

# How the HSUS helps local shelters and rescue groups

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Since the HSUS's founding in 1954 we have been clear about our mission: addressing the root causes of animal cruelty, beyond the reach of local humane societies. But together with our affiliates, our direct care activities are also unequalled in the field of animal protection. We celebrate the lifesaving work of groups at the local level and support their critical efforts in many ways, including those listed below:

- We host Animal Care Expo annually, the preeminent education and trade show for animal shelter professionals and volunteers. Workshops help them learn new skills and strategies to engage communities, and increase adoption and retention rates. Learn more at [animalsheltering.org/expo](https://animalsheltering.org/expo).
- Our award-winning Animal Sheltering magazine is devoted exclusively to animal sheltering professionals and volunteers—from directors to kennel staff, volunteers, rescuers, wildlife rehabbers, veterinarians and more. Learn more at [animalsheltering.org/magazine](https://animalsheltering.org/magazine)
- 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 dollars in donated media. Learn more at [theshelterpetproject.org](https://theshelterpetproject.org).
- [Animalsheltering.org](https://animalsheltering.org) is widely considered to be the most comprehensive online resource for shelter professionals and volunteers, with a multitude of information on animal care topics from A to Z.
- We provide assistance during natural and man-made disasters, including on-the-scene leadership in the rescue and care of animals during these crises. In addition, we work with a network of emergency shelter partners across the country so that shelters have room for the animal victims of a disaster.
- When the COVID-19 pandemic began, the HSUS launched a relief effort and [granted funds](#) to shelters and rescue organizations to help keep people and their pets together during the crisis. The HSUS also created a tool kit for shelters and rescue groups to help them navigate topics such as sanitation, adoptions and fostering, spay/neuter and employee safety. The HSUS helped ensure that veterinary care was deemed an essential service during lockdowns.
- The Pets for Life program reaches out to people in underserved communities to share free pet care resources, services and information by building a consistent presence in communities that have largely gone untouched by animal service providers. The HSUS operates direct care Pets for Life programs in Philadelphia and Los Angeles and provides mentorship and training in 32 communities around the country. Learn more at [animalsheltering.org/petsforlife](https://animalsheltering.org/petsforlife).
- The Humane State program provides support to the shelter and rescue community on multiple levels, providing training on disaster readiness and compassion fatigue, and facilitates coalition building across each state to identify capital and training needs, increasing collaboration that builds instate resilience and experience. For more information, visit [animalsheltering.org](https://animalsheltering.org).

- The HSUS launched and leads Spayathon™ for Puerto Rico, which is a coalition of 28 national and international organizations who come together to spay, neuter and vaccinate at least 85,000 dogs and cats across Puerto Rico. Spayathon is founded on a historic agreement signed between the Humane Society of the United States, the Puerto Rico government, Veterinary Association and Veterinary Board, allowing teams of high-quality, high-volume spay/neuter veterinarians to practice on the island for the first time ever, assembling the largest coalition dedicated to mass spay/neuter efforts.
- With our nationwide network of shelter and rescue partners, the HSUS has formed a national network of nearly 300 shelters and rescue partners, working together to target large-scale animal-abuse cases—from hoarding situations to animal fighting or 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 [animalsheltering.org/catbehaviorguide](https://animalsheltering.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 [animalsheltering.org/adopterswelcomemanual](https://animalsheltering.org/adopterswelcomemanual).