





## Chair's Message

Greetings!

I am excited to report that 2016 proved to be another fabulous year for the AALAS Foundation.

The AALAS Foundation's efforts are fully supported by the generous donations provided by many companies, AALAS branches, and laboratory animal science professionals. Your dedicated support enables us to continue our efforts to develop new and creative ways to connect with the public and provide them with more information about the important role of animals in research and the amazing professionals working in the field of laboratory animal science.

Thanks to the generous support of our donors, we were able to launch the highly successful "Share Our Passion to Care" digital advertising campaign – reaching over 8,000,000 online millennial viewers! The campaign also helped boost visits to our www.care.aalas.org website by 444%.

Additionally, our donors' support enabled the Foundation to develop and release the first in a series of free, speaker-ready, fully scripted, Power Point presentations - the "Celebrate the Mouse – What's Happening in Breast Cancer Research?" presentation. These presentations, along with free "Celebrate the Mouse" lapel pins for distribution at eligible public outreach events, will serve as important tools in helping educate the public about the important role of animals in biomedical research.

With your help, the AALAS Foundation continues to identify new avenues, technologies and trends in order to connect with students and the general public. Thanks to our donors support, in 2016, the AALAS Foundation was able to release its fun, free and educational mobile game application – "Animal Care Adventures" – which will help middle school aged students learn more about laboratory animal science and the important role of animals in biomedical research.

Your enthusiasm for the AALAS Foundation enables us to continue showcasing our public outreach materials at national educational conferences and helps us spread the word about our free resource materials for teachers. We have many exciting plans for the future, including the development of video advertising public awareness campaigns, updating and enhancing educational games on www.kids4research.org, and rolling out a national biomedical research contest for high school students.

On behalf of the AALAS Foundation Board of Directors, thanks to everyone who has supported the AALAS Foundation. Whether you made a contribution, volunteered at the booth at the National Meeting, or participated in a public outreach program in your community, we truly appreciate your continued support.

Matthew J. Taylor, MLAS, CMAR, RLATG 2016 Chair, AALAS Foundation

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## **Message from AALAS Foundation National Office**

Dear Friends,

We are pleased to report that 2016 proved to be another exciting and successful year for the AALAS Foundation.

Thanks, in large part, to our supporters, we made tremendous headway in our public awareness efforts by developing highly targeted digital ads which allowed us to reach over 8,000,000 online viewers and increase visits to our www.care.aalas.org website by 444%. These ads helped us continue our efforts to inform the public about the compassionate and caring professionals working in the field of laboratory animal science.

We continued building upon the "Celebrate the Mouse" public awareness initiative by honoring the people and animals working to advance heart disease research. Additionally, thanks to the help of our donors and volunteers, we were able to develop "Celebrate the Mouse" speaker ready, fully scripted "What's Happening in Breast Cancer Research?" presentations which will serve as free public outreach tools for our members in their local communities. We believe the "Celebrate the Mouse" program, and its logo of a mouse with its tail curled into the shape of a disease awareness ribbon, will serve as an outreach tool to help us engage with the public and provide an opportunity to speak about the important role animals play in the discovery of medical advances.

Thanks to our supporters and volunteers, the AALAS Foundation achieved successful fundraising results at the 2016 National Meeting. There were fifty-three entries in the "100 ALL Star Race" contest and, once again, we were amazed by the creative talent of all the AALAS members who participated in this fun event to benefit the AALAS Foundation.

The AALAS Foundation's success in 2016 was due to the generosity of the many individuals, branches and companies who help support our mission of educating the public about the compassionate professionals working in laboratory animal science – and the vital role of animals in biomedical research. Your time, talent, creativity, and financial support are greatly appreciated.

Thanks to the AALAS Board of Trustees for their generous support both in spirit and through financial contributions to the AALAS Foundation. And, of course, a huge thank you goes out to the incredibly dedicated AALAS Foundation Board of Directors for their guidance on policy and direction and "hands on" help at AALAS Foundation events at AALAS National Meetings.

We have many exciting plans for the future, some of which include increasing our advertising messaging by making use of highly targeted online video ads, developing public awareness campaigns that will align survivors and others who have benefited from biomedical research to embrace and become advocates of our mission, and create new and improved educational games on our Kids4Research website. With your support, we can continue our efforts to educate the general public and next generation of leaders about the caring professionals in our industry and the important role of animals in research.

Ann Turner, PhD, CAE, FASAE

Vicki Campbell

Executive Director, AALAS Foundation

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Vicki Campbell

Administrator, AALAS Foundation

# **2016 PROJECTS AND PROGRAMS**

The AALAS Foundation, a 501 (c) (3) nonprofit organization is dedicated to educational outreach on the essential role of responsible laboratory animal care and use in science to advance human and animal health. The AALAS Foundation develops educational materials, web-based public information resources and public awareness campaigns to inform the public about the compassionate professionals working in laboratory animal science and the importance of quality laboratory animal care to benefit medical progress.

#### 2016 AALAS FOUNDATION BOARD OF DIRECTORS

Matthew J. Taylor, CMAR, RLATG, 2016 Chair Manager, Training & Quality Assurance, Northwestern University

Emily Slocum, RLATG, 2016 Vice Chair Principal Animal Technician, University of Calif-Merced

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EXECUTIVE DIRECTOR AALAS & AALAS FOUNDATION (EX OFFICIO)

Ann Tourigny Turner, PhD, CAE

#### STAFF

Vicki Campbell Foundation Administrator

**Corrine Mokake** *Foundation Administrative Assistant* 

#### PUBLIC RELATIONS AWARENESS ADVERTISING CAMPAIGN

The AALAS Foundation increased its public awareness efforts in 2016 by launching its "Share Our Passion to Care" digital re-targeting ad campaign. This campaign focused on reaching the millennial audience and delivered ads to 8,736,636 online users. The campaign directed viewers of the ad to visit the www.care. aalas.org website and increased visits to the www.care.aalas.org website by

Share in our passion

Care about

Cures ?

We do, too!

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Visit www.care.aalas.org

444% - receiving a total of 35,136 page views in 2016 compared to 6,463 views in 2015.

The digital ads were designed to create an emotional connection with viewers which would tie together both the medical benefits of biomedical research, as well as the compassionate/caring professionals working in the field.



# "CELEBRATE THE MOUSE" PUBLIC AWARENESS CAMPAIGN

The AALAS Foundation continued its "Celebrate the Mouse!" public awareness campaign at the 2016 National Meeting. The 2016 "Celebrate the Mouse" campaign honored the work of animals (and people) for their work in heart disease research. National Meeting attendees making a \$5.00 contribution at the Foundation booth received a "Celebrate the Mouse" lapel pin (a mouse with its tail curled into a red heart disease awareness ribbon).

Donors were also offered an opportunity to have their picture taken and receive a "Celebrate the Mouse" Charlotte, North Carolina souvenir photo at the "Celebrate the Mouse" photo booth which was sponsored by Envigo.

The goal of the "Celebrate the Mouse" campaign is to convey the message that animals play an important role in the advancement of medical discoveries to

help find cures and treatment options for catastrophic diseases. The "Celebrate the Mouse" lapel pin was developed as a visual image for that message. It also serves as a "conversation starter" – allowing professionals working in laboratory animal science an opportunity to talk to the public about their passion for their job and the important work they do.



"Celebrate the Mouse" cards were developed to include "talking points" describing several ways mice and rodents have helped advance heart disease research. These cards accompanied the "Celebrate the Mouse!" pins at the 2016 National Meeting.

Additionally, the AALAS Foundation rolled out its "Celebrate the Mouse – What's Happening in Breast Cancer Research?" Power Point presentation – the first in a series of "What's Happening in Research?" presentations

This speaker ready, fully scripted presentation includes speaker notes to make it easy for anyone to use at outreach events when speaking to the public. The presentation is available free to AALAS members and serves as a tool to assist laboratory animal science professionals reach out in their local communities and speak about the important work being done in biomedical research and the important role of mice – and other animals – in the development of new treatment options for catastrophic diseases.

The "Celebrate the Mouse – What's Happening in Research?" program also makes it possible for AALAS members to request "Celebrate the Mouse" lapel pins for distribution at eligible public outreach events.



Informational cards accompany each pin and inform attendees of the significant role mice have played in breast cancer research.



# PUBLIC AWARENESS CAMPAIGNS

The AALAS Foundation conducted two t-shirt public awareness campaigns in 2016. The first, conducted in August, 2016, was the "Share Your Passion to Care" campaign. The second, "Biomedical Research – It's a Gift" was launched in November, 2016.

AALAS members were encouraged to order and wear the t-shirts – each containing specially designed logos to help generate conversation and promote the important work of people and animals working in biomedical research.

A total of 615 shirts were purchased during these two awareness campaigns.







#### **OUTREACH AT EDUCATIONAL CONFERENCES**

AALAS staff and volunteers exhibited at the annual meetings of:

- National Science Teachers Association
- National Catholic Educators Association
- US Science & Engineering Festival
- Future Farmers of America Expo

Teachers and students were provided with materials to inform and promote the

importance of quality laboratory animal care and research to benefit both human and animal health. They were also provided brochures to show the vast array of career opportunities in the field of laboratory animal science.

A combined total of over 438,860 teachers and students attended these national annual conferences.







# "ANIMAL CARE ADVENTURES" - EDUCATIONAL MOBILE GAME APP

The AALAS Foundation released its first educational mobile game app, "Animal Care Adventures", in February, 2016.

This free, interactive and educational mobile game is designed for middle school age students and is available for download in the Apple store. As of December 31, 2016, the app has received a 4 out of 5 star rating in the Apple store and has been downloaded on 653 mobile game devices.

# KIDS 4 RESEARCH WEBSITE

Funded by Charles River Laboratories, the www.kids4research.org site was developed to provide age-appropriate material to stimulate interest and understanding about our field. The website continues to serve as an important educational outreach tool for middle school age students and teachers – receiving between 4,000 to 7,000 website visits per month.

# FREE OUTREACH RESOURCES

With the generous support of our donors, the AALAS Foundation continues to offer complimentary shipping on all orders comprised exclusively of AALAS Foundation's free public outreach materials.

# PFIZER BRANCH AREA PROGRAM FUNDING

The AALAS Foundation, with the help of Pfizer, offers complimentary Animal Research Education and Awareness (AREA) Program resources to branches and districts interested in conducting the program in their communities during their meetings.

AREA Program resources include a stepby-step event guide, logoed backpacks, student notebooks and pens, and Foundation outreach materials.

Additionally, thanks to the support of Pfizer, the AALAS Foundation is now able to offer a limited number of grants to AALAS Branches to help branches conduct this important program in their communities. In 2016 the AALAS Foundation received and awarded three Pfizer Branch AREA Program requests in the amount of \$500.00 each.



#### 2016 NATIONAL MEETING – ANOTHER SUCCESSFUL YEAR FOR AALAS FOUNDATION

The silent and live auction fundraising efforts at the 67th AALAS National Meeting in Charlotte, North Carolina, generated over \$21,000 to support the AALAS Foundation's public outreach efforts.

The AALAS Foundation conducted the "100 ALL





STAR Race" contest during the 2016 National Meeting in Charlotte, North Carolina. A total of fifty-three individuals, companies, institutions and branches registered to compete in the contest.



Each contestant was challenged to creatively decorate a six inch wooden race car. There were four contest categories – individual, corporate/company, branch, and institution/association. The race car entries were displayed at the National Meeting and received "votes" to determine the winning category entries. "Votes" were donations made to the AALAS Foundation on behalf of a race car entry. In addition to category winners, "Fan Favorite" and "Best of Show" awards were presented.

First Place Category winners, whose entries raised the most donations to benefit the AALAS Foundation:

- Individual Carolyn Pelham
- Branch Research Triangle Branch
- Corporate AbbvVie (Allison Thiede, decoartor)
- Institution/Organization Princeton University (Pam Straeter, decorator)

Research Triangle Branch's entry also received the most Facebook "likes" on the AALAS Foundation's Facebook page, entitling them to receive the "Fan Favorite" award.

The "Best of Show" award was presented to Texas Tech Health Science Center – El Paso (Rebecca Hernandez, decorator).













# CHARLES RIVER – NATIONAL MEETING FUNDRAISING EVENT BENEFITS AALAS FOUNDATION

Charles River conducted a fundraising event at its booth during the 2016 National Meeting in Charlotte. The proceeds from this event were donated to the AALAS Foundation during the 2016 Appreciation Reception.



# LAB PRODUCTS PRESENTS AALAS FOUNDATION WITH DONATION

Lab Products presented the Foundation with a \$5,000 contribution at the 2016 National Meeting in Charlotte.

We thank all those who made a contribution to the AALAS Foundation, attended the Appreciation Reception, sponsored by Charles River, and participated in the Silent and Live auctions.

Special thanks to the National Meeting committee members, AALAS Foundation booth volunteers, and Appreciation Reception volunteers for their outstanding support of the AALAS Foundation.



#### 2016 NATIONAL MEETING AREA PROGRAM

The Animal Research Education and Awareness (AREA) Program was a huge success at the 2016 National Meeting in Charlotte. Thanks to the generous support of Pfizer, the AALAS Foundation was able to host over 50 students and educators from Charlotte-area middle and high schools at this event. Students and teachers had a unique opportunity to interact with professionals working in the field of laboratory animal science and learn about the importance of quality animal care and use to advance medical discovery.

Twenty-two National Meeting exhibitors volunteered to participate in the "Exhibit Hall Scavenger Hunt" portion of the program. Over thirty industry professionals volunteered to serve as tour guides to accompany students during the full day of educational activities.



### **2016: BY THE NUMBERS**

444% increase in unique visits to www.care.aalas.org website.

8,736,636 Views of "Share Our Passion to Care" digital ads in 2016.

59,764 AALAS Foundation outreach flyers, brochures, and materials distributed to the public in 2016.

\$52,221 fund raising total for the 2016 National Meeting.

650 unique Foundation donors in 2016.

## COMING SOON! AALAS FOUNDATION BOARD MEMBERS, VOLUNTEERS AND STAFF ARE WORKING TO IMPLEMENT THE FOLLOWING PROJECTS IN 2017:

#### DEVELOPMENT OF ONLINE VIDEO ADVERTISING PUBLIC AWARENESS CAMPAIGN

The AALAS Foundation is working to develop a public awareness campaign that makes use of technology that allows for the placement of highly targeted online video advertising.

#### **PUBLIC OUTREACH CAMPAIGNS**

The AALAS Foundation is continuing to make use of print, digital and social media platforms in order to broaden its ability to educate the public about the compassionate professionals working in the field of laboratory animal science and the importance of quality laboratory animal. Look for the AALAS Foundation to continue making use of social media, such as Facebook, Twitter, Instagram, and YouTube, to expand its public outreach efforts.

The AALAS Foundation is continuing to develop the "Celebrate the Mouse" program and plans for 2017 include the development of additional presentation tools which AALAS members may use for conducting public speaking outreach events in their local communities.

#### KIDS FOR RESEARCH WEBSITE

The AALAS Foundation plans to develop new and more interactive content for the www.kids4research.org website.

#### NATIONAL BIOMEDICAL RESEARCH VIDEO ESSAY CONTEST FOR STUDENTS

The AALAS Foundation plans to conduct a National Biomedical Research Video Essay contest for middle and high school age students.

### **2016 AALAS FOUNDATION FINANCIAL STATEMENT**

### **Current Assets**

Total Current Assets:	\$ 1,337,497
Other assets	\$ 15,870
Other investments, at cost	\$ 854,931
Investments, fair value	\$ 360,903
Pledges receivable, less current portion	\$ 14,800
Total Current Assets	\$ 90,993
Prepaid Expenses	\$ 6,069
Pledges receivable, current portion	\$ 18,700
Cash and cash equivalents	\$ 66,224

## **Liabilities and Net Assets**

Current Liabilities—due to related party	\$ 68,488
Due to related party	
Accounts Payable	\$ 1,300
Unearned income	\$ 500
Total current liabilities	\$ 70,288
Net Assets	
Unrestricted	
Available for operations	\$ 149,327
Board designated	\$ 15,010
Funds functioning as endowment-board designated	\$ 1,017,638
Temporarily restricted	\$ 85,234
Total Net Assets:	\$ 1,267,209
Total Liabilities and Net Assets:	\$ 1,337,497

#### **GIVING TO THE FOUNDATION**

Show your dedication to your profession by volunteering your time or making a donation to the AALAS Foundation. Here are some of the ways you can help advance laboratory animal science:

#### **VOLUNTEER YOUR TIME**

- Conduct a public outreach program in your community
- Serve on the Foundation Board of Directors
- · Participate in career day at your local school
- Share your passion with AREA Program students
- Serve on the National Meeting Committee, Branch Relations Committee, or Special Projects Committee
- Volunteer at Foundation activities at AALAS National Meetings

#### PARTICIPATE IN THE AALAS FOUNDATION AUCTION

• Donate an item or participate in the AALAS Foundation Silent and Live Auction

#### **MAKE A DONATION**

- Make a monetary donation
- Donate in honor or memorial of a loved one, co-worker, companion animal, or research animal
- · Make a planned gift of stock or life insurance
- Give through the United Way (reference #060730)
- Encourage your employer or branch to give to the AALAS Foundation
- Participate in employee matching programs
- Select AALAS Foundation as your charity of choice when shopping AmazonSmiles

www.amazonsmiles.com - https://smile.amazon.com/ch/36-2445901

## 2016 AALAS FOUNDATION CONTRIBUTORS | 2016 CORPORATE CONTRIBUTORS (1/1/2016-12/31/2016)

The AALAS Foundation wishes to thank these corporate contributors who have made possible many projects in education and public outreach that would otherwise have not been funded. We thank these contributors for sharing in our vision. This list includes Foundation auction donors.

#### Founder (\$20,000+)

AbbVie Charles River

#### Benefactor (\$10,000-\$19,999)

Abbott Laboratories ENVIGO Pfizer Inc

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Worldwide Primates

# National Meeting Appreciation Reception Sponsor

Charles River

## **Auctioneer Sponsor**

AbbVie

## 2016 BRANCH CONTRIBUTORS (1/1/2016-12/31/2016)

The AALAS Foundation wishes to thank the following branches for their contributions to the Foundation. These contributors have made possible many projects in education and public outreach that would otherwise have not been funded. This list includes Foundation auction donors. We thank these branches for sharing in our vision.

#### Platinum (\$500+)

National Capitol Area Branch AALAS Palms to Pines Branch AALAS Research Triangle Branch AALAS Southeastern Branch AALAS

### President (\$100)

Delaware Valley Branch AALAS Oregon Branch AALAS Chicago Branch AALAS Nebraska Branch AALAS Michigan Branch AALAS

#### New England Branch AALAS Appalachian Branch AALAS Arizona Branch AALAS

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#### Advocate (\$1-\$99)

Southern New England Branch AALAS Oklahoma Branch AALAS Metro New York Branch AALAS

# 2016 INDIVIDUAL CONTRIBUTORS (1/1/2016-12/31/2016)

The AALAS Foundation wishes to thank the following individuals for their contributions to the Foundation. These contributors have made possible many projects in education and public outreach that would otherwise have not been funded. This list includes Foundation auction donors. We thank these individuals for sharing in our vision.

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Calvin Carpenter

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