Advancing Support and Understanding of Biomedical Research

Because of YOU, life will get back to normal

Gratitude Report 2020
Dear FBR Partners and Supporters,

Although each year presents its own challenges and opportunities, 2020 proved to be exceptional on both fronts at the Foundation for Biomedical Research. Despite managing the unprecedented challenges presented by a worldwide pandemic, FBR enthusiastically pressed forward with its mission to increase public understanding of animal research. And our success in 2020 was made possible because of YOU, our most loyal supporters. Your support enables us to continue our work, so it is with tremendous gratitude that we say “Thank You” for believing in what we do!

When the COVID-19 pandemic first hit, FBR quickly pivoted to focus on the role research animals played in combating this disease. With more than 2,000 tracked to date, we immediately made available via our website all mainstream news stories acknowledging research animals, something not previously seen during my 15-year career. We also commissioned three polls in March, April and October 2020 to gauge public sentiment for the humane use of animals in research, and the results strongly suggest the public is far more supportive when leaders like Dr. Anthony Fauci publicly acknowledge animal research and testing.

We created two short videos explaining the role animals played in COVID-19 research, which can be found on our YouTube channel. I’m very proud to say our channel now has over 1 million views as our online and social media presence continues to grow. We placed five op-eds in major newspapers around the country to inform the public about what has often been an overlooked element of this success story. Our messaging also appeared in The New York Times, The Atlantic, Bloomberg News, the International Business Times, STAT+, Science and WebMD just to name a few.

But we didn’t stop there. We also continued our “Love Animals? Support Animal Research” campaign and just recently launched a complimentary initiative called “FBR Real Pet Stories,” which showcases some of our favorite pets and pet parents telling their true stories about how animal research has benefitted their lives. Without question, the public needs to know that animal research benefits animals, too. Meanwhile, FBR’s team continued to provide crisis communication support to a wide variety of research institutions. We debuted the FBR Communication Manual as a free resource for communication staff, researchers, veterinarians and laboratory technicians at universities, contract research organizations, pharmaceutical companies and other research institutions.

Thanks to animal research, vaccines were developed at a record pace for the novel coronavirus in 2020. The research that made these vaccines possible took years of work with animals models. We owe a debt of gratitude to the many animals, scientists, veterinarians, animal care staff and first line responders whose tireless efforts have given us hope that life will return to normal.

I feel truly fortunate for the opportunity to serve as president of FBR and to play my small part in helping research continue. Thanks once again to YOU, our donors and partners, for getting us to where we are today. Our sights are set high for 2021.

Matthew R. Bailey,
President, Foundation for Biomedical Research
FBR is dedicated to improving human and animal health by promoting public understanding and support for biomedical research and illuminating the essential role of animal research and testing in health outcomes.
In a year when each individual was struggling to survive in their new normal, we found it remarkable that FBR proved to be resilient. In fact, we found your support as extraordinary as these extraordinary times. So many of you inherently knew the significance of what we had to achieve to keep moving our message about animal research forward. We’re proud at FBR that science speaks to both the minds and hearts of our supporters. It is with that knowledge that we forge ahead communicating about the essential role animal research plays in changing health outcomes and defeating illnesses.

We are most grateful for the generous support of our partners and donors resulting in making great strides.
Champions {≥$7,000 and up}

Founders {≥$1,000 - $6,999.99}

“As a veterinarian and animal lover who chose a career in research animal medicine, I feel that it’s extremely important that we support the education of the public regarding the critical need for animal based biomedical research. I want people everywhere to understand the connection between the health benefits and progress in disease treatment/prevention for our families and our pets and the vital research being performed. FBR helps us spread that message.”

– Donna Clemons DVM
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The world witnessed 83,519,171 COVID-19 cases in 2020. Many scientists will state the pandemic was both predictable and inevitable. Yet, the sheer sustained devastation immobilized many of the most advanced nations.

Never was there a greater need in the last 100 years to find solutions and to find them quickly. Just a little over 11 months after the first case was detected in the U.S., the country had two vaccines approved for emergency use.

There was a reason it could all happen so quickly. There was research in place that served as a foundation for the work to come. And, in both cases, animal research is what allowed a vaccine to be produced so quickly and with such efficacy.

Some critics of animal research have wondered how scientists could have developed the COVID-19 vaccine in less than a year when previous vaccines took decades to bring to market. Was it possible to skip some of the stages that have historically required animals in order to speed things up?

Hardly. Scientists conducted the basic research that’s at the foundation of every COVID-19 vaccine in animals.

After the pandemic hit, researchers first tested vaccine candidates for safety and some indication of efficacy in animal models. Then, with the permission of regulators, they tested the candidates for efficacy simultaneously in humans and animals.

Researchers have been investigating adenovirus vaccines in nonhuman primates for years in hopes of developing an easily modifiable template for fighting just about any pathogen. European regulators approved Johnson & Johnson’s adenovirus vaccine against Ebola in July. Work on adenovirus vaccines that would inoculate against HIV, influenza, and several other viruses is underway.

The vaccines developed by Moderna and the Pfizer-BioNTech team utilize a different approach. They build on the work of two University of Pennsylvania scientists who discovered over two decades ago that messenger RNA-based vaccines could initiate the creation of disease-fighting proteins in mice.

These mRNA vaccines introduce a sequence of mRNA that codes for a disease-specific antigen into the body’s cells. Once the body produces this foreign antigen, the immune system recognizes it and produces antibodies against it.

It’s remarkable that scientists have been able to develop effective vaccines for COVID-19 within months. Animal research was instrumental in that effort — and will be behind the next miracle medical science brings about.
January 21
CDC confirms first novel coronavirus case in U.S.

Jan. 30
WHO declares a global health emergency as the coronavirus outbreak spreads

Jan. 31
U.S. restricts travel from China

Feb. 2
International Business Times publishes FBR’s op-ed “With Coronavirus Spreading, Now Is Not The Time For Restrictions On Animal Research”

Feb. 11
WHO proposes official name COVID-19 for the disease SARS-CoV-2 causes

March 2
The Detroit News publishes FBR’s op-ed “Animal rights groups choose coronavirus over your safety”

March 11
WHO declares the coronavirus outbreak a pandemic

March 16
First human trial participants get mRNA vaccine in Seattle

March 20
FBR commissions a poll to gauge support for the humane use of animals in biomedical research, education and testing in light of the coronavirus pandemic

March 23
FBR launches a COVID-19 resources web page

March 30
Statewide stay-at-home orders in 30 states

March 26: “There are diseases in which you vaccinate someone, they get infected with what you are trying to protect them with, and you actually enhance the infection. You can get a good feel for that in animal models.”

— Dr. Anthony Fauci, White House Coronavirus Task Force briefing

Global cases

January 22
February 22
March 22

313
77K
335K

Foundation for Biomedical Research
**April 2**
FBR releases conquering coronavirus infographic

**April 16**

**April 16**
Asbury Park Press publishes FBR’s op-ed “Animal testing may be best tool to defeat COVID-19”

**May 15**
U.S. launches Operation Warp Speed to accelerate the development, production and distribution of COVID-19 vaccines and therapies

**May 29**
FBR releases “The Importance of Animal Research for a COVID-19 Cure – Part 2” on YouTube

**June 16**
Scientists are distributing the K18-hACE2 mouse models for coronavirus research

**April 2**
FBR releases conquering coronavirus infographic

**April 16**

**April 16**
Asbury Park Press publishes FBR’s op-ed “Animal testing may be best tool to defeat COVID-19”

**April 18**
FBR commissions a second animal research and coronavirus poll, this time providing background on Dr. Fauci’s remarks on animal research and COVID-19

**April 26**
The global death toll from COVID-19 surpasses 200,000 people

**May 29**
FBR releases “The Importance of Animal Research for a COVID-19 Cure – Part 2” on YouTube

**June 25**
FBR premieres the FBR Communication Manual – 2020 Edition

Annual Report 2020
July 13
FBR publishes “2 US Coronavirus Patients Survive Double Lung Transplants. Thank You, Animal Research” blog post

July 22
States reverse reopening plans

Aug. 5
The Buffalo News publishes FBR’s op-ed “Animal research critical in making a Covid-19 vaccine”

Aug. 28
First known case of COVID-19 reinfection reported in the U.S.

Aug. 31
The Atlantic quotes FBR President Matthew Bailey in the article “America Is Running Low on a Crucial Resource for COVID-19 Vaccines”

Sept. 21
First case of coronavirus variant B.1.1.7 reported in Kent County, England

Sept. 23
Study reveals that nearly all coronavirus strains in the second wave have the D614G mutation, which replicates and spreads faster, but is not more severe

Officials reported over 83 million coronavirus cases and 1.7 million deaths worldwide, with 20 million cases and more than 340,000 deaths in the U.S., by the end of 2020.
Denmark’s prime minister said the government wants to cull 15 million mink to prevent a mutated version of the virus from further spreading to humans.

President Trump and the first lady test positive for the virus. The president is treated for COVID-19 with remdesivir and a monoclonal antibody treatment upon compassionate use request.

FDA approves COVID-19 vaccine for emergency use.

U.S. administers first shots of vaccine to health care workers.

FDA grants emergency use authorization of a second vaccine.

First case of coronavirus variant B.1.1.7 detected in Colorado.

14 million doses of coronavirus vaccines distributed to the states and 2.8 million Americans vaccinated with first shot.

64% of respondents in FBR’s third animal research and coronavirus poll supported the humane use of animals in biomedical research, education and testing in light of Dr. Fauci’s comments on animal models.

FDA approves COVID-19 monoclonal antibody treatment for emergency use.

FDA grants emergency use authorization for COVID-19 monoclonal antibody treatment President Trump used.

Pittsburgh Post-Gazette publishes FBR’s op-ed “Shortage of animals could delay a vaccine.”

Sandra Lindsay, an intensive care nurse at Long Island Jewish Medical Center in Queens, received the first COVID-19 vaccine outside of a clinical trial in the U.S.
in the news

Clockwise from top left: FBR featured in International Business Times, from the blog post "One Pup’s Tale of Love and Second Chances,” and images from FBR 2020 videos

CONTENT

FBR was busy in 2020 creating content to share including:

- being featured in 83 media hits — from Bloomberg News to the Asbury Park Press.
- launching a COVID-19 resources page in March 2020 after the pandemic hit. Updated daily, this page houses a collection of more than 1,000 news articles and press releases relating to coronavirus research.

SOCIAL MEDIA

2020 social media impressions
LinkedIn: 51,749 / Facebook: 355,932 / Twitter: 361,300 / Instagram: 2,587

WEBSITE

PLUS: FBR’s “animal research” ranking on Google rose to the top five results after optimizing and implementing new Google display ads.

IN THE NEWS

03.02.20
The Detroit News
Publishes FBR’s op-ed “Animal rights groups choose coronavirus over your safety”

07.13.20
The Buffalo News
Publishes FBR's op-ed “Animal research critical in making a Covid-19 vaccine”

08.31.20
The Atlantic
Quotes FBR President Matthew Bailey in the article “America Is Running Low on a Crucial Resource for COVID-19 Vaccines”

11.12.20
Pittsburgh Post-Gazette
Publishes FBR's op-ed “Shortage of animals could delay a vaccine”

“Animal research has played a critical role in virtually every medical advance over the last century,” said Matthew R. Bailey, president of the Foundation for Biomedical Research.
The “Love Animals? Support Animal Research” Campaign’s 3rd Anniversary

Man’s (and woman’s) best friends are key partners in the discovery of treatments and cures for both human and veterinary patients. FBR released a special 3rd anniversary edition of the “Love Animals? Support Animal Research” brochure during the virtual AALAS National Meeting. FBR celebrated the campaign’s third anniversary in fall 2020. The new brochure edition debuted to more than 7,000 conference attendees. It highlights veterinary research advancements and disease areas where animals continue to play a vital role in finding treatments for serious life-altering conditions. It features new COVID-19 and wildlife spreads and personal photos hand-picked from our photo contest. FBR emailed conference attendees information and free access to the updated version of FBR’s most popular educational brochure. It is available in both PDF and digital flipbook formats.
Meet Cleo, a rescue dog diagnosed at age 9 with chronic degenerative valvular disease (CVD), the most common cardiac disease of dogs. Fortunately, the veterinary prescription drug pimobendan can control CVD. Echo, a homeless kitty saved twice (first by an animal lover, then by animal research)! “My daughter, Jordan, was 10 when we let her get a puppy,” Jean Stillwell told FBR. “She picked this little cutie and called him Big Jack.” Jordan and Jack were inseparable ... for 42 days. That’s when Jack started getting sick.
At a time when biomedical researchers are working around the clock to develop treatments and vaccines for COVID-19, animal rights activists are spreading false information about animal research and testing to stop the practice altogether. FBR aims to counteract their false information through our programs. Our goal is to reach at least 100 million Americans in 2021 with information about humane and ethical animal research and testing.

**OUR 2021 PRIORITIES**

- Many more FBR Real Pet Stories scheduled for 2021
- A new COVID-19 video in the works
- Plans for a COVID-19 and animal research media campaign
- We’ll conduct more public polling!
- Continue the YouTube video mini-series “The Role of Animal Models in Biomedical Research”
- Increase press outreach as well as op-eds
- Further optimizing our content online

FBR’s goal in 2021 is to amplify our efforts to educate the public and the media about the importance of animal research and testing.
FBR’s board members are dedicated professionals who bring a wealth of medical, veterinary, research and communication knowledge and experience to the FBR team. The FBR Board of Directors helped guide us along throughout 2020 with advice, expertise and creative ideas. Thank you, board members! Each of these individuals deserves a round of applause for what they brought to the table. Enjoy the sneak peek into their lives on the following pages.

"I believe that animal research is pivotal to enhance the health of both animals and humans. Our beloved pets, such as my puppy Beni, can benefit from advances in the treatment of diseases that this breed is prone to. Animal research is also critical to help the many patients with all the ailments that plague humans. The belief that there are alternatives to preclude the need for animal research is simply incorrect. I have personally seen the translation of animal research into successful therapy for a spectrum of human diseases."

Henry Friedman, MD
Board Chair beginning 2021
James B. Powell, Jr.
Professor of Pediatric Oncology
Department of Neurosurgery
Duke University Medical Center
“Animal research has helped ensure that I have this special ‘office’ time with Rufus. The insights from animal research laid the foundation for the therapies I received for my cancer — and also provided advances that led to the medicines that keep Rufus healthy today. Animal research means more years for us both!”

Claire Pomeroy, MD, MBA
Board Chair 2011–2020
Chair of the Board of Directors, FBR
President
Albert & Mary Lasker Foundation

“My cat, Blinken, got his name from the squinty eye resulting from a nasty feline ocular herpes infection that he acquired before his rescue as a baby on the streets of New York City. After treatment with antiviral medications developed through research with mice, rabbits, monkeys and cats, his eye was saved and he has been in remission ever since. As for me, I am grateful for the vaccinations I just received against Covid-19 — and to the scientists and laboratory animals who made this amazing achievement possible in such a short time.”

Lenore Cooney
Associate, Baird’s CMC
Communications Consultant, LCooney Consulting

“Animal research has led to the successful development of Covid vaccines that have now reached over 2 million people across my home state of Georgia. Vaccination has enabled many of us in the research community to return to our labs where we work to advance new treatments for the diseases that continue to impact the lives of those in our state. More recently Covid vaccines have been given to great apes in San Diego, further underscoring the importance of animal research to protect not only humans but also our closest relatives.”

Mark Hamrick, PhD
Regents Professor
Cellular Biology and Anatomy
Augusta University
“I’m writing this on March 11, which is one year after our world turned on its head due to Covid-19. One year later, no less than 3 DIFFERENT vaccines are going into arms at a rate of over 2 million doses per day in the United States. Never before has modern medicine come to the rescue more efficiently and effectively, and everything that’s been accomplished builds on a foundation of animal research. Animal research saves lives of both people and other animals, and in this instance will bring back our lives!”

Oswald Steward, PhD
Senior Associate Dean for Research
University of California Irvine School of Medicine

James Allan, MD, MBA
Associate Professor of Surgery
Harvard Medical School
Massachusetts General Hospital

Atul Grover, MD, PhD
Executive Vice President
Association of American Medical Colleges

Joanne Kurtzberg, MD
Chief Scientific Officer
Robertson Clinical and Translational Cell Therapy
Duke University Medical Center

John E. Niederhuber, MD
CEO Inova Translational Medicine Institute &
Executive Vice President
at Inova Health System

“As an Endocrinologist, this year has been of particular significance as it is 100 years since Banting and Best, a Canadian Surgeon and Graduate Student at University of Toronto discovered insulin. They pancreatectomized several dogs, an operation that resulted in the animals becoming diabetic. Then they made an acid-ethanol extract of the pancreas and injected it into the diabetic animals, thereby leading to a decrease in their elevated blood sugars. Within several months this approach was used in very sick, wasted children, some of whom were on the verge of death. Within days and weeks, these children responded miraculously to the insulin injections and many went on to live productive and fulfilling lives. This remarkable series of events has led to many more wonderful advances that have enhanced the lives of thousands of insulin dependent diabetic patients.”

Arthur Rubenstein, MBCh
Professor of Medicine
University of Pennsylvania

“I am currently in between pets, but this summer, miraculously, this crow landed on our porch (where I often work when it is nice) and hung out with us for about an hour! We would not have a COVID-19 vaccine right now if it were not for decades of carefully-planned and humanely-conducted animal research that has culminated in the current amazing technological breakthroughs. If that is not enough of a justification for the need for animal research, I’m not sure what is.”

Sue VandeWoude, DVM
University Distinguished Professor, DMIP
Director
One Health Institute
Colorado State University
As the Foundation for Biomedical Research prepares to celebrate its 40th anniversary, we want to extend our gratitude to everyone who has supported us up to this point. The next generation needs us as an ethical voice for animal research that will improve human and animal health. Please consider a gift to FBR to promote public understanding and support for biomedical research for decades to come. Your contribution will have a lasting impact on society. Thank you in advance.

Ways to donate

**Make a one-time gift.** Your tax-deductible donation helps us engage more people more often.

**Make a monthly donation.** It is an easy, efficient and tax-deductible way to make a difference all year long.

**AmazonSmile**
Please select FBR as your charity of choice on AmazonSmile. The AmazonSmile Foundation will donate 0.5% of the purchase price from your eligible purchases to FBR.

**Make a memorial gift.** Celebrate the life of a beloved person or pet with a memorial gift.

**Make an in honor gift.** Honor a family member, friend, co-worker or a pet with a gift to FBR.

**Give through a donor advised fund.** Simplify your charitable giving by asking your financial advisor to designate a gift to the foundation. It’s an easy, tax-friendly way to support FBR’s mission.

**Leave a legacy.** A significant gift made to our Legacy Society can make an immediate impact on public support for humane, ethical animal research.

Donate online at fbresearch.org/give or call 202-457-0654. To learn more about other ways to give, please contact Nahla Bassam, Vice President of Operations, at nbassam@fbresearch.org.
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