



What is CARE?

The Community Animal Research Environment (CARE) is a biomedical research environment inside the virtual community of Whyville that teaches teens and pre-teens about the essential role of animals in scientific research.

What is the CARE Challenge?

The CARE Challenge is a two month, two-pronged competition amongst AALAS branches designed to build awareness and generate support for the CARE project and the AALAS Foundation .

Building Awareness

Branches battle to see how many members, friends, and family they can get to view an online Whyville PowerPoint presentation and complete a brief survey. The branch that generates the most survey responses wins!

Generating Financial Support

Branches also compete, based on membership size, to see who can generate the most financial support for the AALAS Foundation.

For instance, a branch that donates \$500 and has 100 members will earn 5 points. A branch that donates \$1,000 and has 500 members will receive 2 points.

When does the CARE Challenge take place?

The CARE Challenge begins Tuesday, September 1 and ends Friday, October 30 – just in time for the National Meeting!

Why should our branch support the AALAS Foundation?

The AALAS Foundation relies on your financial support to launch important public outreach programs like Whyville. Your donation helps the AALAS Foundation:

- further public understanding, respect and support for the life sciences;
- educate future leaders about the importance of responsible laboratory animal research;
- encourage today's students to become tomorrow's laboratory animal science professionals.

All branches that contribute to the CARE Challenge will be recognized during the AALAS Foundation reception at the AALAS National Meeting, in AALAS publications and on the AALAS Foundation website.

How can our branch support the Foundation?

Your branch can make a one-time contribution or a multi-year pledge to the Foundation. To donate by fax or mail, complete the enclosed contribution form or visit www.aalasfoundation.org/donate.html.

Giving to the Foundation is not just a donation, it's an investment in your future!