



**FOUNDED 1948**

## **The National Humane Education Society**

**FY 2014 Annual Report: The Year in Review**

# The National Humane Education Society

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# OUR MISSION & HISTORY



**Kindness in Action - 1957**

**Anna C Briggs – 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 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 decrease animal suffering through its humane education 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

As a small national nonprofit animal welfare organization, NHES has achieved a great deal throughout the years, and these achievements have only been possible because of the kindness and generosity of you—our supporters. We thank you and hope that you will also share our pride in NHES' accomplishments during fiscal year 2014.

Our Humane Education & Advocacy program served to create a more humane world for animals by combating animal abuse and neglect through meaningful advocacy and educating children and adults about proper animal stewardship both nationally and internationally. While our educators presented in many states throughout our country—from class sizes ranging as few as 50 children in small preschools in Virginia to large student bodies nearing 800 children in elementary schools in Boston, Massachusetts—our humane message also reached beyond the boundaries of The United States to our neighbors in Canada and our friends in far-away Uganda.

Our accomplishments continued with our Spay Today program, which surpassed a significant milestone with its 50,000<sup>th</sup> reduced-cost spay procedure of a Pit Bull named Scarlett. Scarlett's companion, a veteran, expressed sincere gratitude for the financial assistance that we provided, and shared his heartfelt emotion about Scarlet with his words, "This dog saved my life." It is this bond between animal and human—between a veteran and his companion dog—that epitomizes the sentiment of kindness that we seek to foster in all children and adults. Spaying and neutering—the humane solution—plays a major role in bringing about an end to animal suffering.

At NHES we believe so strongly in the benefits of spaying and neutering that in addition to our Spay Today program, we also provide major funding to other standard-setting Alliance Partners that advance programs for the humane sterilization of cats and dogs in order to reduce their overpopulation. Operation Catnip (OC) is just such an Alliance Partner. In fiscal year 2014, working collaboratively with the University of Florida, School of Veterinary Medicine and its volunteer veterinary students, OC performed 2,548 spays/neuter procedures; thereby making significant progress towards decreasing the euthanasia rates of cats at local shelters and serving as a model program for all.

Our Briggs Animal Adoption Center (BAAC), located on the NHES Campus, 64 miles west of Washington, D.C. also serves as a standard-setting program. This past year we welcomed nearly 10,000 visitors from the quad-state region—Pa., W.Va., Md. & Va. Inclusive among these visitors were representatives from humane societies from the quad-state and beyond who came to learn about our humane standards of care and comprehensive adoption program. Over the years, through our comprehensive adoption program, we have delivered animals to their new "Forever Homes" as far west as California, as far north as New Hampshire, as far east as Maryland, and as far south as Florida.

Accomplishments also bring change and 2014 marked significant change for NHES as we painstakingly evaluated each of our programs and their role in achieving an optimum reduction in animal suffering given our financial resources. In the final analysis, it was with great sadness that we made the difficult decision to close our Peace Plantation Animal Sanctuary. This well-respected sanctuary has become a flagship of sanctuary care for hundreds of animal rescue groups throughout the years.

Our plans for closing Peace Plantation ensured the fulfillment of our commitment to the animals by accepting a portion of them at the BAAC, transferring the more highly adoptable cats to adoption agencies nearer Washington, D.C. and New York City, and ensuring the care of the remaining cats through the provision of lifetime care stipends to Pigs Animal Sanctuary, which has been providing lifelong sanctuary for myriad animals including dogs, cats, horses, donkeys, pigs and other farm animals in excess of 20 years.

On behalf of the Board of Directors of The National Humane Education Society, I thank you for your continued dedication and support. With your support, each and every year, we are doing more and more to reduce animal suffering and helping to create a more humane world in which all animals will, one day, come to know kindness and compassion.

Best regards,



Jim Taylor  
President



# Humane Education & Advocacy

**Our Humane Education and Advocacy program** serves to educate children and adults about responsible animal stewardship through (1) creating and providing humane education 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 through the NHES website, social networking sites, and email newsletters; and (6) advocating for animals by encouraging private companies, law enforcement, regulatory agencies, lawmakers, and other groups nationally and internationally to adopt policies and practices that support the humane treatment of animals.



## Educational Programs and Workshops

Every year, our humane educators reach thousands of children and adults through education programs and assemblies. We set up in classrooms, school auditoriums, public libraries, at community events, and in our Humane Education & Training Center on the grounds of the NHES Campus.

We tailor our programs to accommodate groups large and small, young and old. During fiscal year 2014, we visited a small class of **50 pre-school children in a sleepy Virginia town, and soon**

**after brought our program to nearly 800 students in the heart of downtown Boston, Massachusetts.** Our programs focus on dog bite prevention to promote safety for both children and pets, careers helping animals, the urgent need for animal adoption, the importance of spaying and neutering, how to report animal cruelty, practicing empathy towards animals, and much more.

We also took our humane message **to the Boys and Girls Clubs of Washington D.C.** Because many of these children had little interaction with dogs and some were afraid of them, we gave these children a positive experience with an ambassador dog from BAAC, and lessons on dog bite prevention, recognizing dog body language, and reporting animal cruelty.

In addition, our humane educators met with homeschool co-ops, behavioral health groups, scout troops, day campers, and athletic teams to offer hundreds of children and adults tours of BAAC. Many of our young visitors did not know the difference between pet adoption and pet purchase prior to the program. Participants had the opportunity to learn about animal care at our standard-setting adoption center—the BAAC—where they met shelter dogs and prepared treats for the cats and dogs awaiting adoption.

Our humane educators introduced their first series of workshops during fiscal year 2014.

Our first workshop, “*Hope for a Kinder Future*,” was held in the Humane Education & Training Center at the NHES Campus in Charles Town, WV, and attracted professionals such as veterinary technicians, writers, county board members, and students from the local community college. While the attendees were very knowledgeable about animal welfare issues, they were unfamiliar with how to deliver their message to children. This 4-hour workshop included concrete information such as child development, planning a lesson, public speaking strategies, and securing a venue.

Next, we headed to Montessori Academy of Carrollwood in Tampa, Florida, to host a workshop for a group of teachers and their director who understood the teaching process, but were unfamiliar with the far-reaching impacts of humane education and what animal-related topics are most important to bring into the classroom. At the end, groups of teachers worked to formulate lesson plans that would allow them to integrate these new topics into their regular curriculum.

### Educational Materials

NHES’ message of active compassion for animals reaches thousands of individuals throughout the United States and beyond through our brochures, posters, and humane education videos. We provide these materials at the request of **humane societies, service agencies, veterinary offices, schools, and animal rescue groups**. These resources address an array of subjects, including pet overpopulation, the importance of adoption, seasonal pet care, vegetarianism, and the cruel nature of vivisection. We have also initiated an update to our brochure collection, Humane Education Guide, and Focus on Animals Video and DVD Library. Throughout fiscal year 2014, we **distributed over 41,000 pieces of literature and media products**.

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### *Feedback from Participants*

*“... They engaged with students and shared their enthusiasm about working with and caring for animals. The presentation was informative while also being fun for the students and very interactive. I would definitely recommend this program to other schools.”—Ms. Reide, administrator*

*“The girls really appreciated the tour and how much hands-on time they received... I wish I could express what a wonderful educational opportunity this was.”—Ms. Kiddle, professional trainer*

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A very small sampling of entities that received our literature last year include:

Randolph County Animal Shelter, AL  
Arkansas Valley Spay and Neuter, AK  
Paws-4-Life Animal Shelter, GA  
Greenville County Animal Care, SC  
Shelter of Northeast Nebraska, NE  
P.E.T, NY  
Perfect Paws Rescue, IN  
Friends Underwriting Rescues, LA  
Chino Valley Animal Shelter, AZ  
Centerton Animal Control, AK  
Krewe De Rescue, AL  
Raben Paws For Life, GA  
Rescue a Friend Pet Expo, MI  
Jackson Madison County High School, TN  
SPCA of Petersburg and Colonial Heights, VA

Al-Van Humane Society, MI  
Flying Fur Pet Salon, OH  
Coastal Canine Rescue, NC  
Cape Fear Rescue League, NC  
Animal Paws 4 All Paws, NY  
For the Love of Animals, TX  
Anderson Animal Hospital, KY  
The Scratching Post, OH  
Home for Orphan Pets Exists, NY  
Tama County Humane Society, IA  
Karin 4 Kritters Animal Rescue, KY  
Pet Haven, VA  
Caring About the Strays, FL  
The Whitney Hall School, TN  
Girl Scouts, CA

(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).)

# Spay Today

Spay Today operates from the NHES Campus and serves as a tangible example of NHES' commitment to reducing the number of homeless animals through the humane solution of spaying and neutering.

This year, Spay Today's accomplishments included:

- **Providing 4,858 reduced-cost spay/neuter procedures** through its network of participating veterinarians and nonprofit spay/neuter clinics.
- Of these 4,858 procedures, **80 animals (63 cats and 17 dogs) were spayed/neutered at no cost** through Anne's Fund, named in honor of Anne Small who founded Spay Today. Anne's Fund provides additional financial assistance to individuals or families who understand the need to have their animals spayed/neutered but who lack the financial resources to achieve this goal.
- **Spay Today's patrons span 40 counties and 4 states** (West Virginia, Pennsylvania, Maryland, Virginia), **and Washington, D.C.**
- Spay Today also **serves as a national referral service for citizens** by helping them locate reduced-cost spay/neuter services and rabies clinics across the United States.
- **Participating in National Feral Cat Day** by providing further discounts for each feral cat that was presented for spaying/neutering.
- Continuing to work with the Charles Town Horseman's Benevolent & Protective Association to provide reduced-cost spay/neuter services for free-roaming cats at the local racetrack. **This has been a winning relationship for the homeless cats and serves as a model for managing free-roaming cat populations at racetracks throughout the United States.**

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## A Sampling of Organizations that Spay Today assisted include:

*Australian Cattle Dog Rescue*

*Forever Love*

*Heart of the Earth*

*Hampshire County Pet Adopt Program*

*Jefferson County Animal Control*

*Love a Cat*

*Open Hearts*

*Owens Rescue*

*Paws Rescue*

*Pet Connect*

*String of Pearls*

*Warren County Humane Society*

- Providing humane traps to humane-minded volunteers who wish to participate in **lifesaving Trap-Neuter-Release Programs in their community.**
- **Providing its 50,000<sup>th</sup> sterilization procedure** with the spaying of Scarlett, a Pit Bull, whose owner—a veteran—made this even more memorable. We're pleased to note that this procedure was made possible with assistance from Anne's Fund.



**A Spay Procedure in Progress**

## **The Briggs Animal Adoption Center**

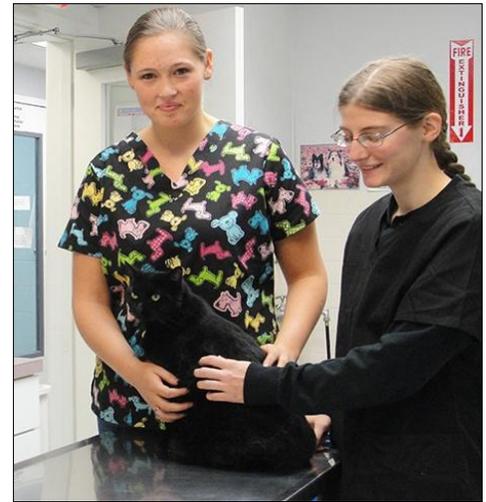
The Briggs Animal Adoption Center (BAAC) **continued its significant work for animals from rehabilitating dogs and cats who have suffered at the hands of mentally ill hoarders to serving as a host site for educational tours for people both young and old. Additional efforts included** (1) caring for orphaned kittens, (2) socializing dogs who had only known isolation at the end of chain or been cordoned off in an outdoor pens, (3) providing one the highest standards of veterinary care available—including such specialties as coronary and orthopedic care, and (4) engaging nearly 10,000 visitors and working to educate them about kindness to animals and proper animal stewardship.

Since becoming operational in October of 2001 through the end of fiscal year 2014, the BAAC rescued, **rehabilitated and placed 6,980 cats and dogs in quality adoptive homes** with compassionate people who are committed to fulfilling lifelong commitments to them. In fiscal year 2104 alone, we placed hundreds of cats and dogs in their forever homes in 5 states—Maryland, West Virginia, Pennsylvania, Virginia and Kentucky.



**Adoption Alumni Event**

Our **veterinary staff** welcomed students from our local community college's veterinary assistant program, allowing them to observe the variety of veterinary medical care that we provide for our animals including exams, urine and blood analyses, vaccinations, x-rays, and surgeries.



**Students Assisting with Cat Examination**

Our **food bank** benefitted animals and individuals by distributing much-needed cat and dog food to caregivers of managed feral colonies, rescue groups, and human charities whose patrons were in desperate need of food for the companion animals.



**Food Bank Distribution**

Our **volunteers**—**all 136 of them**—are truly some of the most kind and compassionate people a person could ever ask to meet; giving generously of their time and talent to help create a more humane world. While our volunteers serve in many capacities, the vast majority choose to work directly with the animals; from filling Kongs for the dogs, brushing cats, socializing cats and dogs, walking dogs, to assisting with off-site adoption events throughout the tri-state region. Pictured below are some of our wonderful volunteers:



## Peace Plantation Animal Sanctuary



Peace Plantation

As noted in “Message from The President,” fiscal year 2014 brought with it the difficult decision **to begin planning for the closure of our flagship facility, Peace Plantation Animal Sanctuary** (Peace Plantation). This decision, however, was not reached until the end of the fiscal year. Therefore, throughout 2014, **Peace Plantation continued to serve as a model for lifelong sanctuary care** by providing hands-on care for **more than 200 animals on any given day**—primarily senior cats, a few resident dogs and various farm animals.

Since its creation in 1950, in addition to its primary objective of providing lifelong sanctuary, Peace Plantation has also worked to decrease animal suffering through adoption services. During the past 64 years, **Peace Plantation has placed nearly 37,000 companion animals in quality adoptive homes.**

While Peace Plantation will be missed by many, its **legacy of kindness to all animals** is being carried on at its sister organization, The Briggs Animal Adoption Center.

## Alliance Partnership Program

NHES' Alliance Partnership Program works collaboratively with and provides major funding to other reputable humane organizations whose work embodies the successful implementation of one of NHES' 12 Guiding Principles. The following 3 organizations are a sampling of organizations with which NHES partnered during fiscal year 2014:

1. Operation Catnip of Gainesville, Florida, exemplifies NHES' 9<sup>th</sup> Guiding Principle, "To advance programs for the humane sterilization of cats and dogs in order to reduce their population." NHES has partnered with Operation Catnip numerous times over the years since the early 1990's and believes it is worthy of distinction not simply because of the number of feral and free roaming cats that it spays/neuters each year, but also because of its emphasis on education, the public and private sector support that it has gained and most encouraging—Operation Catnip's volunteer base that includes hundreds of veterinary students.

In her own words, Dr. Julie Levy, President of Operation Catnip shares their achievements during fiscal year 2014:

"During this time period, a total of 193 different vet students volunteered at Operation Catnip. This includes brand new freshman veterinary students who learn about anesthesia, surgical preparation, vaccination, and recovery all the way through the advanced senior students who are perfecting their surgical skills at the spay/neuter tables.

Overall, Operation Catnip performed 2,548 total spay/neuter surgeries. Of these, 1,754 surgeries, more than two-thirds, were performed by the vet students!



Operation Catnip helps University of Florida veterinary students have more access to surgery training than almost any other veterinary school across the globe. Not only are the Operation Catnip volunteers expert veterinary surgeons, but they graduate with an immense sense of compassion and commitment to helping underserved animals and the people who care for them.

Thank you [NHES] for helping to make this a sustainable service learning experience for so many years."



2. Friends of Felines—Cape Hatteras Island (Friends of Felines), North Carolina, also exemplifies NHES’ 9<sup>th</sup> Guiding Principle, “To advance programs for the humane sterilization of cats and dogs in order to reduce their population.” NHES has partnered with Friends of Felines for a number of years and offers a truly distinct model of an effective Trap, Neuter, & Release program for stray and feral cats on a coastal barrier island—Hatteras Island. NHES has had a long relationship with this island, beginning in the early 1980’s, when NHES employees first rescued around 19 cats from one of the small villages.

This past year, NHES helped Friend of Felines achieve the following in Rodanthe, Waves, Salvo, Avon, Buxton, and Hatteras Village:

- Micro-chipping 319 cats
- Spaying/neutering 345 cats
- Providing food, when requested—mostly during the winter to help feed any number of the estimated 700 cats in 54 managed colony sites



3. Pigs Animal Sanctuary, Shepherdstown, West Virginia, exemplifies NHES’ 10<sup>th</sup> Guiding Principle, “To provide for the rescue, housing and feeding of lost, stray or abandoned animals until suitable homes are found.” Pigs Animal Sanctuary provides for the lifetime care of many animals on their beautiful 50-acre sanctuary. The sanctuary animals include pigs, horses, donkeys, dogs, cats and whatever animal might find its way to their sanctuary gates. During fiscal year 2014, NHES entered into a partnership agreement with Pigs Animal Sanctuary whereby NHES committed to covering the cost of major renovations to one of their sanctuary buildings and, in return, Pigs Animal Sanctuary agreed to provide lifetime sanctuary care for a portion of the cats that would be relocated from Peace Planation in fiscal year 2015.

# 2014 Financials

## Statement of Financial Position

### ASSETS

#### **Current assets**

Cash	\$ 160,260
Accounts receivable	22,929
Estates and bequests receivable	234,407
Prepaid expenses	705,562
Inventory	4,513
Security deposit	<u>2,000</u>
<b>Total current assets</b>	<b>1,129,671</b>

#### **Investments**

**1,079,641**

#### **Property and Equipment**

Land	185,109
Buildings and improvements	3,319,877
Furniture and equipment	567,499
Vehicles	99,649
Construction in progress	<u>73,554</u>
	4,245,688
Less accumulated depreciation	1,903,420
	<b><u>2,342,268</u></b>

#### **TOTAL ASSETS**

**\$4,551,580**

### LIABILITIES AND NET ASSETS

#### **Current Liabilities**

Accounts payable	\$1,337,827
Accrued salaries	30,791
Compensated absences	41,209
Other current liabilities	4,112
Revolving line of credit	279,242
Current portion of long-term debt	<u>47,579</u>
<b>Total current liabilities</b>	<b><u>1,740,760</u></b>

Long-Term Debt, less current maturities

1,007,830

#### **TOTAL LIABILITIES**

**\$2,748,590**

#### Net Assets

Unrestricted	1,794,727
Temporarily restricted	8,253
Total net assets	1,802,990

#### **TOTAL LIABILITIES AND NET ASSETS**

**\$4,551,580**

# 2014 Financials

## Statement of Activities

<u>REVENUE</u>	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Totals</u>
<b>Revenue and Net Gains (Losses):</b>			
Contributions	\$3,335,540	\$ 5,000	\$3,340,540
Estate and bequests	409,476		409,476
Foundations and trusts	30,354		30,354
Loss on sale of property and equipment	(17,337)		(17,337)
Mailing list rental income	71,826		71,826
Interest and dividends	43,055		43,055
Merchandise sales, net of cost of goods	1,674		1,674
Thrift store, net of expenses	(12,032)		(12,032)
Net realized and unrealized gains on long-term investments	152,015		152,015
Other	21,403		21,043
Special events, net	23,326		23,326
Service fees	573,862		573,862
Net assets released from restrictions	<u>8,451</u>	<u>(8,451)</u>	<u>--</u>
Total unrestricted revenues and net gains	4,641,613	(3,451)	4,638,162
 <u>EXPENSES</u>			
Program services	4,427,731		4,427,731
Management and general	495,809		495,809
Fundraising/membership acquisition	718,145		718,145
<b>TOTAL EXPENSES</b>	<b><u>5,641,685</u></b>		<b><u>5,641,685</u></b>
Change in net assets	<u>(1,000,072)</u>	<u>(3,451)</u>	<u>(1,003,523)</u>
<b>Net Assets at Beginning of Year</b>	<u>2,794,799</u>	<u>11,714</u>	<u>2,806,513</u>
<b>Net Assets at End of Year</b>	<u>\$1,794,727</u>	<u>\$ 8,263</u>	<u>\$1,802,990</u>