From the President

The primary measure of a charity is not the headlines in the news or the polish of its publications. Though there's nothing wrong with those outcomes, the key metric is impact: What did we make of your investment of time and treasure and hope?

The HSUS has a duty—we consider it a moral imperative—to make good things happen with your contributions. You have finite dollars. You want them to drive change. So do we.

This report of our work in 2015 tells a story that will make you proud. Your HSUS has made extraordinary, game-changing strides over the past year. We, our global arm Humane Society International and our affiliates continued to provide direct services to more animals annually—171,476 in 2015—than any other group. But our biggest impact is winning support among the general public and changing the behavior and standards of corporations and governments when it comes to the treatment of animals.

At The HSUS, we are delivering sweeping changes for many species across many sectors of the economy and around the globe. This report is a compendium of some of these gains. Here are just a few examples of areas in which we delivered victories in 2015.

- **WE SECURED MAJOR NEW PROTECTIONS FOR AFRICAN WILDLIFE**, especially lions, after a Minnesota dentist lured Cecil from a national park in Zimbabwe and shot him with an arrow. Our response to this lion’s killing speaks volumes about The HSUS. We didn’t hurl invective. We worked with the world’s major airlines and helped
to convince more than 40 of them—including all the big U.S. passenger carriers—to stop transporting trophies of the Africa Big Five (elephants, rhinos, lions, leopards and Cape buffalo). If the trophy hunters cannot transport them, they won’t kill them in the first place.

**WE ALSO PUSHED THE U.S. FISH AND WILDLIFE SERVICE (USFWS) TO ACCEPT OUR PETITION** to upgrade protections for lions, and in December the agency announced it would list all African lions as threatened or endangered. American trophy hunters accounted for 85 percent of lion trophies exported from all of Africa, so this classification is of enormous consequence. The agency rule specifically states that lions shot at canned hunting facilities will not be accepted—potentially shutting down this entire industry, which depended almost exclusively on American clients who wanted guaranteed kills of these creatures on fenced-in plots of land.

**THE HSUS DELIVERED ON A LONG-TERM PLEDGE** to end the use of chimpanzees in invasive experiments. Over 20 years, we worked with Congress, the National Institutes of Health and the USFWS to make this happen. This year, after a series of major announcements over the last decade, the final blow was struck when the USFWS classified all chimps, including captives, as protected under the highest standards of the Endangered Species Act. We also created a new animal care facility, stepping in and providing care for a colony of 66 chimpanzees abandoned in Liberia by the New York Blood Center, which profited from experiments it conducted on them for decades.

**WE BROUGHT THE NATION SO MUCH CLOSER** to ending the extreme confinement of pigs and chickens on factory farms. This was a break-out year for chickens. In addition to seeing California finally implement new laws banning the sale of eggs from battery-caged hens, The HSUS persuaded the biggest buyers of eggs to demand that egg suppliers stop locking their birds in cages. This year alone, we convinced McDonald’s, Costco, Starbucks, Taco Bell, Jack in the Box, Qdoba, TGI Fridays, Panera Bread, Aramark, Sodexo, Compass Group, General Mills, Kellogg’s, Dunkin Donuts and others to declare cage-free egg policies. Our work with Walmart, America’s largest grocery chain, led the company to announce a policy supporting the “Five Freedoms” of animal welfare, which include giving animals the freedom to express natural behaviors—which they cannot do within the confines of gestation crates and battery cages.

It’s been my privilege to serve The HSUS as CEO for the last 11 years, and to serve in other capacities here for a decade prior to that. I came to The HSUS because, more than anything, I felt that the nation and the world needed a strong and determined organization with the power, savvy and resources to drive the debate about our human responsibilities to animals; a group able and nimble enough to work with leaders in government, industry and the whole of society to effect transformational changes.

Your financial contributions to The HSUS and its affiliates—and the rest of your efforts to make the world more humane—matter. Your passion to protect animals and support The HSUS adds up to life-changing outcomes for millions and millions of animals.

We are at a turning point when it comes to the human relationship with animals, and the things we do today and tomorrow will have consequences for decades to come. It’s our special responsibility to help. Our cause is not an abstraction. It’s not an affectation or a matter of routine. It’s a matter of life and death for animals who depend on our ability to act, and to do so with the greatest skill.

The generations before us included people who intentionally acted to make our country and the world a better place. They succeeded, but they left much work for us to do. The baton is in our hands. Run with us. Run fast. Run with purpose.

Follow Wayne on Twitter, Facebook and LinkedIn / @waynepacelle
Read Wayne’s blog, A Humane Nation, at humanesociety.org/wayne.

Wayne Pacelle, President and CEO
The Humane Society of the United States