“My own experience of over 60 years in biomedical research amply demonstrated that without the use of animals and of human beings, it would have been impossible to acquire the important knowledge needed to prevent much suffering and premature death not only among humans but also among animals.”

Albert Sabin
Dear Colleagues,

2019 was a successful year at the Foundation for Biomedical Research. We educated teachers, veterinarians, pet owners and the public about humane and ethical animal research through social outreach, media opportunities and our ongoing “Love Animals? Support Animal Research” (LASAR) educational campaign.

FBR’s Facebook, Twitter and YouTube pages had over 1 million impressions combined. We revamped our website by updating three of our most trafficked pages. We’ll continue to strategically update our webpages to boost traffic and increase visibility of our mission.

We tripled our media coverage in newspapers and online news sites from 2018 to 2019. I was able to share our message in op-eds in outlets such as STAT News and Investor’s Business Daily.

The research community is in support of our LASAR campaign. FBR has distributed more than 50,000 LASAR brochures, including hundreds in the Spanish and French-Canadian languages in 2019. We also released an updated version of our Animal Research: Perceptions vs. Reality brochure in 2019.

Our educational materials made a splash at five national conferences the FBR team attended in 2019.

As we look to the future, FBR wants to increase support for animal research among the veterinary community and reach more science educators. We will update our educational materials and tailor our communication efforts to reach this goal.

I want to thank all our partners and donors for their continued support and encouragement. FBR would not be able to educate the public about animal research without you.

We wish you a safe and healthy 2020, despite all the challenges COVID-19 has presented. Undoubtedly animal research will be crucial to the development of treatments and vaccines. I hope you join us and follow along for what’s in store this coming year.

Matthew R. Bailey
President, Foundation for Biomedical Research
130 million adults and 20 million children in the U.S. are living with a chronic disease, and millions more are at risk. Scientists and medical experts are hard at work to find treatments and cures for diseases and to safeguard public health. They are lovers of animals, the environment, and nature. The Foundation for Biomedical Research is giving voice to these scientists who constantly balance a desire to conduct superior research while also tending to the animals in their care by educating the public about the importance of research and the role of animal models in science.

FBR’s Love Animals? Support Animal Research (LASAR) campaign, launched in 2017, continued to be successful in 2019. The Foundation for Biomedical Research distributed more than 50,000 LASAR brochures and hundreds of the new Spanish language and French-Canadian language LASAR brochures. The brochure now has more than 200 sponsors. We also placed more than 20,000 LASAR-branded materials—including phone wallets, magnets, stickers, tote bags, and T-shirts—in the hands of high school science teachers, veterinarians, veterinary technicians, and pet owners, as well as patients across the country and their loved ones. We came a step closer to our goal of educating everyone about the importance of humane and ethical animal research.

In 2019, FBR released an updated version of its Animal Research: Perceptions vs. Reality brochure, with more than 40,000 copies distributed since it was released. We also translated the updated Perceptions brochure in Spanish with hundreds of copies distributed. This brochure debunks several myths including the very common myth, embraced by animal rights activists, according to which cell cultures and computer models can replace a complex living organism in biomedical research. In the pages that follow, we will demonstrate how our media outreach—both traditional media and social media—reinforces our LASAR campaign and our efforts to debunk common myths about animal research.
In 2019, we distributed more than 50,000 ‘Love Animals? Support Animal Research’ brochures. We debuted the Spanish and Canadian-French versions of the ‘Love Animals? Support Animal Research’ brochure and distributed hundreds Spanish and Canadian-French brochures.

We distributed 20,000 new ‘Love Animals? Support Animal Research’-branded materials including T-shirts, phone wallets, magnets, stickers and tote bags.

Having a drink? Grab a LASAR coaster! Each one has a different fact about animal research!

This handy phone wallet allows you to file your ID and credit card in your phone while supporting LASAR.
We have more than doubled our YouTube channel views between 2018 and 2019 as part of our enhanced focus on digital media. Read more about our digital media efforts on the next page.

We released an updated version of our ‘Animal Research: Perceptions vs. Reality’ brochure and we translated it into Spanish later in the year. We distributed more than 40,000 English brochures and hundreds of Spanish brochures.

In 2019 we debuted our video mini-series, ‘THE ROLE OF ANIMALS IN BIOMEDICAL RESEARCH,’ with five videos released on YouTube in 2019. The series is ongoing in 2020. Here are the top three videos released in 2019.

Video #1: Three Human Disease that Zebrafish Have Helped Treat
6,500 views

Video #2: The Importance of Rodent Research
16,500 views

Video #3: Myths vs Reality Part 2
24,800 views

In addition to our video mini-series, we also continued to distribute our weekly SmartBrief in 2019. On average, 25% of our 9,000 SmartBrief subscribers opened each SmartBrief issue, with 3.25% clicking through the SmartBrief from top to bottom. These numbers are higher than the national SmartBrief average. Signing up for the FBR SmartBrief is free and easy. Visit fbresearch.org/smartbrief to sign up today!

Research by Species

95% rats, mice, and other rodents

4% fruit flies, zebra fish, and others

>1% cats, dogs, and monkeys

Grab one of our new tote bags to carry all your new FBR materials!
In the News

We tripled our media coverage in newspapers and online news websites between 2018 and 2019. We had 40 media placements in newspapers and online news websites in 2018. We had 137 such placements in 2019. Notable media coverage includes:

STAT
STAT News : 08.30.19
‘Animal Activists Are on the Wrong Side of the Fight Against AIDS’ by FBR President Matthew Bailey

The Boston Globe
The Boston Globe : 08.22.19
‘Doctors gain essential experience in training on live animals’ by FBR Board Member Carol Scheman

AP
The Associated Press : 05.02.19
‘A Ferret Could Save Your Life. Seriously’ by FBR President Matthew Bailey

Investor’s Business Daily
Investor’s Business Daily : 01.02.19
‘Public Health Still Depends on Animal Research’ by FBR President Matthew Bailey

In 2019 we revamped our website, focusing on the three webpages that get the most traffic: our homepage, our About Us page, and our Animal Research page. Our total FBR website views in 2019: 325,914

Homepage: Total 38,493 views
About Us page: Total 5,938 views
Animal Research page: Total 5,926 views

The Food and Drug Administration approval of the first Ebola virus vaccine in December 2019 was a reminder of the role animal models have—in the case of the Ebola vaccine, mice and nonhuman primate models—in biomedical research to keep people healthy around the world. As we demonstrate in our Love Animals? Support Animal Research campaign, animal research benefits more than humans. It also benefits our furry friends—and wildlife!

• Vaccines and pain medicines for cats and dogs were developed thanks to animal research. Researchers have been able to develop treatments for feline kidney failure and canine cancers thanks to biomedical research using animal models.
• Animal research helps scientists understand diseases that plague wildlife, and their findings help implement effective wildlife conservation strategies.
what’s next

We won’t stop until we reach our goal of educating everyone about the importance of humane and ethical animal research. We have several strategic goals in 2020:

• Increase support for animal research among the veterinary community
• Reach more science educators
• Place articles in mainstream and consumer newspapers and magazines
• Measure our public outreach success by commissioning public opinion polls on Americans’ attitudes toward animal research.

ways to donate
to FBR
• Visit www.fbresearch.org/donate and make a one-time gift or a recurring monthly gift.
• Use the giving envelope enclosed in this annual report.
• Search @FBResearch on Facebook and click the Donate button to select the one-time gift option or the recurring gift option.
• Register the Foundation for Biomedical Research as your charity of choice with AmazonSmile. Each time you shop on AmazonSmile, Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to FBR.

WHAT DONORS ARE SAYING

“FBR was particularly important to me when we were doing work with cats, but it continues to be important as a voice for the importance of animal research to healthcare.”
– Robert L.

“Thanks for providing guidance and helping lead us to more efficient and realistic regulations.”
– Jeff H.

“I believe in the importance of animal research and advocating on its behalf. All of us working in the field care dearly about it and having an organization helping communicate its critical importance in the world is of the utmost importance.”
– Devin M.

“Thank you for promoting the responsible and ethical conduct of research.”
– Jenny K.

“Thank you for making the much necessary correct information on animal research available. We all have a responsibility to educate about what we do and how we care for laboratory animals.”
– Sandra S.

RECORD BREAKING

In 2019 we set a record for the number of individual donations to FBR at 277 and with an increase of nearly 60% compared to 2018.
Our partnerships come from many directions. We are proud of the validation we receive from individuals reaching out to us and the organizations willing to put their names beside us as we tackle this challenging topic.
2019 conferences

In 2019, the FBR team attended five national conferences to distribute FBR’s brochure and our other educational materials. You may have run into us at:

- **67th Annual NSTA National Conference on Science Education**, April 11–14, St. Louis
- **70th AALAS National Meeting**, October 13-17, Colorado Convention Center, Denver
- **SfN Neuroscience 2019 conference**, October 19-23, McCormick Place Convention Center, Chicago

- The **LASAR brochure** was an insert in the NSTA attendee bags distributed to the more than 9,000 NSTA National Conference attendees.
- The **Perceptions vs. Reality brochure** was part of the AALAS 70th Annual Meeting attendee bags with a distribution of 4,500.
- We also distributed **400 tote bags**, **500 magnets**, and **800 special edition LASAR stickers** at the AALAS 70th Annual Meeting.
The Foundation for Biomedical Research is America’s most experienced, trusted, and effective nonprofit organization dedicated to improving human and animal health by promoting public understanding and support for biomedical research.

Through strategic communication and public education campaigns, FBR illuminates the essential role animal testing and research plays in changing health outcomes and defeating illnesses affecting both people and animals.

Together with its partner organization, the National Association for Biomedical Research (NABR), FBR advocates for and broadens public understanding of biomedical research.
Established in 1981, FBR has always been at the forefront of public education initiatives. We receive no government funding. We rely solely on corporate, academic, and individual donations to underwrite programs and services.

To help us continue building support for animal research among animal lovers, please visit FBResearch.org.