Fostering Kindness through Humane Education
Message from the President

In 1954, Alice Morgan Wright, founding board member of The National Humane Education Society (NHES) 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 this past year, with your support, NHES worked to meet this need through its program services and thereby create a more humane world for all animals.

Your support enabled our humane education message to reach millions of people and achieve a meaningful reduction in animal suffering through:

(1) Humane Education and Advocacy.

(2) Standard-setting guidelines for animal care and adoption services at our flagship facility, The Briggs Animal Adoption Center.

(3) Reduced-cost spay/neuter services provided through Spay Today.

(4) Cooperative efforts through our Alliance Partnerships with The Network for Endangered Sea Turtles, Friends of Felines—Hatteras Island, and Operation Catnip.

In FY 2017, we welcomed more than 10,000 visitors to the NHES campus, spread our humane message across the country, spayed/neutered, administered vaccines, placed in quality adoptive homes, fed, micro-chipped or otherwise helped 7,253 cats and dogs, 46 injured sea turtles, a variety of ground-nesting birds, and Monarch Butterflies.

On behalf of The Board of Directors of NHES, I invite you to visit with us and take a tour of the NHES campus so that you can see first-hand how your charitable donations are being put to work to help rescue, rehabilitate and decrease the suffering of our animal friends. We believe you will like what you find here. We’re located slightly more than an hour’s drive from Washington, D.C., in the beautiful countryside of Jefferson County, West Virginia. We hope to see you soon—and we thank you!

Jim Taylor, President
Humane Education & Advocacy

This year, the Humane Education & Advocacy Program distributed 2,449,400 educational letters appealing to individuals to spay/neuter, adopt, volunteer or otherwise take action to help create a more humane world for animals.

Humane educators and program staff directly engaged 19,104 children and adults (up 2% from last year) with our humane message. These children and adults included visitors, Cool to Care camp attendees, children’s groups such as the Boy Scouts, Girl Scouts, Boys and Girls Clubs, Chamber of Commerce members, and elementary school students in cities across the country such as:

- Alabama; 1,985 students.
Florida; 3,010 students.
Maine; 973 students.
New Hampshire; 486.
Vermont; 753 students.
West Virginia: 1,934 students.
In recent years, including this past year, humane educators have provided 3 weeks of “Cool To Care Camp” for children entering the 1st through 9th grades. Each of the four, 30-hour camp weeks is packed with cooperative activities, creative projects, thematic crafts, volunteer projects, and guided interactions with animals. These exercises allow students to learn about, reflect on, and practice socially responsible behaviors with animals both wild and domestic.
This past year, humane educators led 2 Teaching Kindness Workshops (an increase of 50%) in the NHES Humane Education & Training Center. Representatives from 11 animal welfare organizations in Virginia, West Virginia, and Maryland were in attendance. Attendees received practical guidance for group management, best practices in youth outreach, public speaking fundamentals, and participant recruitment. Attendees also learned how to lead 6 unique humane education activities in classroom or animal-sheltering settings.
Humane educators composed and distributed 110 action alerts (up 39% from last year) advocating for the humane treatment of animals via myriad issues on local, state, and federal levels—including new and pending pieces of legislation, corporate decisions, and ordinances affecting animal welfare throughout the United States.

Each action alert included a link to enable readers to contact the appropriate official to express his/her stance regarding each animal welfare issue. Every action alert was posted to the NHES website, and NHES’ Facebook and Twitter pages. A select number of action alerts were also featured in NHES’ monthly e-newsletter and pending legislation was emailed to residents of affected states.

A sampling of the action alerts released by NHES this past year include:

- USDA Wants To Stop Horse Soring
- New Jersey Bill Would Ban Cat Declaw Surgeries
- Massachusetts Lawmakers Seek Ban on Circuses That Use Elephants
- California Governor Gives Fighting Dogs a Second Chance
- NY Governor Cuomo Passes The Beagle Bill to Ensure that Canine Survivors of Animal Testing Are Not Destroyed
- House Resolution 752 Urges China To Stop Yulin Dog Meat Festival
- Pennsylvania Lawmakers Hope To Increase Animal Cruelty Penalties
- President Obama Protects Wildlife from Trafficking with The End Wildlife Tracking Act
- Oregon Voters Pass Initiative to Crack Down on Wildlife Trafficking
- State Senators in New Mexico Take Aim at Coyote Killing Contests
- Maryland Senator Pushes to Raise Penalties for Animal Abuse
- Democrat & Republican Representatives Team Up to Save Animals From Traveling Circuses
- Indiana S.B. 314 Would Protect Animals in Domestic Abuse Cases
- U.S. Senator Bob Menendez Demands Animal Cruelty Data Be Restored to USDA Website
Humane educators further distributed:

- **11,447 (up 13% from last year)** hard copies of humane guides, educational brochures, and informational posters to humane societies, service agencies, veterinary offices, schools, and rescue groups in 34 states—and thousands more copies of educational materials were downloaded for free from nhes.org.
Regarding NHES’ web presence:

NHES humane education staff also grew NHES’ web presence by publishing 21 videos on youtube, including “Homeless Heart” videos featuring dogs and cats in need of adoption and testimonials about NHES’ Kindness In The Classroom, a tour of NHES’ Cool To Care Camp set-up, coverage of the cattery at The Briggs Animal Adoption Center and special videos by campers and girl scouts. These 21 videos received a combined total of 4,402 views.

Humane educators also sent out 12 “NHES Humane News” e-newsletters and 12 “BAAC & Spay Today Spotlight” e-newsletters updating supporters on pending animal welfare legislation, emerging issues in companion animal care and animal welfare, upcoming events, and current adoptable cats and dogs.

In addition to the above, humane educators continued sending out state-specific action alerts to our supporters in states where important legislation affecting the well-being of animals was being considered.
Spay Today

This year, through a network of 24 participating veterinary hospitals (up 20% from last year), Spay Today:

- Provided 4,292 reduced-cost spay/neuter procedures (up 8% from last year.) Of these 4,292 animals, 235 were TNR Community Cats.

Spay Today also:

- Participated in National Spay Day and National Feral Cat Day to provide spay/neuter services for 138 animals.
- Helped obtain reduced-cost spay/neuter service for animals from 17 rescue groups and humane societies throughout the quad-state of Maryland, Pennsylvania, West Virginia, and Virginia:
  - Faithfields Rescue
  - Forever Love
  - Give Purrs a Chance
  - Grey Hound Rescue
  - Jefferson County Animal Control
  - Little Buddies
  - Love a Cat
  - Morgan County Humane Society
  - Pat’s Little Angels
  - Pilots for Paws
  - Purposeful Paws
  - Shirley’s Angels
  - String of Pearls
  - Tails of Hope
  - Webster County
  - Willing Hearts Dalmatians
- Provided information and referral assistance to people to help them locate reduced-cost spay/neuter clinics, and rabies clinics throughout the United States.
The Briggs Animal Adoption Center

This year, The Briggs Animal Adoption Center:

- Provided hands-on care to 503 cats and dogs (down 6% from last year.)
- Rehabilitated and placed 323 animals (210 dogs & 113 cats) in quality adopted homes (down 10% from last year.)
- Accepted the transfer of animals in need from myriad organizations such as Potomac Highlands Animal Rescue, Jefferson County Animal Control, Webster County Animal Shelter, Logan County Pound, and the SPCA of Winchester.
- Distributed 10,933 pounds of emergency food stores to individuals and rescue groups throughout the tri-state and beyond (down 20% from last year.)

At our in-house veterinary hospital, our veterinary medical staff aided rescued animals by performing:

- 253 spay/neuter procedures.
- 95 surgeries including tumor removals, hernia repairs, bladder stone removal, eye removal, fractured jaw repair, kidney removal, abdominal exploration, removal of buckshot, and many more.
- 134 dental cleanings/tooth extractions.
- Administered 1,920 vaccines to rescued animals (up 2% from last year.)
Volunteers

Without our dedicated volunteers, NHES would not be able to accomplish all that we accomplish for the animals. Through their generous gift of time and most important—love—they help heal the wounds of animal neglect and abuse. This year, 121 wonderful volunteers donated 2,903 hours to help create a more humane world—and we THANK YOU.
Alliance Partnerships

NHES works cooperatively with, and provides funding to select animal welfare organizations in an effort to achieve and optimum reduction in animal suffering. This year, our partners included:

1. The Network for Endangered Sea Turtles (NEST), Kitty Hawk, North Carolina:

- Utilized 356 trained volunteers—Traveled 12,300 miles on ATVs to patrol the beaches from the Virginia Line to South Nagshead, North Carolina.
- Found and monitored 26 turtle nests.
- Rescued and rehabilitated 46 turtles.
- Installed 60 educational beach signs bringing the total to 105 along the Outer Banks of North Carolina.

Notable additions: (1) NEST performed extra duties this past year protecting turtles against the impacts of beach re-nourishment, and sadly lost 25 nests to storms.

(NHES’ funding was applied toward the medical expenses of rescued turtles.)
2. Operation Catnip (OC), Gainesville, Florida:

Utilized 124 volunteer veterinary students and provided them with service learning during a total of 520 clinical shifts. Of these clinical shifts, 2,443 cats were admitted; 153 had already been altered, and OC’s veterinarians—coaches—and veterinary students spayed/neutered 2,290 community cats.

Notable additions: (1) OC held its first “Kitten Clinic” at the Alachua County Humane Society, which was developed to give qualified veterinary student-surgeons the opportunity to become more competent in performing pediatric spay/neuter surgeries, and (2) OC performed its 50,000 surgery—this distinction goes to “Crushy” as he is affectionately known by his caregiver.

(NHES’ funding was applied toward general veterinary medical operating costs.)

3. Friends of Felines, Hatteras Island, North Carolina:

Began its 11th year of TNR.

Sponsored 2 TNR Community Cat Clinic with the help of North Carolina State Veterinary School.

122 community cats were spayed/neutered, micro-chipped, vaccinated for distemper & Rabies, treated for fleas/parasites and ear-tipped for identification.

Managed 20 feral cat colonies within the 7 villages on Hatteras Island.

(NHES’ funding was applied toward the purchase of micro-chips for the 122 cats so that they could easily be returned to their colonies after coastal storms.)
NHES Campus Grounds

This past year, at the NHES Campus, we:

- Continued working cooperatively with the Potomac Valley Audubon Society (PVAS) to manage the 9.4 acres of grasslands for grassland-nesting birds. As a reminder, PVAS informs, “The numbers of grassland-nesting birds dropped precipitously, many losing more than 80% of their population in the past 45 years. Habitat loss, land-use changes, pesticide applications, and early cutting are all conspiring against birds like Northern Bobwhite, Eastern Meadowlark, Bobolink, Vesper Sparrow, Grasshopper Sparrow, Henslow’s Sparrow, and Ring-necked Pheasant.”

- Of course, we also provided for non-ground-nesting birds such as the Eastern Bluebird.
Continued managing the 2.75 acres of wildflower and milkweed fields to serve as a food source, and birthing ground, for the east coast monarch butterfly, which is nearing a “threatened species status” because its population is quietly vanishing due to devastating losses of habitat, particularly habitat containing milkweed because monarch butterflies can only lay eggs on milkweed plants.

Worked with the Cacapon Institute to continue replenishing the rural tree canopy by planting 32 more native trees (up 50% from last year) on the Campus that, in turn, will help protect the watershed of the Potomac River.
Fiscal Year 2017 Review

As a small, national, animal welfare organization, NHES works very hard each year to achieve an optimum reduction in animal suffering given our available resources. FY 2017 brought with it numerous financial challenges that ultimately resulted in expenses exceeding revenues, and we—The Board of Directors of NHES—were once again prepared and responded to these challenges by utilizing reserves to ensure the continuation of our programs on behalf of the animals that we served.

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<th>REVENUE</th>
<th>EXPENSES</th>
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<td>Contributions and Bequests $2,614,749</td>
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<td>Investment Income $118,344</td>
<td>Alliance Partnerships $14,205</td>
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<td>Pass thru Contracted Vet Services $524,758</td>
<td>Briggs Animal Adoption Center $1,276,170</td>
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<td>Other $170,143</td>
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<td>Fundraising $315,484</td>
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<td>Total Expenses $3,613,227</td>
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