

# Pet the Dog, Pocket the Dough

HSUS: Behind the web of deception lies a purely animal-rights agenda

BY DENNIS J. FOSTER

Con artists make money through deception. They lie, cheat and fool people into buying into a scheme that is just a ruse designed to create a big payout for the grifter alone. Nothing is off-limits for motivated con artists. They'll gladly take advantage of our weaknesses and play on our emotions so they can gain our trust and our money.

The Humane Society of the United States is running a con on the American public. In this instance, what is promised to the "mark" is not easy money, but rather the satisfaction of lending support to a meaningful cause: animal welfare.

The truth, however, is that while the HSUS takes in a staggering amount of money from individuals and organizations who believe they are donating to help find homes for stray dogs and cats, tax reports clearly show that only between 1 and 4 percent of its annual budget is spent on animal care. Where does the rest go? To support the animal rights agenda.

## THE PLAYERS

HSUS began as the National Humane Society, a split from the American Humane Association, an organization that champions animal and child welfare. NHS' name was changed to HSUS after AHA sued the organization in 1957. By 1980, HSUS began changing its mission from welfare to rights, and by 1990 it had an animal rights agenda and was hiring animal rights extremists from People for the Ethical Treatment of Animals and other animal rights organizations.

HSUS leadership, including CEO Wayne Pacelle, has close ties to some of the most radical animal rights leaders in modern times, including Sea Shepherd Conservation Society's Paul Watson, who likes to brag

welfare organizations and either take them over or gain enough influence to change them. It appears that once HSUS has control of an organization, it gradually reorganizes the group's goals and strategy to fit HSUS policies. Then, once leadership with an AR agenda is well established, HSUS gradually removes its own board members so it doesn't look like HSUS is in charge. Fund for Animals, The Doris Day Animal League, and The World Society for the Protection of Animals are all classic examples. Having these seemingly disconnected puppet organizations gives HSUS a huge worldwide footprint, with affiliates all over the world. The public has no idea of the connections.

One of HSUS' new tactics is buying stock in major companies that it wishes to target



Animal rights activists frequently confuse the public with rhetoric. Animal welfare and animal rights are not the same.

about the number of ships he's sunk, Cleveland Amory, an acknowledged supporter of illegal action campaigns, and PETA founders Ingrid Newkirk and Alex Pacheco. In 1997, Pacelle hired a known Animal Liberation Front activist JP Goodwin. (ALF is on the FBI's national terrorist list.) Goodwin's employment was not revealed publicly until 2007 although Goodwin was openly operating as an HSUS employee by 2001. Goodwin continues in an HSUS leadership role.

Much of HSUS' success has come from being able to infiltrate legitimate animal

and influence. So far it has concentrated on fast-food companies such as Burger King, Wendy's, Quiznos, Denny's, Hardees and Steak 'n Shake. It has the money to change how these companies operate. HSUS can make it more expensive for the companies' suppliers to do business, with no discernable benefit to the animals, and the money HSUS is spending is money donors believe goes to animal welfare.

## THE SETUP

The name, "Humane Society of the United States," is the real ruse. Contributors think

they are giving money to the welfare of animals, or that the group is related to the U.S. government. However, HSUS is not connected to local humane shelters and only on very rare occasions do they give any money to local shelters for animal care. In March 2010, a national poll commissioned by Center for Consumer Freedom and conducted by Opinion Research Corporation in Princeton, N.J., determined that “71 percent of Americans questioned wrongly believe HSUS is an umbrella group for America’s local humane societies. Sixty-three percent incorrectly think their local humane society is affiliated with HSUS.”

For this reason, local shelters around the country are left with the burden of clarification. In Cody, Wyo., officials recently changed the name “Humane Society of Park County” to the “Park County Animal Shelter” because, despite all of their efforts to distance themselves from HSUS because of its political agendas, people either think there is a connection to HSUS (which they don’t like), or give to HSUS not knowing there is no connection and their money is not going to shelter animals.

## THE HOOK

The use of rhetoric is a huge reason for the success of the animal rights movement. And HSUS is an expert. “Welfare,” “rights,” “inhumane,” “cruel,” “protection” – all have different meanings for each of us, depending on our upbringing. A farm child’s view of animals is likely to be substantially different from an urban child’s. These words are used to counter proven animal management techniques that are in opposition to the animal rights political agenda.

If the facts fail to support the HSUS position, it falls back on rhetoric that will elicit emotional reactions. Emotion will win over facts every time. And when, as Wayne Pacelle advocates, “sentiment is transplanted into policy,” HSUS wins. HSUS learned that if you reach a person’s heart, she or he will open the wallet. A picture is worth a thousand words, a video a thousand more. HSUS uses this tactic heartily, even when the picture or film shown may already be against the law or may have been staged (which many animal rights films have been proven to be over the years), or it may have nothing to do with what that organization plans to do with the money. In a recent fundraiser, HSUS asked us each to contribute \$19 a month to help an animal. What

part of that \$19 is going to the welfare of that animal versus to further HSUS’ political agenda? You don’t know, and HSUS’ creative financing explanations don’t tell you.

How about the gut-wrenching video shown on national TV of the sick cow being abused with a forklift in an “HSUS undercover investigation in California?” It was clearly horrible. HSUS kept the film for months, waiting for the right media/political moment to introduce it. Meanwhile, animals suffered. Even though the treatment depicted was already against the law and a blatant example of animal abuse, HSUS used it as a springboard to go after other agriculture targets.

Without question, our children are also a major HSUS target and source of income. HSUS and other animal rights groups have been investing large sums of money indoctrinating our children about its values for years. We now have generations under that influence. That influence encourages children to have fundraisers for HSUS projects. HSUS continues to target our schools with lesson plans, projects, magazines and TV coverage. Some of those children targeted in the past are now parents themselves with an animal rights education. Couple that with children still growing up, who are targeted as early as five years old, and HSUS’ influence is really scary.

## THE TALE

HSUS is NOT what you think it is. It stretches the truth and continually uses manipulated information. I have been to some of its seminars where employees are coached on how to answer questions to get around probing questions. Many who work for HSUS may not be aware of its hidden agendas and are probably sincerely good people who care about animals. Hiring professionals strengthens the HSUS image, but it is doubtful these individuals have any influence on HSUS policy. In HSUS, if you’re not a vegan, your influence and need to know are minimal, regardless of your salary.

While there are ample quotes from HSUS leadership throughout the years clearly exposing its radical philosophy and agendas, the leadership has become more savvy and careful about what it says. The best way (if you have lots of time) to find out what HSUS really stands for is to analyze its tax forms, who it hires, the worldwide organizations with which it is affiliated, where it spends its money, where

it gets its money, the legislation it supports, the lawsuits it supports, the information on its website, its pitch to be vegan, what it tries to teach our children on its website with games and in its written materials. If you don’t do that analysis you can’t know HSUS. That is why the United States Sportsman Alliance, National Animal Interest Alliance, and watchdog website Humane Watch are important: to keep you informed with reliable information.

You won’t get the same from Wayne Pacelle, HSUS CEO, who is intelligent, a polished speaker, and is quick to elicit an emotional response when the facts or truth don’t agree with his agenda. He has access to our political leaders, who are often not fully educated on animal rights issues, and with their priorities skewed toward popularity and getting votes, Pacelle is amazingly effective at influencing their policies. The emphasis our politicians give animal issues isn’t surprising. After all, animal issues are considered one of the most popular concerns of the public. It is no wonder politicians want to hop on the HSUS bandwagon.

But while the HSUS is masterful at obtaining donations from companies ignorant of its hidden agendas, it also doesn’t hesitate to throw its weight around when need be.

By having 30 lawyers on its staff and huge cash reserves, HSUS continually reaps rewards: its enemies fear being on its target lists or to openly criticize it. HSUS legal experts have a new program that offers training, guides and manuals for prosecutors of animal cruelty cases.

## THE SHUT-OUT

In 2009, a national TV station in Atlanta did a negative exposé on HSUS’ fundraising methods. Within a few days the film footage had been removed from the TV station’s library and taken off YouTube. It was quite an accomplishment to get a news station to remove a story. The report simply vanished.

Yellow Tail Wine of Australia recently touted its \$100,000 donation to HSUS, obviously ignorant of HSUS’ true agenda. After a firestorm from farmer-ranchers, hunters, and other HSUS target groups, the company still didn’t get it, explaining it was not canceling the donation but would earmark it for disaster rescue work. If Yellow Tail had understood, it would have given the money to an animal welfare organization, not HSUS. Bank of America, in its own words “an HSUS partner in raising money,” con-

tinues to support HSUS programs despite evidence presented to them that counters HSUS welfare claims.

The United States Equestrian Federation is another recent HSUS success. USEF allowed HSUS to help sponsor USEF's Youth Convention for the last two years. This, despite the fact HSUS once took USEF to court to stop a Rolex-sponsored event, claiming it was cruel. The judge threw that case out as ridiculous, but it seems the USEF leadership decided that keeping the enemy close and coordinating with it was better policy. USEF invites HSUS officials to USEF events, giving them free tickets and coordinating with them on various issues.

How USEF justifies this liaison is a mystery. The real tragedy is that USEF unknowingly gave HSUS its biggest prize: In return for a pittance (rumored to be \$1500 to \$2500), HSUS was granted 30 minutes to speak to its youth members.

Despite the fact that J. P. Goodman, a leader in HSUS, said his "goal is the abolition of all animal agriculture," the National 4-H invited HSUS to speak in March 2010, at their national conference in Chevy Chase. 4-H is known for its excellent youth education pro-

grams geared toward agriculture and livestock care. Local 4-H organizations were outraged and many renounced HSUS' presence.

Numerous organizations have made the same mistake, thinking that trying to come to some agreement with HSUS was smarter than keeping their distance. Regrettably, the result is that HSUS wins as it gets access to youth and associations. In the end, such compromise benefits HSUS, but not necessarily its partners.

#### **THE STING**

HSUS appears to be a more sophisticated, kinder and softer PETA, offering messages that are more palatable to the masses than PETA's more radical agenda. Unfortunately both groups share the same end goal, which is a petless, meatless society. HSUS is willing to wait, recognizing this goal won't be reached overnight. HSUS will take its various targets down one after another and will put more pressure on other targets as the politically correct situation presents the opportunity. While HSUS backs away from PETA's vulgar and outrageous media antics, it sits in the shadows in agreement with the same goals. It plays on its "humane" name

to gain public support for the same radical issues. Sadly, since less than 3 percent of the planet can support crops to feed and clothe us, HSUS' vegan agenda is truly a starvation diet. HSUS' brave new world is a monstrous vision. It is of a world that, even if it were desirable, is unsustainable.

The good news is that we are beginning to expose HSUS for what it is. It took some time to realize that HSUS is bigger than anyone imagined and is working successfully around the globe. To effectively educate the public on HSUS's massive deception we will need money, but at all costs, we must stop the flow of money into HSUS.

So if you care about your right to own a pet, eat meat, participate in horse sports, hunt, fish, or farm; if you show horses, dogs, cats or other animals; if you acknowledge the benefits of medical research that requires animals; if you wear leather shoes and coats; if you care about the welfare of animals in our local communities, spread the word about HSUS. Ask your friends to donate only to local animal welfare groups and shelters that use the money to help animals, rather than to a national behemoth that supports only its own radical agenda. 🐾

**One Quarter  
Liz Beard**

**One Quarter  
Frank Hardy**