

How the HSUS helps local shelters and rescue groups

Since the Humane Society of the United States' founding in 1954, we have been clear about our mission: addressing the root causes of animal cruelty. Through legislation, litigation, investigations, corporate reform and public education, we take on the big fights that are beyond the reach of local humane societies. Together with our affiliates, our direct care activities are also unequalled in the field of animal protection.

At the same time, we celebrate and support the lifesaving work of groups at the local level in many ways:

- We host Animal Care Expo, the preeminent education and trade show for animal shelter professionals and volunteers. This annual conference brings together thousands of animal welfare professionals, who learn new skills and strategies to engage communities, increase adoption and retention rates, and strengthen their operations. Learn more at animalsheltering.org/expo.
- Our HumanePro.org website provides a comprehensive online resource for shelter professionals and volunteers, with best practice guides and in-depth reporting on the biggest challenges and innovative solutions.
- The HSUS partners with the Ad Council and Maddie's Fund on The Shelter Pet Project, the first national public service advertising campaign to encourage pet lovers throughout the country to make adoption their first choice for acquiring a pet. The award-winning campaign has garnered more than \$330 million in donated media. Learn more at theshelterpetproject.org.
- In 2020, we created a COVID-19 Relief Fund to provide emergency funding to shelters and rescue groups to cover costs associated with community assistance, and formed the #SpayTogether coalition to fund spay/neuter surgeries that were delayed because of pandemic-related shutdowns.
- Our rescue teams provide assistance during natural and man-made disasters, including on-the-scene leadership during these crises, and assist law enforcement agencies in caring for animals who are victims of animal cruelty.
- Our Pets for Life program pioneered a model for bringing free pet care resources, services and information to underserved communities. The HSUS operates PFL programs in Philadelphia and Los Angeles and provides mentorship and training in 32 communities around the country. Learn more at humanepro.org/petsforlife.
- Our Humane State program supports animal shelters, law enforcement and rescue groups with resources and training to improve animal welfare in their communities. We facilitate coalition building across each state, increasing collaboration among individual organizations and uniting efforts to strengthen state and local animal protection laws. Learn more at humanesociety.org/humane-state.
- Our Spayathon™ for Puerto Rico program is a coalition of 28 national and international groups, led by the HSUS, who come together to spay, neuter and vaccinate dogs and cats across Puerto Rico, following devastating hurricanes.

- The HSUS has formed a national network of more than 350 shelters and rescues, working together to target large-scale animal abuse cases—from hoarding situations and animal fighting to puppy mill operations.
- Advising pet owners on cat behavior issues can mean the difference between a cat keeping or losing his home. The Guide to Cat Behavior Counseling was developed to help sheltering professionals learn how to appropriately advise pet owners on cat behavior issues to keep them in their existing homes. Learn more at humanepro.org/catbehaviorguide.
- The Adopters Welcome Manual helps shelters and rescues expand their pool of potential adopters and includes research, strategies and practical tools for immediate implementation. Learn more at humanepro.org/adopterswelcomemanual.