

**The  
National Humane Education Society**

**Annual Report  
Fiscal Year 2013**



*Fostering a Sentiment of Kindness to Animals*

# The National Humane Education Society

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## **Board of Directors**

James D. Taylor, President

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Christina B. Fernandez, Secretary

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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 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**

Overall, during fiscal year 2013, NHES once again positively impacted the lives of thousands of animals through our humane education & advocacy and hands-on animal care programs.

As you read the descriptions of NHES's charitable programs on the following pages: (1) Humane Education & Advocacy Program, (2) Peace Plantation Animal Sanctuary, (3) Briggs Animal Adoption Center, (4) Spay Today, and (5) Alliance Partnership Program, we hope that you will share our sense of accomplishment for their achievements during the past year.

Please remember this: you—NHES supporters—are the people who make our charitable work on behalf of animals possible. Each of you is helping to reduce animal suffering and create a more humane world. You are making a difference, and to you we extend our sincerest gratitude!

As always, we—the Board of Directors of The National Humane Education Society—remain steadfastly committed to the creation of a more humane world for animals through substantive expansion of NHES humane education & advocacy activities and hands-on animal care programs. To these ends, with your help, we will continue our humane work.

I thank you,

***Jim Taylor***

## Humane Education & Advocacy

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.

### Educational Programs

Every year, our humane educators directly reach thousands of children and adults through NHES’s educational programs. Set up in school auditoriums, church basements, community centers, classrooms, and our own facilities, our programs can be tailored to any group, large or small, young or old. Lesson plans range greatly in complexity. Our simplest lesson plans may focus almost entirely on safely petting cats and dogs. Mature groups may discover and discuss their own prejudices toward different groups of animals, what those biases mean in how they treat these animals, and how to treat all animals with equal kindness in the future. We also cover dog bite prevention, reporting animal cruelty, the importance of neutering, and much more.



**Humane educator, Megan Moore, teaching students in KY responsible pet care**

During fiscal year 2013, our humane educators brought the message of humane treatment to all animals to over 3,800 individuals both at our facilities and offsite. Offsite, our humane educators visited over 21 venues to reach a varied audience with their message of kindness to animals.

Highlights include visits to:

- Groups of agriculture students. We love having access to children considering a career with animals. While covering general topics, such as kindness, reporting cruelty, and the importance of neutering, we included lessons on the living conditions on factory farms.
- School career days. We focused on fields that directly help animals, such as veterinarians, groomers, and animal control officers; but we also covered general topics such as adoption, animal needs, and reporting cruelty.
- Community family centers. Often we count on children to take the humane message home to their families; but at these presentations, we are lucky enough to speak to the

whole family. Our message focuses especially on standards of animal care and how to keep children and the family pet safe together.

- School-wide assemblies. Depending on age, these focused on animal care, reporting animal cruelty, dog bite prevention, adoption, and more.
- Behind-the-scenes tours of The Briggs Animal Adoption Center (BAAC) for local groups, including scouting groups, Head Start and early learning groups, and children celebrating their birthdays. The participants learned about animal care at a no-kill rescue. After each tour, we included a brief humane education lesson. Often, the lesson included a hands-on project that would benefit the animals. Many of these groups brought food, treats, litter, and other supplies as well as monetary donations.

### **Educational Materials**

Our humane message reaches countless numbers of individuals throughout the country through our brochures, posters, and humane education guides. We distribute these materials to humane societies, service agencies, grassroots animal rescue organizations, schools, and individuals who then disseminate the information throughout their communities. These resources cover a vast array of topics, such as neutering, adoption, seasonal care, vegetarianism, hunting, and more. And they reach diverse locations from Quebec, Canada, to Castroville, Texas and from South Setauket, New York, to Mountain View, Hawaii.



**The above map indicates some of the locations that used materials from the NHES.**

Over the fiscal year, we sent out:

- Over 45,000 brochures. Each of these brochures can make its way into at least one family's hands, changing hearts and practices.
- Over 2,700 posters. These posters, placed in strategic locations, can impact thousands of passing individuals.
- Over 14 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.

A special request was made to send spay/neuter brochures to Big Fix Uganda. This organization aims to improve the lives of people and animals in Northern Uganda through veterinary services and animal welfare education. Big Fix Uganda provides free veterinary care to those in need.



**“Big Fix” veterinarians, Dr. Moses & Dr. Pamela at work**

## Cool to Care Camp

This year, humane educators conducted the Eleventh Annual Cool to Care Summer Camp. The camps are held for three weeks, one each for grades 1-3 (Pet Pals), 4-6 (Humane Heroes), and 7-9 (Animal Ambassadors), at the NHES Campus on which we also operate The Briggs Animal Adoption Center & Spay Today. With a day full of activities, children learned about many aspects of animal protection.

Some of the exciting lessons included:

- Visual arts. Through posters and paintings, children connected with the animals they were learning about. Children created adoption advertisements for cats and dogs at BAAC, learning about the personalities and needs of individual animals and guessed what might attract an adopter to that animal.
- Hands-on crafts. Children created various items with real-world uses while learning valuable lessons about the animals around them. Children followed a recipe for dog treats, then baked their creations in a car sitting in the sun. Throughout the day, they recorded temperatures and watched the treats bake. While creating a fun treat for the BAAC dogs, children also learned about the real danger of a hot car.
- Kinesthetic learning. Many children learn best when they are physically engaged; therefore, some of our activities encouraged children to get up and move around. To learn about animal migration, children hopped from square to square along a short path. As environmental changes make migration harder for wild animals, we slowly took away squares until it became very difficult for the children to complete their “migration.” Paired with a bird feeder or bird house craft, this lesson gives children great insight into how we can help wild animals.

We were thankful to have many community members who come to speak to the children about a variety of issues. This year:

- Blue Ridge Wildlife introduced children to rehabilitated wild animals in the area.
- Jefferson County WV K9 Units introduced children to police dogs and the amazing things they can do.
- Loudoun County Virginia Fire Marshal demonstrated a dog’s amazing smelling power with a certified accelerant detection canine.
- A community member brought in beekeeping materials and taught children about the great value of bees and other insects.
- A community member brought in rescued reptiles and discussed the importance of these animals to the ecosystem. She also discussed how difficult some animals were to care for as a pet.

## Letters

Despite new communications technology, our humane educators know that mailing letters still makes a big difference. In fiscal year 2013, we wrote over 350 letters to public officials on the federal, state, and county levels as well as international leaders, private corporations, and other entities advocating for animals and encouraging recipients to support humane treatment of animals when considering specific policies and legislation.

Below is a sample of issues covered this fiscal year:

- Contacting multiple universities and medical centers advocating for the use of new technologies that would eliminate the need for invasive procedures conducted on live animals.
- Urging federal and state officials to protect the lives and habitat of various endangered and threatened species in wilderness, rural, and urban environments.
- Thanking various public and private persons and organizations for making decisions that resulted in positive outcomes for animals.
- Writing to various state officials condemning government-sanctioned wildlife culls of burros, coyotes, wild pigs, and other animals and recommending alternative policies.
- Urging state officials to repeal proposed ag-gag laws that would stifle animal-cruelty investigations within factory farms.
- Writing Spanish provinces and various Latin American countries congratulating them on banning bullfighting or urging officials to enact such bans.
- Thanking various private companies and CEOs for decisions to close or ban stores selling pets and urging other companies to follow that example.
- Advocating against marine exhibits for entertainment and urging against the transport of wild marine animals to unnatural marine parks.

(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](http://www.nhes.org).)

## The Briggs Animal Adoption Center

Located at the NHES Campus, 64 miles west of Washington, DC, near Charles Town, West Virginia, The Briggs Animal Adoption Center (BAAC) 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.



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.

The BAAC primarily serves the quad-state area of West Virginia, Virginia, Maryland, and Pennsylvania.

Animals in our care:

- We took in 409 animals: 184 dogs and 10 cats from various rescue groups. We had 32 cats abandoned at our facility. Five stray dogs and 32 stray cats also found their way to BAAC as did 54 dogs and 52 cats released by their owners. Thirty-two ferals came to us from our sister organization, most of which originated from New York City. Additionally, 8 dogs and 5 cats were born at BAAC.
- We adopted 282 dogs and 104 cats.

- We relocated 32 ferals to a reputable another reputable sanctuary where they will live out their lives in a free-roaming environment.

To keep our mission before the public, we

- Made 18 television and radio appearances on stations in Winchester, Virginia, and Washington, DC.
- Conducted offsite adoption events in Virginia and West Virginia.
- Collaborated with our education and advocacy program to provide animal handling demonstrations during educational presentations.

Additionally, we

- Welcomed 7,604 adults and children, striving to educate them about proper animal stewardship, including the need to spay and neuter one's companion animals, and the role that each of us can play in creating a more humane world.

(To learn more about BAAC, please visit us at [www.baacs.org](http://www.baacs.org)).

## Peace Plantation Animal Sanctuary, Walton, New York

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. Today, Peace Plantation works to decrease animal suffering and reaffirm the intrinsic value of animal life by providing lifelong sanctuary care for homeless animals.



*From the desk of Michael Reed, Director of Facilities:*

Daily life at Peace Plantation continues to be busy; and during this reporting period we have cared for the needs of 250 to 300 cats as well as kittens, four special needs dogs, two very sweet miniature horses, and a very funny sheep who is convinced he is a dog.

Here are some of this fiscal year's highlights:

- Our cat population continues to get older, and we in turn continue to try to meet their needs as best we can. This past year we have discovered several of our older cats and even some young ones developing urinary tract issues. In a concerted effort to try catering to their specific needs, we did some rearranging of the colonies to free up a large room on the third floor of the barn that has a beautiful enclosed deck which overlooks our cat yards and hayfield and designated it our new special needs room. We have started feeding about 25 to 30 cats a prescription urinary tract food which we hope will bring a renewed level of comfort to these cats. They all seem to like the food and have not experienced any painful blockages.
- Other changes we made throughout the year include some renovations to our Health Care Department. Keep in mind that Peace Plantation is housed in an over 100-year-old dairy

barn that has been creatively renovated over the course of the last almost 30 years. We continue to upgrade and renovate as money and time allow, and this year we commissioned a custom-built stainless steel counter top and sinks for our animal sickbay. In addition to that upgrade, we had to replace our boiler-fired hot water tank. Then we had issues with our state-of-the-art fire alarm system. Several years ago we had installed a hard-wired fire alarm system that directly connects to the fire department. It really does provide peace of mind but can be a little problematic when some of the sensors wear out, which in turn can cause a false alarm. The challenge came when the service team had to trouble shoot through all 11,000 square feet of our barn and check miles of wiring weaving throughout the walls. It turned out to be two worn out carbon monoxide detectors, which was an easy fix; but what a process to find the problem.

- In addition to the abovementioned projects and repairs, the day-to-day operation of caring for our animal friends never ends. Each day, over a hundred litter pans are emptied, washed, dried, filled, and put back. All the benches and floors in our cat colonies are scrubbed down and mopped with clean water and bleach. We wash 25+ loads of animal bedding in two washing machines and two dryers each day. We also care for those who can't care well for themselves. A dog named Biscuit, due to incontinence issues, needs to have his twice daily washes of his rear-end. Lilly, a miniature horse receives her daily dose of medication for Cushing's disease in an apple wedge. Her barn mates think they should get a treat too and they do. Snickers, Lilly's 10-year-old daughter, and Sherlock, the resident sheep, receive their treats in the hay barn.

(To learn more about Peace Plantation, please visit [www.nhes.org](http://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.)

## Spay Today

Spay Today, also located on the NHES Campus, 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 13-year history with NHES, Spay Today has arranged for spaying and neutering of cats, dogs, rabbits, and other animals. Since FY 2001 we have spayed and neutered 42,864 animals.

During fiscal year 2013, Spay Today's activities/accomplishments included:

- Spaying and neutering 4,819 cats, dogs, rabbits, and other animals.

Fiscal year 2013	Cat S	Cat N	Dog S	Dog N	Rabbit S	Rabbit N	GP S	GP N	Rat N	Month	FY Total
July	107	89	71	46	1	0	0	0		314	314
August	151	107	66	72	1	0	0	0	0	397	711
September	161	113	85	54	0	1	0	0	0	414	1125
October	186	123	71	56	2	4	0	0	0	442	1567
	172	124	72	55	1	0	0	0	0	424	1991
December	131	90	46	43	0	0	0	0	1	311	2302
January	172	152	80	59	2	0	0	0	0	465	2767
February	234	126	96	88	0	0	0	0	0	544	3311
March	188	103	99	82	0	3	0	0	0	475	3786
April	114	76	89	74	5	4	0	0	0	362	4148
May	109	79	107	67	0	1	0	0	0	363	4511
June	107	70	75	55	0	0	0	0	1	308	4819
<b>FY Totals</b>	<b>1832</b>	<b>1252</b>	<b>957</b>	<b>751</b>	<b>12</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>4819</b>	

- 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 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. One Spay Today volunteer submits PSAs, utilizes electronic media, and distributes flyers across the Spay Today service area on a monthly basis. She has placed free advertising in 17 newspapers, 10 radio stations, and TV channel 25.
- The Anne Small Spay and Neuter Fund, which is named in honor of Spay Today founder Anne Small, 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 138 animals—54 female cats, 40 male cats, 26 female dogs and 17 male dogs—thanks to Anne's Fund.

- Spay Today scheduled spay and neuter appointments for clients spanning 20 counties and 4 states. The top four counties were Berkeley and Jefferson Counties in West Virginia, and Frederick and Loudoun Counties in Virginia. In addition, Spay Today works with 17 animal rescues, assisting with spay and neuters.
- Spay Today started a Facebook page that has been a great way to advertise our new animal hospital offices, advertise our program, and inform the public on many issues regarding spay and neuter. We also advertise on Craig's List.
- We ordered "Neuter is Cuter" wristbands with Spay Today's phone number on them and gave them to the Shenandoah Valley Spay and Neuter Clinic, Harrisonburg, Virginia, for advertising. We also ordered "Neuter is Cuter" T-shirts to sell to the public and our staff.
- Spay Today added four vet hospitals to our list of participating vets, bringing our total of participating vets to 24.
- In February, we sent 70 female cats to the Shenandoah Valley Spay and Neuter clinic for "Beat the Heat." Each female was spayed for \$20. Clients had to pay for vaccinations.
- We helped 101 female cats, 40 male cats, 44 female dogs, and 39 male dogs with our Spay Day special offer, celebrating Spay Day in February. We gave \$10 off the first animal and \$5 off each additional animal from the same home.
- Spay Today located information about low-cost spay/neuter clinics and rescue/adoption services for people outside our immediate area.
- We assisted in the spaying/neutering of 56 feral cats through the Feral Cat Fund. We provided humane traps to the public who wish to engage in trap-neuter-release programs in their community. Additionally, we continued 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.

(To learn more about Spay Today, please visit [www.nhes.org](http://www.nhes.org), go to About Us, Programs, Spay Today.)

## Volunteers

Volunteers are truly a vital resource at NHES. Our volunteers have served in all program areas: Humane Education & Advocacy Program, Peace Plantation Animal Sanctuary, The Briggs Animal Adoption Center, Spay Today, and our Buried Treasures Thrift Shop. Their commitment and support to serving NHES's mission remain steadfast.

Our volunteers attend an orientation and training workshop that enables them and us to discuss their interests and how best those interests can support the work of NHES. Each volunteer then chooses where to assist.

Volunteers engage in:

- Animal-related activities ranging from socializing our cats and dogs, dog walking, bathing animals, and making special treats for the dogs to transporting animals to spay/neuter clinics.
- Organizing and running offsite adoption events at local pet stores and other stores willing to host these events. Without our volunteers, our cats and dogs would not get the special exposure they do at these adoption venues. Volunteers attended 42 off-site adoption events at 18 locations in Virginia and West Virginia.
- Supporting the organization through office and administrative work, fundraising projects both at our facilities and offsite, assisting in our thrift shop, and helping with yard sales.



**Volunteers Lisa and Allison, socializing puppies**



**Volunteer Barb at an adoption event with Peter**



**Volunteers Ruth, Carrie, Kathy and Kristy preparing to check in guests at our Adoption Alumni Day**

## Alliance Partnership and Local Food Bank

NHES works with several alliance partners to assist in the care of animals in locations other than the quad-state area.

- Friends of Felines is located on Cape Hatteras Island, North Carolina. NHES provided major funding to assist Friends of Felines in carrying out its charitable mission, including spaying/neutering nearly 300 feral and community cats, micro-chipping them and releasing them to managed feral cat colonies.
- Operation Catnip (OC) is located in Gainesville, Florida. NHES provided major funding to OC in carrying out its charitable mission, which includes the provision of low-cost spay/neuter surgeries for feral and community cats. Veterinary students from the University of Florida volunteer to perform these surgeries. In so doing, they learn of the problems of pet homelessness and how they can help when they begin their careers in veterinary medicine.
- N.E.S.T. (Network for Endangered Sea Turtles) is located in Kitty Hawk, North Carolina. NHES donated an ATV to this organization. N.E.S.T volunteers cover 60 miles of beach on the Outer Banks from May through August. The ATV is an essential tool in conducting their valuable service to save endangered sea turtles.

NHES has been able to support local food banks and some animal rescues in West Virginia and Virginia by delivering food and cat litter to them.

Food banks include:

- The Jefferson County Community Ministries in Charles Town, West Virginia; One-Stop and Salvation Army in Berkeley County, West Virginia; Winchester CCAP in Winchester City, Virginia; and Christ Episcopal Church, Crums United Methodist Church Food Pantry, and FISH of Clark County in Clark County, Virginia.

We also offer these donations to rescue groups and shelters including:

- Potomac Highland Animal Rescue, Animal Friends of Barbour County, Hampshire County Animal Control, and Pigs Sanctuary, West Virginia, and SPCA of Winchester, Virginia.



**NHES Humane Educators Erika Nicholson and Megan Flinn delivering donations of pet food and litter to CCAP in Winchester, VA**

## Financial Information

The National Humane Education Society and Affiliates Consolidated Statements of Activities (Accrual)  
Years Ended June 30, 2013 and 2012

<b>Unrestricted Net Assets</b>	<b>2013</b>	<b>2012</b>
<b>Revenues and Gains:</b>		
Contributions	\$3,435,068	\$2,673,2/82
Estates and bequests	741,872	1,189,718
Foundations and trusts	71,833	46,369
Mailing list rental income	62,075	92,122
Interest and dividends	42,517	30,429
Thrift Store, net of expenses	(27,979)	(4,310)
Merchandise sales (net of cost of goods)	2,103	8,024
Net realized and unrealized gains (loss) on		
Long-term investments	118,826	41,829
Change in value of split interest agreement	(2,821)	(6,887)
Other	5,342	6,636
Special Events (net)	21,075	49,182
Service fees	513,102	568,147
Net assets released from restrictions	-	-
Total unrestricted revenues and gains	4,985,736	4,698,269
<b>Expenses and Losses:</b>		
Program services	4,285,895	3,702,207
Management and general	554,306	544,166
Fundraising/membership acquisition	695,567	500,704
Total expenses	5,535,768	4,747,077
Change in unrestricted net assets before extraordinary item	(550,032)	(48,808)
<b>Temporarily Restricted Net Assets</b>		
Temporarily restricted contribution	8,629	-
Net assets released from restriction	-	-
Change in temporarily restricted net assets	8,629	-
Change in net assets	(541,403)	(48,808)
<b>Net Assets at Beginning of Year</b>	3,347,916	3,396,724
<b>Net Assets at End of Year</b>	\$2,806,513	\$3,347,916

# Financial Information

