million animals at 71 leading zoological facilities around the world.** This year, we certified seven new facilities under our American Humane Certified™ program.

The facilities include:

- Columbus Zoo and Aquarium, *Columbus, Ohio*
- The Wilds, *Cumberland, Ohio*
- Poema del Mar, *Las Palmas, Spain*
- SeaWorld Abu Dhabi, *Abu Dhabi, United Arab Emirates*
- Cabo Adventures, *Cabo San Lucas, Mexico*
- ABQ BioPark, *Albuquerque, New Mexico*
- Atlantis Paradise Island, *The Bahamas*



Photo: ABQ BioPark



Photo: Cabo Adventures - Tierra Sagrada







# GLOBAL HUMANE LAUNCHES HUMANE TOURISM™ CERTIFICATION PROGRAM

Global Humane extended its conservation impact with a new Humane Tourism™ program. As millions of people worldwide seek opportunities to connect with Earth’s majestic wildlife, Global Humane has identified an opportunity to apply our expertise in animal welfare and create a unique certification program in humane tourism.

Mantis, a leading conservation-focused hotel brand within the Accor group, has attained the first Global Humane Certified™ designation for Humane Tourism™ at four select locations. The certification is an indication that Mantis has met the comprehensive welfare criteria and rigorous standards for tourism and animal well-being. Audits of Mantis facilities in southern Africa were conducted in August 2023, which established that the properties met the certification requirements. The sites that are certified include Nyosi Wildlife Reserve and the following Mantis properties:

- Mantis Founders Lodge in South Africa
- Ichingo Chobe River Lodge by Mantis in Namibia
- Chobe Princesses by Mantis on the border of Namibia and Botswana
- Zambezi Queen by Mantis on the border of Namibia and Botswana





# AMERICAN HUMANE WORKING ANIMALS™ PROGRAM LAUNCHED

American Humane announced the certification of the iconic Budweiser Clydesdales and Dalmatians of Anheuser-Busch. The distinction of American Humane Certified™ identifies that Anheuser-Busch has met American Humane’s comprehensive, science-based standards for animal welfare and humane treatment of animals.

American Humane assisted Anheuser-Busch in identifying and completing improvements to add to the quality of care for the Budweiser Clydesdales and Dalmatians. Examples of recent adjustments include overseeing humidity levels in the facilities, updating documentation of daily processes, and discontinuing the practice of equine tail docking.



# CHEERS TO A WARRIOR FOR WILDLIFE: 2023 WOLFGANG KIESSLING INTERNATIONAL PRIZE FOR SPECIES CONSERVATION

To honor the lifelong commitment to save species, Global Humane created the Wolfgang Kiessling International Prize for Species Conservation. Wolfgang Kiessling is a global leader in the wildlife conservation world and has fought successfully to save many species, creating a safe haven for animals at Loro Parque.

2023 brought the second winner of the annual Prize, Prof. Theo Pagel. He is the CEO of the Cologne Zoo, the former president of the World Association of Zoos and Aquariums (WAZA), and the current Co-Chair of the Reverse the Red Committee of the International Union for Conservation of Nature (IUCN). Pagel has led significant change for animals both in the wild and in zoos.

“What a great honor it is to receive the Kiessling Prize for Conservation. I am truly humbled,” said Prof. Theo Pagel. “I have always felt inspired to lead teams of enthusiastic animal experts and guide one of the most progressive and conservation-oriented zoos in Europe. Together, we’ve discovered new species and supported dozens of impactful conservation projects worldwide.”

The recognition comes with a grant of \$80,000 to further Prof. Pagel’s work to make significant contributions to the practical application, research, and theory of species protection. The inaugural Kiessling Prize was awarded in 2022 to Dr. Jon Paul Rodriguez, Chair of the International Union for Conservation of Nature’s Species Survival Commission.



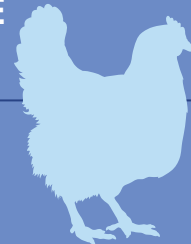
Watch the Wolfgang Kiessling International Prize for Species Conservation.



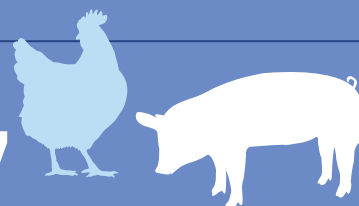




MORE THAN  
**1 BILLION**  
**FARM ANIMALS**  
protected by **American Humane Certified™** and  
our science- and evidence-  
based **HUMANE STANDARDS.**



**90%**  
**OF ALL CAGE-FREE EGGS** in the U.S.  
are **American Humane Certified™!**



**127**  
**PRODUCERS and PROCESSORS**  
CERTIFIED, with **EIGHT NEW BUSINESSES** joining in 2023

## AMERICAN HUMANE FARM ANIMAL PROGRAM

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

Americans should be able to easily find humanely raised dairy, meat, and egg products at grocery stores. And that is exactly what American Humane's farm program helps to accomplish. Whenever a shopper sees an American Humane Certified™ label, they can rest easy knowing producers met American Humane's standards. In 2023, eight new producers and processors were added to the American Humane Farm Program.

The American Humane Farm team focused heavily in 2023 on studying best practices and data tied to the humane treatment of animals globally. The focus on industry initiatives on sustainability was centered on animal welfare as the goal. Data is still being compiled and 2024 will potentially reveal more guides to welfare standards and new technology practices.

The Scientific Advisory Committee is the beating heart of the program. It is comprised of world-renowned animal scientists, veterinarians, practitioners, and ethicists who provide the expertise needed to help ensure our science and evidence-based standards align with evolving best practices.

Recently the American Humane Farm Program expanded its scope to elevate the scientific standards for the humane treatment of fish in aquaculture. The new aquaculture standards provide information for consumers to help them make the most informed choices.







The American Humane Farm Program has:

- **Promoted the welfare and humane treatment of over 1 billion farm animals** through rigorous, scientific, and evidence-based standards. The certification requires everything from adequate space to air and water quality, heating, lighting, shade, and the animals' ability to engage in natural behaviors.
- **Expanded third-party oversight on farms and ranches.** More and more farmers, ranchers, and companies are seeking certification from American Humane and are joining the largest independent farm animal welfare certification in the world. Participation in our American Humane Certified™ program provides assurance to consumers and retailers that products carrying the American Humane Certified™ label have met high animal welfare standards.
- **Driven efforts to support farm animal welfare initiatives with science.** Our engagement with new and emerging farm animal welfare research that merges academic data with active farm data helps to ensure our standards and certification program are grounded in solid scientific research, proven best practices, and verification through third-party auditing.

- **Improved data and feedback for animal welfare** through our new farm program database. It offers additional data collection and processing tools that create the opportunity to further evaluate animal welfare and continuously improve our standards and processes. This new database provides further opportunities to work with the agriculture industry to expand animal welfare.
- **Helped companies navigate new regulations and state requirements for animal welfare.** As more states move to adopt regulations and requirements around animal welfare, American Humane offers support and guidance on ways to comply with changing rules by state.
- **Expanded our presence with retail and restaurant companies** as more businesses have reached out to American Humane that are seeking certification for the food products they carry. A recent analysis found that 10 of North America's top 12 grocers carry food from farms and ranches certified by American Humane. The growing demand from ethically minded consumers for humane protein options has led to the expansion of American Humane Certified™ products and the presence of these foods at top retailers and restaurants across the nation.



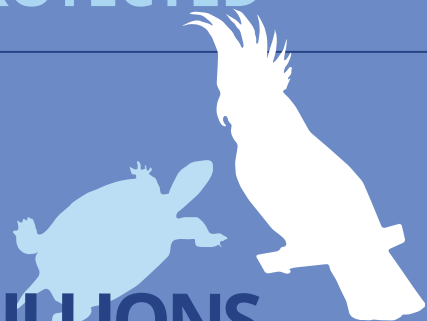




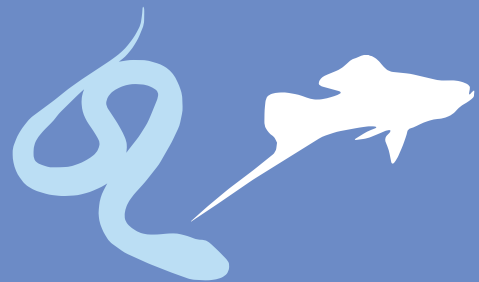
NEARLY  
**1,500**  
LOCATIONS



**THOUSANDS**  
OF SPECIES  
PROTECTED



**MILLIONS**  
OF ANIMALS  
PROTECTED



## AMERICAN HUMANE CERTIFIED™ PET PROVIDER PROGRAM

*First to Serve® in giving our best friends a great start*

We know that people are increasingly looking to make more ethical and humane choices in their lives, and that includes decisions about where and how to adopt new animal family members. That's why American Humane created the American Humane Certified™ Pet Provider program.

This program helps ensure soon-to-be pets arrive at their new homes healthy and happy. As part of the certification process, auditors help to verify animals have been treated humanely under science-based animal welfare standards.

These standards have been developed by American Humane and are reviewed by our Scientific Advisory Committee, which is comprised of world-renowned animal scientists, veterinarians, practitioners, and ethicists. The standards help to ensure animals receive proper treatment, adequate food, water, and air quality, and much more. American Humane salutes Petco for being the very first provider to achieve this certification.

Today, American Humane's Pet Provider program continues the ongoing audits of Petco's pet care centers to help ensure that animal treatment meets rigorous, science-based standards that

consumers can feel good about. Animal offerings include a wide variety of birds, reptiles, invertebrates, and aquatic life.

American Humane's Pet Provider program is leading the way and is improving animal welfare in the retail space. It's an exciting part of American Humane's animal welfare portfolio of which supporters should be proud.





Watch as more than 21,000 petitions and signatures are delivered to Congress for creating Betty White Day.



Photo Courtesy of TV Land

## CELEBRATING THE INCREDIBLE LIFE OF BETTY WHITE

### #BettyWhiteDay

American Humane launched a campaign this year with the goal of collecting 10,000 petition signatures to dedicate January 17th as National #BettyWhiteDay. Betty was a champion for animals and served as the chair of American Humane's "Be Kind to Animals Week®"—the most successful humane education campaign and the nation's oldest commemorative week. Betty was also a vital part of American Humane's "No Animals Were Harmed®" program, which combined two of Betty's passions—animals and film. To celebrate her incredible contributions to animal welfare, January 17th—Betty's birthday—is the perfect day to cement #BettyWhiteDay, forever.

After only a month of collecting signatures, American Humane surpassed our goal of 10,000 signatures and delivered more than 21,000 petitions to Representative Gus Bilirakis' office on Capitol Hill.

"As a member of the Board of Directors, Betty volunteered her service and financial support to American Humane and other animal advocacy organizations across the country for more than 70 years. Now it is our turn to ensure her contributions to animal welfare are never forgotten," said Dr. Robin Ganzert, President and CEO of American Humane. "This remarkable woman's lifelong commitment helped ensure animals around the world are treated with the love, care, and compassion they deserve. We want to thank every animal lover for their support and Congressman Gus Bilirakis for his dedication to our cause."





# EXPANDING PUBLIC EDUCATION

When disaster strikes, it is crucial that you and your family stay safe—and that includes your pets. American Humane arms pet owners with disaster preparedness education to help them act at a moment’s notice should a disaster—whether natural or caused by humans—come their way.

According to the National Fire Protection Association (NFPA), approximately 750 accidental home fires annually can be attributed to the actions of pets or wild animals. So, it is important to fireproof a home and know what to do if one breaks out. Don’t forget to include pets in the family emergency plan.

Families should decide who will be responsible for grabbing pets and supplies (food, bowls, medication, photo, leashes, carriers, and medical records) during an emergency, which can significantly reduce scrambling when speed and efficiency are needed. Ensuring your pet’s most up-to-date contact information is reflected on their ID collar and in the microchip database should be a priority. If your pet gets lost during a fire or disaster, it will help speed up the reunification process. American Humane was featured in a television segment in the nation’s capital relaying these important tips.

YEAR-END CHALLENGE  
Right now a donation  
to American Humane  
will help us protect  
animals in 2024 and  
beyond!

Similar steps should be taken in the event of a hurricane, flood, or tornado. Knowing a safe place where your pets can go if you need to evacuate or seek shelter is critical. Evacuation destinations may include a friend or family member’s home, a pet-friendly hotel, or a temporary boarding facility. Families should review their evacuation plan and double-check emergency supplies—including medications, bowls, water, and food.

Earlier this year, American Humane partnered with Zoetis—a world leader in animal health—to host a pet wellness clinic in Florida—home to some of the deadliest hurricanes. Not only did the team perform roughly 300 pet examinations, but the clinic was used to educate owners about how important it is to have a pet disaster kit on hand. Free kits—which included pet first aid supplies, blankets, collapsible water bowls, and other items pet owners need in times of crisis—were handed out to participants.

Our education efforts were featured in regional and national news outlets, reaching millions of viewers across the United States. For example, American Humane and Zoetis jointly published an op-ed on how to prepare pets for a natural disaster in *Florida Today*. This year, the education campaign also included how to navigate the poor air quality that engulfed large swaths of the U.S. following Canadian wildfires.



## PET FIRE SAFETY CHECKLIST

Home fires started by animals frequently involve everyday household items, such as cooking equipment, fireplaces with chimneys, space heaters, lamps, bulbs, wiring, and candles. The NFPA further estimates that nearly half a million pets are impacted by these home fires each year in the U.S. Tragically, around 40,000 pets lose their lives to these fires, primarily due to smoke inhalation.

### PREPARING FOR A FIRE

- Include your pet in your family emergency plan and practice taking them with you. Talk with your family members to determine who is responsible for grabbing your pets and who should grab their supplies (food, bowls, medication, photo, leashes, carriers, and medical records) during an emergency so you can reduce scrambling and redundancy when speed and efficiency are needed.
- Put a decal in your home’s front window indicating the number and type of pets you have. Providing this information can cut down on the time responders spend searching your home in the case of a fire. If you can evacuate with your pets, try to remove the sticker on your way out; this minimizes first responders looking for pets that are no longer there.
- Make sure your pet’s updated contact information is reflected on their ID collar and in the microchip database. If your pet gets lost during a fire, this will help rescuers get him or her back to you.
- Use monitored smoke detectors that are connected to emergency responders. Should a fire start while you are away from your home, you’ll rest assured that your pet has access to emergency response services even if no one is home to call them.
- Know your pets’ hiding spots and create ways for you to easily access them in case of an emergency. It’s nice that your pet can get away if he or she wants to, but in an emergency, you need to be able to locate and extract your pet as quickly as possible.

### DURING A FIRE

- Attempt to grab your pet and exit the home as quickly as possible, but if it takes too long to locate or secure them, leave. You should never delay escape or endanger yourself or your family. Once responders get there, immediately inform them your pet is still inside so they can enter your home and continue looking for your pet.
- Grab leashes and carriers on your way out of the house. Outside, it may be chaotic and that could cause your pet to try to escape to a calmer, safe area.
- Never go back inside a burning house. If you can’t find your pet, leave, open the door, and call to them repeatedly from a safe distance away. Let firefighters take over the task of locating your pet.





# 30,000 FOOT VIEW: A Q&A WITH JOHN PAYNE, CHAIRMAN OF THE GOVERNING BOARD OF DIRECTORS

Mr. Payne has been a true pioneer in advancing animal health and strengthening the human-animal bond. His entrepreneurial spirit and business acumen coupled with his commitment for philanthropy makes American Humane incredibly fortunate to have him as Chairman of the Board. We sat down with him to get his insights about who we are and where we are going as an organization.

**Q: What does it mean for you to be board chair of American Humane and Global Humane?**

A: Leading this storied organization and helping to shape its path forward is a true honor—especially since I get to continue my life’s passion of helping animals. But with the position comes a huge responsibility to work with other leaders to shape Global Humane’s future. When you think about it, it is a heavy mantle of responsibility because so many species are depending on us to escape extinction.

**Q: How do you see the organization evolving in the future?**

A: We, as an organization, recently made a big shift that I think will help chart our course forward. This year, we officially launched Global Humane, which is the international arm of American Humane, for one simple reason...animals have no geographic boundaries. We have an obligation to export our humane values and practices around the world. So, the biggest evolution that I predict will happen over the next decade is that our global footprint will expand in a big way.

**Q: What advice would you give to the next generation?**

A: First and foremost, you must get involved. No one ever advanced anything by sitting on the sidelines. We need the next generation of conservation leaders to step up. It is easy to be outraged by cruelty and abuse, but it is much more impactful to push for systemic change that improves animal lives. So, what advice would I give to young people interested in the humane movement? Get involved in whatever way you can—big or small. Even modest contributions can have a big impact.



# WITH GRATITUDE: AMERICAN HUMANE HONORS LOIS POPE FOR 13 YEARS OF PARTNERSHIP



American Humane paid tribute to Lois Pope and celebrated 13 years of partnership with her through the work of the American Humane Lois Pope LIFE Center for Military Affairs. Guests gathered at The Colony Hotel in Palm Beach, Florida, to honor Ms. Pope for her selfless service to animals and veterans.

Ms. Pope has supported numerous American Humane programs, including being the Platinum Presenting Sponsor for the Hero Dog Awards® and she has served on our Governing Board of Directors. She provided funding for three essential rescue rigs stationed throughout the country, and continued her legacy for veterans by creating the Lois Pope LIFE Center for Military Affairs, which supports the American Humane Pups4Patriots™ program.

The program pairs highly trained service dogs with veterans suffering from post-traumatic stress and traumatic brain injury at no cost to the veteran.

American Humane recently honored Ms. Pope with the inaugural Betty White Legacy Award.

“There are two women known for their tireless advocacy for saving the lives of countless animals—Betty White and Lois Pope,” said American Humane President and CEO Dr. Robin Ganzert. “We celebrate Lois, her love of animals, and her legacy with American Humane over the past 13 years.”

Lois, here’s four paws up for you from your animal friends at American Humane!





## LAUNCH OF *ROBIN'S NEST* PODCAST

This year, American Humane and Global Humane launched *Robin's Nest*, the official podcast of the first—and most experienced—national humane organization in the country.

*Robin's Nest*, hosted by American Humane and Global Humane President and CEO Dr. Robin Ganzert, will take on the biggest issues facing the amazing animals with whom we share our world. Topics range from the pets in our homes to the thousands of endangered species fighting to survive in the wild.

Weekly guests include everyone from celebrities and global experts in conservation, to veterinarians and zoologists. Lively and informative conversations will teach listeners about animal behavior, the human-animal bond, conservation efforts, and more. Look for *Robin's Nest* on the top podcast platforms.



## GLOBAL MEDIA DRIVER AND OPINION LEADER ON A WORLDWIDE SCALE





# CELEBRITY AMBASSADORS



*"My friends at American Humane have been helping animals for more than 140 years. They ensure that pets have a nice warm shelter in times of need, especially during natural disasters."*  
– Martha Stewart



*"I am a lifetime lover of animals. I've rescued every pet I've ever had. When you adopt a shelter pet, it not only enriches you and your family's lives, but that of your new pet's life as well. My friends at American Humane have been helping animals for more than 140 years. Learn more at AmericanHumane.org."*  
– Morgan Fairchild



*"For more than 100 years, American Humane has been helping our best friends in their worst times. They're real heroes to these animals."*  
– Vivica A. Fox



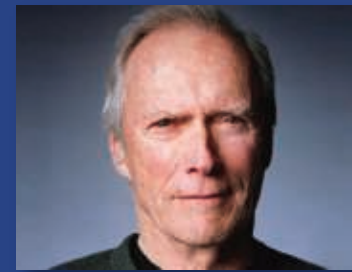
*"I couldn't imagine losing my dog Cleo to a disaster. I am grateful to American Humane Rescue for responding wherever and whenever animals are in need."*  
– Ariel Winter



*"American Humane works to bring home valiant military dogs and reunite them with the people who mean the most to them . . . their handlers."*  
– Marcel Spears



*"The heroes at American Humane have been helping animals for more than 140 years. Whether it's rescuing animals caught in disasters, ensuring the safety of animal stars on the screen, or protecting our planet's endangered species, they go above and beyond to further their mission and make the world a kinder place for animals."*  
– Kyle Richards



*"American Humane has fought hard to protect our four-legged performers through intensive on-set monitoring of films in production."*  
– Clint Eastwood



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



*"Animals protect, comfort, and give us their love. It's time we repaid the favor. Visit AmericanHumane.org to find out how YOU can help the beautiful animals who enrich our lives every day."*  
– Jenna Ushkowitz



*"The way we treat others affects us all. Join the fight for our animal friends. Go to AmericanHumane.org today"*  
– Marcus Scribner



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



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



*"For over 140 years, the soldiers at American Humane have been lending a hand to animals in need. Whether its rescuing animals caught in disasters with Red Star Rescue, ensuring the welfare of animal actors on screen, or safeguarding our planet's endangered species, they're committed to creating a better world for animals."*  
– Ian Ziering



*"To help both people and animals, organizations like American Humane have been working to 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."*  
– Elisha "EJ" Williams



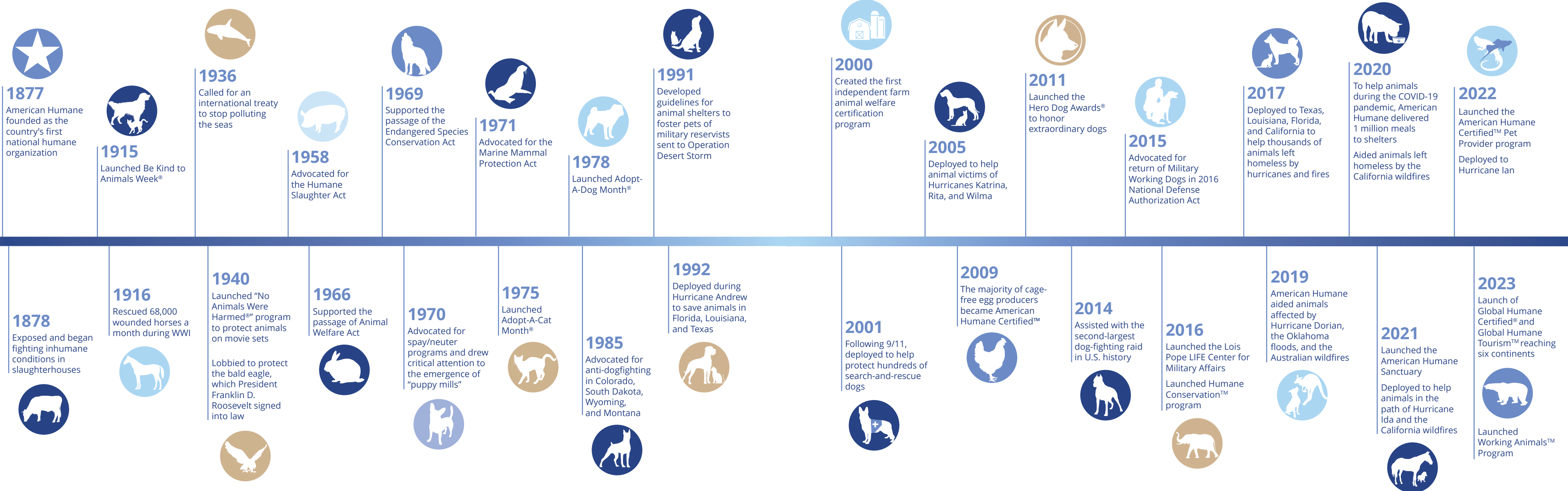
*"The world is filled with wonderful and amazing animals that we need to protect and preserve. I'm so thankful to organizations like American Humane who have been working to do just that, while building a greater love and appreciation for our world's remarkable creatures."*  
– Jack Hanna



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

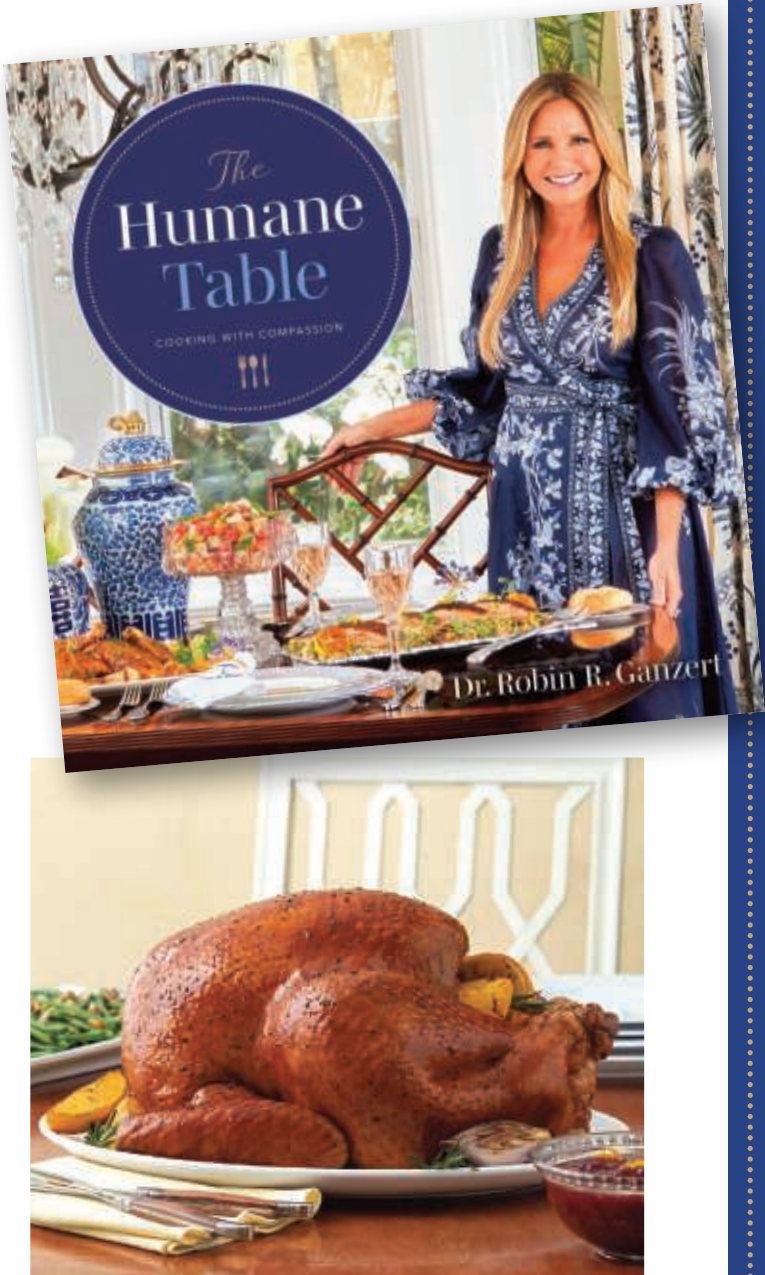


# HISTORIC MILESTONES





HUMANE FOR THE HOLIDAYS



Herb and Citrus Butter-Roasted Whole Turkey

MAKES 10 SERVINGS. COURTESY OF BUTTERBALL.

The Butterball™ turkey is a beloved American icon that, for more than half a century, has been virtually synonymous with Thanksgiving. Here’s a delicious twist on an old tradition from the folks who not only produce more turkey than anyone else, but also insist on its being American Humane Certified.

1. Position oven rack in bottom third of the oven. Preheat the oven to 325°F.
2. Remove 1 teaspoon orange peel and 1 teaspoon lemon peel from fruit. Cut 1 peeled orange and 1 peeled lemon into quarters; set aside.
3. Combine orange peel, lemon peel, butter, rosemary, 1 teaspoon salt, 1 teaspoon pepper, onion powder, and garlic powder in medium bowl.
4. Drain juices from turkey and pat dry with paper towels. Place turkey, breast side up, on a flat rack in a shallow roasting pan (2 to 2-½ inches deep). Evenly spread ¼ cup butter mixture between skin and breast meat of turkey, being careful not to tear skin.
5. Season cavity of turkey with remaining 1 teaspoon salt and 1 teaspoon pepper. Place peeled orange and lemon quarters, 2 shallots, and rosemary sprigs into turkey cavity. Tie legs together with kitchen string. Turn wings back to hold neck skin in place. (Tucking wings will help stabilize turkey in pan and when carving.) Rub ¼ cup butter mixture all over turkey.
6. Cut remaining 2 oranges and 1 lemon into quarters. Place orange and lemon quarters and remaining 4 shallots around turkey. Insert an oven-safe meat thermometer deep into lower part of thigh without touching bone.
7. Melt remaining ½ cup butter mixture and keep warm.
8. Bake turkey until meat thermometer registers 180°F and an instant-read thermometer inserted into the breast and stuffing registers 170°F (3 to 3-½ hours), brushing turkey with melted butter mixture once every hour for the first 2 hours and covering loosely with foil after 2 hours to prevent excess browning. Lift turkey onto platter and let stand 15 minutes before carving.

- 3 small oranges, divided
- 2 small lemons, divided
- 1 cup (2 sticks) butter, softened
- 1 tablespoon fresh rosemary (minced) or 1 teaspoon dried rosemary (crushed)
- 2 teaspoons salt, divided
- 2 teaspoons black pepper, divided
- 1 teaspoon onion powder
- 1 teaspoon garlic powder
- 1 (12-to-14-pound) Butterball® Fresh or Frozen Whole Turkey, thawed
- 6 medium shallots or small onions—peeled, halved, and divided
- 2 sprigs fresh rosemary or 2 teaspoons dried crushed rosemary

Make a choice to be humane for the holidays! Get *The Humane Table: Cooking with Compassion.*



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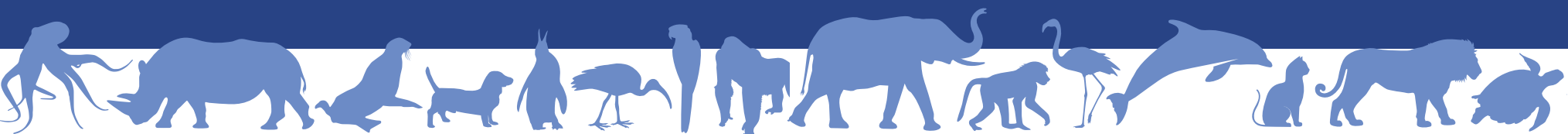
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# CELEBRITY AMBASSADOR PUBLIC SERVICE ANNOUNCEMENTS

Thank you to our Celebrity Ambassadors. We appreciate their commitment to American Humane and our important work. Watch our powerful Public Service Announcements provided by Martha Stewart, Morgan Fairchild, Ian Ziering, and Kyle Richards.



# Leave a Legacy of Compassion

American Humane has helped animals in need since 1877. A gift through your will or estate plan means we'll always be there when needed. All contributions are put to good use for our lifesaving programs, and American Humane is honored to have obtained Charity Navigator's highest four-star rating. For information, call 1-800-227-4645 or email [PlannedGiving@AmericanHumane.org](mailto:PlannedGiving@AmericanHumane.org).



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

*FIRST TO SERVE®*

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