

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 campaigns, education, investigations, corporate reform, legislation and litigation, 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 people from around the world to learn new skills and strategies to engage communities, increase adoption and retention rates, and strengthen their operations. Learn more at humanepro.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 partnered 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 garnered more than \$330 million in donated media. In 2022, the organizations launched the next iteration of the public service campaign—People and Pets Together.
- 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 Pets for Life programs in Philadelphia and Los Angeles and provides mentorship and training in more than 30 communities around the country. Learn more at humanepro.org/petsforlife.
- 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.