This report represents AMERICAN HUMANE’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

AMERICAN HUMANE
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Mission:
American Humane is committed to ensuring the safety, welfare and well-being of animals. Our leadership programs are first to serve in promoting and nurturing the bonds between animals and humans.

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Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?
Our goal is to measurably, demonstrably and significantly increase the number and animals who are protected from harm - and the number of humans and animals whose lives are enriched - through direct action, thought leadership, policy innovation, and expansion of proven, effective programs.

2. What are our strategies for making this happen?
American Humane has a long history of accomplishments and firsts in the animal welfare fields, advancing many of the key efforts and protections America has now come to expect, from saving the Bald Eagle, safeguarding pets and farm animals from abuse, using animal-assisted therapy to help children with cancer and military families affected by service, and working on ways of saving more of the 3 to 4 million adoptable animals destroyed in the nation's shelters and getting them into good, loving homes. American Humane carries out its mission through six major program planks, designed to build more humane communities and a more humane world - American Humane Rescue, Center for Military Affairs, American Humane Hollywood, American Humane Research, American Humane Conservation, and American Humane Heartland. Through these and other essential programs that improve quality of life animals, American Humane advances the values of compassion, caring and hope.

3. What are our organization's capabilities for doing this?
As our name declares, we proudly work in what we believe is a uniquely American way to solve Humane issues in association with others. Hence our name: "American Humane." We work with people to solve problems and build humane communities, from first-responders to teachers, animal advocates and scientists, parents and children, researchers and students, farmers and producers, veterinarians and ranchers, teachers and shelters - those community leaders and scientists who want to partner so together we can make a positive difference for the most vulnerable. This uniquely American way of working together in association with others to solve problems and build a better world for our kids and the animals yields uniquely powerful results and evidenced-based solutions for all of humanity. For more than 140 years, we have worked to both save and safeguard millions of children and animals in the real world in which we live, creating programs that protect and promote their welfare, wellness and well-being. We concentrate on the solutions, not only the problems. We have a century-long history of protecting real children and real animals in the real world, not merely talking about it. Literally hundreds of millions have benefited from the very real protections and programs we pioneered. We rescue thousands of animals in emergency situations and shelters each year, work to prevent child abuse in states across the country, keep 100,000 animal actors safe on television and film sets each year through our famed "No Animals Were Harmed"® certification program, and ensure the humane treatment of hundreds of millions of farm animals. We have a long record of accomplishment and action on a national—and even international—scale.

4. How will we know if we're making progress?
American Humane is committed to achieving strategic, measurable impact in all of its undertakings. Each of our program areas - American Humane Rescue, Center for Military Affairs, American Humane Hollywood, American Humane Research, American Humane Conservation, and American Humane Heartland - relies on qualitative and quantitative indicators particular to that plank. For more information, please visit our website at www.americanhumane.org.
5. What have and haven't we accomplished so far?

Accomplishments in 2016: deployed our rescue team to help hurt and homeless animals following Hurricane Matthews, the devastating West Virginia and Louisiana floods, and the Tennessee wildfires, saving, sheltering, and aiding over 6,700 animals; provided over 545,000 free meals for shelter pets throughout "Fill-a-Bowl...Feed-a-Soul" campaign with Chicken Soup for the Soul Pet Food; protected over 77,000 animals in filmed entertainment, provided 27 grants helping veterans get lifesaving service dogs, launched American Humane Conservation and certified 16 major zoos, aquariums, and conservation parks worldwide, ensure that over 140,000 animals in these institutions are living under verifiable, humane standards; added 363 new farms and ranches to our "Humane Certified" program, which means more than 190,000,000 farm animals are protected!