

AMERICAN★HUMANE
FIRST TO SERVE®

SPRING 2021 NEWSLETTER



FROM THE PRESIDENT AND CEO

Friends –

Spring is finally here with all the hope and promise of renewal that this season always brings. And thanks to you, this spring looks to be an even happier, healthier and safer time for so many animals who desperately needed a helping hand during the past few months. We provided critical food and supplies to 825,000 abandoned shelter animals across 41 states, helped rescue 39 Collies and Collie breeds living in nightmare conditions, provided medical emergency support for local shelters, unveiled pioneering new protections for millions of animals being raised in aquaculture, reunited retired war dogs with their former handlers, and made the gift of highly skilled, lifesaving service dogs to veterans grappling with physical and emotional traumas.



Perhaps most emblematic of spring are all the adorable – and critically important – baby animals being born at American Humane Certified™ zoos and aquariums around the world, replenishing the stocks of Earth’s most remarkable and endangered species. In the pages that follow, you will meet a baby Lowland Gorilla and read uplifting stories that include giving an old tiger a new lease on life and the need to act with lightning speed to save some of the world’s slowest creatures.

And we think you will agree that even more a harbinger of spring than a cloudy Groundhog Day is the opening of our annual American Humane Hero Dog and Hero Vet Awards, which capture the hearts and minds of millions of animal lovers each year with their amazing tales of kindness and bravery.

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

Sincerely,

Handwritten signature of Robin R. Ganzert in black ink.

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

RESCUE TAILS

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



STARVING AND FROZEN NO MORE

The reports were enough to break your heart.

Thirty-nine starving, sick and freezing Collies and Collie-mix breeds were found living outside in chain-link kennels that afforded the dogs little protection from the elements. And that was before the bone-chilling cold and deep snows of February came.

To save these poor pups, American Humane deployed its famed rescue team to Tennessee and set up an emergency shelter where the animals could be treated, fed, rehabilitated and cared for properly. By the time we got to them, many of the dogs looked like little more than skeletons covered with matted fur and riddled with parasites. At the invitation of local authorities, our team worked with a local veterinarian and other volunteers to administer life-saving medicines and provide intensive 24-hour care to the animals.

Six members of the American Humane Rescue team collectively traveled thousands of miles from as far away as California and Massachusetts to help the animals and brought critically needed medicines and supplies donated by Zoetis Petcare (a U.S. business unit of Zoetis).

This is not the first time that the American Humane Rescue team has deployed to assist in a cruelty case in Tennessee. In 2018, the team cared for 26 dogs discovered living in a mud pit outside of Memphis. In 2016 the team worked on a major cat hoarding and cruelty rescue. In 2015, the team saved horses, mules and a mini-horse in Fayette County who were being intentionally starved and dehydrated in the hot Tennessee summer, and the team also traveled there in 2014 to help horses and a mule forced to endure the cold winter without food. Seven years ago, 141 dogs were rescued in deplorable condition from the back of a U-Haul trailer in which they were being transported near Memphis. American Humane helped care for the animals and arranged for a special airlift of those who were not adopted locally to a safe shelter to find forever homes. American Humane was also involved in a hoarding case in Moscow, Tennessee, rescuing and helping to care for more than 140 animals who were being kept in a private home.

"It is terrible to think any animal could be forced to live under these conditions, and we must put an end to such abuses," said Dr. Robin Ganzert, president and CEO of American Humane. "Fortunately, our rescue team and dedicated local volunteers were able to help these animals, who will be rehabilitated and put on a path to a better life."



HELPING ANIMALS DURING THE PANDEMIC

When the COVID-19 pandemic struck, it took a terrible toll on both people and animals. Some families affected by illness or job losses gave up beloved pets they could no longer afford to keep, while millions sheltered at home, dramatically decreasing foot traffic and fundraising at the nation's rescues, shelters, sanctuaries and animal food banks, leaving millions of abandoned dogs, cats, horses, and other animals to face uncertain futures.

In response to the overwhelming number of calls received from animal rescues and shelters, American Humane launched the **Feed the Hungry COVID-19** fund to help feed and care for animals across the country during the coronavirus crisis.

In the first year of the campaign, American Humane has delivered support for 825,000 meals in 41 states! Here are just a few of the latest recipients of our Feed the Hungry grants:

HUMANE SOCIETY OF SKAGIT VALLEY

Located in Burlington, Washington, the Humane Society of Skagit Valley provides a safe haven to shelter and care for the abandoned, abused or unwanted animals. This socially conscious shelter offers lifesaving, life-changing animal advocacy services, including a low-income pet food bank, a low-income spay & neuter clinic, pet behavior counseling, therapeutic animal visits and animal adoption, among others. On average, HSSV processes 2,000 adoptions and returns 500 lost pets to their owners every year. Our Feed the Hungry grant will allow the shelter to continue its critical services and help many more animals in the community.



LASSO HORSE RESCUE AND EQUINE THERAPY

LASSO Horse Rescue and Equine Therapy, located in LaSalle, Colorado, is an all-volunteer organization dedicated to the safe keeping of abandoned, abused, neglected and unwanted horses in the state of Colorado. The rescue organization also offers educational programs to help all large animal owners understand the intricacies and responsibilities inherent in caring for their animals, and the negative impact on those animals if that care is not given. LASSO gives assistance to owners who cannot care for their animals because of medical or financial reasons and works with local and regional law enforcement agencies to provide refuge and medical treatment for animals suffering from abuse and neglect. The horses who are awaiting adoption at LASSO provide equine therapy to the public and challenged individuals of the community. American Humane's Feed the Hungry grant will help LASSO continue their lifesaving work during the coronavirus.

"LASSO is very grateful and honored to be selected as a recipient of your grant," said DiAnn Hitchcox, director of operations at LASSO. "This grant has provided much needed assistance in light of the pandemic and the wildfires impacting our area. Our organization has experienced lack of volunteers, reduced fundraising opportunities, as well as an increase of unwanted horses in our community. In June, LASSO acquired 10 horses that were bound for slaughter. This grant will help provide hay and medical care for these animals."



ANIMAL RESCUE AND VET SUPPORT SERVICES



Located in Sun Prairie, Wisconsin, Animal Rescue and Vet Support Services is a volunteer-run non-profit organization that rescues adoptable dogs from high-kill shelters in the Midwest, including "special needs" dogs who require dire medical attention and lengthy rehabilitation time. The shelter also takes in stray dogs and puppies. All rescue dogs are kept in foster care until they are adopted. The team also works to increase community awareness of humane issues in the world of animal rescue through public meet and greets and other events.



American Humane's Feed the Hungry grant will help ARVSS continue to provide critical medical treatment to dogs in need, including lifesaving surgeries, even as they face financial setbacks in the face of the pandemic. Once treated, the dogs have a better chance of finding their forever homes.

"In these unprecedented times of COVID-19, ARVSS is so grateful for the support," said the group's Diane Sanders. "Normally, we would be holding fundraising events like dog washes and picnic raffles to raise the money for the dogs' care. In the midst of the pandemic, we have had to modify our efforts. Thank you so much for selecting ARVSS to receive such a generous grant."



"Animals have a special place in my heart, and I am saddened to see so many being abandoned and left hungry as a result of this sweeping COVID-19 pandemic," said Jean Shafiroff, national spokesperson for the Feed the Hungry COVID-19 campaign and renowned philanthropist. "We must ensure that rescue organizations have the basic resources necessary to care for these defenseless animals who are in dire need of a forever home."

"Our work to help animals in need is more important than ever," said American Humane President and CEO Dr. Robin Ganzert. "We are asking everyone who truly loves animals to help us support the front-line organizations caring for hundreds of thousands who are now in their time of greatest need. Thank you!"

To help shelters continue to save lives during this unprecedented crisis, consider donating today. Learn more at www.americanhumane.org/feedthehungry.

THE GIFT OF LIFE FOR ANIMALS IN CRISIS

People aren't the only ones who need emergency medical assistance. To make sure more animals get lifesaving help in times of crisis, American Humane, the country's first national humane organization presented a \$4,500 check to Lee County Domestic Animal Services in Fort Myers, Florida to help them treat animals in severe medical emergencies. The money comes from American Humane's Meacham Grant fund, which provides for capital improvements to shelters across the country, and will be used to purchase specially made, lifelike canine and feline mannequins to train first responders in animal first aid and CPR. With these new tools, emergency personnel will also be taught how to properly insert IV catheters, perform IV infusions and endotracheal intubations, bandage limbs, and administer other lifesaving techniques for injured and seriously ill animals.

"We need to help animals wherever and whenever they are in need and this grant will do that for those in the most critical situations," said American Humane President and CEO Dr. Robin Ganzert who traveled with National Ambassador Steven DeLalio and Disaster & Cruelty Response Specialist Amber Batteiger to deliver the oversized gift. Interim Director for Lee County Domestic Services Pablo Adorno gratefully accepted the support, saying, "Lee County Domestic Animal Services would like to thank American Humane for its generous donation that will enable us to purchase canine and feline mannequins to train staff to assist in lifesaving measures. We appreciate and look forward to our ongoing partnership."



NEW PSA: MAKE A KINDER WORLD FOR ANIMALS

Of all the most valuable resources in the world, kindness is the most precious. For more than 144 years, American Humane has been working to make the world a kinder place for animals, and we recently enlisted the help of animal lover, author and TV personality Carson Kressley to take that message to millions of people across the country. Carson, a longtime friend of American Humane and supporter of our work, taped six television and radio public service announcements, urging people to make kindness part of their lifestyle by making humane choices at the supermarket, in our choice of entertainment, and by supporting conservation and rescue efforts. These spots are being sent to 1,300 television and 5,000 radio stations nationwide and should be airing soon in your area – just in time for this year's "Be Kind to Animals Week®" (May 2-8)! Watch and listen for them and check our website for a few simple ways you can join American Humane and Carson in making a kinder world during Be Kind to Animals Week and all year round.



NEW POSTERS DRAW ON 106-YEAR LEGACY OF LOVE

American Humane’s “Be Kind to Animals Week®” is not just the most successful humane education effort ever created, but the longest-running commemorative week in U.S. history. Launched in 1915, this annual celebration, which always takes place the first full week of May starting on a Sunday, aims to teach people how to respect and treat animals well. And for the past 106 years, one of the most powerful tools in helping spread the gospel of love in communities across the nation has been an inexpensive but effective device: the poster. Long before the advent of television, radio and social media, the humble poster served to draw in the viewer with a simple, powerful picture and a short message that might, just might, make people think a moment and change the way they treat the creatures with whom we share the Earth. In fact, posters have been an illustrious part of the humane movement. In 1918, American Humane asked people to help us save war horses on the battlefields of World War I. In the 1930s, noted illustrator Dennis Morgan created a series of classic “Be Kind to Animals” posters for American Humane that became known throughout the world and are today collector’s items. And in May, American Humane sponsored nationwide poster-making contests for generations of schoolchildren.

This year, we decided to draw on this 106-year legacy of love and commission brand-new “Be Kind to Animals” posters by talented artists Erica Rose and Heegyum Kim, featuring a diverse range of characters, both animal and human, representative of the broad coalition of caring the humane movement needs to succeed. We hope you enjoy our newest creations and just a few images from our gallery of classic posters through the ages:



HELPING AMERICA'S HEROES

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



MILITARY DOG "BOGI" REUNITED WITH HANDLER!

Retired Military Working Dog Bogi just completed her journey across the Pacific Ocean, traveling from Iwakuni, Japan to Honolulu, Hawaii, where the five-year-old Belgian Malinois will enjoy her much-deserved retirement with her former handler, United State Marine Corps Sergeant Angela Cardone. A neck injury sustained during service rendered Bogi eligible for an earlier-than-usual retirement. The two were reunited at the Queen Kapi'olani Hotel amidst a flurry of national media attention.

"Thanks to our supporters and a small group of generous anonymous donors, American Humane was able to bring MWD Bogi home," said Dr. Robin Ganzert, American Humane's president & CEO. "Every dog who serves alongside our brave men and women in uniform deserves our thanks and a restful retirement."

American Humane veterinarian Dr. Lesa Staubus travelled to Hawaii to ensure MWD Bogi's health and safety during her journey home. American Humane has worked alongside the Armed Forces for more than a century. Whenever retired military dogs need assistance getting back home, American Humane is happy to help reunite these brave veterans with the people who care most about them – their former handlers.

According to Sgt. Cardone, "No matter what I could always depend on her for anything, she always put me in a better mood. She built my confidence as a dog handler and a person."

When Sgt. Cardone and MWD Bogi served together, the two regularly searched packages, cars, rooms, baggage and aircraft for potential threats. Sgt. Cardone began working with MWD Bogi when the pup was still fresh from her training, and the two worked together to build the skills that a successful MWD needs.

"When military dogs retire, their path home isn't always clear," said American Humane president and CEO Dr. Robin Ganzert. "Whenever those who fight for our nation need aid in bringing their retired military dogs home, American Humane stands ready to serve. We salute Sgt. Cardone and her brave military dog Bogi and invite the public to support our efforts to bring about more reunions like this one."

Learn how you can help at www.AmericanHumane.org/military.



PROFILE IN COURAGE

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

To help, American Humane created the Pups4Patriots™ program, which trains dogs to become lifesaving, free service animals for veterans in need. Meet just two of our most recent graduates, both of whom are now looking forward to healthier, happier and better lives together:

HUBERT AND BAKER

Sergeant First Class (Ret.) Hubert joined the U.S. Army right out of high school and served from 1984-2004, traveling around the world as an automated logistics specialist. He was also deployed to serve in the Gulf War. After retiring, Sgt. Hubert began to look for a service dog to help him deal with some of the lingering effects of his experiences. He and his wife had already re-homed a two-year-old Labradoodle named “Baker” and they were hopeful that he could be trained. Someone gave him a list of service dog websites and something about American Humane drew him in. He started the paperwork, but then the pandemic hit and it seemed as if his hopes might be delayed. However, American Humane reached out and Hubert arranged for Baker to meet our Pups4Patriots program managers to see if he was trainable. He was and was soon learning how to obey verbal commands and read Hubert’s body language.

“Since training, he knows he’s working when he has the vest on,” says Sgt. Hubert. “He follows me around and if I can feel my anxiety brewing up, I’ll try to sit down and stop moving around. Baker will come and put his head against me and I can give him commands to help me. That’ll take my mind off what triggered me to be anxious and concentrate on him.”

Sgt. Hubert is especially thankful that the Pups4Patriots program provides service dogs at no cost to veterans: “Some of other programs charge a lot. There’s no way I could pull out \$5-10,000 for a dog.”

And, thanks to Baker, life is better.

“Baker has helped me,” says Hubert. “He’s like my shadow. He follows me around, is very lovable and just wants to please you. He’s my rock.”

In turn, Baker gets plenty of love and attention.

“We have a small backyard, but we’re in the process of building a new home, and he’ll have more room to run around and play,” Hubert says. “But he gets plenty of what I call ‘sniffy walks,’ so he can do whatever he wants, just smell things and explore. But when I put the vest on, he knows it’s time to work.”

To learn more and help fund the training of more lifesaving service dogs for our veterans, please visit www.americanhumane.org/program/military.



TWO WAYS YOU CAN HELP VETERANS AND ANIMALS

There are two simple – and fun! – ways coming up soon that you can help veterans in need and animals who need forever homes:



On April 9, American Humane is introducing our inaugural PupsFOREPatriots golf invitational. Get into the swing of the season with a continental breakfast, an enjoyable round of golf, and a professional golf clinic with Tim McCoy a PGA Class "A" professional at the lovely **Palm Beach Par 3 Golf Course**. To register for the invitational or to learn about sponsorship packages, please contact Eleanor Brason at EleanorB@AmericanHumane.org or call our Palm Beach office at 561-537-5887.



And this July 4th weekend, you can run, jog, walk or march in our second national **Pups4Patriots 5K** to show your solidarity with America's veterans. Sign up, get your friends and family to sponsor you, and, best of all, go at your own pace. The main thing is to help us reach our goal of covering the full costs of training three veteran/dog teams. You can register online at www.americanhumane.org/P4P5K.

Leave a Legacy of Compassion



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

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<https://giving.americanhumane.org>



SAVING EARTH'S ANIMALS

Species around the world are disappearing at an alarming rate in what scientists are calling the “Sixth Mass Extinction.” To help stem this terrible tide and protect the world’s beloved animals, we launched the American Humane Certified™ program, the first such independent certification for the world’s zoological facilities. You can support the vital rescue, rehabilitation and conservation work being done at these institutions by visiting American Humane Certified facilities. Here are just some of the latest victories they have achieved to help preserve Earth’s magnificent and disappearing animals:



HIP CAT: An endangered Amur tiger suffering from an arthritic hip underwent a successful total hip replacement surgery and a follow-up procedure at American Humane Certified **Brookfield Zoo** with a custom-designed, patient-specific implant. This is believed to be the first time such a procedure was attempted on a tiger in North America. During the surgery, which took place at the zoo’s state-of-the-art animal hospital, 10½ -year-old Malena received a custom-made implant that was designed and manufactured to fit her perfectly.



WELCOME TO THE WORLD! The baby boom continues at American Humane Certified **Woodland Park Zoo** with the birth of a western Lowland Gorilla and it’s a girl! The newborn is the second baby for 24-year-old Nadiri and the first between her and 21-year-old Kwame. The baby’s vital signs are good and she’s healthy and physically normal. That’s good news as there are only about 300,000 Lowland Gorillas left in the wild.



WARM WELCOME FOR COLD TURTLES: This winter, hundreds of cold-stunned turtles were rescued off the New England coast after water temperatures dropped so quickly the turtles were unable to swim to warmer waters fast enough. Hypothermia can cause turtles to become lethargic, affecting their diets and overall health. Fortunately, four endangered Loggerhead Turtles were flown to American Humane Certified **Georgia Aquarium**, where they received a warm welcome and topnotch veterinary care until they were released into the much balmer waters off the coast of Cape Canaveral. Ahhhh....



PROTECTING ENDANGERED SPECIES: THEN and NOW

American Humane has been protecting animals for 144 years and has, time and again, worked to save the world's most threatened and endangered creatures. Our Humane Conservation program protects hundreds of thousands of magnificent animals around the world, and we have repeatedly proposed and supported vital legislation to protect and conserve species, backing the Endangered Species Act, the Endangered Species Conservation Act, and the Marine Mammal Protection Act as well as laws to protect horses, seals and ocean fish among many others. Many remember how, as far back as 1940, American Humane lobbied for the bill protecting the bald eagle, the very symbol of our

country, which President Franklin D. Roosevelt signed into law. Our work since then has grown mightily and in recent weeks, we once again amplified our efforts to save iconic species with grants to two important organizations:



THE NATIONAL EAGLE CENTER

The National Eagle Center is a world-class interpretive center located on the banks of the Mississippi River in Wabasha, Minnesota. Home to rescued bald eagles, the National Eagle Center connects people with eagles in nature, history, and cultures every day. Visitors have the opportunity to meet these eagle ambassadors up close, explore interactive exhibits and cultural displays, and learn about the biology, ecology, and natural history of the eagle. Learn more at www.nationaleaglecenter.org.





THE INTERNATIONAL ELEPHANT FOUNDATION

Founded in 1998 by elephant experts, animal managers, conservationists, and trainers, the International Elephant Foundation is committed to creating a sustainable future where elephants thrive. Through their conservation, awareness, scientific, and community-based programs, they are the catalyst for linking people and elephants for their mutual long-term benefit. The over 200 programs IEF have supported include anti-poaching and habitat patrols in Zambia, Uganda, Kenya, Sumatra, and Nepal; community outreach and education programs in India, Nepal, China, Tanzania, Namibia, Zambia, Kenya, Botswana, and Uganda; and, human-elephant coexistence programs in Indonesia, India, Nepal, Namibia, Tanzania, Kenya, and Botswana. "The International Elephant Foundation is honored to have the support of America's oldest and most prestigious animal welfare organization, American Humane," said the nonprofit. "Thank you for your support!" To learn more, visit www.elephantconservation.org.



AWARD-WINNING FILM CONTINUES TO SWEEP GLOBE

Escape from Extinction, American Humane’s award-winning conservation documentary film, is taking the animal and film world by storm. Narrated by Academy Award winner Dame Helen Mirren, the film opened as the nation’s #1 documentary in 94 theaters across the country and takes viewers on a dramatic trip around the world to explore the imminent disappearance of one million species during the “Sixth Mass Extinction” now taking place. Despite these threats, the film also shows that there is hope as animal experts, conservationists, animal scientists, veterinarians, bioethicists, and others at leading zoological organizations across the globe work to pull endangered and disappearing species back from the brink.

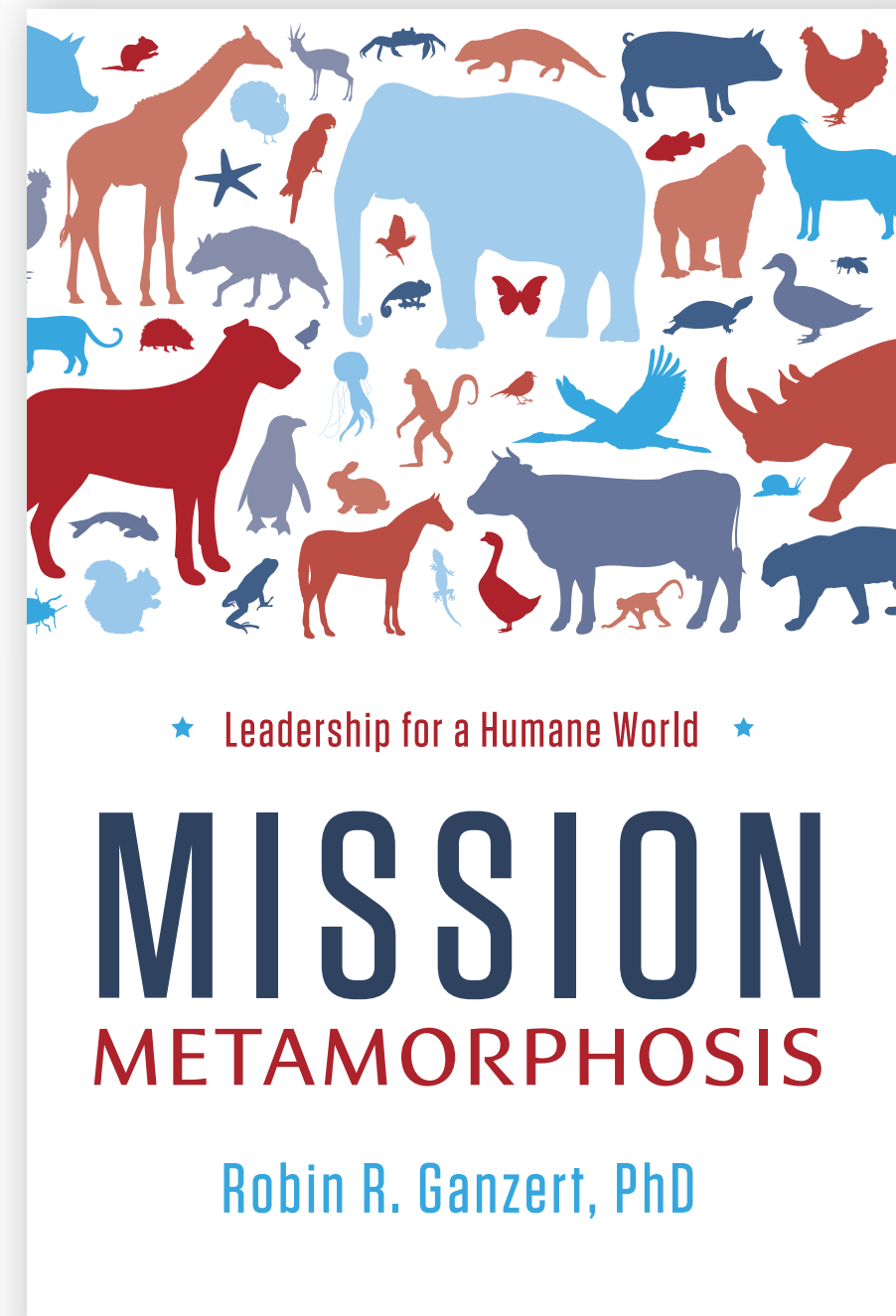
The film was named the “Best Environmental Documentary” of 2020 at LA DOC Los Angeles Documentary Film Festival and has already become a favorite at leading film festivals, receiving hundreds of requests for screenings by conservation organizations, universities and private groups. *Escape from Extinction* already has a major distributor in the United States and Australia and is in the process of nailing down deals in Germany, France and the United Kingdom.

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

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

GOT YOUR COPY?

Mission Metamorphosis, the inspirational guide from American Humane CEO Dr. Robin Ganzert, tells the story of how she not only helped save the world’s leading animal charity but increased its reach in helping rescue, shelter, feed and protect vulnerable creatures in every area around the globe by nearly 2,000 percent! *Mission Metamorphosis* debuted as the #1 Animal Rights eBook on Amazon’s bestseller list and Goodreads fans gave it an impressive four stars. The book, which is filled with poignant stories as well as sound advice for nonprofit leaders on how to achieve mission-driven success, has been included in *Texas CEO Magazine’s* monthly roundup of notable books, highlighted on Just Jenny, a nationally broadcast Sirius XM radio show, and included on the 2020 Porchlight Business Book Awards longlist. Best of all, proceeds from book sales go back to American Humane to further its critical work to protect animals around the world. *Mission Metamorphosis* is published through Fast Company Press and available through Amazon, Barnes & Noble, Books-A-Million or your local bookstore. Be sure to get your copy today!



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.



AMERICAN HUMANE UNVEILS NEW STANDARDS FOR AQUACULTURE

American Humane, which has led the way in pioneering protections for animals for 144 years, has now unveiled new standards specifically geared to the humane raising of salmon and trout – a first for the aquaculture industry.

“We are thrilled to expand the scope of our American Humane Certified™ program and elevate the standards in the aquaculture space for the humane treatment of fish,” said Dr. Robin Ganzert, president & CEO of American Humane.

“As ethically-minded consumers search for humanely raised products, we want to ensure that the best farmers are certified by a third party for their commitment to doing things right.”

American Humane Certified™ is the nation’s first and largest third-party animal welfare certification program. The American Humane Certified seal provides proof that a product has been independently audited against science-based animal welfare standards. American Humane Certified producers are judged against more than 200 metrics drawn up in collaboration with an independent Scientific Advisory Committee comprised of leading experts in the fields of agriculture, species-specific animal behavior and ethics.

Consumer demand for humanely raised products has risen sharply in recent years and producers and retailers are responding to this call to action. Ten of the nation’s top 12 grocery retailers now carry products that are American Humane Certified, according to a recent analysis by American Humane. More than 90 percent of people surveyed in an American Humane study reported being “very concerned” about farm animal welfare and they consider the consumption of humanely raised products to be “very important.”

“Aquaculture is an important and ever-growing component of the international food supply system,” said Dr. Ganzert. “Our team is excited to work alongside ethically-driven farmers to boost standards for fish and provide families with humane options at the grocery store.”



HUMANE SPOTLIGHT: TACO BELL

American Humane regularly spotlights the good work of American Humane Certified producers and products that reflect an enlightened commitment to the welfare of animals.

Tell us a little bit about your company, your history, and your commitment to animal welfare.

Taco Bell is the world's leading Mexican-inspired quick-service restaurant brand, serving craveable, customizable menu items with bold flavors, great value and quality ingredients to millions of customers. For years, we've been on what we call our Food For All journey, evolving our menu to feed people's lives with unexpected good and to ensure that our fans never have to choose between craveability and responsible food choices. We continuously work to be transparent about what is in our food to help our customers make informed decisions.



How do you feel about the farms from which you source eggs and why you believe animal welfare is important?

We've long recognized consumers' growing food supply concerns, including animal welfare. So, we prioritize those issues, engage with consumers and spearhead related industry efforts. We greatly value the working relationships we have with our partners and suppliers to collaborate, identify effective systemic solutions and source high quality ingredients—including our cage-free eggs.

Some companies rely on self-reporting welfare outcomes. Why did you decide it was important to source eggs that are verified by an independent third party?

At Taco Bell, we're constantly listening to our fans and perfecting our menu accordingly. Back in 2016, we saw strong consumer demand for certified cage-free eggs and egg ingredients. So, we worked at a record pace to become the first national QSR brand to serve 100 percent cage-free breakfast eggs, proudly certified by American Humane. Since then, we expanded our commitment and now serve 100 percent cage-free eggs and egg ingredients across our entire menu in all U.S. and Canada restaurants.

Why do you value American Humane certification?

By working with American Humane, Taco Bell can be proud that our eggs and egg ingredients come from hens raised in an open environment, where they can feel comfortable and display their natural behaviors. With these certified ingredients, we've been able to continuously meet customer needs while serving delicious food.

Is there anything else you would like food consumers to know about you or your company?

Even as the pandemic has triggered changes in restaurant operations and efforts to streamline our menu, nutrition, choice and sustainability are still top of mind for Taco Bell—as it was before the pandemic. Our company is working hard to be increasingly flexible, innovative, purposeful, and bold, and we're excited to continue working with organizations like American Humane in doing so.

WELCOME OUR NEWEST HUMANE PRODUCERS!

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



KREIDER FARMS

Sometimes one good deed leads to another! Kreider Farms' cage-free eggs are already American Humane Certified, and now the company's dairy products are, too! In fact, Kreider Farms has the first dairy cattle operation certified by us in the Northeast. Founded in 1935, the Kreider family is still in charge, overseeing a diverse farming business in Pennsylvania encompassing approximately 3,000 acres, and supplying retail and wholesale customers with farm-fresh milk, ice cream, eggs, and more.



SIMPSON'S EGGS

This family-owned North Carolina-based producer has been in business since 1925 when the founder traveled door-to-door in his Model T, selling eggs to his friends and neighbors. Today, Simpson's Eggs are better than ever because their cage-free laying hen operations are American Humane Certified!



VITOEUF

Vitoeuf is strongly committed to promoting egg products that require no additives, sourcing cage-free eggs from American Humane Certified producers. Vitoeuf is a business unit of Nutrigroupe and has a mandate to provide its customers with high quality products.

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

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



The VIPs turned out to attend a special luncheon at Swifty’s Pool at the Colony Hotel in Palm Beach to learn more about American Humane and hear about the challenges facing animals during the pandemic. The event was organized by philanthropist, animal lover and American Humane board member Jean Shafiroff, who also serves as the national ambassador for the organization’s “Feed the Hungry COVID-19” fund to help shelter animals during this crisis. The event took place outdoors, with masks and social distancing, and included guests Peter and Josephine Callahan, Alex Donner and his orchestra, Candace Rojas, Yaz Hernandez, Tom Whitaker, Robert Caravaggi, Patty Raynes, Alex Harner, Katie Carpenter, Karen Klopp, Annette DeLorenzo, Tatiana Platt, Kim Heirston, Pamela O’Connor, Kim Renk Dryer, Holly Holden, Christine Schott Ledes, and many other notables. Proceeds from the afternoon benefited American Humane. Thank you, Jean!

VOTING NOW OPEN IN THE 2021
HERO DOG AWARDS!

Get your electronic ballots ready! Public voting for the 2021 American Humane Hero Dog Awards® campaign has just opened and there are plenty of brave, inspiring and adorable candidates contending for the honor of your support. The annual, year-long campaign seeks to identify and honor the best of our best friends and will culminate this fall with the premiere of the “American Humane Hero Dog Awards” on Hallmark Channel.



Dog lovers across the country are invited to visit www.herodogawards.org and vote daily for their favorite dogs in each of seven categories. This fall, the top winner in each category will appear on the nationally televised, star-studded, red-carpet awards where one of the seven will be named the **American Hero Dog** of the year – the most prestigious honor a canine can receive.

The seven categories for 2021 are: **Law Enforcement and Detection Dogs, Military Dogs, Therapy Dogs, Service Dogs, Shelter Dogs, Search and Rescue Dogs** and **Guide/Hearing Dogs**. From a field of hundreds of nominations, 21 semifinalists (the top three in each category) will be chosen in this first round of voting by the public. The second round, featuring a combination of public and celebrity judge voting, will narrow the field to seven category finalists who will then vie, through a final round of public and celebrity judge voting, for the title of 2021 American Hero Dog.

During the past 10 years, Americans have cast millions of votes for thousands of dogs, all seeking the coveted title of American Hero Dog. The program reached more than four billion people last year and draws the support and participation of top celebrity dog

HEROES TO ANIMALS: VOTING IN HERO VET AWARDS OPENS JUNE 10

lovers from all over the world. Hosts, judges, award presenters and entertainment acts have included Vivica A. Fox, Jay Leno, Billy Crystal, Betty White, Ariel Winter, Rebecca Romijn, Faithe Herman, Marcus Scribner, Dean Cain, Katharine McPhee, Shannen Doherty, Whoopi Goldberg, Denise Richards, Sarah Michelle Gellar, Chelsea Handler, Martin Short, Jewel, Wilson Phillips, Carson Kressley, Miranda Lambert, Pauley Perrette, Kristin Chenoweth, Naomi Judd, Eric Stonestreet, Fred Willard, Danica McKellar and many, many more.

“Whether they protect us on the battlefield, help us with medical challenges, or just lighten our spirits with an enthusiastic kiss after a hard day, dogs save and improve our lives every day,” said Dr. Robin Ganzert, American Humane’s president and CEO. “The American Humane Hero Dog Awards is our way of saluting our best friends and we invite every dog lover to take a few minutes to recognize the love, skill and loyalty these remarkable animals show us every day by voting for their favorites now at www.HeroDogAwards.org.”



KEY DATES FOR THE 2021 AMERICAN HUMANE HERO DOG AWARDS CONTEST INCLUDE:

- 1st Round Voting: March 25 – May 6
- 2nd Round Voting: May 27 – July 15
- 3rd Round Voting: July 29 – September 7
- Hero Dog Awards broadcast: Coming this fall

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

More information about the 2021 American Humane Hero Dog Awards, including complete contest rules and entry information, can be obtained by visiting www.herodogawards.org and be sure to follow us on Facebook and Twitter. More information on sponsorship opportunities can be had by emailing Jill Nizan at jilln@americanhumane.org or by calling 1-800-227-4645.



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

American Humane, the country's first national humane organization, recognizes the hard work these professionals put in day-in and day-out in the name of helping animals, and is pleased to announce that voting will soon start in the eighth annual American Humane Hero Veterinarian and Hero Veterinary Nurse Awards™, presented by Zoetis Petcare (a U.S. business unit of Zoetis). Pet owners and animal lovers alike are invited to visit www.herovetawards.org between June 10 and July 29 to choose their favorite candidate for the nation's top vet and vet nurse. The winners will be featured in the 11th annual American Humane Hero Dog Awards®, which will air nationwide this fall as a two-hour special on Hallmark Channel.

Starting with a large pool of nominations sent in by animal lovers around the country, 10 finalists in the American Hero Veterinarian and American Hero Veterinary Nurse categories were selected by a special blue-ribbon panel of judges consisting of veterinary professionals, animal care professionals and celebrities. Beginning on June 10, the American public is invited to vote online for their favorite veterinarian and veterinary nurse.

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

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

KEY DATES FOR THE 2021 AMERICAN HUMANE HERO VETERINARIAN AND HERO VETERINARY NURSE AWARDS ARE:

- Public Voting Round: June 10 - July 29 (round opens and closes at noon PT)
- Hero Dog Awards broadcast: Coming this fall



WHAT'S NEW (AND GOOD) TO WATCH

Many theaters might be closed, but there are plenty of great new TV shows and movies to experience in the safety and comfort of your own home. American Humane is proud to say that we kept all of the animals safe in the following movies and TV shows, so sit back and enjoy these terrific diversions from real life, worry free!



CHAOS WALKING

Chaos Walking – In the near future, Viola (Daisy Ridley) crash lands on a planet where all the women have vanished and the men suffer from a condition where all their thoughts can be seen and heard. After our hero Todd Hewitt (Tom Holland) discovers Viola, he vows to protect her from the planet’s marauding gangs. In addition to the impressive special effects, incredible action sequences, and immersion into a completely original world, Chaos Walking features a plethora of amazing animals. Chaos Walking features horseback riding with the intensity of a classic Western and American Humane was on set for nearly 70 days in Quebec, Canada. The cast and crew were terrific and No Animals Were Harmed. Chaos Walking was released on March 5, 2021 online and in select theaters.



WONDER WOMAN: 1984

Wonder Woman: 1984 – This bombastic sequel, starring Gal Gadot, opens in the mythical land of Themyscira where the Amazons compete in their version of the Olympic Games. Later, we follow Wonder Woman working at the Smithsonian in the ‘80s when she finds the mysterious “dreamstone” and encounters her mousy co-worker-turned-villain played by Kristen Wiig. Before you know it we’re thrust into the madness of the Cold War! The Themyscira sequences feature Wonder Woman’s origin story and include a series of impressive horse action. American Humane was there for all of it and our Certified Animal Safety Representatives, who are superheroes themselves, were happy to report that No Animals Were Harmed! Throw your golden lasso around that!

TOP GUN: MAVERICK

Top Gun: Maverick – Pete “Maverick” Mitchell (Tom Cruise) returns to the Naval Academy after years of falling off the grid in this highly anticipated sequel to the 1986 classic, Top Gun. This time Maverick isn’t a student, but an instructor, teaching the “best of the best” on how to fly Mach-10’s. The problem is that his students are a bunch of hot dogs just as he was in the eighties. Thirty years later, they’re still flying jets like maniacs and playing shirtless volleyball! As you can imagine, there aren’t a lot of animals in the world of the naval academy. However, Maverick’s love interest, Penny Benjamin (Jennifer Connelly), has an adorable Golden Retriever, and American Humane was there to make sure the dog was safe from plummeting jet fuel and raucous volleyball players.



HOW YOU CAN HELP



For 144 years American Humane has been the first to serve, wherever and whenever animals need rescue, shelter, protection or security. More than 91 cents out of every dollar spent goes directly into lifechanging, life-saving programs for animals. Please consider donating to help American Humane continue our life-saving work.

Help us today:

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

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

Help us tomorrow:

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

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

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



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

(800) 227-4645

www.AmericanHumane.org