

A Season of Change: DDAL Announces New Affiliation to Better Protect Animals

By Holly Hazard

In keeping with our strategy to build an infrastructure of humane representatives by working together, the Doris Day Animal League will be taking on a new arrangement this fall. We have combined our operations with those of The Humane Society of the United States (HSUS) in an exciting new evolution of our legislative and public policy goals. HSUS is the largest and most respected animal protection organization in the U.S. and has a presence throughout the world. By combining our talent and resources with those of HSUS we are confident we will be able to do more, with less, and to bring even greater protections to animals in the future.

What does this mean for our organization? DDAL will continue to exist; it will be an affiliate of HSUS, able to use its administrative, technical and professional staff to operate in a more efficient and cost effective way, with your donations to protect animals. We will continue to work on the issues so important to our members, including preservation of wild horses, spaying and neutering and stopping cruelty to animals. Our wonderful staff will stay and continue the projects we've

started, and add more. And HSUS staff will be working with us on these matters and many others. We will continue to keep in contact with each of you through mailings and action alerts.

We will cease production of the *Animal Guardian* and this will be the last issue. This is unrelated to the move to HSUS. We made the difficult decision last fall that, with increased access to Web sites and email coupled with the rising costs of printing and mailing this magazine, it is simply not the best use of your donations. For the cost of one mailing, we could launch one additional campaign or legislative initiative or hire two additional staffers. It is a tough decision made with mixed emotions, but I am confident that although we will lose something, we will gain much more.

I hope we can count on your continued support and involvement...and that we can better serve our members by offering many more options for involvement. To begin, please check out our Web site (www.ddal.org) or HSUS's at www.hsus.org and pick a place to start.

Thank you to all our long time members and to our new affiliates. I am proud of our wonderful staff, pleased to have served our Board and to have represented each of you in our mission to better protect animals. I look forward to our new challenges and goals and hope each of you will join us in our new venture. 🐾



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