

**AMERICAN HUMANE**  
FIRST TO SERVE®

1400 16th Street NW, Suite 360, Washington, DC 20036

**WILL YOU HELP ME?**



## Animals around the world **urgently need** a friend like **you!**

January 2024

Dear Friend,

Whether it's fighting for the protection of wild animals, like the mighty lion, or protecting beloved pets, like innocent kittens, American Humane has been First to Serve® for nearly 150 years for one reason . . .

### **Compassionate people just like you.**

By joining forces, we can help ensure all animals — no matter their species or where they live — are always treated with loving care. That's why I'm reaching out today to invite you to join with fellow animal lovers who are fighting for the care and protection animals deserve by supporting American Humane.

A gift to our **2024 Compassion Campaign** is a powerful way to show your love for animals across the globe and make a lifesaving difference.

The unbreakable bond between humans and animals underscores our responsibility to safeguard those most vulnerable. It's for the animals you've marveled at in the wild and the precious pets who have shared your home that I'm asking this important question today:

### **Will you stand up for animals when they need it most?**

**Please consider the impact your gift today of \$25, \$35, \$50, or even a very generous \$100 to the 2024 Compassion Campaign will make for vulnerable animals. Your kindness helps ensure animals everywhere receive the vital care they need as quickly as possible, and for as long as they need it.**

*(over, please)*



As an American Humane supporter, you help ensure vital care and compassion are at the ready for animals everywhere in dire need of hope.



Through innovative conservation efforts like anti-poaching initiatives and advocacy projects, your generosity can help change the future for animals fighting extinction.



Together, we can make a real impact for animals at home and around the world by making sure they have access to the water, food, and the essential care they need to thrive.

1400 16th Street NW ★ Suite 360 ★ Washington, DC 20036 ★ 800-227-4645 ★ [AmericanHumane.org/changelives](https://www.AmericanHumane.org/changelives)

### **American Humane's scope of work is extensive, and your support does so much by:**

- Enabling lifesaving animal first responders to provide assistance during natural disasters.

- Preserving the survival of all creatures through critical conservation efforts.
- Helping ensure the humane treatment of animals on farms and in the entertainment industry.
- Training and pairing lifesaving service dogs with veterans suffering from PTS and TBI.
- Reuniting retired military working dogs with their former handlers.

And I must tell you that while our conservation programs are conducting significant and vital work, there is still more that needs to be done. That's why we're embarking on new efforts to meet the most urgent needs of animals around the world — including providing grants to drill watering holes ensuring elephant herds have much-needed water in South Africa and supporting the care of highly trained anti-poaching dogs who have virtually eliminated poaching within Rwanda's Akagera National Park.

Knowing that more than three-quarters of the Earth's species could disappear within the next 300 years makes this work even more critical!

**Your help is needed now, before we face irreversible consequences that will forever affect our planet.**

By giving a donation to American Humane, you can make an impact at home and abroad for all animals — large, small, domestic, and wild. Your support can help continue our compassionate work through all our impactful programs and offer lifelines when animals are in need.

Please make your gift to the **2024 Compassion Campaign** to fund all our impactful programs, including our innovative global conservation projects, as well as rescue and relief efforts.

**The world's animals have hope because they have compassionate people like you who refuse to give up on them in their times of greatest need.**

Never forget that every donor and every dollar make a difference.

Sincerely,



Dr. Robin R. Ganzert  
President and CEO

P.S. **The survival and welfare of animals everywhere depends on you.** Please use one of the personalized address labels I've enclosed for you to send your most generous **2024 Compassion Campaign** donation today. Thank you!