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Form 990

## Return of Organization Exempt From Income Tax

OMB No 1545-0047

2012

Open to Public  
InspectionDepartment of the Treasury  
Internal Revenue ServiceUnder section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung  
benefit trust or private foundation)

► The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2012 calendar year, or tax year beginning

, 2012, and ending

, 20

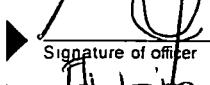
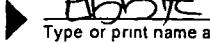
<b>B</b> Check if applicable <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization HUMANE AMERICA ANIMAL FOUNDATION					<b>D</b> Employer identification number 95-4761276	
	Doing Business As						
	Number and street (or P O box if mail is not delivered to street address)			Room/suite		<b>E</b> Telephone number (800) 728-3273	
	P.O. BOX 7						
	City, town or post office, state, and ZIP code					<b>F</b> Name and address of principal officer REDONDO BEACH, CA 90277	
	REDONDO BEACH, CA 90277						
						<b>G</b> Gross receipts \$ 2,164,201. <b>H(a)</b> Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> X <input type="checkbox"/> No <b>H(b)</b> Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No" attach a list (see instructions)	
I Tax-exempt status X 501(c)(3) 501(c) ( ) (insert no) 4947(a)(1) or 527						J Website ► WWW.ADOPTAPET.COM	
K Form of organization X Corporation Trust Association Other ►						L Year of formation 1999 M State of legal domicile CA	

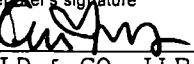
## Part I Summary

<b>Activities &amp; Governance</b> <b>JAN 02 2014</b>	1 Briefly describe the organization's mission or most significant activities TO REDUCE EUTHANASIA IN ANIMAL SHELTERS BY INCREASING PUBLIC AWARENESS MAKING INFORMATION ABOUT PETS IN SHELTERS AVAILABLE ON THE INTERNET & FACILITATING VOLUNTEERISM IN SHELTERS & ANIMAL RESCUE ORGANIZATIONS				
	2 Check this box ► <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets				
	3 Number of voting members of the governing body (Part VI, line 1a) . . . . . 3 3 .				
	4 Number of independent voting members of the governing body (Part VI, line 1b) . . . . . 4 2 .				
	5 Total number of individuals employed in calendar year 2012 (Part V, line 2a) . . . . . 5 8 .				
	6 Total number of volunteers (estimate if necessary) . . . . . 6 3,000 .				
	7a Total unrelated business revenue from Part VIII, column (C), line 12 . . . . . 7a 75,146 .				
	b Net unrelated business taxable income from Form 990-T, line 34 . . . . . 7b 74,146 .				
	8 Contributions and grants (Part VIII, line 1h) . . . . .	<b>RECEIVED</b> <b>IRS-OSC</b> <b>NOV 25 2013</b> <b>ODGEN, UT</b>		Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g) . . . . .			1,927,134.	2,087,023.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 10) . . . . .			0	0
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) . . . . .			2,146.	2,032.
12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) . . . . .	85,874.			75,146.	
13 Grants and similar amounts paid (Part IX, column (A), lines 1-3) . . . . .	2,015,154.			2,164,201.	
14 Benefits paid to or for members (Part IX, column (A), line 4) . . . . .	125,153.			124,060.	
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) . . . . .	0			0	
16a Professional fundraising fees (Part IX, column (A), line 11e) . . . . .	488,014.			579,963.	
b Total fundraising expenses (Part IX, column (D), line 25) ► 131,938 . . . . .	0			0	
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) . . . . .	1,049,454.			1,542,011.	
18 Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25) . . . . .	1,662,621.			2,246,034.	
19 Revenue less expenses Subtract line 18 from line 12 . . . . .	352,533.	-81,833.			
20 Total assets (Part X, line 16) . . . . .	<b>Beginning of Current Year</b> <b>1,515,637.</b>		<b>End of Year</b> <b>1,432,610.</b>		
21 Total liabilities (Part X, line 26) . . . . .			8,279.	7,085.	
22 Net assets or fund balances Subtract line 21 from line 20 . . . . .			1,507,358.	1,425,525.	

## Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

<b>Sign Here</b>	► 	Signature of officer	11-15-13	
	► 	Abbie Moore, Executive Director	Date	
	Type or print name and title			

<b>Paid Preparer Use Only</b>	Print/Type preparer's name CHI YANG	Preparer's signature 	Date 11/12/13	Check <input type="checkbox"/> if self-employed	PTIN P00168765
	Firm's name ► J. ARTHUR GREENFIELD & CO. LLP			Firm's EIN ► 95-2118809	
	Firm's address ► 10880 WILSHIRE BLVD STE 800 LOS ANGELES, CA 90024-4124			Phone no	310-208-2646

May the IRS discuss this return with the preparer shown above? (see instructions) X Yes No

For Paperwork Reduction Act Notice, see the separate instructions.

Form 990 (2012)

JSA  
2E1010 1 000

G76

**Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response to any question in this Part III 1 Briefly describe the organization's mission**ATTACHMENT 1**2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No

If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No

If "Yes," describe these changes on Schedule O

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code \_\_\_\_\_) (Expenses \$ 1,988,177. Including grants of \$ 124,060) (Revenue \$ 2,087,023)

**ATTACHMENT 2**

4b (Code \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

4c (Code \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

4d Other program services (Describe in Schedule O)

(Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

4e Total program service expenses ► 1,988,177.

**Part IV Checklist of Required Schedules**

- 1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A . . . . .
- 2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)? . . . . .
- 3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I . . . . .
- 4 **Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II . . . . .
- 5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III . . . . .
- 6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I . . . . .
- 7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II . . . . .
- 8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III . . . . .
- 9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV . . . . .
- 10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V . . . . .
- 11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable
  - a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI . . . . .
  - b Did the organization report an amount for investments-other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII . . . . .
  - c Did the organization report an amount for investments-program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII . . . . .
  - d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX . . . . .
  - e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X . . . . .
  - f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X . . . . .
- 12 a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII . . . . .
- b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional . . . . .
- 13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E . . . . .
- 14 a Did the organization maintain an office, employees, or agents outside of the United States? . . . . .
- b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV . . . . .
- 15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV . . . . .
- 16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Parts III and IV . . . . .
- 17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions) . . . . .
- 18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II . . . . .
- 19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III . . . . .
- 20 a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H . . . . .
- b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return? . . . . .

	Yes	No
1	X	
2	X	
3		X
4		X
5		N/A
6		X
7		X
8		X
9		X
10		X
11a	X	
11b		X
11c		X
11d	X	
11e		X
11f		X
12a	X	
12b		X
13		X
14a		X
14b		X
15		X
16		X
17		X
18		X
19		X
20a		X
20b		N/A

**Part IV Checklist of Required Schedules (continued)**

21 Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II. . . . .

22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III . . . . .

23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J . . . . .

24 a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K If "No," go to line 25. . . . .

b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? . . . . .

c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? . . . . .

d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? . . . . .

25 a **Section 501(c)(3) and 501(c)(4) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I . . . . .

b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I . . . . .

26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II . .

27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part III . . . . .

28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)

a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV. . . . .

b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV. . . . .

c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV . . . . .

29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M

30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M . . . . .

31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I . . . . .

32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II . . . . .

33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301 7701-2 and 301 7701-3? If "Yes," complete Schedule R, Part I . . . . .

34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1 . . . . .

35 a Did the organization have a controlled entity within the meaning of section 512(b)(13)? . . . . .

b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2 . . . . .

36 **Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2 . . . . .

37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI . . . . .

38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? **Note.** All Form 990 filers are required to complete Schedule O . . . . .

	Yes	No
21	X	
22	X	
23	X	
24a	X	
24b	N/A	
24c	N/A	
24d	N/A	
25a	X	
25b	X	
26	X	
27	X	
28a	X	
28b	X	
28c	X	
29	X	
30	X	
31	X	
32	X	
33	X	
34	X	
35a	X	
35b	N/A	
36	X	
37	X	
38	X	

**Part V Statements Regarding Other IRS Filings and Tax Compliance**Check if Schedule O contains a response to any question in this Part V. 

	Yes	No
1a Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable. . . . .	1a	14
b Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable. . . . .	1b	0
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? . . . . .	1c	X
2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return . . . . .	2a	8
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions) . . . . .	2b	X
3a Did the organization have unrelated business gross income of \$1,000 or more during the year? . . . . .	3a	X
b If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O . . . . .	3b	X
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? . . . . .	4a	X
b If "Yes," enter the name of the foreign country ► See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts	5a	X
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? . . . . .	5b	X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? . . . . .	5c	N/A
6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions? . . . . .	6a	X
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? . . . . .	6b	N/A
<b>7 Organizations that may receive deductible contributions under section 170(c).</b>	7a	X
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor? . . . . .	7b	N/A
b If "Yes," did the organization notify the donor of the value of the goods or services provided? . . . . .	7c	X
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282? . . . . .	7d	
d If "Yes," indicate the number of Forms 8282 filed during the year . . . . .	7e	X
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? . . . . .	7f	X
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? . . . . .	7g	N/A
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required? . . . . .	7h	N/A
<b>8 Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b> Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? . . . . .	8	N/A
<b>9 Sponsoring organizations maintaining donor advised funds.</b>	9a	X
a Did the organization make any taxable distributions under section 4966? . . . . .	9b	X
<b>10 Section 501(c)(7) organizations.</b> Enter		
a Initiation fees and capital contributions included on Part VIII, line 12 . . . . .	10a	
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities . . . . .	10b	
<b>11 Section 501(c)(12) organizations.</b> Enter		
a Gross income from members or shareholders . . . . .	11a	
b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them) . . . . .	11b	
<b>12a Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041? . . . . .	12a	N/A
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year . . . . .	12b	
<b>13 Section 501(c)(29) qualified nonprofit health insurance issuers.</b>		
a Is the organization licensed to issue qualified health plans in more than one state? . . . . .	13a	N/A
Note. See the instructions for additional information the organization must report on Schedule O		
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans . . . . .	13b	
c Enter the amount of reserves on hand . . . . .	13c	
<b>14a</b> Did the organization receive any payments for indoor tanning services during the tax year? . . . . .	14a	X
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O . . . . .	14b	N/A

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

- Check if Schedule O contains a response to any question in this Part VI. . . . .

### Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year . . . . .	1a	3
	If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O		
1b	Enter the number of voting members included in line 1a, above, who are independent . . . . .	1b	2
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? . . . . .	2	X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? . . . . .	3	X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? . . . . .	4	X
5	Did the organization become aware during the year of a significant diversion of the organization's assets? . . . . .	5	X
6	Did the organization have members or stockholders? . . . . .	6	X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? . . . . .	7a	X
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? . . . . .	7b	X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
a	The governing body? . . . . .	8a	X
b	Each committee with authority to act on behalf of the governing body? . . . . .	8b	X
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O . . . . .	9	X

### Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates? . . . . .	10a	X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? . . . . .	10b	N/A
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? . . . . .	11a	X
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990	12a	X
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13 . . . . .	12b	X
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? . . . . .	12c	X
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done . . . . .	13	X
13	Did the organization have a written whistleblower policy? . . . . .	14	X
14	Did the organization have a written document retention and destruction policy? . . . . .	15a	X
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?	15b	X
a	The organization's CEO, Executive Director, or top management official . . . . .	16a	X
b	Other officers or key employees of the organization . . . . .	16b	N/A
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)		
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? . . . . .		
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? . . . . .		

### Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ► CA, IL,

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply

Own website  Another's website  Upon request  Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization ► ABBIE MOORE P.O. BOX 7 REDONDO BEACH, CA 90277 800-728-3273

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response to any question in this Part VII

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

1a Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid

- List all of the organization's **current** key employees, if any See instructions for definition of "key employee"

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)					(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations	
		Or director	Individual trustee	Institutional trustee	Officer	Key employee	Highest compensated	Former		
(1) DAVID MEYER PRESIDENT	40.00	X		X		X		143,000.	0	0
(2) STEVE ABBEY OFFICER	1.00		X	X					0	0
(3) AMY LUWIS OFFICER	1.00		X	X					0	0
(4) ABBIE J MOORE EXECUTIVE DIRECTOR	40.00				X			95,400.	0	0
(5)										
(6)										
(7)										
(8)										
(9)										
(10)										
(11)										
(12)										
(13)										
(14)										

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)**

**1b Sub-total**

238,400. 0 0

c Total from continuation sheets to Part VII, Section A

0 0 0

**d Total (add lines 1b and 1c) . . . .**

238,400. 0 0

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 1

	Yes	No
3		X
4		X
5		X

## Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
NONE		

## **Part VIII Statement of Revenue**

**Check if Schedule O contains a response to any question in this Part VIII**

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns . . . . .	1a			
	b Membership dues . . . . .	1b			
	c Fundraising events . . . . .	1c			
	d Related organizations . . . . .	1d			
	e Government grants (contributions) . . . . .	1e			
	f All other contributions, gifts, grants, and similar amounts not included above . . . . .	1f	2,087,023		
	g Noncash contributions included in lines 1a-1f \$ . . . . .		471,389.		
h Total Add lines 1a-1f . ATTACHMENT . 6 . . . . . ►		2,087,023.			
Program Service Revenue	2a	Business Code			
	b				
	c				
	d				
	e				
	f All other program service revenue . . . . .				
	g Total. Add lines 2a-2f . . . . . ►			0	
3 Investment income (including dividends, interest, and other similar amounts). ATTACHMENT . 3 . . . . . ►			2,032.		2,032.
4 Income from investment of tax-exempt bond proceeds . . . . . ►			0		
5 Royalties . . . . . ►			0		
6a Gross rents . . . . .	(i) Real	(ii) Personal			
b Less rental expenses . . . . .					
c Rental income or (loss) . . . . .					
d Net rental income or (loss) . . . . . ►			0		
7a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other			
b Less cost or other basis and sales expenses . . . . .					
c Gain or (loss) . . . . .					
d Net gain or (loss) . . . . . ►			0		
8a Gross income from fundraising events (not including \$ . . . . . of contributions reported on line 1c) See Part IV, line 18 . . . . . a					
b Less direct expenses . . . . . b					
c Net income or (loss) from fundraising events . . . . . ►			0		
9a Gross income from gaming activities See Part IV, line 19 . . . . . a					
b Less direct expenses . . . . . b					
c Net income or (loss) from gaming activities . . . . . ►			0		
10a Gross sales of inventory, less returns and allowances . . . . . a					
b Less cost of goods sold . . . . . b					
c Net income or (loss) from sales of inventory. . . . . ►			0		
Miscellaneous Revenue		Business Code			
11a ADVERTISING	541800		75,146		75,146
b					
c					
d All other revenue . . . . .					
e Total. Add lines 11a-11d . . . . . ►			75,146.		
12 Total revenue. See instructions . . . . . ►			2,164,201.		75,146.
					2,032.

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns All other organizations must complete column (A)

Check if Schedule O contains a response to any question in this Part IX 

<b>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</b>	<b>(A) Total expenses</b>	<b>(B) Program service expenses</b>	<b>(C) Management and general expenses</b>	<b>(D) Fundraising expenses</b>
1 Grants and other assistance to governments and organizations in the United States See Part IV, line 21 .	124,060.	124,060.		
2 Grants and other assistance to individuals in the United States See Part IV, line 22 . . . . .	0			
3 Grants and other assistance to governments, organizations, and individuals outside the United States See Part IV, lines 15 and 16 . . . . .	0			
4 Benefits paid to or for members . . . . .	0			
5 Compensation of current officers, directors, trustees, and key employees . . . . .	230,125.	194,365.	16,690.	19,070.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) . . . . .	0			
7 Other salaries and wages . . . . .	267,203.	253,015.		14,188.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions) . . . . .	0			
9 Other employee benefits . . . . .	44,234.	35,692.	4,075.	4,467.
10 Payroll taxes . . . . .	38,401.	34,809.	1,228.	2,364.
11 Fees for services (non-employees)				
a Management . . . . .	0			
b Legal . . . . .	8,176.	3,961.	2,888.	1,327.
c Accounting . . . . .	64,531.		64,531.	
d Lobbying . . . . .	0			
e Professional fundraising services See Part IV, line 17	0			
f Investment management fees . . . . .	0			
g Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O) . . . . .	0			
12 Advertising and promotion . . . . .	608,244.	607,969.	275.	
13 Office expenses . . . . .	0			
14 Information technology . . . . .	0			
15 Royalties . . . . .	0			
16 Occupancy . . . . .	0			
17 Travel . . . . .	40,107.	33,285.	2,339.	4,483.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials	0			
19 Conferences, conventions, and meetings . . . . .	3,646.	3,646.		
20 Interest . . . . .	0			
21 Payments to affiliates . . . . .	0			
22 Depreciation, depletion, and amortization . . . . .	441,131.	440,293.	419.	419.
23 Insurance . . . . .	0			
24 Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24e If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O)				
a AUTO EXPENSES	1,802.	148.	1,654.	
b BANK CHARGES	110.	1.	109.	
c BOOKS & REFERENCE	422.	422.		
d MISCELLANEOUS EXPENSES	1,766.	622.	366.	778.
e All other expenses <u>ATC H-4</u>	372,076.	255,889.	31,345.	84,842.
25 Total functional expenses Add lines 1 through 24e	2,246,034.	1,988,177.	125,919.	131,938.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation Check here ► <input type="checkbox"/> if following SOP 98-2 (ASC 958-720) . . . . .	0			

## Part X Balance Sheet

Check if Schedule O contains a response to any question in this Part X . . . . .

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing . . . . .	175,342.	1	113,861.
	2 Savings and temporary cash investments . . . . .	538,385.	2	490,417.
	3 Pledges and grants receivable, net . . . . .	0	3	0
	4 Accounts receivable, net . . . . .	0	4	0
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L . . . . .	0	5	0
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Complete Part II of Schedule L . . . . .	0	6	0
	7 Notes and loans receivable, net . . . . .	0	7	0
	8 Inventories for sale or use . . . . .	0	8	0
	9 Prepaid expenses and deferred charges . . . . .	83,352.	9	66,603.
	10a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	10a	90,990.	
	b Less accumulated depreciation . . . . .	10b	83,873.	7,453. 10c 7,117.
	11 Investments - publicly traded securities . . . . .	0	11	0
	12 Investments - other securities See Part IV, line 11 . . . . .	0	12	0
	13 Investments - program-related See Part IV, line 11 . . . . .	0	13	0
	14 Intangible assets . . . . .	0	14	0
	15 Other assets See Part IV, line 11 . . . . .	711,105.	15	754,612.
	16 Total assets. Add lines 1 through 15 (must equal line 34) . . . . .	1,515,637.	16	1,432,610.
Liabilities	17 Accounts payable and accrued expenses . . . . .	8,279.	17	7,085.
	18 Grants payable . . . . .	0	18	0
	19 Deferred revenue . . . . .	0	19	0
	20 Tax-exempt bond liabilities . . . . .	0	20	0
	21 Escrow or custodial account liability Complete Part IV of Schedule D . . . . .	0	21	0
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L . . . . .	0	22	0
	23 Secured mortgages and notes payable to unrelated third parties . . . . .	0	23	0
	24 Unsecured notes and loans payable to unrelated third parties . . . . .	0	24	0
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D . . . . .	0	25	0
	26 Total liabilities. Add lines 17 through 25 . . . . .	8,279.	26	7,085.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here ► <input type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets . . . . .		27	
	28 Temporarily restricted net assets . . . . .		28	
	29 Permanently restricted net assets . . . . .		29	
	Organizations that do not follow SFAS 117 (ASC 958), check here ► <input checked="" type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds . . . . .	0	30	0
	31 Paid-in or capital surplus, or land, building, or equipment fund . . . . .	0	31	0
	32 Retained earnings, endowment, accumulated income, or other funds . . . . .	1,507,358.	32	1,425,525.
	33 Total net assets or fund balances . . . . .	1,507,358.	33	1,425,525.
	34 Total liabilities and net assets/fund balances . . . . .	1,515,637.	34	1,432,610.

**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response to any question in this Part XI . . . . .		<input type="checkbox"/>
1	Total revenue (must equal Part VIII, column (A), line 12) . . . . .	1 2,164,201.
2	Total expenses (must equal Part IX, column (A), line 25) . . . . .	2 2,246,034.
3	Revenue less expenses Subtract line 2 from line 1 . . . . .	3 -81,833.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)) . . . . .	4 1,507,358.
5	Net unrealized gains (losses) on investments . . . . .	5 0
6	Donated services and use of facilities . . . . .	6 0
7	Investment expenses . . . . .	7 0
8	Prior period adjustments . . . . .	8 0
9	Other changes in net assets or fund balances (explain in Schedule O) . . . . .	9 0
10	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B)) . . . . .	10 1,425,525.

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response to any question in this Part XII . . . . .		<input type="checkbox"/>
1	Accounting method used to prepare the Form 990 <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other	
	If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O	
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? . . . . .	2a X
	If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both	
	<input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	
2b	Were the organization's financial statements audited by an independent accountant? . . . . .	2b X
	If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both	
	<input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	
2c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	2c X
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? . . . . .	3a X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits	3b N/A

**SCHEDULE A**  
(Form 990 or 990-EZ)

Department of the Treasury  
Internal Revenue Service

**Public Charity Status and Public Support**

OMB No 1545-0047

**2012**

Open to Public  
Inspection

Name of the organization

HUMANE AMERICA ANIMAL FOUNDATION

Employer identification number

95-4761276

**Part I Reason for Public Charity Status** (All organizations must complete this part.) See instructions

The organization is not a private foundation because it is (For lines 1 through 11, check only one box)

- 1  A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2  A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E)
- 3  A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4  A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state \_\_\_\_\_
- 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II)
- 6  A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II)
- 8  A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II)
- 9  An organization that normally receives (1) more than 33 1/3 % of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See **section 509(a)(2)**. (Complete Part III)
- 10  An organization organized and operated exclusively to test for public safety See **section 509(a)(4)**.
- 11  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)** See **section 509(a)(3)**. Check the box that describes the type of supporting organization and complete lines 11e through 11h
  - a  Type I    b  Type II    c  Type III-Functionally integrated    d  Type III-Non-functionally integrated
  - e  By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**
  - f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box \_\_\_\_\_
  - g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
    - (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? \_\_\_\_\_
    - (ii) A family member of a person described in (i) above? \_\_\_\_\_
    - (iii) A 35% controlled entity of a person described in (i) or (ii) above? \_\_\_\_\_
  - h Provide the following information about the supported organization(s)

	Yes	No
11g(i)	X	
11g(ii)	X	
11g(iii)	X	

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization in col. (i) listed in your governing document?		(v) Did you notify the organization in col. (i) of your support?		(vi) Is the organization in col. (i) organized in the U.S.?		(vii) Amount of monetary support
			Yes	No	Yes	No	Yes	No	
(A)									
(B)									
(C)									
(D)									
(E)									
<b>Total</b>									

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2012

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**  
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants") . . . . .	1,101,412.	892,225	1,406,295.	1,927,134.	2,087,023	7,414,089
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . .						0
3 The value of services or facilities furnished by a governmental unit to the organization without charge . . . . .						0
4 Total. Add lines 1 through 3 . . . . .	1,101,412.	892,225.	1,406,295	1,927,134.	2,087,023.	7,414,089
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f). . . . .						5,936,771.
6 Public support. Subtract line 5 from line 4						1,477,318.

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
7 Amounts from line 4 . . . . .	1,101,412	892,225	1,406,295.	1,927,134.	2,087,023.	7,414,089
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources . . . . .	8,550.	4,203.	3,005.	2,146	2,032.	19,936
9 Net income from unrelated business activities, whether or not the business is regularly carried on . . . . .	358,631.	177,869.	183,069	85,874	75,532.	880,975.
10 Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV) . . . . .						0
11 Total support. Add lines 7 through 10 . . . . .						8,315,000
12 Gross receipts from related activities, etc (see instructions) . . . . .					12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here . . . . . ► <input type="checkbox"/>						

**Section C. Computation of Public Support Percentage**

14 Public support percentage for 2012 (line 6, column (f) divided by line 11, column (f)) . . . . .	14	17.77%
15 Public support percentage from 2011 Schedule A, Part II, line 14 . . . . .	15	26.27%
16a 33 1/3% support test - 2012. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization . . . . . ► <input type="checkbox"/>		
b 33 1/3% support test - 2011. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization . . . . . ► <input type="checkbox"/>		
17a 10%-facts-and-circumstances test - 2012. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization . . . . . ► <input checked="" type="checkbox"/>		
b 10%-facts-and-circumstances test - 2011. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization . . . . . ► <input checked="" type="checkbox"/>		
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions . . . . . ► <input type="checkbox"/>		

**Part III Support Schedule for Organizations Described in Section 509(a)(2)**

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II  
If the organization fails to qualify under the tests listed below, please complete Part II.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose . . . . .						
3 Gross receipts from activities that are not an unrelated trade or business under section 513 . . . . .						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . .						
5 The value of services or facilities furnished by a governmental unit to the organization without charge . . . . .						
6 <b>Total.</b> Add lines 1 through 5 . . . . .						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons . . . . .						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b. . . . .						
8 <b>Public support</b> (Subtract line 7c from line 6) . . . . .						

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
9 Amounts from line 6. . . . .						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources . . . . .						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 . . . . .						
c Add lines 10a and 10b . . . . .						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on . . . . .						
12 Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV) . . . . .						
13 <b>Total support.</b> (Add lines 9, 10c, 11, and 12) . . . . .						
14 <b>First five years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here . . . . . ► <input type="checkbox"/>						

**Section C. Computation of Public Support Percentage**

15 Public support percentage for 2012 (line 8, column (f) divided by line 13, column (f)) . . . . .	15	%
16 Public support percentage from 2011 Schedule A, Part III, line 15 . . . . .	16	%

**Section D. Computation of Investment Income Percentage**

17 Investment income percentage for 2012 (line 10c, column (f) divided by line 13, column (f)) . . . . .	17	%
18 Investment income percentage from 2011 Schedule A, Part III, line 17 . . . . .	18	%
19a <b>33 1/3% support tests - 2012.</b> If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>		
b <b>33 1/3% support tests - 2011.</b> If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>		
20 <b>Private foundation.</b> If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ► <input type="checkbox"/>		

**Part IV** **Supplemental Information.** Complete this part to provide the explanations required by Part II, line 10, Part II, line 17a or 17b, and Part III, line 12. Also complete this part for any additional information (See instructions)

SCHEDULE A, PART II, LINE 17A & B

SCHEDULE A, PART II, LINE 17A & B

SEE FOOTNOTE

**SCHEDULE D**  
(Form 990)

**Supplemental Financial Statements**

OMB No. 1545-0047

Department of the Treasury  
Internal Revenue Service

► Complete if the organization answered "Yes," to Form 990,  
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.  
► Attach to Form 990. ► See separate instructions.

**2012**

Open to Public  
Inspection

Name of the organization

HUMANE AMERICA ANIMAL FOUNDATION

Employer identification number

95-4761276

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year . . . . .		
2 Aggregate contributions to (during year) . . . . .		
3 Aggregate grants from (during year) . . . . .		
4 Aggregate value at end of year. . . . .		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? . . . . .	<input type="checkbox"/>	Yes <input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? . . . . .	<input type="checkbox"/>	Yes <input type="checkbox"/> No

**Part II Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7

1 Purpose(s) of conservation easements held by the organization (check all that apply)	
<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education)	<input type="checkbox"/> Preservation of an historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	
2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year	
a Total number of conservation easements . . . . .	<b>Held at the End of the Tax Year</b>
b Total acreage restricted by conservation easements . . . . .	2a
c Number of conservation easements on a certified historic structure included in (a) . . . . .	2b
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register . . . . .	2c
3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ► -----	2d
4 Number of states where property subject to conservation easement is located ► -----	
5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? . . . . .	<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ► -----	
7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ► \$ -----	
8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? . . . . .	<input type="checkbox"/> Yes <input type="checkbox"/> No
9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements	

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.** Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items	
b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items	
(i) Revenues included in Form 990, Part VIII, line 1 . . . . .	► \$ -----
(ii) Assets included in Form 990, Part X . . . . .	► \$ -----
2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items	
a Revenues included in Form 990, Part VIII, line 1 . . . . .	► \$ -----
b Assets included in Form 990, Part X . . . . .	► \$ -----

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) 2012

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)**

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)

a  Public exhibition  
 b  Scholarly research  
 c  Preservation for future generations

d  Loan or exchange programs  
 e  Other \_\_\_\_\_

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? . . . . .  Yes  No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? . . . . .  Yes  No

b If "Yes," explain the arrangement in Part XIII and complete the following table

	Amount
1c	
1d	
1e	
1f	

2a Did the organization include an amount on Form 990, Part X, line 21? . . . . .  Yes  No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII. . . . .

**Part V Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance . . . . .					
b Contributions . . . . .					
c Net investment earnings, gains, and losses . . . . .					
d Grants or scholarships . . . . .					
e Other expenditures for facilities and programs . . . . .					
f Administrative expenses . . . . .					
g End of year balance . . . . .					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as

a Board designated or quasi-endowment ► %

b Permanent endowment ► %

c Temporarily restricted endowment ► %

The percentages in lines 2a, 2b, and 2c should equal 100%

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

(i) unrelated organizations . . . . .  
 (ii) related organizations . . . . .

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R? . . . . .

4 Describe in Part XIII the intended uses of the organization's endowment funds

Yes	No
3a(i)	
3a(ii)	
3b	

**Part VI Land, Buildings, and Equipment.** See Form 990, Part X, line 10

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land . . . . .				
b Buildings . . . . .				
c Leasehold improvements . . . . .				
d Equipment . . . . .		90,990	83,873	7,117
e Other . . . . .				
Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c)). . . . . ►				7,117

**Part VII Investments - Other Securities. See Form 990, Part X, line 12**

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives . . . . .		
(2) Closely-held equity interests . . . . .		
(3) Other . . . . .		
(A) . . . . .		
(B) . . . . .		
(C) . . . . .		
(D) . . . . .		
(E) . . . . .		
(F) . . . . .		
(G) . . . . .		
(H) . . . . .		
(I) . . . . .		

Total (Column (b) must equal Form 990, Part X, col (B) line 12) ►

**Part VIII Investments - Program Related. See Form 990, Part X, line 13**

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		

Total (Column (b) must equal Form 990, Part X, col (B) line 13) ►

**Part IX Other Assets. See Form 990, Part X, line 15**

(a) Description	(b) Book value
(1) WEBSITE DEVELOPMENT COSTS (NET)	754,612.
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	

Total. (Column (b) must equal Form 990, Part X, col (B) line 15) . . . . . ► 754,612.

**Part X Other Liabilities. See Form 990, Part X, line 25**

(a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	

Total. (Column (b) must equal Form 990, Part X, col (B) line 25) ►

2. FIN 48 (ASC 740) Footnote In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII. . . . .

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return**

1	Total revenue, gains, and other support per audited financial statements	1	2,139,646.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains on investments	2a	
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII)	2d	
e	Add lines 2a through 2d	2e	
3	Subtract line 2e from line 1	3	2,139,646.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII)	4b	24,555.
c	Add lines 4a and 4b	4c	24,555.
5	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12)	5	2,164,201.

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return**

1	Total expenses and losses per audited financial statements	1	2,292,464.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII)	2d	46,430.
e	Add lines 2a through 2d	2e	46,430.
3	Subtract line 2e from line 1	3	2,246,034.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII)	4b	
c	Add lines 4a and 4b	4c	
5	Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)	5	2,246,034.

**Part XIII Supplemental Information**

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

SEE PAGE 5

**Part XIII Supplemental Information (continued)**

990, SCHEDULE D, PART XII, LINE 4B

990, SCHEDULE D, PART XII, LINE 4B

THE \$24,941. DIFFERENCE CONSISTS OF THE FOLLOWINGS:

1) 2012 GIFTS & ADVERTISING INCOME REC'D IN 2013 \$ (20,000)

2) 2011 GIFTS & ADVERTISING INCOME REC'D IN 2012 105,000

4) 2012 EXPENSES RELATED TO UBTI THAT WAS NETTED

AGAINST INCOME (60,445)

-----

TOTAL \$ 24,555.

=====

**Part XIII Supplemental Information (continued)**

990, SCHEDULE D, PART XIII, LINE 2D

990, SCHEDULE D, PART XIII, LINE 2D

THE \$20,965. DIFFERENCE CONSISTS OF THE FOLLOWINGS:

1) 2011 ACCRUED EXPENSES PAID IN 2012	\$ 27,868
2) 2012 ACCRUED EXPENSES PAID IN 2013	(19,158)
3) TEMPORARY BOOK/TAX DIFFERENCES ON VARIOUS EXPENSES	5,305
4) EXPENSES RELATED TO UBTI THAT WAS NETTED AGAINST INCOME	(60,445)
 -----	
TOTAL	(46,430).
 =====	

**SCHEDULE I**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.  
► Attach to Form 990.

Name of the organization

HUMANE AMERICA ANIMAL FOUNDATION

**Part I General Information on Grants and Assistance**

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
- 2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

**Part II Grants and Other Assistance to Governments and Organizations in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed

1	(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance	QUALIFIED CHARITABLE	
(1)	ANIMAL TRUST FOUNDATION P.O. BOX 191425 SAN DIEGO, CA 92159	95-2837685	501(C) (3)	100,000.						
(2)										
(3)										
(4)										
(5)										
(6)										
(7)										
(8)										
(9)										
(10)										
(11)										
(12)										

- 2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table
- 3 Enter total number of other organizations listed in the line 1 table

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

► 28.  
► 28.  
► 28.

Schedule I (Form 990) (2012)

**Part III Grants and Other Assistance to Individuals in the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 22  
**Part III can be duplicated if additional space is needed**

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book FMV appraisal, other)	(f) Description of non-cash assistance
1					
2					
3					
4					
5					
6					
7					

**Part IV Supplemental Information.** Complete this part to provide the information required in Part I, line 2, Part III, column (b), and any other additional information

FORM 990, SCHEDULE I, PART I, LINE 2 - GRANT-MONITORING

INFORMATION AVAILABLE UPON REQUEST.

**SCHEDULE M**  
(Form 990)

Department of the Treasury  
Internal Revenue Service

**Noncash Contributions**

► Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.  
► Attach to Form 990.

OMB No. 1545-0047

**2012**

**Open To Public  
Inspection**

Name of the organization

HUMANE AMERICA ANIMAL FOUNDATION

Employer identification number

95-4761276

**Part I Types of Property**

	(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining noncash contribution amounts
1 Art - Works of art . . . . .				
2 Art - Historical treasures . . . . .				
3 Art - Fractional interests . . . . .				
4 Books and publications . . . . .				
5 Clothing and household goods . . . . .				
6 Cars and other vehicles . . . . .				
7 Boats and planes . . . . .				
8 Intellectual property . . . . .				
9 Securities - Publicly traded . . . . .				
10 Securities - Closely held stock . . . . .				
11 Securities - Partnership, LLC, or trust interests . . . . .				
12 Securities - Miscellaneous . . . . .				
13 Qualified conservation contribution - Historic structures . . . . .				
14 Qualified conservation contribution - Other . . . . .				
15 Real estate - Residential . . . . .				
16 Real estate - Commercial . . . . .				
17 Real estate - Other . . . . .				
18 Collectibles . . . . .				
19 Food inventory . . . . .				
20 Drugs and medical supplies . . . . .				
21 Taxidermy . . . . .				
22 Historical artifacts . . . . .				
23 Scientific specimens . . . . .				
24 Archeological artifacts . . . . .				
25 Other ►( <u>ATC1</u> )		12:	471,389.	
26 Other ►( _____ )				
27 Other ►( _____ )				
28 Other ►( _____ )				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement . . . . .

29

30 a During the year, did the organization receive by contribution any property reported in Part I, lines 1-28 that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period? . . . . .

b If "Yes," describe the arrangement in Part II

31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions? . . . . .

32 a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions? . . . . .

b If "Yes," describe in Part II

33 If the organization did not report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II

	Yes	No
30a		X
31		X
32a		X

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule M (Form 990) (2012)

## Part II

**I. Supplemental Information.** Complete this part to provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information

**ATTACHMENT 1**

SCHEDULE M, PART I - OTHER NONCASH CONTRIBUTIONS

<u>DESCRIPTION</u>	<u>(A) CHECK</u>	<u>(B) NUMBER OF CONTRIBUTIONS</u>	<u>(C) REVENUES REPORTED</u>	<u>(D) METHOD OF DETERMINING</u>
GOOGLE ADWORDS ADVERTISING	X	12.	471,389.	
<b>TOTALS</b>		<u>12.</u>	<u>471,389.</u>	

**SCHEDULE O**  
(Form 990 or 990-EZ)

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.  
► Attach to Form 990 or 990-EZ.

OMB No 1545-0047

**2012**

**Open to Public  
Inspection**

Name of the organization

HUMANE AMERICA ANIMAL FOUNDATION

Employer identification number

95-4761276

**FORM 990, PART I, LINE 6 - ACTIVITIES & GOVERNANCE**

THE ORGANIZATION CURRENTLY UTILIZES TWO (2) VOLUNTEERS WHO DO SOME  
SHELTER OUTREACH WORK. THE ORGANIZATION ALSO MAINTAINS A DATABASE OF  
OVER 3,000 VOLUNTEERS WHO HAVE SIGNED UP ON THE WEBSITE TO BE CONSIDERED  
FOR VOLUNTEER OPPORTUNITIES AT THEIR LOCAL SHELTERS AND RESCUE GROUPS,  
BUT THE ORGANIZATION CAN ALSO CALL UPON THESE VOLUNTEERS TO WORK FOR  
ADOPT-A-PET.COM

**FORM 990, PART VI, SECTION B, LINE 11 - FORM 990 REVIEW PROCESS**

THE BOARD OF DIRECTORS MEETS AT A MINIMUM OF QUARTERLY VIA TELECONFERENCE  
AND REVIEWS ALL IMPORTANT DOCUMENTS AND FILINGS AT THAT TIME. ALL BOARD  
MEMBERS REVIEW THE FORM 990.

**FORM 990, PART VI, SECTION B, LINE 15 - COMPENSATION REVIEW PROCESS**

THE BOARD OF DIRECTORS REVIEWS ALL COMPENSATION-RELATED MATTERS INCLUDING  
STARTING SALARIES, SALARY INCREASE AND BENEFITS, TAKING INTO ACCOUNT  
AVAILABLE DATA ON COMPARABLE POSITIONS IN SIMILAR ORGANIZATIONS.

**FORM 990, PART VI, SECTION C, LINE 19 - DISCLOSURE**

THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS AND FINANCIAL STATEMENTS  
AVAILABLE TO THE PUBLIC UPON REQUEST.

**FORM 990, PART VI, SECTION B, LINE 12**

THE BOARD OF DIRECTORS MEETS AT A MINIMUM OF QUARTERLY TO DISCUSS AND

Name of the organization

HUMANE AMERICA ANIMAL FOUNDATION

Employer identification number

95-4761276

REVIEW ALL IMPORTANT MATTERS. ANY CONFLICT OF INTEREST SHALL BE DISCLOSED  
AT THAT TIME AND REFLECTED IN THE MINUTES OF THE MEETING.

ATTACHMENT 1FORM 990, PART III, LINE 1 - ORGANIZATION'S MISSION

HUMANE AMERICA ANIMAL FOUNDATION AIMS TO REDUCE EUTHANASIA IN ANIMAL SHELTERS BY INCREASING PUBLIC AWARENESS AND OWNERSHIP OF SHELTER PETS, MAKING INFORMATION ABOUT PETS IN SHELTERS AVAILBALE ON THE INTERNET, AND ENCOURAGING AND FACILITATING VOLUNTEERISM IN SHELTERS AND ANIMAL RESCUE ORGANIZATIONS.

ATTACHMENT 2FORM 990, PART III - PROGRAM SERVICE, LINE 4A

HUMANE AMERICA ANIMAL FOUNDATION'S PRIMARY PROGRAM IS ADOPT-A-PET.COM WEBSITE WHICH IS THE WORLD'S LARGEST NON-PROFIT HOMELESS PET ADOPTION WEBSITE, NOW LISTING OVER 13,400 ANIMAL SHELTERS, SPCAS, HUMANE SOCIETIES, AND RESCUE GROUPS, AND DISPLAYING 200,000 PETS FOR ADOPTION. THE WEBSITE IS NOW USED BY MORE THAN 2.5 MILLION UNIQUE VISITORS AND SENDS OUT OVER 4 MILLION ADOPTABLE PET EMAILS TO POTENTIAL ADOPTERS EACH MONTH. ADDITIONALLY, ADOPT-A-PET.COM POWERS PET SEARCHES ON OTHER WEBSITES AS WELL THAT REACH EVEN MORE PEOPLE, AND THE ORGANIZATION ALSO RUNS BILLBOARD AND OTHER PUBLICITY CAMPAIGNS AROUND THE COUNTRY TO PROMOTE PET ADOPTION. THOUSANDS OF ANIMAL SHELTERS REPORT ADOPT-A-PET.COM AS AN INVALUABLE TOOL FOR INCREASING THEIR ADOPTIONS.

Name of the organization

HUMANE AMERICA ANIMAL FOUNDATION

Employer identification number

95-4761276

ATTACHMENT 3FORM 990, PART VIII - INVESTMENT INCOME

<u>DESCRIPTION</u>	(A) TOTAL REVENUE	(B) RELATED OR EXEMPT REVENUE	(C) UNRELATED BUSINESS REV.	(D) EXCLUDED REVENUE
CITIBANK INTEREST INCOME	2,032.			2,032.
<b>TOTALS</b>	<b><u>2,032.</u></b>			<b><u>2,032.</u></b>

ATTACHMENT 4FORM 990, PART IX - OTHER EXPENSES

<u>DESCRIPTION</u>	(A) TOTAL EXPENSES	(B) PROGRAM SERVICE EXP.	(C) MANAGEMENT AND GENERAL	(D) FUNDRAISING EXPENSES
RESEARCH	264.	264.		
COMPUTER EXPENSES	23,465.	22,373.	1,075.	17.
INTERNET EXPENSES/WEBSITE HOST	69,027.	68,502.		525.
MAILING SERVICES	209.	185.	24.	
MEMBERSHIP DUES	1,042.	999.	43.	
TRADE SHOW EXPENSES	36,062.	36,062.		
PAYROLL SERVICE FEES	2,983.	394.	2,589.	
CONSULTING FEES	36,445.	32,620.	3,825.	
RENT	1,408.	651.	757.	
OFFICE EXPENSES	269.	230.	13.	26.
OFFICE SUPPLIES	2,056.	1,141.	896.	19.
OUTSIDE SERVICES	44,684.	44,684.		
POSTAGE & SHIPPING	3,241.	3,008.	233.	
PRINTING & COPYING	251.	251.		
TELEPHONE	32,681.	31,917.	283.	481.
FEDERAL TAXES	13,537.		13,537.	
STATE TAXES	6,555.		6,555.	

Name of the organization

HUMANE AMERICA ANIMAL FOUNDATION

Employer identification number

95-4761276

FORM 990, PART IX - OTHER EXPENSESATTACHMENT 4 (CONT'D)

<u>DESCRIPTION</u>	(A) TOTAL EXPENSES	(B) PROGRAM SERVICE EXP.	(C) MANAGEMENT AND GENERAL	(D) FUNDRAISING EXPENSES
VIDEO PRODUCTS	12,189.	12,189.		
VIDEO PRODUCTION	269.	269.		
AD/SPONSORSHIP COMMISSION FEES	75,000.			75,000.
FILING FEES	2,105.	150.	1,515.	440.
FUNDRAISING EXPENSES	8,334.			8,334.
<b>TOTALS</b>	<b><u>372,076.</u></b>	<b><u>255,889.</u></b>	<b><u>31,345.</u></b>	<b><u>84,842.</u></b>

ATTACHMENT 5FORM 990, PART X - PREPAID EXPENSES AND DEFERRED CHARGES

<u>DESCRIPTION</u>	<u>ENDING BOOK VALUE</u>
PREPAID FEDERAL & STATE TAXES	63,260.
PREPAID HEALTH INSURANCE	3,343.
<b>TOTALS</b>	<b><u>66,603.</u></b>

FEDERAL FOOTNOTES

## SCHEDULE A - PART IV

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THE ORGANIZATION QUALIFIES AS A PUBLICLY SUPPORTED ORGANIZATION FOR PURPOSE OF IRC SECTION 170(B)(1)(A)(VI) UNDER THE "FACTS AND CIRCUMSTANCES" TEST. THE ORGANIZATION RECEIVES WELL IN EXCESS OF 10% OF ITS SUPPORT FROM PUBLIC SOURCES (PUBLIC SUPPORT PERCENTAGE WAS 42.38% FOR 2010; 26.27% FOR 2011 AND 17.77% FOR 2012) AND IS ORGANIZED AND OPERATED TO ATTRACT NEW PUBLIC SUPPORT ON A CONTINUING BASIS. THE ORGANIZATION SET UP A WEBSITE TO SOLICIT DONATIONS FROM GENERAL PUBLIC AND IT HAS RECEIVED NUMEROUS DONATIONS THROUGH ONLINE CONTRIBUTIONS AND CREDIT CARD CONTRIBUTIONS. THERE WERE IN EXCESS OF 500 CREDIT CARD AND ONLINE CONTRIBUTIONS RECEIVED FROM GENERAL PUBLIC IN 2012.

FEDERAL FOOTNOTES

DEPRECIATION & AMORTIZATION EXPENSES

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7.74% OF TOTAL DEPRECIATION AND AMORTIZATION EXPENSES, OR \$36,975.,  
ARE ALLOCATED TO ADVERTISING INCOME (UBTI).

Form 4562

# Depreciation and Amortization

## (Including Information on Listed Property)

OMB No. 1545-0172

2012

Attachment Sequence No. 179

Department of the Treasury  
Internal Revenue Service (99)

► See separate instructions.

► Attach to your tax return.

Name(s) shown on return

HUMANE AMERICA ANIMAL FOUNDATION

Business or activity to which this form relates

Identifying number

95-4761276

**GENERAL DEPRECIATION****Part I Election To Expense Certain Property Under Section 179***Note: If you have any listed property, complete Part V before you complete Part I*

1 Maximum amount (see instructions) . . . . .	1	
2 Total cost of section 179 property placed in service (see instructions) . . . . .	2	
3 Threshold cost of section 179 property before reduction in limitation (see instructions) . . . . .	3	
4 Reduction in limitation Subtract line 3 from line 2 If zero or less, enter -0 . . . . .	4	
5 Dollar limitation for tax year Subtract line 4 from line 1 If zero or less, enter -0 If married filing separately, see instructions . . . . .	5	
<b>6</b>	<b>(a) Description of property</b>	<b>(b) Cost (business use only)</b>
		<b>(c) Elected cost</b>
7 Listed property Enter the amount from line 29 . . . . .	7	
8 Total elected cost of section 179 property Add amounts in column (c), lines 6 and 7 . . . . .	8	
9 Tentative deduction Enter the smaller of line 5 or line 8 . . . . .	9	
10 Carryover of disallowed deduction from line 13 of your 2011 Form 4562 . . . . .	10	
11 Business income limitation Enter the smaller of business income (not less than zero) or line 5 (see instructions) . . . . .	11	
12 Section 179 expense deduction Add lines 9 and 10, but do not enter more than line 11 . . . . .	12	
13 Carryover of disallowed deduction to 2013 Add lines 9 and 10, less line 12 . . . . . ►	13	

*Note Do not use Part II or Part III below for listed property Instead, use Part V***Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property) (See instructions )**

14 Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions) . . . . .	14	
15 Property subject to section 168(f)(1) election . . . . .	15	
16 Other depreciation (including ACRS) . . . . .	16	

**Part III MACRS Depreciation (Do not include listed property) (See instructions )****Section A**

17 MACRS deductions for assets placed in service in tax years beginning before 2012 . . . . .	17	3,418.
18 If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here . . . . . ►		

**Section B - Assets Placed in Service During 2012 Tax Year Using the General Depreciation System**

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only - see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property	SEE DETAIL	3,853.	5.000	HY	200DB	771.
b 5-year property						
c 7-year property						
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property		25 yrs			S/L	
h Residential rental property		27 5 yrs	MM	S/L		
		27 5 yrs	MM	S/L		
i Nonresidential real property		39 yrs	MM	S/L		
			MM	S/L		

**Section C - Assets Placed in Service During 2012 Tax Year Using the Alternative Depreciation System**

20a Class life				S/L	
b 12-year		12 yrs		S/L	
c 40-year		40 yrs	MM	S/L	

**Part IV Summary (See instructions )**

21 Listed property Enter amount from line 28 . . . . .	21	
22 Total Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21 Enter here and on the appropriate lines of your return Partnerships and S corporations - see instructions . . . . .	22	4,189.
23 For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs . . . . .	23	

**Part V Listed Property** (Include automobiles, certain other vehicles, certain computers, and property used for entertainment, recreation, or amusement)

Note: For any vehicle for which you are using the standard mileage rate or deducting lease expense, complete only 24a, 24b, columns (a) through (c) of Section A, all of Section B, and Section C if applicable

**Section A - Depreciation and Other Information (Caution: See the instructions for limits for passenger automobiles )**

24a Do you have evidence to support the business/investment use claimed? Yes No 24b If "Yes," is the evidence written? Yes No

(a) Type of property (list vehicles first)	(b) Date placed in service	(c) Business/investment use percentage	(d) Cost or other basis	(e) Basis for depreciation (business/investment use only)	(f) Recovery period	(g) Method/Convention	(h) Depreciation deduction	(i) Elected section 179 cost
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25 Special depreciation allowance for qualified listed property placed in service during the tax year and used more than 50% in a qualified business use (see instructions) 25

	%							
	%							
	%							

26 Property used more than 50% in a qualified business use

	%				S/L -			
	%				S/L -			
	%				S/L -			

28 Add amounts in column (h), lines 25 through 27 Enter here and on line 21, page 1 28

29 Add amounts in column (i), line 26 Enter here and on line 7, page 1 29

**Section B - Information on Use of Vehicles**

Complete this section for vehicles used by a sole proprietor, partner, or other "more than 5% owner," or related person. If you provided vehicles to your employees, first answer the questions in Section C to see if you meet an exception to completing this section for those vehicles

30 Total business/investment miles driven during the year (do not include commuting miles) . . . . .	(a) Vehicle 1		(b) Vehicle 2		(c) Vehicle 3		(d) Vehicle 4		(e) Vehicle 5		(f) Vehicle 6	
	Yes	No										
31 Total commuting miles driven during the year . . . . .												
32 Total other personal (noncommuting) miles driven . . . . .												
33 Total miles driven during the year Add lines 30 through 32 . . . . .												
34 Was the vehicle available for personal use during off-duty hours? . . . . .												
35 Was the vehicle used primarily by a more than 5% owner or related person? . . . . .												
36 Is another vehicle available for personal use? . . . . .												

**Section C - Questions for Employers Who Provide Vehicles for Use by Their Employees**

Answer these questions to determine if you meet an exception to completing Section B for vehicles used by employees who are not more than 5% owners or related persons (see instructions)

37 Do you maintain a written policy statement that prohibits all personal use of vehicles, including commuting, by your employees? . . . . .	Yes	No
38 Do you maintain a written policy statement that prohibits personal use of vehicles, except commuting, by your employees? See the instructions for vehicles used by corporate officers, directors, or 1% or more owners . . . . .		
39 Do you treat all use of vehicles by employees as personal use? . . . . .		
40 Do you provide more than five vehicles to your employees, obtain information from your employees about the use of the vehicles, and retain the information received? . . . . .		
41 Do you meet the requirements concerning qualified automobile demonstration use? (See instructions) . . . . .		

Note: If your answer to 37, 38, 39, 40, or 41 is "Yes," do not complete Section B for the covered vehicles

(a) Description of costs	(b) Date amortization begins	(c) Amortizable amount	(d) Code section	(e) Amortization period or percentage	(f) Amortization for this year
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42 Amortization of costs that begins during your 2012 tax year (see instructions)	SEE AMORTIZATION DETAIL	517,425.			86,238.
43 Amortization of costs that began before your 2012 tax year . . . . .				43	387,679.
44 Total. Add amounts in column (f) See the instructions for where to report . . . . .				44	473,917.

**Description of Property**  
**GENERAL DEPRECIATION**  
**DEPRECIATION**

Asset description	Date placed in service	Unadjusted Cost or basis	Bus %	179 exp reduction in basis	Basis for depreciation	Basis for depreciation	Beginning Accumulated depreciation	Ending Accumulated depreciation	Me-thd	ACRS CRS class	MA CRS class	Current-year 179 expense	Current-year depreciation
OFFICE EQUIPMENT	07/01/2000	2,953	100 000		2,953	2,953	2,953	2,953	200DB	HY	5		
OFFICE EQUIPMENT	07/01/2001	4,229.	100.000		4,229.	4,229.	4,229.	4,229.	200DB	HY	5		
OFFICE FURNITURE	06/04/2002	1,470.	100 000			1,470.	1,470.	1,470.	200DB	HY	7		
OFFICE EQUIPMENT	07/01/2002	1,325.	100 000			1,325.	1,325.	1,325.	200DB	HY	5		
HARDWARE UPGRADE	06/12/2003	2,025.	100.000			2,025.	2,025.	2,025.	SL	HY	5.000	5	
OFFICE EQUIPMENT	02/21/2003	1,525.	100.000			1,525.	1,525.	1,525.	200DB	HY	5		
OFFICE EQUIPMENT	04/28/2003	4,083.	100.000			4,083.	4,083.	4,083.	200DB	HY	5		
DELL COMPUTER	12/19/2005	2,291.	100 000			2,291.	2,291.	2,291.	200DB	HY	5		
COMP USA COMPUTER	12/27/2005	945.	100 000			945	944	944	200DB	HY	5		
DELL SERVER	04/09/2006	3,516	100.000			3,516.	3,516	3,516	200DB	HY	5		
OFFICE EQUIPMENT	07/01/2006	1,020.	100 000			1,020.	1,020.	1,020.	200DB	HY	5		
DELL SERVER	01/25/2007	1,851	100 000			1,851.	1,743.	1,850.	200DB	HY	5		
COMPUTER EQUIPMENT	03/06/2007	2,371.	100.000			2,371.	2,371.	2,371.	200DB	HY	5		
DELL SERVER	09/19/2007	2,262.	100.000			2,262.	2,132.	2,262.	200DB	HY	5		
DELL SERVER	12/10/2007	4,358.	100.000			4,358.	4,108.	4,358.	200DB	HY	5		
APPLE COMPUTER	07/24/2007	1,794	100 000			1,794.	1,691	1,794.	200DB	HY	5		
COMPUTER EQUIPMENT	05/15/2009	807.	100.000			807.	574.	667.	200DB	HY	5		
DELL SERVER	02/17/2009	5,712.	100 000			5,712.	4,067.	4,725.	200DB	HY	5		
DELL SERVER	10/08/2010	750	100 000			750.	323.	494.	200DB	MD	5		
Less Retired Assets													
<b>Subtotals</b>													
<b>Listed Property</b>													
TELEPHONE SYSTEM	07/01/2000	8,204.	100.000			8,204.	8,204.	8,204.	200DB	HY	7		
COMPUTERS/MONITOR	07/01/2001	7,795.	100.000			7,795.	7,795.	7,795.	200DB	HY	5		
DIGITAL CAMERAS	07/01/2001	2,425.	100 000			2,425.	2,425.	2,425.	200DB	HY	5		
TELEPHONE SYSTEM	07/01/2001	1,092	100.000			1,092	1,092.	1,092.	200DB	HY	7		
Less Retired Assets													
<b>Subtotals</b>													
<b>TOTALS</b>													
<b>AMORTIZATION</b>													
Asset description	Date placed in service	Cost or basis					Accumulated amortization	Ending accumulated amortization	Code	Life		Current-year amortization	
WEBSITE DEV COSTS	07/01/2001	4,125.					4,125.	4,125.	A	3,000			
WEBSITE DEV COSTS	07/01/2003	20,700.					20,700.	20,700.	A	3,000			
WEBSITE DEV COSTS	07/01/2004	128,201.					128,201.	128,201.	A	3,000			
WEBSITE DEV COSTS	07/01/2005	65,881.					65,881.	65,881.	A	3,000			
WEBSITE DEV COSTS	07/01/2006	111,609					111,609.	111,609.	A	3,000			
<b>TOTALS</b>													

## Description of Property GENERAL DEPRECIATION

## GENERAL EXPECTATION

GENERAL INFORMATION

DEPRECIATION										Current-year depreciation			
Asset description	Date placed in service	Unadjusted Cost or basis	Bus %	179 exp reduction in basis	Basis for depreciation	Beginning Accumulated depreciation	Ending Accumulated depreciation	Method	ACRS	MA CRS class	ACRS class	Life	Current-year expense
APPLE COMPUTER	10/27/2010	2,100.	100	000	2,100.	903.	1,382.	200DB	MQ	5		479.	
IPAD	03/11/2011	1,483	100	000		1,483	297	772	200DB	HY	5		475.
APPLE MACBOOK	05/26/2011	1,384	100	000		1,384.	277	720	200DB	HY	5		443.
DELL SERVERS	09/26/2011	1,161.	100	000		1,161.	232.	604.	200DB	HY	5		372.
APPLE MACBOOK	07/13/2012	2,630	100	000		2,630		526.	200DB	HY	5		526.
TOSHIBA LAPTOP	10/04/2012	609	100	000		609.		122	200DB	HY	5		122
IPHONE 64GB	11/29/2012	614.	100	000		614.		123	200DB	HY	5		123

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Less Retired Assets

### Subtotals

## AMORTIZATION

### Assets Retired

2012

**Description of Property**  
**GENERAL DEPRECIATION**

## DEPRECIATION

**\*Assets Retired**