The Humane Society of the United States (HSUS) is a “humane society” in name only, since it doesn’t operate a single pet shelter or pet adoption facility anywhere in the United States. During 2006, HSUS contributed only 4.2 percent of its budget to organizations that operate hands-on dog and cat shelters. In reality, HSUS is a wealthy animal-rights lobbying organization (the largest and richest on earth) that agitates for the same goals as PETA and other radical groups.

Beginning on the day of NFL quarterback Michael Vick’s 2007 dogfighting indictment, HSUS raised money online with the false promise that it would “care for the dogs seized in the Michael Vick case.” The New York Times later reported that HSUS wasn’t caring for Vick’s dogs at all. And HSUS president Wayne Pacelle told the Times that his group recommended that government officials “put down” (that is, kill) the dogs rather than adopt them out to suitable homes. HSUS later quietly altered its Internet fundraising pitch.

HSUS’s senior management includes a former spokesman for the Animal Liberation Front (ALF), a criminal group designated as “terrorists” by the FBI. HSUS president Wayne Pacelle hired John “J.P.” Goodwin in 1997, the same year Goodwin described himself as “spokesperson for the ALF” while he fielded media calls in the wake of an ALF arson attack at a California veal processing plant. In 1997, when asked by reporters for a reaction to an ALF arson fire at a farmer’s feed co-op in Utah (which nearly killed a family sleeping on the premises), Goodwin replied, “We’re ecstatic.” That same year, Goodwin was arrested at a UC Davis protest celebrating the 10-year anniversary of an ALF arson at the university that caused $5 million in damage. And in 1998, Goodwin described himself publicly as a “former member of ALF.”
According to a 2008 Los Angeles Times investigation, less than 12 percent of money raised for HSUS by California telemarketers actually ends up in HSUS’s bank account. The rest is kept by professional fundraisers. And if you exclude two campaigns run for HSUS by the “Build-a-Bear Workshop” retail chain, which consisted of the sale of surplus stuffed animals (not really “fundraising”), HSUS’s yield number shrinks to just 3 percent. Sadly, this appears typical. In 2004, HSUS ran a telemarketing campaign in Connecticut with fundraisers who promised to return a minimum of zero percent of the proceeds. The campaign raised over $1.4 million. Not only did absolutely none of that money go to HSUS, but the group paid $175,000 for the telemarketing work.

Research shows that HSUS’s heavily promoted U.S. “boycott” of Canadian seafood—announced in 2005 as a protest against Canada’s annual seal hunt—is a phony exercise in media manipulation. A 2006 investigation found that 78 percent of the restaurants and seafood distributors described by HSUS as “boycotters” weren’t participating at all. Nearly two-thirds of them told surveyors they were completely unaware HSUS was using their names in connection with an international boycott campaign. Canada’s federal government is on record about this deception, saying: “Some animal rights groups have been misleading the public for years … it’s no surprise at all that the richest of them would mislead the public with a phony seafood boycott.”