

**\$79.50** (AVERAGE)

PFL COST FOR A SPAY/  
NEUTER + VACCINATION

Every Pets for Life city has people like Laward Ellison, who cares for cats in his Detroit neighborhood and helps spread the word about the program.



## Help for all companions, big and small

**Nowhere is the human-animal bond more apparent than with our pets. Whether your companion is a tiny kitten or a full-grown horse, they're part of your family. Through our Companion Animals programs, Equine Protection Campaign and affiliated veterinary association, The HSUS addresses animal welfare problems, increases access to critical veterinary care, promotes adoption and keeps pets with their families.**

**Never mind the snowstorm.** In Colorado, when Denver Animal Shelter held its first Pets for Life (PFL) outreach event, Westwood residents brought more than 300 pets for free vaccinations, pet food and toys and information about spay/neuter. It was another successful launch for Pets for Life, an HSUS program that reaches pet owners in underserved neighborhoods and trains other organizations

to implement the model in their own communities.

Our staff served some 12,400 pets in Atlanta, Chicago, Los Angeles and Philadelphia and facilitated the program as part of veterinary students' rotations at the University of Pennsylvania and University of Wisconsin. Adding in our mentorship program, in which we teach a community-centered approach to other animal welfare groups, PFL is in 34 cities. We're reaching pets in poverty—and bringing mainstream discussions of larger societal issues like socioeconomic inequality into the realm of animal advocacy.

**In Pets for Life neighborhoods,** we help residents trap, neuter and return (TNR) community cats; other HSUS Companion Animals staff promote TNR and protect community cats nationally. In Hawaii, we defeated an attempt to ban cat feeding and block TNR on state lands.

We guided more than 65 municipalities toward TNR, produced an online course for colony caretakers and hosted webinars for groups eager to engage with their communities to protect cats, wildlife and public health.

To keep pets in homes, we fought breed-specific legislation and developed an advocacy toolkit for reforming local dog management ordinances. In Ohio, California and Massachusetts, we passed bills to protect pets left in unattended vehicles.

The Shelter Pet Project—our public service advertising campaign with Maddie’s Fund and the Ad Council—promoted adoption with the help of social media stars Keyboard Cat, Toast Meets World and Hamilton Pug. The PSAs are pushed out to over 33,000 media outlets, and we encourage shelters to use the PSAs to boost adoptions in their community.

HSUS and HSI staff collaborated to persuade the European Commission to more strictly regulate horsemeat from non EU-countries—progress in the fight against horse slaughter—and our attorneys prepared a formal complaint against the Viande Richelieu horse slaughterhouse in Quebec. We established a National Horse Racing Advisory Council to work on welfare issues in the U.S. racing industry.

**Six staff members** and more than 350 volunteers with our Humane Society Veterinary Medical Association brought medical care to animals in remote and impoverished communities. HSVMA’s Rural Area Veterinary Services program provided over \$1.8 million in free veterinary services to more than 9,000 animals in the United States and Latin America and helped nearly 200 veterinary students gain hands-on experience. In the United States, we work primarily on Native American reservations where poverty levels are among the highest in the nation and the nearest veterinarian may be 100 miles away. In Arizona, we’re



partnering with the San Carlos Apache tribal health and animal control departments to bring more animal care services to the community, including Pets-for-Life-style door-to-door outreach, high-volume wellness events, spay/neuter clinics and collaborations with regional service providers.



Loretta Stadler

**Loretta Stadler is one of our extraordinary State Council members.**

State Director Brian Hackett says she “always steps up to

help with situations going on with shelters in New Jersey.” When Ramapo-Bergen Animal Refuge took in hoarded cats, many needing extensive medical care, Loretta not only donated to the shelter’s medical fund, she alerted Brian so he could offer HSUS help, then found an electrician willing to volunteer his time and run power to a trailer for shelter staff to use as an isolation/quarantine ward.

## HSUS VICTORIES



### 150 ATTENDEES

Learned best practices in rehab, adoption and running a rescue or sanctuary at

The Homes for Horses Coalition’s national conference (we’re a founding coalition member)

### \$350 MILLION

Worth of donated media gained since The Shelter Pet Project began promoting adoption in 2009



### 2 BUSINESS DAYS

After Humane Oklahoma courses, officers in two counties used the

training to protect animals