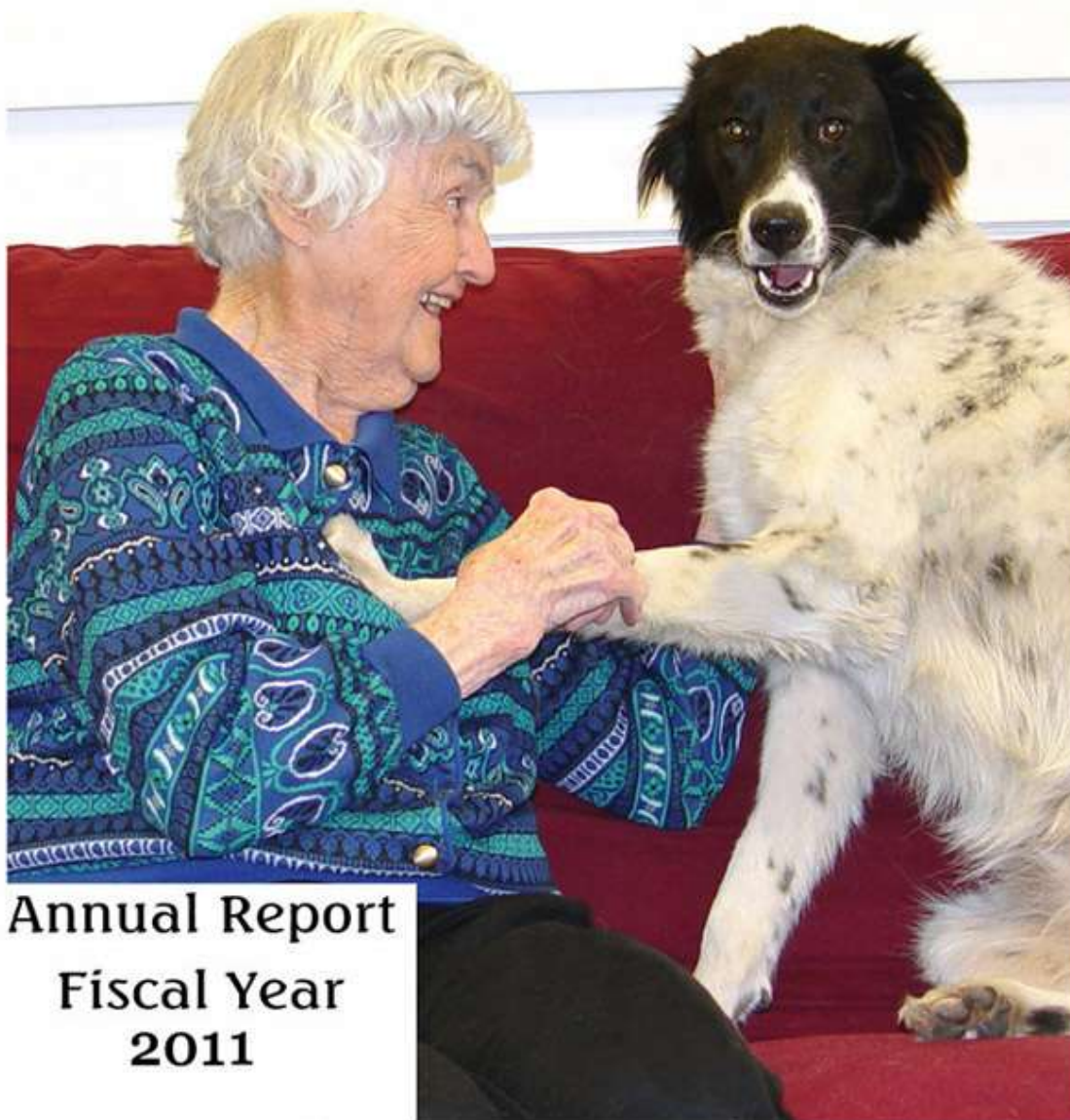


The National Humane Education Society



Annual Report
Fiscal Year
2011

IN LOVING MEMORY OF CO-FOUNDER ANNA C. BRIGGS
1909-2011



Fostering a Sentiment of Kindness to Animals

The National Humane Education Society

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Mission and History

Whenever we, as a society, allow an animal to die from starvation or abuse, or whenever a euthanizing agent enters the bloodstream of a healthy animal, we wound humanity.

Anna C. Briggs, Founder



Kindness in Action – Anna C Briggs
1957 Washington, D.C.

In 1948, in response to our Nation's constant killing of stray and abandoned companion animals, Mrs. Anna C. Briggs founded The National Humane Education Society (NHES) as a private, nonprofit animal welfare organization with a central mission "to foster a sentiment of kindness to animals in children and adults . . ." This mission stemmed from Mrs. Briggs' philosophical belief system that "Animals have intrinsic value in and of themselves and are deserving of our protection."

Then, in 1963, Alice Morgan Wright, NHES board member and benefactress, wrote 12 Guiding Principles to serve as a simple blueprint for the creation of a more humane world:

1. To oppose cruelty in all its forms.
2. To strive for an end to bullfighting, rodeo and all cruel sports whenever performed and wherever represented as art or as entertainment.
3. To strive to abolish cruel trapping.
4. To discourage hunting, especially as a sport.
5. To oppose all poisoning of wildlife.
6. To protect and conserve wildlife for its own sake and not as a resource for Man's exploitation.
7. To aid or initiate programs for slaughter reform.
8. To teach humane handling and care of work animals and food animals.
9. To advance programs in the humane sterilization of cats and dogs in order to reduce their overpopulation.
10. To provide for the rescue, housing and feeding of lost, stray or abandoned animals until suitable homes are found.
11. To urge that when it is necessary to put any tame animal to death, unless some better method of euthanasia is available, it be so arranged that the animal be held in the arms of some human friend while it is being given a painless preliminary anesthetic, to be stroked and comforted with reassuring words until it loses consciousness after which the lethal agent should be quickly administered.
12. To recognize in animals their capacity for friendship and their need for friends. To befriend all Earth's creatures of the land, the sea and the air—to defend them against ravages by mankind, and to inspire in human beings compassion for all.

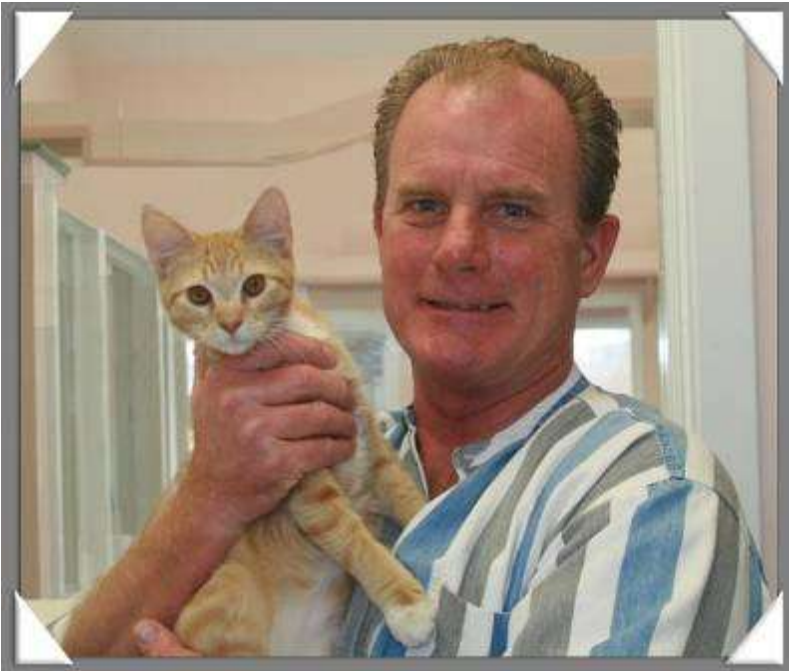


Alice M. Wright, Benefactress

Now, more than sixty years after its founding, without financial assistance from local, state, or federal governments, NHES continues to grow and to decrease animal suffering through its humane education & advocacy and animal care programs. Today, with nearly 400,000 supporters, NHES is still guided by Mrs. Briggs' philosophical belief system, and is committed to the implementation of Alice Morgan Wright's 12 Guiding Principles as a blueprint for the creation of a more humane world.

Message from the President

Fiscal year 2011 was touched with great sadness for The National Humane Education Society. On February 15, 2011, our dear founder, Anna C. Briggs, died at the age of 101 years young as she liked to refer to her aging process. Even during her last days on this earth, her thoughts were focused on making this world a better place for animals. She always struggled with idea that any human being could be unkind to any animal—a cat, dog, horse, farm animal or wildlife. Frequently she was brought to tears when reading news articles that described acts of cruelty against animals, and she would repeatedly question, “How can someone do this to an innocent little creature?” After shedding her tears and regaining her composure, she would pick up her pen or begin tapping away on her well-used Norwood manual typewriter and write a letter to a public leader encouraging him or her to support or enact a given type of humane legislation that would better the lives of animals.



Jim Taylor, President with rescued cat “Friday”

In addition to being the president of The National Humane Education Society, I also have the distinct honor of being one of Anna C. Briggs’ grandchildren. I will always be grateful for this lineage because quite frankly having known my grandmother has made me a better human being. There are those who have generously referred to her as a “Legendary Giant” in the humane field, and others who have described her as “... probably one of the most truly altruistic persons the world has ever known. ... I think of her, in all seriousness, as the ‘Mother Teresa’ of animals.” While these words are very kind, Anna C. Briggs’ humble nature would never allow her to entertain such thoughts about herself.

The reality is that Anna C. Briggs was an exceptionally kind woman who saw great suffering in the way that we—as human beings—treated animals, and she felt compelled on a daily basis to do whatever she could to combat this horrendous animal suffering and with words from her book, *For The Love of Animals*, she gently encouraged others to do the same:

“You and I are only human. We can only do so much. And it’s absolutely true that neither you nor I can save all the abandoned animals, all the animals being tortured unnecessarily in research labs, all the animals subjected to the cruelty of trappers, hunters, and factory farmers.

But we *can* help a few animals, you and I.

Maybe you can do something as small as giving a modest donation to a humane group Or maybe you can take in a stray animal ... write a letter to your Congressional representative... or volunteer your time at a local shelter.

You can play a part in making the world a better place for animals. I invite you to join me on this important journey by reading this book and taking whatever steps you can take on behalf of cats and dogs, foxes and rabbits, and yes, even the great wild beasts now disappearing from the face of our planet—the lions, elephants, tigers, and so many other magnificent creatures.”

We miss having Anna C. Briggs with us. We miss her kindness, her wry and sometimes impish little girl smile that seemed to precede or follow a life lesson, and we are grateful for her lifelong dedication to helping create a more humane world for animals, which serves as a potential life template of us all. And now, as she would say, it is time to get on with helping the animals as best we can. So our mission remains the same, “to foster a sentiment of kindness to animals in children and adults ...” and this is just what we did during the remainder of fiscal year 2011 after losing her—and this is what we will continue to do with your help each and every day.

On behalf of the Board of Directors of The National Humane Education Society, I thank you—our friends and supporters—for your continued dedication to NHES’s mission. With your help, throughout this past year, we once again made measurable progress towards decreasing animal suffering and thereby creating a more humane world in which all animals will one day come to know kindness and compassion.

Best regards,

A handwritten signature in cursive script, appearing to read "Jim Taylor".

Jim Taylor
President

Program Services

I. The Humane Education & Advocacy Program serves to educate children and adults about proper animal stewardship through (1) creating and providing humane education presentations and programs; (2) providing informational services to supporters and the general public; (3) networking with other humane organizations; (4) creating and distributing humane education materials, both nationally and internationally; (5) creating, maintaining, and disseminating relevant information on the NHES website, social networking sites, and e-mail newsletters; and (6) advocating for animals by encouraging a multitude of private companies, law enforcement, regulatory agencies, and lawmakers—nationally and internationally—to adopt policies and laws that encompass the humane treatment of animals.


In 1954, Alice Morgan Wright, NHES board member and benefactress, wrote of NHES, *“In 1948 we incorporated, a small group of us, to carry on what we think is one of the urgent needs of our time, Humane Education.”* Today, the urgent need for humane education is still with us, and the NHES Humane Education & Advocacy Program is doing its part to meet this need—to provide humane education and create a more humane world. During fiscal year 2011, the Humane Education & Advocacy Program’s achievements included:

- Visiting over 30 schools, learning centers, and other youth groups in order to reach children and adults with a message of kindness through more personal interactions, helping them to change in a deeper, more lasting way.
 - The humane educators visited Virginia, Alabama, Florida, Delaware, South Carolina, Tennessee, New Jersey, and Connecticut, focusing primarily on rural and impoverished areas. They also visited many schools near their headquarters in West Virginia.



Megan Moore, humane educator, presents to a group of elementary-aged students in Tennessee About how to recognize and report animal cruelty.

- Conducting 15 tours for local groups and providing them with a behind-the-scenes tour of The Briggs Animal Adoption Center where they learn about animal care at a no-kill rescue.
 - Groups included local schools, church groups, sports teams, and autistic adults.
- Reaching 5,760 individuals through these programs, including offsite visits and onsite tours.

-  Distributing humane education materials (brochures, posters, booklets, etc.) and additional downloadable materials in PDF format from NHES's website to humane societies, service agencies, grassroots animal rescue organizations, schools, and individuals across the county and internationally. These materials and resources cover a vast array of humane stewardship topics and can easily be disseminated throughout a community.





The Best Part is Hearing What You Have to Say

"You have inspired me so much and I've also made connections with some animals myself! I've also learned how important some people are. I can't wait to be like you!"
 -Nathan, student

"Thank you for helping me understand to not be mean to people, animals, and my teacher, friends, class. Thank you for caring for animals. Thank you for your presentation. Mostly thank you for coming all the way here."
 -Taeya, student

"On behalf of the children at Marlowe Elementary, thank you for your wonderful visits!! The students, k-2, all learned so much about responsibility and kindness through Laverne [canine ambassador]. Your time and expertise is truly appreciated. Many, many thanks!"
 -Ms. Joel, counselor

Student responses edited for clarity.

-  Sending out over 35,000 brochures on varying topics from spay/neuter to vegetarianism to circus issues. Each of these brochures can make its way into at least one family's hands, changing hearts and practices.
-  Sending out over 900 posters relating mostly to companion animal issues, such as hot cars, chained dogs, and general kindness. These posters, placed in strategic locations, can impact thousands of passing individuals.
-  Sending out over 20 humane guides packed full of discussion topics and lesson plans for humane educators getting their start in grassroots advocacy. In the right hands, the tools provided in these guides can help an educator reach thousands more.
-  These materials reach across the nation and even across the Atlantic. Following is a sampling of some

of the organizations and individuals that utilize our materials.

- California: Living Free Organization
- Florida: St. Augustine Humane Society
- Ohio: DREAM Rescue
- West Virginia: Animal Advocates of West Virginia
- Minnesota: La Crescent Animal Rescue
- Pennsylvania: Manual Animal League
- Alabama: Lee County Humane Society
- South Carolina: Greenville County Animal Care Services
- Texas: Houston SPCA
- Georgia: Humane Society of Blue Ridge
- Kansas: Furry Friends Food Pantry
- Active individuals in the Ukraine

Who is Using These Materials?

Kathy Bouldin, of Grundy County, TN, saw her area rapidly filling with homeless cats and dogs. The county sits high on the Cumberland Plateau in the mountains of Appalachia, effectively isolated from surrounding counties. The poverty level in Grundy County exceeds 27 percent and most cannot afford regular veterinary care, much less sterilization. Saddened by these statistics, Bouldin founded the Animal Alliance—South Cumberland (AASC), which transports animals 50 miles to a low-cost clinic in Red Bank, TN. Our spay/neuter materials help Bouldin, and others like her, encourage people to sterilize their animals by explaining the many benefits in a kind, accessible way. In only 26 months, with all the tools available to her (including volunteers and donations), AASC transported 857 cats and dogs to be spayed/neutered. This saved thousands of animals from being born who could have eventually been homeless or euthanized. Bouldin says, "We cannot adopt our way out of the pet overpopulation problem, nor can shelters be our way out."

Writing over 350 letters to federal, state, and county public officials as well as international leaders, private corporations, and other private entities advocating for animals and encouraging recipients to support humane treatment of animals when considering specific policies and legislation. Among the many issues addressed were:

- 🐾 Contacting multiple universities and medical centers advocating for the use of new technologies that would eliminate the need for invasive procedures done on live animals.
- 🐾 Urging governors in all states currently allowing greyhound racing to end the practice. Thanking Ireland's Department of Agriculture for denying the export of racing greyhounds to China, in response to our earlier correspondence.
- 🐾 Writing to Georgia officials on behalf of Alice, the dog kept in a box, and New Jersey officials on behalf of Patrick, the starved dog dropped down a garbage chute.
- 🐾 Urging SeaWorld to retire Tilikum, the orca who has been involved in three human deaths, to a seapen in his native Iceland.



Humane Educator, Rebecca Miller, asks for audience input from a group of Alabama students.

While our humane educators sometimes present to hundreds of children at a time, they understand the value of keeping the children involved. Interactive demonstrations and volunteer opportunities allow these programs to feel more personal.

- 🐾 Encouraging the regulation of commercial dog breeders and pet sales in Texas, Pennsylvania, Illinois, and Missouri.
- 🐾 Urging further protections for animals in shelters (including protection from pound seizures and gas chambers) in Alabama, Utah, and Minnesota.
- 🐾 Consistently writing various officials to keep wolves on the endangered species list and safe from inhumane hunting.
- 🐾 Successfully urging Louisiana officials to revoke the permit that allowed Tony the Tiger to languish at a truck-stop.
- 🐾 Thanking Zimbabwe after the country positively responded to earlier letters asking them not to export wildlife to a North Korean zoo.

- 🐾 Encouraging readership to also write, call, or email on these issues through our website with Action Letters and Paws Up/Down news articles.
 - 🐾 These sections were recently redesigned into an easier-to-navigate blog format that encourages readers to check back often, share stories, and comment with their opinions.
- 🐾 Disseminating educational information and updates through more than 45 e-newsletters to thousands of humane-minded people throughout the United States and Canada. These regular emails keep followers aware of NHES's and its affiliates' actions, events, and involvements. These newsletters encourage individuals to support our efforts by writing letters, spreading information, adopting homeless animals, and more.
 - 🐾 Using e-newsletters, NHES raised funds for organizations saving animals after Japan's earthquake and tsunami.
 - 🐾 Updating readers on new articles, including our regular editorials as well as our animal info articles.
 - 🐾 Publishing feedback from our readers, encouraging an active dialogue on animal issues.
- 🐾 Redesigning the Humane Library web page, helping readers select informative and animal-friendly reading material. With the addition of pictures and a new, easier to navigate setup, the library encourages individuals to expand their knowledge so they can lead more humane lives and also educate others as they learn.
 - 🐾 As new titles are offered, the humane educators continue to read and recommend new books. In fiscal year 2011, over 50 new books were added to the library.

In Your Own Words
 "I appreciate your informative e-news about so many animal issues. I am so pleased that the Missouri proposition passed in November. I do hope that treatment for these dogs/puppies will improve in a timely manner. I was very disappointed to read that the Amish people have been involved in the puppy mill industry...how sad.... It really saddens me to learn about the many chained dogs, all of the animals that are used for human entertainment, and the terrible treatment of millions of farm animals. Thank you for your efforts."



- 🐾 Conducting the Ninth Annual *Cool to Care* summer camps which were held at The Briggs Animals Adoption Center and made available to children from the tri-state area. Children learned basic animal care, made animal-related arts and crafts, played a myriad of games, participated in camper-created songs and skits, spent time with BAAC companion animals as well as wild animal guests, and simply enjoyed being kind to animals.
 - 🐾 Campers, from 1st graders to 9th graders, learned about issues affecting companion animals, wildlife, and farmed animals.
 - 🐾 Campers created original artwork, including posters, portraits, dramas, and songs, to synthesize the information learned and to share it with others.

In some programs, students get the opportunity to create cat toys out of everyday items. The cats at the Briggs Animal Adoption Center enjoy the favors and some children choose to take their toys home to their own cats.

- 🐾 Using social media in the form of Facebook to publicize our mission and activities. On this platform, posts can easily be shared among users, allowing hot topics to travel quickly along digital paths garnering more support and furthering awareness.
- 🐾 Maintaining a wealth of educational resources on our website to help curious individuals make kinder choices in their lives. Featuring:
 - 🐾 Over 45 animal information articles divided by categories: companion animals, entertainment issues, farmed animals, research issues, and wild & exotic animals.
 - 🐾 Free, printable lesson plans for humane educators to use. These include some of the same lessons that the humane educators use in their programs.
 - 🐾 Monthly Our2Cents editorials covering timely issues affecting both people and animals.
 - 🐾 Video biographies of adoptable animals at The Briggs Animal Adoption Center.
 - 🐾 A Humane Calendar, listing dates and holidays that celebrate animals and a humane lifestyle.
 - 🐾 A new blog-style section entitled “When You Think About It...” regularly updated with “bite-sized” entries encouraging readers to think and act in a way that promotes kindness to all animals.

(To learn more about the Humane Education & Advocacy Program, arrange for an education program in your area, or request resource material, please call 304-725-0506, or visit our website at www.nhes.org.)

A Humane Educator’s Experience

“Working on the grassroots level, we are able to get to know the locations and people that we visit. Generally, we seek out economically depressed areas—rural places where outside dogs are the norm and cats are too often considered more pest than pet; or urban areas where dogs are used for intimidation and cats breed in alleys. These are the places where we feel the biggest difference is made. At the end of our presentation, when it is time for the students to meet our friendly dog, some of these children receive their first positive experience with a dog. Few things warm the heart like watching a young child hesitantly reach out his or her hand to be sniffed, then quickly be drawn in by a warm, fuzzy body wiggling with anticipation. Our canine ambassadors can make these children smile and help them feel the love that only an animal can offer—a love that some of these children didn’t even know existed. These are the children that can break the chain. They can urge the family to spay or neuter their pets. They can try to make the family’s chained dog feel more like a family member. They can report a peer’s abusive behavior toward neighborhood animals. These are the young minds that are so important. Reaching these children is how changes are made, how the future is made brighter. Sometimes in the program a hand will shoot up, ‘We got rid of our cat because she kept running around making noise at night.’ Or, ‘Mom says shelter dogs are there because they bit someone.’ While we might disagree with the things we see and hear, we cannot alienate or condemn these families. Instead, we just make friends, show them a different, kinder way, and know that we changed a few hearts that day.”

—Megan Moore, Humane Educator

II. Peace Plantation Animal Sanctuary (Peace Plantation), located 153 miles west of New York City, near Walton, New York, continues to serve as NHES’s flagship animal care facility and is one of a select few animal sanctuaries in the country that has withstood the test of time.



Peace Plantation Animal Sanctuary, Walton, NY

Today, Peace Plantation works to decrease animal suffering and reaffirm the intrinsic value of animal life by providing lifelong sanctuary care for homeless animals. It is home to approximately 300 cats, 4 resident dogs, a blind horse named Disney, 2 miniature horses named Lilly and Snickers, and a miniature goat named Salt.



From the Desk of Michel Reed, Director of Facilities, Peace Plantation:

Before I share with you what we have accomplished over the past 12 months at Peace Plantation, I’d like to share a story from my early childhood. It was the late sixties and my family was living in Scottsdale, Arizona. We had a cat named Creampuff and a dog named Patches. I remember the day my mom brought Creampuff back from the vet. She told me Creampuff had to rest for a few days because she had just been “fixed.” A few months later, I was informed the same thing had been done to Patches; so now both of our pets could no longer have any kittens or puppies. This was my first introduction to the idea of responsible pet ownership; and, in hindsight, it was probably very progressive thinking on my parents’ part. We had Creampuff and Patches for many great years until they passed. When I turned 18, I set off to travel the world for 10 years and having a pet just wasn’t possible given my gypsy lifestyle.

After returning from my travels, I ended up living in New York City in the early nineties; and, shortly thereafter, I bought an old rundown farm in a town called Walton, up in the Catskill Mountains and made the move to country living.

Not too long after my move, I was introduced to Peace Plantation and I thought, “Wow, this would be a cool place to work!” It was also then that I realized I had no clue how desperately bad the animal overpopulation problem was and that there really should be more of these “Peace Plantation things” all over the place. I knew about animal shelters called SPCAs, but they were places that also euthanized animals who didn’t get picked up by their owners or didn’t get adopted by some nice person. That’s about all I knew about the animal welfare world.

During one of my visits to Peace Plantation, I begged for a job and got one. My job, when I started the first week of a particularly bitter cold January, was to scrub about 140 litter pans every morning and then mop, clean, and care for a colony of cats within the barn. I went home tired every day but also fulfilled with the knowledge that I was doing something that mattered. I continued to work hard and learn all I could about the organization and animal welfare. Years later, in the summer of 1998, I became director of facilities.

It is now the summer of 2011, and I share this story with you because I believe in what we do; and I would like all of you to believe in, and support, what we do here at Peace Plantation, too.

The past 12 months have continued to be busy. Here are some highlights.

- Despite the strained economy and relatively sparse population in the surrounding area, we continued to focus on quality adoptions and edged ever closer to a milestone of 38,000 adoptions in our 61-year history.



Installation of New Roof on PPAS Farm House

- Maintaining the facility (a renovated, 130-year-old, three-story dairy barn) is an ongoing challenge. Throughout this past year, we had repair work done on our farmhouse roof and the greenhouse due to ice and wind damage during the winter. New gutters were installed on the barn to divert all the rain we’ve been getting from further eroding our parking lot. In addition, numerous loads of gravel were brought in to repair and maintain the parking lot. It was a very snowy, wet, sloppy year that has created some ongoing maintenance challenges in regard to water drainage.

- Other maintenance and renovation projects include a new surgery room that we are creating. It will afford more space, better lighting, and be in closer proximity to our health care department. Working here, I’m always reminded of FARM as an acronym for Fixin’ And Repair’ Mandatory. The maintenance and repairs never end.
- On a public relations and visitors note, this was once again a busy and fun year. During the school year, we had a vet science class as well as a small animal care class from our local high school come on a regular basis to learn and help out with our daily routine. We also had residents from our local ARC (people with disabilities) come on a regular basis to pet cats and help with different jobs.



Michael Reed at 2011 Pedal for Pooches Event

- We had Girl Scout troops do fundraisers for us and then volunteer their time on several weekends. Also, this year, in an effort to raise money for the critters here at Peace Plantation, I rode in my first ever Pedal for Pooches (an annual bike ride put on by our sister programs, The Briggs Animal Adoption Center and Spay Today). It was a brutal 30-mile bike ride in the pouring (and I do mean pouring) rain and 40 mph winds; and, believe it or not, I had a blast! I may just be crazy enough to do it again next year.

In summary, Peace Plantation continues to strive to be an oasis of compassion in a desert of animal heartbreak. We have a passion for creating a warm, safe place for our animal residents to call home. And, with your continued support, we will continue to do just that.

(To learn more about Peace Plantation, please visit www.nhes.org, go to “Programs,” and click on “Peace Plantation Animal Sanctuary.” Also, be sure to read “A Visitor’s View of Peace Plantation.” In addition, call us at 607-865-5759 to arrange for a visit.)

III. The Briggs Animal Adoption Center (BAAC),

located 64 miles west of Washington, DC, near Charles Town, West Virginia, is one of the finest animal care facilities in the country. It became operational in October 2000 and provides Comprehensive Adoption Services for cats and dogs, which consist of animal rescue, veterinary medical care—including mandatory spay and neuter before adoption, socialization/rehabilitation, canine obedience training, and delivery of all dogs to their new homes.



Briggs Animal Adoption Center, Charles Town, WV

The BAAC has a humane holding capacity of approximately 205 animals (80 dogs and 125 cats). Since becoming operational, the BAAC has placed thousands of companion dogs and cats in loving lifelong homes.

While our return rate for adopted animals is exceptionally low (see below), some animals are returned, sometimes years after adoption. The BAAC stands by each animal adopted and in fact requires each adopter to contact us if they are no longer able to maintain the animal in the home for any reason.



“Colby”

Two such dogs who were adopted and returned were Colby and Morgan, both of whom have special needs. Finding the right homes and the right people to care for these dogs was not easy. But our adoption counselors were successful in finding these precious pups their forever homes this year and both are enjoying the life of the pampered pet.



“Morgan”

Cats Pixie and Maxi both came from dire situations—Pixie from the home of a hoarder and Maxi from the ravages of Hurricane Katrina. Shortly after being adopted, Pixie experienced another of life’s cruelties.



“Pixie”

The husband of the couple who adopted her passed away. The wife has kept in touch with us and has let us know that she has found Pixie to be a great source of comfort to her during her time of grief. Maxi’s adopter saw her face on our website and fell in love. She also keeps in touch with us to let us know how great Maxi is and how much she loves her.



“Maxie”

During fiscal year 2011, the BAAC’s activities and accomplishments included:

- Welcoming nearly 10,000 adults and children and striving to educate each of them about proper animal stewardship, including the absolute need to spay and neuter one’s companion animals and the role that each of us can play in creating a more humane world.



Newly-Renovated BAAC Kennel Kitchen

- Completing a much-needed upgrade of our canine kennel kitchen and canine isolation building kitchen.

- ❗ Conducting off-site adoption events in Virginia from the Petsmart in Leesburg to our annual Footin' for Animals at the Virginia State Arboretum "Blandy Farm," and in West Virginia from the Petco in Ranson to Citizens Fire Company's Open House in Charles Town.
- ❗ Providing 18 educational television and radio interviews on stations 92.5 WINC-FM in Winchester, VA, and WUSA TV Channel 9 in Washington, DC, to promote the adoption of animals.



Walking in the November sun at Footin' for Animals

- ❗ Maintaining a very low return rate for adopted animals: a 4 percent return rate for dogs and a 4 percent return rate for cats.
- ❗ Continuing to welcome Vietnam and Iraq War Veterans from the local Veteran's Administration hospital who participate in our volunteer program to help socialize and rehabilitate the cats and dogs.
- ❗ We have also welcomed residents from Friendship House and St. John's Community Services. Both are located in Leesburg, Virginia.



Cool to Care Summer Camp Children Drawing an Ecosystem

- ❗ Continuing to serve as the host site for the NHES Humane Education & Advocacy Program's Ninth Annual *Cool to Care* summer camps.
- ❗ Supporting animal victims of abuse by attending a number of animal cruelty hearings in West Virginia. We strongly urged the prosecuting attorneys' offices in these cases to charge the perpetrators with felony animal cruelty and exact punishments in accordance with the severity of their crimes.

- ❗ Working collaboratively with animal shelters and rescue groups in the tri-state region by accepting some of their dogs and cats into our program.
- ❗ Distributing food and blankets to grassroots animal rescue groups in neighboring counties and states.



Food & Litter Distributed to WV Rescue Group

(To learn more about the BAAC, please visit our website at www.baacs.org.)

IV. Spay Today, located in Charles Town, West Virginia, became a program of NHES in 2001 and serves as a tangible example of NHES's commitment to reduce the number of homeless companion animals. Spaying and neutering is and must continue to be a major part of the humane solution to ending the overpopulation and ensuing euthanasia of healthy cats and dogs in this country.



In its 10-year history with NHES, Spay Today has arranged for the spaying and neutering of 33,140 cats, dogs, rabbits, and other animals. But it's each individual animal whose story tells why spaying and neutering is so critical. An elderly couple came to Spay Today to inquire about financial assistance. Their dog had died and, in a gesture of goodwill, their neighbor gave them his dog. They were thrilled to have a canine companion again; but the dog was not neutered and on their meager income, they felt they would not be able to have the surgery done and therefore would have to give the dog back. Much to their delight, they qualified for Anne's Fund (see below) and now have a companion to keep them company. Another family found a stray cat. They were willing to give the cat a home but could not afford the spay surgery. They too qualified for Anne's Fund. They were delighted to know they could keep the cat who adopted them.

During fiscal year 2011, Spay Today's activities/accomplishments included:

- Spaying and neutering 4,461 cats, dogs, and rabbits, and other animals. While the number of calls for assistance has increased since last year, the number of surgeries has decreased from our record-breaking year of 2010. Spay Today understands that many individuals in our communities are simply so economically stretched that they are not even able to participate in our low-cost programs.
- Through their generous time and undying commitment to spay and neuter, our volunteers continue to spread the word far and wide from Cumberland, Maryland; to Cacapon, West Virginia; to Woodstock, Virginia, and all points in between and even beyond to include well over 26 libraries and a number of government offices along with stores, Laundromats, churches, gas stations, shopping centers, and other similar venues where the public can learn about the Spay Today program.
- Creating the Anne Small Spay and Neuter Fund, which is named in honor of Spay Today's founder, Anne Small, and is available to individuals who understand the need to have their animals spayed and neutered but who are economically challenged to do so. Donations for the fund come from the President's Ride at Pedal for Pooches, recycling aluminum cans, and donations from the public. This year, we have given additional assistance to 319 animals—157 female cats, 97 males cats, 34 female dogs, and 31 males dogs.
- Being awarded a grant from Build-A-Bear Foundation, plus additional funds from NHES, that enabled Spay Today to assist 55 animals owned by people receiving unemployment benefits, people with disabilities, individuals on Social Security, and individuals receiving WIC (Women, Infants, and Children) support.
- Adding Ranson Animal Hospital and Mountainview Veterinary Hospital, both in West Virginia, to our Spay Today list of veterinary practitioners, bringing the number of veterinary offices and clinics to 19 that participate in Spay Today.
- Assisting individuals in four states, Michigan, West Virginia, Virginia and Florida, to find local spay and neuter programs or spay and neuter information.

- Working with Jefferson County Animal Control so that every unsterilized animal adopted from animal control goes through the Spay Today program. Spay Today takes payment from the adopter, schedules the appointment, and then informs animal control so the animal may be delivered on the scheduled day of surgery.
- Providing humane traps to the public who wish to engage in trap-neuter-release programs in their community.
- Creating a “Cans for Compassion” campaign at Shepherd University, Shepherdstown, West Virginia. Several sororities collected aluminum cans in this competition. The winning sorority was Rotaract. Thank you for your efforts.



Spay/Neuter Day

- Continuing to work with the Charles Town Horseman’s Benevolent & Protective Association (HBPA) to schedule approved spay and neuter appointments for individuals who care for homeless cats at the local racetrack and billing the HBPA at a later date. The HBPA has published information about Spay Today working with the homeless cats at the racetrack. As a result, the HBPA has received many calls from members happy about the collaboration and the results they are seeing at the racetrack.

- Working with well over 30 humane organizations and rescue groups to schedule appointments or accept coupons for spay and neuter surgeries.
- Creating streamlined ways for clients to complete online applications and creating a training guide for new employees and volunteers working with Spay Today.

(To learn more about Spay Today, please visit www.nhes.org; go to “About Us,” “Programs,” “Spay Today.”)

V. Volunteers are the backbone of many nonprofit organizations. At NHES, volunteers have served each of its programs, The Humane Education & Advocacy Program, Peace Plantation Animal Sanctuary, The Briggs Animal Adoption Center, and Spay Today. Their dedication to serving NHES’s mission is unwavering.

One volunteer turned the life of a terrified dog completely around. By coming in almost every day for months, the volunteer slowly worked with the dog who had never been inside a building in his life. Finally, he became a relaxed, model dog who was adopted into a loving home. Other volunteers have become employees as well as donors, both supporting the mission of NHES in their own special way.

In fiscal 2011, volunteers logged 4,321 hours of support.



Just A Few of Our Very Dedicated Volunteers

Some volunteers work on a special-project basis; others help on a routine basis. The following is a list of some of the activities volunteers engaged in this fiscal year:

- 🐾 Five students from Faith Christian Academy spent a day volunteering at the BAAC for their annual Labor of Love day.
- 🐾 Volunteers came to us through the West Virginia Department of Health and Human Resources program that requires individuals to volunteer a specific number of hours a month. They help with cleaning and yard work as well as socializing the animals.
- 🐾 Many volunteers actively engaged in fund raising activities, such as Pedal for Pooches and Footin' for Animals.
- 🐾 Our volunteers assisted staff at adoption days at PetSmart and Petco and had a booth at the Hoof & Paw Veterinary Service in Purcellville, Virginia.
- 🐾 Volunteers participated in a wide variety of community events, including the Centennial Broadcasting 2010 Volunteer Fair, Winchester, Virginia, and the Mineral County Strawberry Festival, Keyser, West Virginia.
- 🐾 Volunteers assisted staff with administrative work, gave tours of the BAAC, and groomed our animals.
- 🐾 We are grateful to continue to welcome veterans from the local Veterans Affairs hospital who participate in our volunteer program helping socialize and rehabilitate our resident cats and dogs.
- 🐾 We also welcomed numerous groups of adults with disabilities from the Northern Virginia Region.

(To learn more about becoming a volunteer, please visit our website at www.nhes.org under “Support.”)

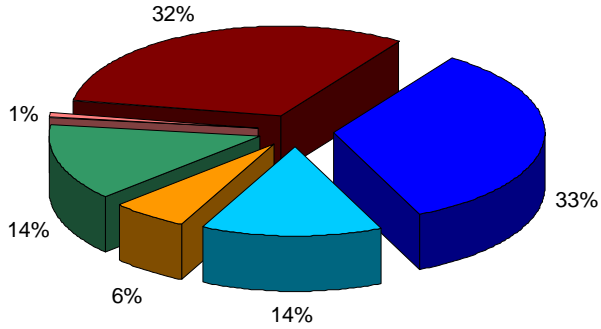
Financial Information

The National Humane Education Society and Affiliates Consolidated Statements of Activities (Accrual)
Years Ended June 30, 2011 and 2010

| Unrestricted Net Assets | 2011 | 2010 |
|--|---------------------------|---------------------------|
| Revenues and Gains: | | |
| Contributions | \$2,717,588 | \$2,658,394 |
| Estates and bequests | 803,428 | 1,087,803 |
| Foundations and trusts | 47,404 | 19,908 |
| Mailing list rental income | 92,330 | 79,163 |
| Interest and dividends | 17,263 | 11,957 |
| (Gain) on Sale of Assets | - | (4,923) |
| Merchandise sales (net of cost of goods) | 6,117 | 1,991 |
| Net realized and unrealized gains (loss) on | | |
| Long-term investments | 62,789 | 25,271 |
| Change in value of split interest agreement | 301,325 | 55,105 |
| Other | 37,509 | 11,586 |
| Special Events (net) | 26,661 | 56,850 |
| Service fees | 456,045 | 482,871 |
| Net assets released from restrictions | <u>1,019,815</u> | <u>5,416</u> |
| Total unrestricted revenues and gains | <u>5,588,274</u> | <u>4,436,287</u> |
| Expenses and Losses: | | |
| Program services | 3,452,934 | 3,395,867 |
| Management and general | 577,771 | 555,912 |
| Fundraising/membership acquisition | <u>353,680</u> | <u>393,010</u> |
| Total expenses | <u>4,384,385</u> | <u>4,344,789</u> |
| Change in unrestricted net assets before extraordinary item | <u>1,203,889</u> | <u>91,498</u> |
| Temporarily Restricted Net Assets | | |
| Temporarily restricted contribution | 3,085 | - |
| Net assets released from restriction | <u>(1,019,815)</u> | <u>(5,416)</u> |
| Change in temporarily restricted net assets | <u>(1,016,730)</u> | <u>(5,416)</u> |
| Change in net assets | 187,159 | 141,187 |
| Net Assets at Beginning of Year | <u>3,209,565</u> | <u>3,068,378</u> |
| Net Assets at End of Year | <u><u>\$3,396,724</u></u> | <u><u>\$3,209,565</u></u> |

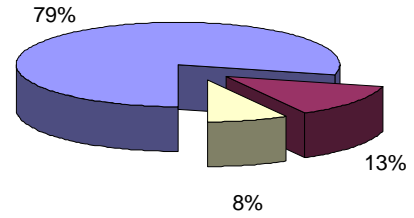
Financial Information

Program Services



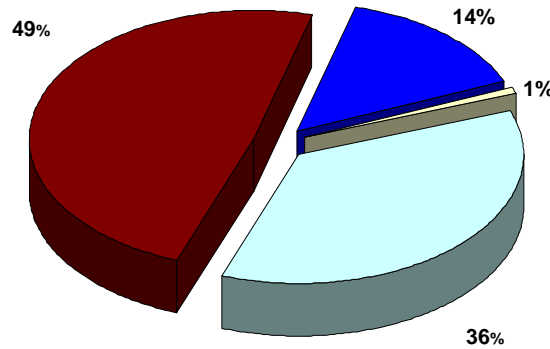
- Humane education
- BAAC
- Peace Plantation
- Member Services
- Spay Today
- Alliance Partnership Programs (Rescue and Relief)

Expenses



- Program services
- Management & general
- Fundraising/membership acquisition

Revenues By Source



- Contributions
- Estates and Bequests
- Foundations and Trusts
- Other