

DECEPTIVE
FUNDRAISING PRACTICES
OF THE
HUMANE SOCIETY
OF THE UNITED STATES



HUMANEWATCH.ORG

EXECUTIVE SUMMARY



According to recent national public polling, 71 percent of Americans believe the Humane Society of the United States (HSUS) is an “umbrella group” for pet shelters across America. Sixty-eight percent believe HSUS spends most of its money funding local pet shelters.

Neither is true. HSUS is not affiliated with local humane societies and doesn’t run any pet shelters. It donates just 1 percent of the money it collects to local shelters.

HSUS is trying to have it both ways. On one hand, the organization stuffs its fundraising material full of abandoned and abused dogs and cats in order to raise huge amounts of money. On the other, it admits elsewhere that it only spends a relatively small percent of its budget on issues relating to “companion animals” (pets).

Why is there such a gap between perception and reality? Recently unearthed evidence suggests that HSUS deceives Americans on a large scale. Even its own donors are misled.

An April 2012 poll of 1,000 HSUS supporters found that almost 90 percent were unaware that it gives just 1 percent of its budget to local pet shelters. Additionally, nearly 50 percent said that they were less likely to give to HSUS after learning that HSUS gives just 1 percent of its budget to pet shelters.

Shelter and rescue groups have spoken out: the vast majority polled state that HSUS’s constant fundraising appeals make it harder for them to sustain themselves. According to HSUS’s most recent (2010) tax return, it spends close to \$50 million on fundraising-related costs. Local humane societies don’t have the resources to fight this massive factory fundraising machine.

In short, HSUS’s appeals on television, in print, and through telemarketing are grossly misleading as to how donor money will be used. *It is possible that HSUS’s actions violate some charitable solicitation or consumer protection laws.*

HSUS BY THE NUMBERS

85%+ OF ANIMALS IN HSUS COMMERCIALS ARE DOGS AND CATS



\$8,000

ESTIMATED AIR TIME COST OF HSUS ADS

WITH

FINE-PRINT DISCLAIMERS

3 HSUS ADS SINCE 2009 WITH A QUICK, FINE-PRINT DISCLAIMER

HSUS ADS SINCE 2009 WITHOUT A DISCLAIMER

25

\$11.2 MILLION

ESTIMATED AIR TIME COST OF HSUS ADS

WITHOUT

FINE-PRINT DISCLAIMERS

1% OF HSUS BUDGET GIVEN TO



PET SHELTERS

65 TOTAL AIRINGS OF ADS WITH A FINE-PRINT DISCLAIMER

20,674 TOTAL AIRINGS OF ADS WITHOUT A DISCLAIMER

TELEVISION

HSUS's TV commercials are regularly seen by a wide swath of Americans on channels such as E! and the History Channel. New evidence demonstrates these ads are misleading Americans.

Working with the Campaign Media Analysis Group (CMAG), we compiled a report of all of the ads aired by HSUS from January 2009 to September 2011. CMAG reported that HSUS ran a total of 21,205 ad spots with an estimated value of \$11.25 million. After analyzing the CMAG report, an appalling (although not unexpected) discovery emerged.

Of the 28 different ads airing over 20,000 times, more than 85 percent of animals shown in HSUS TV ads asking for donations are dogs or cats—many of which are inside cages. When HSUS asks people to donate, it almost exclusively emphasizes the care and rescue of pets. During 2009 and 2010, however, HSUS gave just 1 percent of its \$250 million budget to help local pet shelters, according to its tax returns.



Less than 1 percent of the ads airing between January 2009 and September 2011 contained a disclaimer clarifying that HSUS is independent of local humane societies. This indicates that HSUS did recognize that there is significant enough confusion between

it and local pet shelters. However, **HSUS chose not to include this disclaimer more than 99 percent of the time.**

HSUS also responded to our criticism in December 2011 by asserting its latest ad did contain a disclaimer. In a follow-up survey, CMAG provided data for HSUS ads that ran during the first week of January 2012. Once again, less than 1 percent of the HSUS ads that ran during that period contained a disclaimer.

Pet Shelter Group Calls on California to Investigate ASPCA Fundraising

In May 2011 the State Humane Association of California (SHAC), which represents more than 100 animal control agencies and humane societies, filed a complaint with the state Attorney General asking for an investigation of the ASPCA's fundraising. SHAC claimed that the ASPCA raised \$116.5 million in 2009, but only one-third of one percent (\$352,100) reached California.

SHAC alleged that ASPCA's "deceptive fundraising practices harm local humane societies and SPCAs by capitalizing on and reinforcing the widely-held mistaken belief that the ASPCA is a parent or umbrella organization to the thousands of humane societies and SPCAs across the country." That same complaint can—and does—apply to HSUS.

DIRECT MAIL

Just as more than 85 percent of the animals in HSUS's TV ads are cats and dogs, HSUS direct mail appeals are similarly misleading. Our analysis of about 30 direct mail samples from 2003 to 2011 determined that more than 80 percent of the animals referenced in the letters are dogs and cats.

Indeed, many of the letters are misleading in how donations will be used. Consider the following quotes, keeping in mind that just 1 percent of HSUS's budget

is sent to pet shelters and only 20 percent of HSUS's budget goes to companion animal efforts.

These letters clearly show a pattern of HSUS giving off the impression that its work is focused on pets—specifically, caring and sheltering for dogs and cats. Yet HSUS presently does little work to end euthanasia besides awareness campaigns, which do little in the short term to keep unwanted animals fed and housed.

2009
APPEAL

"...and the only way we can make these critical life-saving programs work and help save the lives of puppies and kittens in peril is with the continued support of our very best members such as you."

2009
APPEAL

"I know that you, too, are appalled and outraged when you hear about animal cruelty and the terrible things that happen to puppies, kittens, dogs, cats and other pets.

But of course, that's why you joined **The HSUS** in the first place! You believe we can make a difference. You believe in speaking out for the animals who cannot speak for themselves."

2010
APPEAL

"In fact, I am so thankful you have taken a moment of your time to read my letter, that I am sending you this new blanket. Use it to snuggle up with a good book—or even an animal companion if you have one. I hope it will serve as a reminder of the comfort and security your new membership brings to those animals in the most desperate situations.

I'm talking about helpless, abused kittens, puppies, cats and dogs who need our protection and our help."



2010
APPEAL

“Your continued and compassionate support is helping The HSUS to...assist local shelters so that they can save lives through pet adoptions, and spay and neuter programs.”

2010
APPEAL

“Please say ‘yes’ to me today—before it’s too late for another little puppy or kitten who may become another victim of animal cruelty, abuse or neglect.”

2010
APPEAL

“So please send your best new membership gift of \$8, \$12, \$15 or as much as you can give to protect and save precious puppies’ and kittens’ lives [...]. Will you help me give them the comfort of our protection today through your new HSUS membership?”

2010
LETTER

“You can help us save unwanted puppies, kittens, cats and dogs from becoming grim statistics.”

2008
RENEWAL

“I know that you are a person who is appalled and outraged about animal cruelty, abuse and neglect, and the terrible things that happen to puppies, kittens, dogs, cats and other pets. That’s why you joined The HSUS in the first place!”

2007
PARTNER’S
CIRCLE

“Your support allows us to keep fighting on behalf of the defenseless dogs, cats, puppies, and kittens who can’t speak for themselves.”

2006
SPRING
RENEWAL

“I’m sure that you, too, are appalled and outraged when you hear about animal cruelty and the terrible things that happen to puppies, kittens, dogs, cats and other pets. But of course, that’s why you joined The HSUS in the first place!”

2005
RENEWAL
LETTER

“Perhaps your renewal will go towards purchasing a pet carrier, collars, leashes and food and water bowls...”

TELEMARKETING

HSUS and its affiliates have a robust telemarketing program. Unfortunately, these fundraisers not only make deceptive pitches, but mislead potential donors as to how much of their money will actually go to help animals. For example, some telemarketing campaigns produce a staggeringly low rate of donations that go to charity, while other campaigns make misleading assertions about how much money will go to help animals.

Share Group

HSUS had a long relationship with Massachusetts-based Share Group¹, with most of the money raised in HSUS's name going to the solicitor. According to the "Pennies for Charity" reports published by the New York Attorney General, only 11.1 percent of the \$16.6 million raised in Share Group fundraising campaigns for HSUS between 1999 and 2009 actually went to HSUS. The rest, about 89 percent, went to Share Group. (No activity was reported for 2002.)

Share Group appears to have disbanded and assigned its clients to another solicitor, PDR II, Inc., which now does business as "Share." (PDR's address is just a few doors down from Share's.)

In a recent solicitation campaign, according to documents filed with the North Carolina Secretary of State, PDR/Share told potential donors that "a

reasonable estimate" of PDR's take of the fundraising revenue for the campaign is 48 percent. HSUS's take, therefore, would be 52 percent.

However, this clearly is far from the case. PDR—and HSUS, which must approve scripts—both know the historical returns for Share Group campaigns on behalf of HSUS. Eleven percent is nowhere close to 52 percent. Yet donors would be given the false impression that a considerably greater portion of their donations would go towards animal protection, when, in fact, it goes into the pockets of the professional dial-for-dollars firm.

SHARE GROUP			
YEAR	MONEY RAISED	MONEY TO HSUS	
2009	\$2,400,380	\$872,785	36.36%
2008	\$1,950,521	\$103,141	5.29%
2007	\$1,679,763	(\$5,358)	-0.32%
2006	\$1,562,814	\$113,686	7.27%
2005	\$2,730,720	\$545,843	19.99%
2004	\$1,466,145	(\$175,360)	-11.96%
2003	\$1,031,103	(\$173,726)	-16.85%
2001	\$1,299,087	\$291,826	22.46%
2000	\$1,083,871	\$16,543	1.53%
1999	\$1,373,078	\$257,017	18.72%
TOTAL	16,577,482.00	1,846,397.00	11.14%

¹Share Group has a considerable history of questionable practices. The South Carolina Secretary of State won a \$115,000 judgment against Share Group in August 2011, and Pennsylvania entered into a consent agreement with Share Group in March whereby the company paid a fine exceeding \$6,000. Share Group has also entered into at least 10 settlements in multiple states between 1998 and 2006 resulting from complaints that the organization violated solicitation regulations. Share Group made headlines in 2000 when it was working for the Democratic Party after it turned out that Michael Ansara, who had been ordered to surrender control of Share after he pleaded guilty to a felony conspiracy charge related to a money-moving scheme for Ron Carey's 1997 Teamsters Union presidential reelection campaign, was still working there.

Donor Services Group, LLC

Donor Services Group is a California-based telemarketing firm². In a recent solicitation campaign for the Humane Society of the United States, DSG misleads potential donors about how much of their donations will go to charity. According to a script filed with the DSG/HSUS contract, solicitors are instructed to say the following if asked about the percentage of campaign revenue that will go to HSUS:

Trying to estimate what percentage the charity might receive based off our flat fee is difficult since I don't know all the information about how the Humane Society of the United States budgets fundraising costs, but it could be approximately 40%–50% over two years.

However, supplemental material filed with the North Carolina Secretary of State demonstrates that DSG/HSUS had reasonable cause to know that this statement was false and misleading. Namely, the filed supplement declares that **2 percent** of the money raised is both a “fixed percentage” and a “reasonable estimate” of the gross revenue that HSUS will receive from the campaign.

Donor Care Center

Donor Care Center is an Ohio-based solicitation firm that entered into a two-year fundraising contract with HSUS in March 2011.

According to a sample script for the campaign, DCC solicitors are instructed to say that “it is our best estimate that HSUS will receive at least 50% of the funds raised on this campaign.”

²DSG itself has had troubling issues. In July 2011 DSG entered into a consent agreement with the Commonwealth of Pennsylvania. According to the Commonwealth, DSG “employed individuals who have been convicted by a court of a felony or misdemeanor involving dishonesty or arising from conduct involving charitable solicitation.” According to the settlement, DSG provided a list of employees to the state which showed that the firm “employed nine (9) individuals who were convicted of felonies or misdemeanors involving dishonesty to solicit monetary contributions from Pennsylvania residents.”

³<http://www.care2.com/click-to-donate/pets/learn-more>

Nevada Humane Society

HSUS rents out its mailing list for use by other organizations, but requires prior approval of all mailings. When the Nevada Humane Society attempted to rent HSUS's list, NHS's mail piece included a statement that “We do not receive funding from national groups or the government.” HSUS wouldn't approve the piece, and requested that NHS “remove ‘national groups’ from this copy.” In fact, HSUS demanded that all future NHS mailings, whether to HSUS's list or not, not include this language.

Read more at:

www.nathanwinograd.com/?p=2318

However, HSUS isn't guaranteed 50 percent. According to a supplemental filing with the North Carolina Secretary of State, just 0.05 percent—1/1000th of the asserted 50 percent—is a “reasonable estimate of the percentage of the gross revenue that the charitable organization or sponsor will receive as a benefit from the solicitation campaign.”

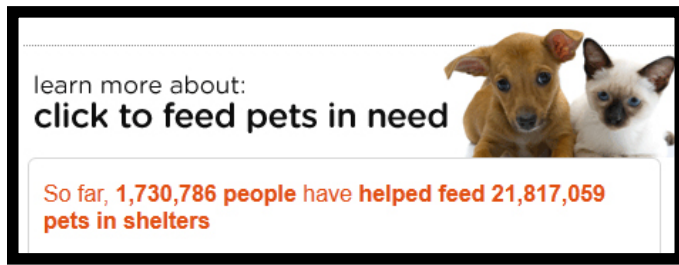
Further, according to the Washington Secretary of State, only 35 percent of the money raised in all DCC campaigns in 2010 went to charities. For 2009, just 12 percent of the money DCC raised went to charities. These figures are nowhere close to 50 percent.

Additionally, DCC promises donors that their actions “will literally help protect THOUSANDS of animals!”

This historical and supplemental material is indicative that not only will HSUS not receive 50 percent of the funds raised, as asserted, but that there's no way that having donors solicit their friends and family will "literally" help "thousands" of animals—since only 0.05 percent of the campaign revenue will actually make it to HSUS.

Care2.com

HSUS is the beneficiary of a "click to donate" program on Care2.com³. The pitch? The money generated for HSUS will "feed pets in need." This cannot be the case. Care2 claims that the program has helped feed nearly



22 million pets in shelters since its inception. Given that HSUS estimates that 6-8 million dogs and cats enter shelters each year, this would mean that HSUS *has fed every dog, cat, kitty, and puppy that has entered a shelter over the last three years.* (Information in the Care2 pitch suggests the "click to donate" program has only existed since 2009.)

The simple fact is that HSUS doesn't feed many shelters pets at all. HSUS only gives 1 percent of the money it raises to local shelters, and has no idea if that money is used to feed the animals.

Reaction from the Shelter Community

HSUS's ability to suck up donations from local communities has not gone unnoticed among shelters and rescues. A November 2011 nationally representative poll of 400 animal shelters, rescues, and animal control agencies found that **71 percent** agree with the statement that "HSUS misleads people into thinking it is associated with local animal shelters."

Additionally, **93 percent** agree that "HSUS should be more explicit in its fundraising materials that it isn't affiliated with local humane societies or pet shelters" and **84 percent** agree that "Fundraising by HSUS and the ASPCA makes it harder for my shelter to raise money."

HSUS's deceptive fundraising isn't just harming donors. It is harming local animal-protection groups—and, by extension, the animals themselves.

Fact

A January 2012 FOIA request revealed that there are over 150 separate complaints on file with the FTC regarding HSUS and its fundraising practices.

DOGGIE DOLLAR DEVIIOUSNESS

Charity watchdogs have found that an astonishingly high amount of HSUS's budget is not, in fact, dedicated to programs. The American Institute of Philanthropy, also known as CharityWatch, calculates that as little as 50 percent of HSUS's budget is spent on programs. The Institute also estimates that it takes up to 48 cents to raise every dollar in contributions.

In April 2012 the Institute gave HSUS an "unsatisfactory" grade of "D" in its most recent charity rating guide. That marked the sixth straight "D" grade for HSUS, dating back to August 2010. Additionally, the inside-the-movement newspaper *Animal People* publishes an annual Watchdog Report taking a closer look at animal rights and animal welfare organizations. *Animal People* estimates that HSUS spends 43 percent of its budget on overhead costs.

Donor Confusion

A survey of 1,010 self-identified HSUS donors (margin of error ±3.1 percent) conducted April 21-25, 2012, discovered that most of HSUS's own financial supporters have the wrong impression about the group. Seventy-four percent of HSUS donors give to either help pet shelters or reduce the number of animals euthanized each year. Further, **90 percent** of HSUS's donors were unaware that it gives just 1 percent of its budget to local pet shelters.

Knowing HSUS's non-support of shelters, **80 percent** of HSUS's own donors thinks the group "misleads people

1. What is the primary reason you support the Humane Society of the United States (HSUS)?

- 40%: To help HSUS care for homeless dogs and cats in animal shelters and humane societies.
- 3%: To help HSUS's animal rescue team.
- 15%: To raise awareness about animal cruelty.
- 34%: To reduce the number of animals put down in shelters each year.
- **1%: To support HSUS's farm animal protection programs.**
- 6%: To support HSUS's political lobbying for anti-animal cruelty legislation.

2. Were you aware that HSUS gives just 1 percent of its budget to local pet shelters?

- **90%: No**
- 10%: Yes

3. Now that you know that HSUS gives just one percent of its budget to local pet shelters, do you think the HSUS misleads people into thinking that it supports local humane societies and pet shelters?

- 6%: Not at all
- **52%: Very Much**
- 13%: Not really
- **28%: Somewhat**

4. Now that you know that HSUS gives just one percent of its budget to local pet shelters, are you more or less likely to support HSUS?

- **21%: Much Less Likely**
- 6%: Much More Likely
- **26%: Less Likely**
- 38%: Neither
- 8%: More Likely

into thinking that it supports local humane societies and pet shelters." Nearly **50 percent** of HSUS's donors say they are less likely to support the group, now that they know it gives so little to local pet shelters.

✓ Fund for Animals (part of HSUS)	📞	888-405-3863	50-75	22-48	D	253-289
Gorilla Foundation	📞	888-405-3863	50-75	22-48	D	253-289
Humane Farming Association	📞	888-405-3863	50-75	22-48	D	253-289
✓ Humane Society of the United States (HSUS)	📞	202-452-1100	50-75	22-48	D	253-289

THE NATION'S RICHEST ANIMAL RIGHTS GROUP

Despite the words “Humane Society” in its name, HSUS’s goals are aligned more with the radical PETA (People for the Ethical Treatment of Animals) than with local humane societies. HSUS promotes veganism and intends to end animal agriculture. It ideologically believes that most uses of animals are wrong.

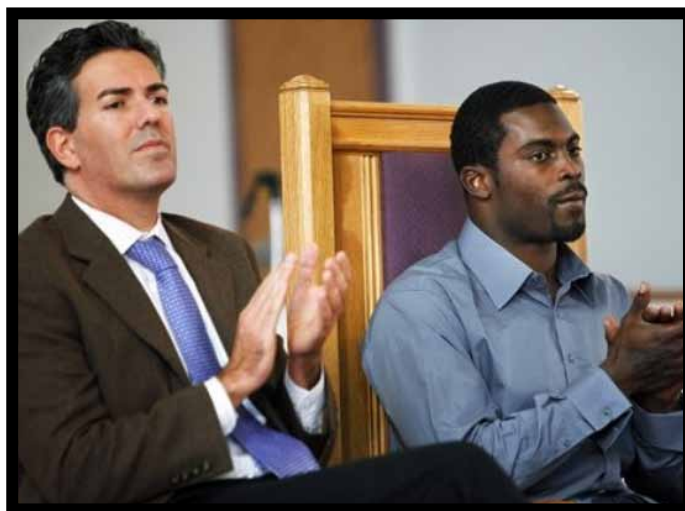
There’s nothing wrong with expressing that viewpoint as long as it is presented honestly. But HSUS doesn’t do that. More people, HSUS knows, open wallets when confronted with pictures of abandoned and abused puppies and kittens than when confronted with animal-rights rhetoric. So HSUS’s ads feature the animals and obscure the ideology.

HSUS seems very comfortable with this stance, continuing to run ads in which children and celebrities ask Americans to donate money to save the cute dogs and cats flashing across the screen. With celebrity spokesmen and millions of dollars to spend on advertising, how are real local pet shelters supposed to compete?

Several local shelters have decided to change their names by eliminating the words “humane society” to help stop the confusion, such as the Humane Society of Park County in Cody, Wyoming renaming itself the Park County Animal Shelter. The Marquette County

(MI) Humane Society changed its name to the Upper Peninsula Animal Shelter to avoid confusion with HSUS. The Joplin (MO) Humane Society announced it wanted to change its name to “reflect to the fact we are independent” of HSUS. The Humane Society of Lackawanna County reportedly changed its name to Griffin Pond Animal Shelter to also avoid confusion.

The Klamath Humane Society felt compelled to write to a local paper to clarify that it receives no money from HSUS and “has different values and views than that of HSUS.” The Halifax Humane Society in Florida wrote to a newspaper to lament that “people who think they are supporting their local animal shelter are shocked to learn not a penny of the check they send each year to the national organization ever reaches local animals in need.”



HSUS CEO Wayne Pacelle with convicted dogfighting kingpin Michael Vick.

The Park County Animal Shelter perhaps summed up the situation best when it told *The Cody Enterprise*: “The HSUS political agenda has created grief for us locally. We’ve tried to get the message out that we don’t receive funding and aren’t connected to them, but it hasn’t worked.”

It’s unfortunate that shelters need to go to such extreme lengths to distance themselves from the controversy HSUS brings to the “humane society” name. While

some have had the courage to speak out against HSUS, a “silent majority,” no doubt, agrees with their sentiments. Recall from the November 2011 poll of

400 sheltering professionals that fully 71 percent agree “HSUS misleads people into thinking it is associated with local animal shelters.”

WHERE DOES THE MONEY GO?

Donations to HSUS are socked away in hedge funds, committed to bloated staff salaries and benefits or put right back into HSUS’s factory fundraising friends who do their direct mail solicitations. Our analysis determined that between 1998 and 2009, HSUS put more money into its own pension plan than it made in grants to pet shelters.

At the end of 2010, HSUS and its affiliates had stuffed away \$32.7 million in hedge funds alone. In addition, \$74.3 million—nearly half the total budget of the HSUS empire—went to pay mailing costs and salaries and benefits.

In fact, HSUS spent almost \$20 million of its donors’ money in 2009 and 2010 on a single fundraising consultant, Quadriga Art, which has recently

come under scrutiny from the mainstream media. Investigators with CNN’s Anderson Cooper 360 reported that Quadriga and an affiliate were the recipients of almost all of the money raised in the name of two veterans’ charities and a separate animal charity called SPCA International—money that donors no doubt thought was helping needy people and animals.

In late 2010, CEO Wayne Pacelle stated that HSUS had “about 50” lawyers alongside the 636 total people employed by HSUS that year. By comparison, the White House had 454 employees in 2011.

In all, HSUS has \$200 million in net assets. Yet it apparently can’t find the resources to run a pet shelter—even just one—or to be a substantial provider of direct care to animals.

CONCLUSION

In **every facet** of its fundraising—on television, in print, and over the phone—HSUS engages in some kind of misleading activity. In some instances, it clearly implies that donations will go towards the urgent care of abandoned and abused cats and dogs. In others,

it misleads potential donors as to how much of their money will actually go to charity. HSUS is the private beneficiary, and it comes at a cost to both local humane societies and the Americans who think their donations are going to support them.

FTC COMPLAINTS

A January 2012 FOIA request revealed that there are over 150 separate complaints on file with the Federal Trade Commission regarding HSUS and its fundraising practices.

Below are some select quotes from people who believe HSUS fundraising appeals are misleading—including many past HSUS donors. Will the FTC act?

“HSUS uses false advertising that they are helping shelter animals, when in reality they donate a very, very small portion of their money to help these animals. I have contributed several hundred dollars over the last several years until I wised up!”

“I run an equine rescue and we scramble for change to feed our horses. HSUS puts those dreadful misleading ads on TV and people send them money thinking they are helping groups like us.”

“I recently learned that HSUS is a sham 501(c)(3) and that only a tiny fraction of the funds I have given them over the years actually goes to assist animals in dire need. I plan to remove them from my will and only donate to local shelters...Their TV ads are extraordinarily misleading.”

“From all the information I have received from [HSUS], I understood that this organization assisted the local pet shelters financially. Based on this information I have donated my hard earned money since 1997. I now find out that this organization only donates 1% of the money received to the local shelter...That is not what I thought the money was being used for.”

“I and my family donated under the impression that our donations would help local pet shelters. If I had known the truth, I would NOT have donated to HSUS—I would have donated directly to my local shelters.”

“I feel the HSUS has advertised deceptively implying that my donation is used to help dogs and cats ... I have donated hundreds of dollars over the years.”

“I have donated money in the past to the Humane Society of the United States and within the past few years have found out that they are not using the money to help animals, but to lobby against responsible breeders/farmers, etc...I feel I have had money taken from me to help a cause that I am not willing to help.”

“I was led to believe the money I sent was to go to the animals and feel I was deceived by the ads and the letters that were sent to me by mail.”

“I have been a volunteer for the Rogue Valley Humane Society for three years. Never has our organization received a cent for the HSUS as they claim they do!! Their advertising depicts them as having a shelter for animals when they in fact don't.”

“Their television advertising led me to believe that they were the national organization for all humane societies and that my money would have a direct impact on helping animals at the local level. I believe they intentionally misled me.”

“Their ads led me to believe that they were contributing most monies to the animals.”

“I donated money to this company to help shelter and rescue animals. I thought they gave money to state shelters and rescue groups, that is what they told me.”

“I sent money to HSUS for years thinking that they funded local SPCAs and animal shelters. . . . They do not help local shelters as they would have you believe through their ads and mailings.”

“Not only did I see the misleading ads on TV, I also got mail to become a member and did so up until now, when I found out only 1 penny of every dollar actually goes to the shelters. Very misleading!”

“I have donated several times in response to mail solicitations from the HSUS and believe that I was helping shelter/rescue animals. I now know that that is not where my money went and I feel like I have been cheated.”

“Their advertising is extremely misleading and deceptive. Once—and only once—did I give them a small donation several years ago. Then I learned the truth. . . .”

“My elderly mother (now 93) donated money to HSUS monthly for many years believing she was donating money to help animals in shelters. She was deceived into sending them money.”

“I was duped by the misleading advertising of the HSUS, sent them donations, and then found out that despite their clever name and heart-wrenching advertising propoganda, they are not using the majority of their donations to help animals.”

“I am a volunteer with the Pike County PA Humane Society and when I speak with potential donors and/or members I have often been told by the person I’m speaking with that they donate to the Humane Society of the United States in response to the TV ads that makes them feel so sad. . . .I have heard this literally hundreds and hundreds of times. . . .I can readily correct their understanding when I have the chance, but the extensive misleading TV advertising that gives the impression that our local needy cats and dogs are benefiting from a viewer support is like swimming against the tide.”

“Based on the TV ads I thought the donations would go to the local animal shelters to help abused animals only to find out that LESS than ½ of 1% of its \$100-plus annual budget is given to local shelters for the help of abused animals.”

“I sent a cash donation to HSUS only to find later they spend less than 1% on animal shelters. Very deceptive TV ads.”

