



FOUNDATION FOR
BIOMEDICAL
RESEARCH

Improving human and animal health
by promoting public understanding
and support for animal research

MAKING

ADVOCATES
NEWS
MEDICINE
EDUCATION
FUTURES
CONNECTIONS
HOPE

ANNUAL
REPORT
2024



MAKING

For over 40 years, the Foundation for Biomedical Research (FBR) has made medical discoveries possible by advancing public understanding of humane and essential animal research. Through education and advocacy, we illuminate the critical role of biomedical science in making lifesaving treatments a reality. From breakthrough therapies to cutting-edge medical innovations, FBR is committed to making strides toward a future where science saves lives.

ADVOCATES
NEWS
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HOPE

From the President and Board Chair



Dear Supporters and Friends,

In 2024, FBR focused on making an impact — and we did. Through education, advocacy and outreach, we are committed to a future that makes good on the promise of science.

With the launch of our **Making Medicine** campaign, we have educated millions about the critical role of biomedical research in developing new treatments. We have made connections and built bridges between researchers, educators and the public to ensure science remains at the heart of advancements. We have made headlines, sharing the stories of researchers, patients and animals behind lifesaving biomedical discoveries. We have made our mark on YouTube and social media with two short videos: one on the drug development process, and the other on nonhuman primates in research. Together with our supporters, we are making hope for treatments and cures possible for countless individuals and families.

FBR's work is about making a difference — for patients, for families and for the future of biomedicine. This report reflects the impact we have made in 2024 — and the foundation we are building to expand our public outreach about animal research in the future.

Thank you for participating in our mission. With your continued support, we will keep making a difference for people, for animals, for the common good.

Sincerely,

Matthew R. Bailey
President, Foundation for Biomedical Research

James S. Allan, MD, MBA
Chair, Board of Directors
Foundation for Biomedical Research

ANNUAL
REPORT
2024



MAKING CONNECTIONS

Educational Outreach

FBR connects with educators, researchers and the public to foster a deeper understanding of the role of animal research in medical advancements. Through conferences, events and direct outreach, we engage with audiences who shape the future of science — whether they are students exploring careers in biomedical research or professionals working on the next research breakthrough.

In 2024, FBR expanded its outreach by attending key scientific and educational conferences, presenting to diverse audiences and distributing vital resources such as our Making Medicine educational brochure. These efforts ensure that educators and the next generation of scientists have the knowledge they need to champion responsible research.

(top) FBR sent materials for the FENS Forum in Vienna. (middle left) An SfN attendee stops by FBR's exhibit booth. (bottom left) FBR & NABR President Matthew R. Bailey talks with community members at the AALAS National Meeting.

Trade Shows

Society for Neuroscience's Neuroscience 2024, October, Chicago

American Association for Laboratory Animal Science 75th National Meeting, November, Nashville, Tennessee

National Association of Biology Teachers' 2024 Professional Development Conference, November, Anaheim, California

*FBR distributed Making Medicine brochures as tote bag inserts at the National Science Teaching Association's New Orleans conference and Public Responsibility in Medicine and Research's annual conference in Seattle, both in November.



(left) Making Medicine brochures in the NABT 2024 conference gift bags. (right) Making Medicine brochures in the AALAS National Meeting Technician Fun Fair giveaway bags.

*FBR also participated in the Federation of European Neuroscience Societies Forum 2024 in Vienna in June by sponsoring and sending materials for the Global Consortium for Public Outreach on Animal Research's booth.

Presentation & Communication Workshops

District 8 AALAS Meeting, April, Seattle, Washington

National Primate Research Centers Spring Directors' Meeting, May, Washington, D.C.

National Academies Workshop on Topical Updates to the Guide for the Care and Use of Laboratory Animals, August, Washington, D.C.



Simian Collective Conference, September, Pittsburgh, Pennsylvania

American Association for Laboratory Animal Science 75th National Meeting, November, Nashville, Tennessee

Novartis Continuing Education Day, November, Basel, Switzerland

Scientists Center for Animal Welfare Annual Winter Conference, December, San Antonio, Texas

Combined Federal Campaign Events

- Department of Defense at the Pentagon, January
- Administration for Strategic Preparedness and Response, Department of Health and Human Services, Washington, D.C., October
- Naval Criminal Investigative Service at Marine Corps Base Quantico, November
- Department of Health and Human Services Virtual Holiday Bingo, December
- General Services Administration Public Buildings Service Virtual Charity Trivia, December

2024 Social Media & Online Presence



X

3,811 X followers,
20.4K impressions and
8% engagement rate



Meta

138,029 followers across
Facebook and Instagram,
149.4K views and 8.3K
content interactions



LinkedIn

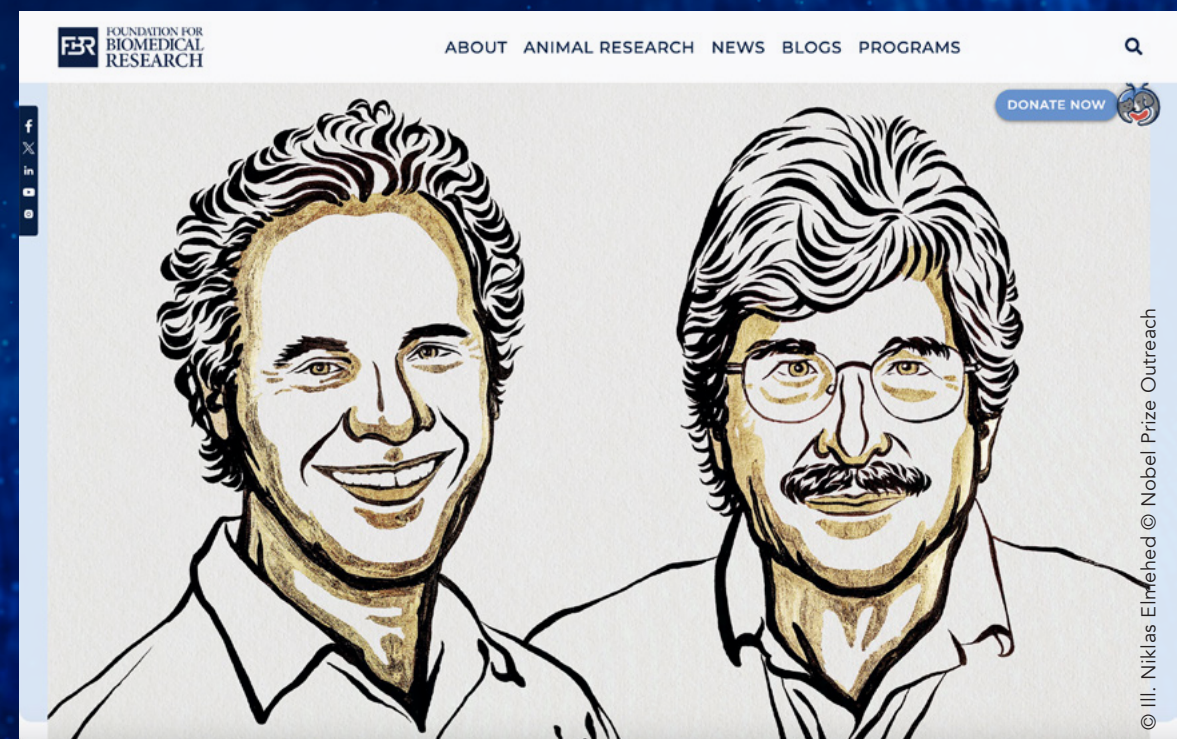
2,354 followers and
654K impressions

Social Media Matters

FBR's social media platforms continue to engage and inform diverse audiences about the importance of animal research in medical advancements. In 2024, we expanded our reach through a combination of organic content and strategic social media advertising. By investing in targeted campaigns, we are connecting with new audiences, driving conversations and increasing awareness of biomedical research. Through compelling visuals and educational posts, FBR strengthened its digital presence and amplified its message across multiple social platforms.



The Website



The Website: Keeping it Current

FBR's digital presence continues to grow. Our web platform serves as a hub for science-based information, engaging content and advocacy tools for biomedical research. FBR's website remains a trusted source of science-based information and a go-to destination for those looking to understand and support lifesaving research.

50
million

FBR’s media coverage reached an estimated 50 million readers online and in print in 2024.

MAKING NEWS

In the Headlines

In 2024, FBR amplified its media presence through a series of compelling op-eds, reaching influential audiences and ensuring that the importance of biomedical research remained part of the national conversation. With millions of readers engaging with our content, alongside strategic media outreach and expert commentary, FBR continues to shape public discourse, correct misinformation and highlight the essential role of animal research in developing lifesaving treatments.

- On the topic of long-tailed macaque monkeys in research and importation restrictions imperiling science: Sarasota Herald-Tribune op-ed, Washington Times op-ed, and expert quotes by FBR President Matthew R. Bailey in Fortune magazine and DVM 360.
- On dual-purpose cosmetics that also have a medical application: expert quotes by FBR on ABC News television affiliates in Ohio.
- On the limitations of alternatives to animal research: FBR cited by FOX television affiliates in South Carolina.

Prominent Placements



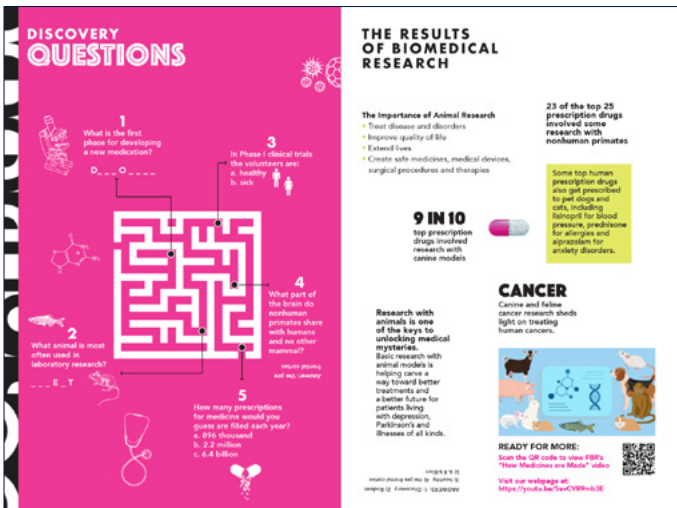
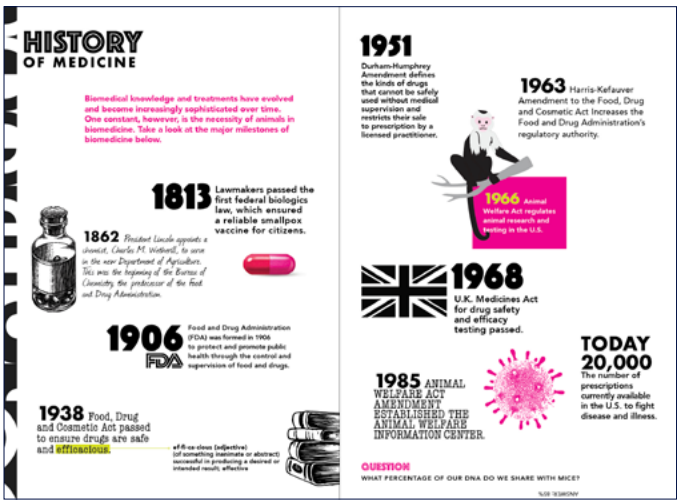
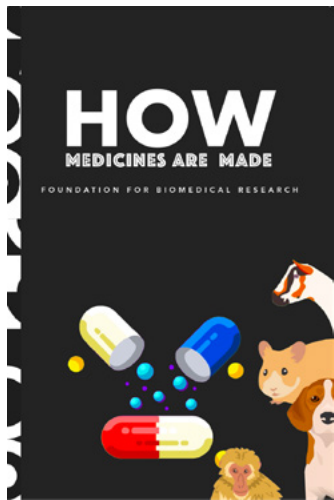
The Making Medicine Campaign – Educating the Public on Medical Breakthroughs

In 2024, FBR launched the Making Medicine campaign, a bold initiative to educate the public — especially students — about the process of drug development and the essential role of animal models. This campaign brings clarity to a complex topic, breaking down how medicines are made, the rigorous research required and the lifesaving discoveries made possible through biomedical science.

A centerpiece of the campaign is our educational brochure, designed to introduce young minds to the science behind new treatments and cures. With thousands of copies printed, the brochure has been widely distributed at major scientific research, laboratory animal medicine and science education conferences. Teachers across the country have also received copies, bringing this vital information into classrooms where future scientists and health care professionals are being inspired.

14
thousand

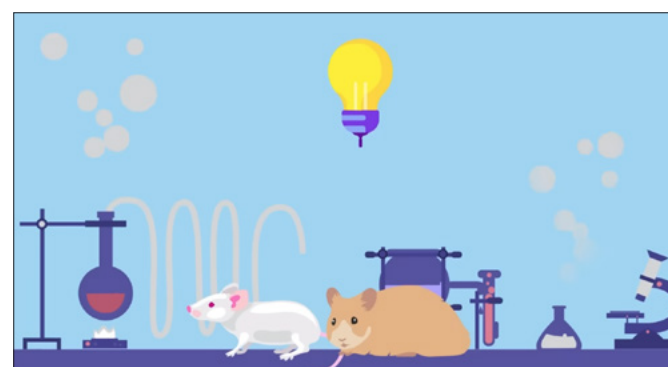
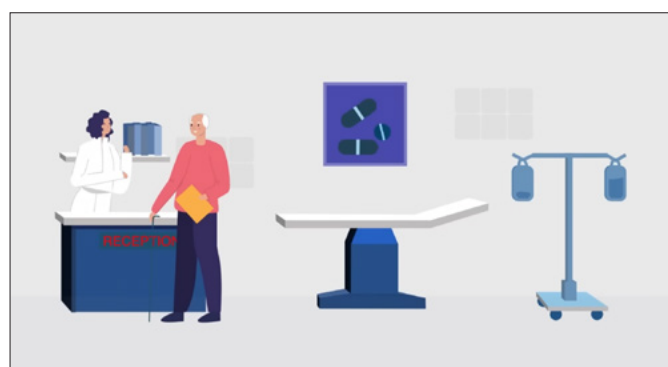
Making Medicine brochures distributed in 2024. Through this initiative, FBR is empowering the next generation with knowledge about biomedical research — fostering curiosity, dispelling myths and ensuring that scientific literacy continues to thrive.





How Medicines Are Made – A Must-Watch Video

FBR produced an engaging YouTube video titled “How Medicines Are Made.” This visually dynamic explainer walks viewers through the intricate steps of drug development — from initial discovery in the lab to rigorous preclinical testing, clinical trials and final FDA approval. This video has nearly 5 million views on YouTube.



5
million

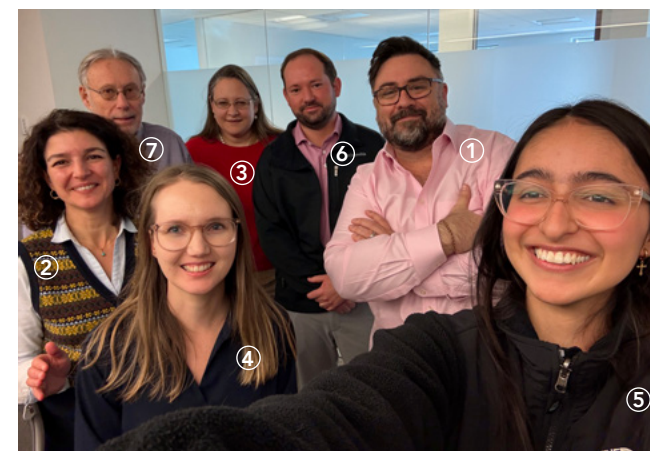
How Medicines
Are Made: 5 million
YouTube views

With clear, digestible storytelling, the video highlights the crucial role of animal models in ensuring the safety and effectiveness of new treatments. Many lifesaving therapies we rely on today — including vaccines, cancer treatments and advanced surgical techniques — were made possible through biomedical research with animals. This video serves as an accessible resource for students, educators and the general public, reinforcing why science-driven innovation matters for human and animal health alike.

By making complex scientific processes understandable and engaging, FBR continues to lead the way in public education about biomedical research with animal models.

Making an Impact

The Making Medicine campaign came to life in 2024 through in-person FBR staff engagement with scientists and educators at major national conferences. By bridging the gap between scientific discovery and public understanding, the Making Medicine campaign is not just informing the public — it is inspiring future innovators who will drive the next generation of medical breakthroughs.



At FBR, we are proud to share that 100% of our staff contribute to our mission through personal giving, demonstrating unwavering commitment to advancing public understanding and support for biomedical research.



Advocating for Biomedical Research: Partnering with NABR

The National Association for Biomedical Research (NABR) is the nation's leading advocacy organization dedicated to supporting sound public policy for humane and ethical animal research. NABR works to ensure that researchers have the necessary resources to advance medical science while upholding the highest standards of animal care.

As a sister organization to FBR, NABR focuses on legislative and regulatory issues, while FBR leads public education efforts to increase awareness and understanding of biomedical research. Together, NABR and FBR play complementary roles — NABR advocates for policies that protect scientific discovery, while FBR communicates the lifesaving benefits of this research to the public. By working in tandem, both organizations help safeguard the future of biomedical advancements that improve human and animal health.

The Team

1. Matthew R. Bailey, President: two decades with FBR and NABR

While Matt enjoys all aspects of his leadership role at FBR (except onerous paperwork), his favorite activity is unifying good people for a good mission. Rarely at a loss for words, he also loves explaining difficult concepts to non-technical audiences, even if long-winded at times. He firmly believes that research is the key to improved health for people and animals and that the research community needs as much support as FBR can provide. Matt lives in D.C. with his wife and two daughters who also love science and nature nearly as much as he does.

2. Nahla Al Bassam, Vice President, Operations: 17 years at FBR and NABR

Nahla is passionate about FBR and NABR's mission to advance biomedical research and enjoys supporting members and working with her dedicated colleagues. She's proud of successfully transitioning the organizations to Salesforce, streamlining operations and boosting efficiency. In her free time, she enjoys spending time with family and friends, hiking and watching cooking shows.

3. Eva Maciejewski, Senior Director of Communications: 6 years at FBR

Eva specializes in providing crisis communication advice to research institutions. In her free time, she enjoys relaxing with her boyfriend Charlie and her two cats, Willy-Velours and Leopold Butters Stotch. She's excited to see what accomplishments the future holds at FBR.

4. Leah Yonkovich, Senior Manager of Digital Communication: 5 years at FBR

Leah enjoys editing, writing and growing FBR's digital presence to over 1 million annual website views. She's proud of the Making Medicine campaign and contributing to the How Medicines Are Made educational resources. In her free time, she loves spending time outdoors with her 1-year-old son.

5. Ana Giraldo, Administrative Assistant: 6 months at NABR

Ana values the supportive environment at work, which has helped her grow in her role. In her free time, Ana enjoys watching horror series like “From” and spending time with her family's three dogs — Suki, Floki and Mushi.

6. Brandon Morton, Vice President of Government Affairs: 4 years at NABR

Brandon loves the daily challenges of working at NABR and collaborating with passionate colleagues to protect lifesaving biomedical research. In his free time, he enjoys golfing at the many courses around D.C., Maryland and Virginia and spending time with his Golden Retriever/Great Pyrenees mix Maisie.

7. Dr. B. Taylor Bennett, DVM, PhD, DACLAM, DACAW, Senior Scientific Advisor: On the NABR BOD from 1984-87 and 2000-2004 and chair from 2002-2004

Taylor helps organize the NABR webinars to provide valuable support to those doing incredible research with animal models. He enjoys gardening, cycling, attending grandkids' events and spending time with his soon-to-be 18-year-old Westie named Dandy.

8. Barbara (Bar) Rich, Consultant: Was on NABR staff for 17 years, serving as Executive Vice President

After working at three medical schools, Bar was happy for the opportunity to help NABR build a broad coalition of health professional and scientific organizations dedicated to responsible animal research. Her most critical contribution was work on the 1985 Animal Welfare Act amendments and approval of subsequent federal regulations. Bar was President of the D.C. American Legion Auxiliary for 6 years and remains an officer of the American Legion Post on Capitol Hill.

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FBR Board Member
David Korn

In Memoriam: Honoring the Legacy of Dr. David Korn

FBR continues to honor the life and legacy of David Korn, MD (1933–2024). A distinguished scientist and visionary leader, Dr. Korn served on FBR’s board of directors from 2014 to 2019 and on the board of advisors from 2020 until his passing.

His career was defined by his unwavering commitment to advancing medical science, including gender and racial equality in science education and the scientific professions. As a professor of pathology and the inaugural vice provost for research at Harvard University, Dr. Korn championed innovation and integrity in research. His leadership extended to the Association of American Medical Colleges (AAMC), where he served as chief scientific officer and senior vice president for biomedical and health sciences research, and Stanford University School of Medicine, where he served as dean.

Dr. Korn’s professional accomplishments also include being a member of the National Academy of Medicine, a fellow of the American Association for the Advancement of Science, a founder of the California Transplant Network, the chair of President Reagan’s National Cancer Advisory Board and a member of President Clinton’s Council of Advisors on Science and Technology.

Dr. Korn’s legacy of steadfast advocacy for science and for the researchers who are responsible for scientific discovery continues to inspire our work at FBR. We remain deeply grateful for his lasting impact on our mission.

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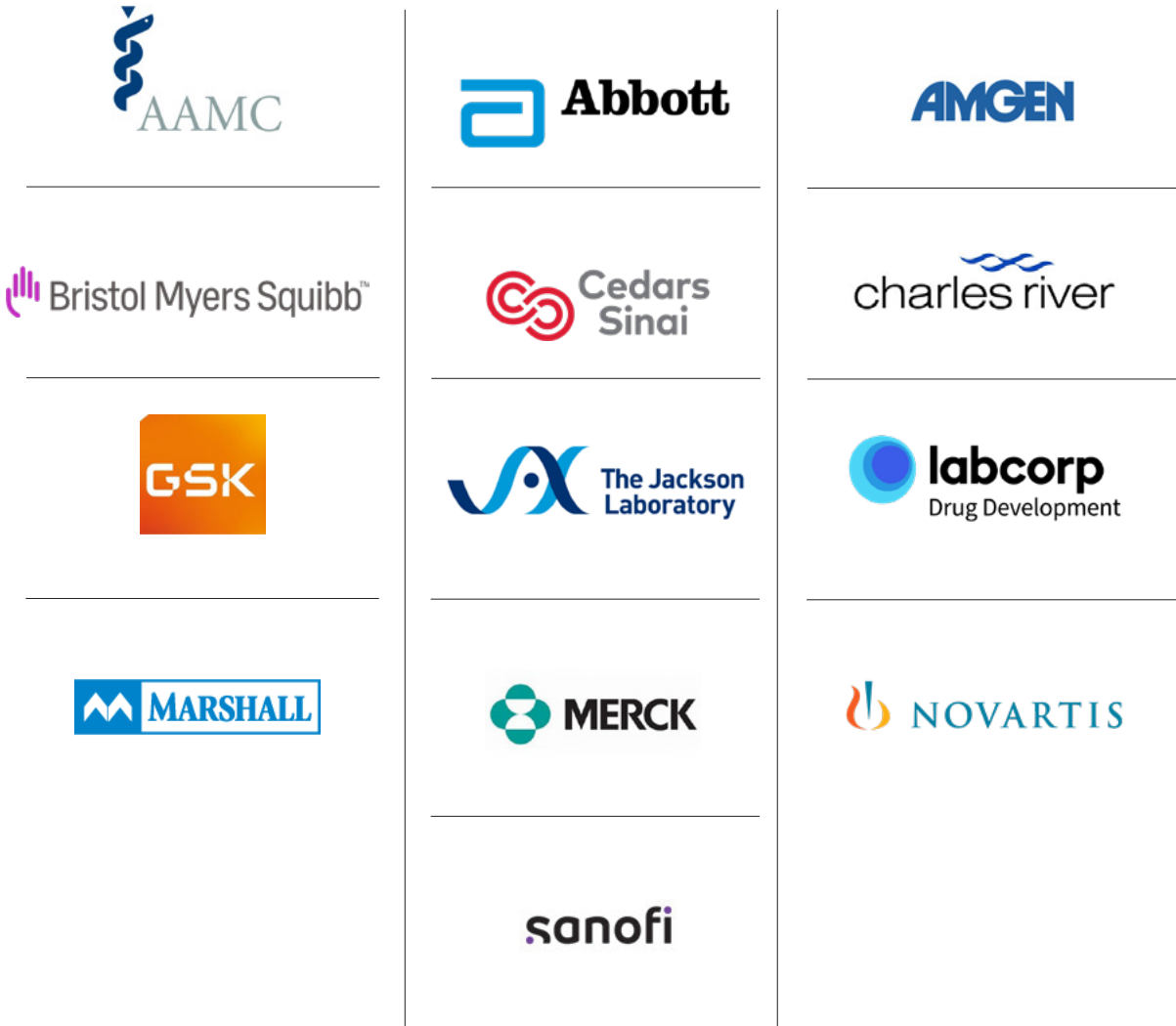
Benefactors **{\$50,000 to \$100,000}**

Thank you to our Benefactors for supporting the production of FBR’s educational materials, FBR’s public education campaigns and media outreach, and FBR’s participation in trade shows and national conferences.



Champions **{\$10,000 to \$49,999.99}**

Thank you to our Champion level sponsors for supporting the production of FBR’s educational materials and FBR’s digital campaigns.



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 CHARTER Program for Lab Animal Welfare			
			

Sponsors { \$500 to \$999.99 }

	
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Partners { \$250 to \$499.99 }



Friends { less than \$100 }



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“Long-tailed
macaques are
more important
than you think
for medical
treatments”
570,000
views



The Critical Role of Long-Tailed
Macaques in Biomedical Research

In 2024, FBR released an important educational video highlighting the essential role of long-tailed macaques (LTMs) in biomedical research. These primates are invaluable to scientific discovery, contributing to advancements in neuroscience, infectious disease research, vaccine development and drug safety testing. As one of the closest genetic relatives to humans, LTMs provide researchers with critical insights that cannot be obtained through other models. Their role continues to be indispensable in Alzheimer’s disease research, in the development of more advanced treatments for HIV and to stymie emerging global health threats.

Despite their scientific importance, LTMs face increasing challenges, including global supply shortages and regulatory hurdles that threaten the future of lifesaving research. FBR’s video sheds light on these issues, emphasizing why protecting access to LTMs is crucial for medical innovation. Through education and advocacy, FBR is committed to ensuring that biomedical research can continue to deliver breakthroughs that improve and save lives.

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“Thank you for your efforts to educate the public on drug discovery and the importance of animal, especially NHP, studies.”
– Robert

On behalf of The Lundquist Institute IACUC, thank you for all you do to improve human and animal health.
– A Lundquist Institute IACUC member

I am such a supporter, and teaching kids in the classroom is so important.”
– Corinna

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“Thanks for all you and your team do for animal research.”
– Eric

Wonderful and indispensable work. Congratulations FBR.”
– Katalin

THANK YOU to our monthly donors Dr. Laurie Goodchild, Robert Gump Jr., Dr. Melween Martinez, Dr. Steven Shipley, Dr. Janet Stemwedel and Dr. Tracy Vemulapalli who give each month!

In Honor Donations

- Matthew Bailey in honor of the amazing FBR staff
- Suzanne Black in honor of William E. Zagotta: “Animal research is vital to the development of medicines, including the shot you receive to keep MDS at bay.”
- Dobbin Callahan in honor of Dr. Elizabeth Clemmons, DCLAM
- Ira Kasdan in honor of Matthew Bailey
- Dr. Jeffrey Roberts in honor of Nicolas Lerche

FBR Real Pet Stories Update™

In 2024, the FBR Real Pet Stories™ series continued to showcase the powerful connection between animal research and the pets we love. This year, we featured three incredible companions: **Chicken Little**, a retired research hero who helped scientists understand how drugs are absorbed, distributed, metabolized and excreted; **Max**, a sharp and inquisitive Standard Schnauzer contributing to the Dog Aging Project; and **Emmy**, a beloved cat whose long life was extended by groundbreaking treatments for hyperthyroidism. These stories highlight the real-world impact of biomedical research, reminding us that the science behind medical breakthroughs benefits both humans and animals alike.



Chicken Little



Max



Emmy

Looking Ahead to 2025: Expanding Our Impact

As we move into 2025, FBR remains committed to advancing public understanding of biomedical research through education, outreach and advocacy. Building on the success of our initiatives in 2024, we are excited to launch new programs and expand existing campaigns to reach even more audiences.

One of our key programs launching in 2025 is the **Ardelis Health Project**, a new extensive market research initiative dedicated to bridging the gap between biomedical research and public health awareness. This project includes comprehensive social media landscape analysis, qualitative market research and quantitative opinion surveys to better understand public perceptions of biomedical science. By identifying trends, knowledge gaps and misconceptions, these findings will help shape effective messaging strategies and public engagement efforts. Through data-driven insights and expert interviews, this initiative will highlight the impact of animal-based research on medical advancements.

In addition, we are enhancing our **Making Medicine** campaign by introducing a series of educational **worksheets** designed for students and educators. These resources will complement our popular brochure and video, offering learning opportunities that reinforce key concepts about the drug development process and the role of animal models in medical breakthroughs.

With these initiatives and more on the horizon, 2025 promises to be a year of growth and impact for FBR. Please donate to FBR today to help strengthen public support for lifesaving animal research.



For people, for
animals, for the
common good

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