

# 2010



AMERICAN ANTI-VIVISECTION SOCIETY 2010 ANNUAL REPORT



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## ADVOCACY

In fulfilling our mission to end animal use in science, AAVS conducts multiple, ongoing campaigns exposing specific problems with animal research and proposing policy solutions. Two of the more prominent issues focused upon in 2010 were the sale of former pets to research and genetic engineering of animals.



### Pound Seizure

In 2010, AAVS made progress towards ending the tragedy of cats and dogs trapped in the pipeline to research. AAVS provided winning documentation to assist local activists and officials with legislation that ended an era of mandatory pound seizure in Utah. Since then, municipal shelters have been able to focus on their mission to save, not sell, animals.

AAVS supported Michigan efforts to pass legislation that would prohibit pound seizure by the state's three U.S. Department of Agriculture (USDA) licensed Class B dealers, which collect and sell animals from random sources such as pounds and shelters. Amended legislation passed the Michigan House of Representatives but failed to pass the Senate. AAVS will work to pass similar legislation in 2011.

In June, AAVS presented 2,000 petitions signed by members to the Chair of the House Agriculture Committee urging him to advance the Pet Safety and Protection Act—federal legislation intended to ban random source Class B dealers. In addition, AAVS sustained pressure on USDA to use its authority to permanently revoke the license of R&R Research, a notorious Class B dealer. USDA confirmed that R&R Research is currently under investigation.

### GE Animals

AAVS continued to lead efforts to expose the harm caused to animals from cloning and genetic engineering. We worked diligently to

prevent companies from profiting from these experimental technologies that the majority of Americans oppose. Last August, the FDA announced plans to approve genetically engineered (GE) salmon for human consumption. These salmon are manipulated to grow twice as fast as normal and are intended for use on factory fish farms. AAVS analyzed scientific data and found that GE salmon are less healthy, more likely to be deformed, and may be more susceptible to disease than conventional fish. Furthermore, large numbers of GE fish are culled due to health problems.

Moreover, AAVS challenged the FDA's approval process, narrowly defined to exclude consideration of animal suffering. With genetically engineered pigs and cows next on FDA's list, AAVS, working with Farm Sanctuary, rallied over a dozen animal protection organizations, representing millions of people, to sign a statement of protest.

AAVS also partnered with environmental and consumer groups to support federal and state legislation that would prevent the FDA from approving the GE salmon, or at least require that GE fish be clearly labeled if approved. This would effectively alert consumers, who, according to market research, would avoid eating the fish. Despite intense pressure from industry to approve the GE salmon, our efforts have been successful in delaying a decision by the FDA and requiring that the agency complete a full environmental impact statement before proceeding.

## Outreach

AAVS ensures that members are equipped with the most comprehensive and reliable information to advocate against the use of animals in research, product testing, and education and to promote non-animal alternatives.

## Looking Good

Both the *AV Magazine* and *Activate for Animals* newsletter were redesigned in 2010 to make these publications more attractive and readable. A unique resource, the *AV Magazine* provides thoughtful and informed perspectives on highlighted topics of interest to members. In 2010, a special report on sanctuaries with articles by respected experts was included

in the final issue. *Activate for Animals* follows AAVS's campaigns and programs and presents members with opportunities to take timely and direct actions on behalf of animals.

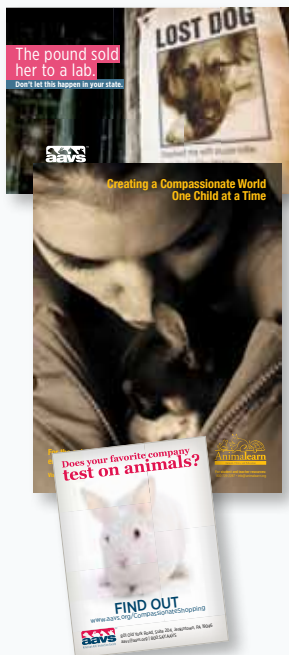
## Instant Access Online

AAVS.org represents an immense information source dedicated to our mission, programs, campaigns, and history. Users can easily access key resources, shop for merchandise, take action, and make donations. *Activate for Animals, online*, our monthly e-newsletter, further informs and motivates members to action with direct links to electronic correspondence, including letters, petitions, and pledges. Sign up at [www.aavs.org](http://www.aavs.org).

## Spreading the Message

To increase public awareness about our mission and work, AAVS:

- ① Advertises in targeted publications, including: *E Magazine*, *Vegetarian Times*, *Mother Jones*, and *The Bark*.
- ② Participates in a variety of conferences: science, law, animal advocacy, legislative, educational, and beauty expos; AAVS staff also speak and conduct interactive sessions at these events.
- ③ Provides quality materials to grassroots activists for distribution at events and fundraisers.



TO LEARN MORE  
[www.aavs.org](http://www.aavs.org)



# ANIMALEARN

**AAVS's education department, Animalearn, provides information and consulting expertise to students, parents, and educators at all grade levels. Throughout the year, Animalearn travels frequently to schools, conferences, and other events to teach the benefits of humane science education and promote the use of non-animal teaching alternatives.**



The Altay Frog Model is among the hundreds of Science Bank dissection alternatives

## The Science Bank

Animalearn maintains the country's largest free loan program of humane alternatives for science education courses from kindergarten through college. In 2010, Animalearn added new models and software programs to The Science Bank, including a chick hatching model, spay and neuter mannikins, plastinated dog and cat specimens, and a simulated frog dissection kit. Thanks to increased exposure, inquiries increased 50 percent in 2010.

Animalearn produced a video, featuring Sara Busch, DVM, who gives a guided tour of the many veterinary alternatives in The Science Bank. The video, featured on Animalearn's website ([www.animalearn.org](http://www.animalearn.org)) is a valuable resource for students and educators interested in excellent tools for humane veterinary education.

## Animalearn Goes International

In August 2010, Education Director Laura Ducceschi traveled to South Korea to participate in the Korean Association for Laboratory Animal Science's International Symposium. She spoke about trends in the use of alternatives and conducted a workshop showcasing Science Bank product. Laura also made a presentation to the dean and professors of the Konkuk University School of Veterinary Medicine. Konkuk is home to the Institute for the 3Rs (reduce, refine, replace), which received a grant from ARDF last year for development of a web-based alternatives platform modeled on The Science Bank.

Animalearn also helped teachers and students in Tanzania, Africa with a donation of humane dissection alternatives. Through the Tanzania Animal Welfare Society's (TAWESO) Animal Replacement Project, Animalearn sent a variety of virtual science lab experiments and dissection software valued at \$10,000 to replace the harmful use of animals such as; cats, pigs, frogs, and rats in schools, colleges, and universities. The Animal Replacement Project enriches students' education, saves animals' lives, and addresses the health and environmental concerns of using chemicals like chloroform for dissection exercises.

## Partnerships

In 2010, Animalearn joined the Humane Literacy Initiative, a working group of nine animal protection organizations. This coalition's goal is to expand the role of humane education in schools across the United States. Animalearn provides its expertise on humane science education to this coalition, and has been a top recruiter of teachers in the course of our regular outreach to the educational community.

Animalearn also teamed up with AAVS's affiliate, the Alternatives Research & Development Foundation (ARDF) to introduce the Alternatives in Education grant program. With our informed expertise, Animalearn was able to direct ARDF's grants to three innovative educators. (see page 23)

Animalearn's reputation for informed advocacy and service to the educational community has grown rapidly in 2010, building a nationwide network to achieve humane science education.

## Progress at Michigan State University

Another milestone, thanks in part to Animalearn's influence: The College of Veterinary Medicine at Michigan State University dropped terminal surgery labs in the fall of 2010. Ending these labs and replacing them with more humane teaching methods allows MSU to join 28 other veterinary medical schools in the United States that no longer include terminal surgeries in their required curriculum. Instead, the school will use sophisticated models, animal cadavers, and an increased number of spay and neuter operations, which benefit animals at shelters.



## Humane Student and Humane Educator of the Year

Animalearn's 2010 Humane Student honoree was Mitch Goldsmith, President of Students Promoting Animal Rights (SPAR) at Michigan State University. SPAR led a campus-wide effort to end the MSU College of Veterinary Medicine's terminal surgical training labs mentioned above. Sparked by Animalearn's 2009 "Dying to Learn" report, Mitch engaged in dialogue with students, faculty, and administrators, arranging for Animalearn to make a presentation on campus about the report and alternatives. The Award recognizes Mitch's perseverance and advocacy, which helped achieve victory for the animals.

The 2010 Humane Educator honoree was Julie Shaeffer, a biology teacher at Boulder High School in Colorado. Julie demonstrated faithfulness to her ideals and persistence in her efforts to incorporate non-animal dissection alternatives and cruelty-free science into

**I was amazed that you provided free brochures and shipped on short notice. My professor commented that my presentation was by far the best this semester, and said she had never before considered the connections between drug testing on animals and the side effects on humans. Thanks to Animalearn, my compelling argument earned an A!**

Suzanne Evans

her classroom, despite facing opposition from school administrators and fellow faculty. Additionally, she developed a specialized biology curriculum that integrates alternatives borrowed from The Science Bank.



Animalearn's Nicole Green (L) and Laura Ducceschi (R) with Humane Educator of the Year Julie Shaeffer and Humane Student of the Year Mitch Goldsmith

TO LEARN MORE

[www.animalearn.org](http://www.animalearn.org)



## LEAPING BUNNY

**AAVS served its fourth year as Chair of the Coalition for Consumer Information on Cosmetics (CCIC) in 2010. In this leadership role, AAVS serves as headquarters for the coalition, coordinates planning, and, most importantly, manages and promotes the highly regarded Leaping Bunny Program, which certifies cruelty-free cosmetic, personal care, and household products.**

AAVS is responsible for the certification process, ensuring that companies understand and meet the Leaping Bunny standard. That means they guarantee that their ingredients, formulations, and finished products are free from any new animal testing. Additionally, companies are required to recommit to the standard on an annual basis and agree to be subject to a review process if needed. In 2010, AAVS worked with an independent professional auditor who completed multiple corporate audits to ensure continued compliance. It is this important step that allows consumers to trust that the companies listed in our *Compassionate Shopping Guide* are truly cruelty-free.

### Marketing The Bunny

AAVS made consumer outreach a priority last year to help grow awareness of the Leaping Bunny Program and provide certified companies with new opportunities to reach compassionate consumers.

Over 235,000 *Compassionate Shopping Guides* were distributed in 2010; the pocket-sized guides make it easy to identify cruelty-free products while shopping. Given the success of the iPhone app launched in 2009, the *Compassionate Shopping Guide* was configured as an Android application last year, enabling another group of consumers to have ready mobile access.

To generate interest and provide another channel for company marketing, AAVS began posting regular updates to the Leaping Bunny Facebook page in 2010; consequently, the fan base grew at an amazing 300% rate. In another online appeal, a special section was added

to the Leaping Bunny website to advertise discounts and special promotions offered by cruelty-free companies. These deals were also sent via attractive e-mail newsletters to Leaping Bunny-loyal consumers who requested the *Compassionate Shopping Guide* or signed the Cruelty-Free Pledge.

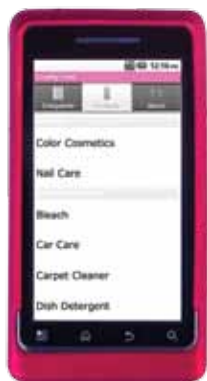
Throughout last year, AAVS staff corresponded with over 250 companies that expressed interest in joining the Leaping Bunny Program, helping many of those companies to achieve certification status. At Natural Products Expos in California and Massachusetts, we spoke with over 150 prospective companies about joining the program, and also had the opportunity to personally thank 40 Leaping Bunny-certified companies and discuss new marketing opportunities. Retail display kits were provided to 14 businesses, giving storeowners a simple means of dispensing *Guides*. AAVS also continued our presence at the Taking Action for Animals conference in Washington, DC, where information and product samples were available to over 1,000 attendees.

### Media Loves the Bunny

AAVS's Leaping Bunny staff responded to numerous media requests in 2010, providing information and resources to reporters who tackled the topic of how to be an ethical consumer. With the rise of "green products," there is a renewed interest in consumer power and Leaping Bunny receives high marks. In outlets ranging from radio to blogs to national magazines and rating associations, Leaping Bunny has received recognition for setting the cruelty-free standard.

HAVE A SMART PHONE?

Scan below to get the Cruelty-Free app.



ANDROID APP



IPHONE APP



Leaping Bunny advertisements are placed in prominent national magazines like *E-Magazine* and *Ms. Magazine*

## A sampling from among the 47 companies certified by Leaping Bunny in 2010:

### GIOVANNI COSMETICS

[www.giovannicosmetics.com](http://www.giovannicosmetics.com)

Family-owned Giovanni Cosmetics uses formulas that incorporate vitamins, herbs, minerals, proteins, nutrients and pure essential oils to create an exceptional line of hair and body care products.

### MARTHA STEWART CLEAN

[www.marthastewartclean.com](http://www.marthastewartclean.com)

Cleaning products as effective as time-honored homemade solutions, but safer for families and the environment.

### NATURALS BY SAFETY 1ST

[www.safety1st.com](http://www.safety1st.com)

A leader in the production of baby safety products, Safety 1st extends its principles to baby care, offering natural products free of harmful chemicals and safe for baby's delicate skin.

### PRITI NYC

[www.pritinyc.com](http://www.pritinyc.com)

Priti NYC offers a line of organic and vegan premium nail polishes, formulated without harmful chemicals.

### ORGANIC INDULGENCE

[www.myorganicindulgence.com](http://www.myorganicindulgence.com)

Organic Indulgence's USDA-certified formulations are created using carefully selected organic ingredients, infused with an exclusive antioxidant berry complex for skin detoxification and protection.

### DEEP STEEP

[www.deepsteep.com](http://www.deepsteep.com)

Deep Steep is dedicated to producing all natural luxury bath & body care products that benefit both the consumer and the planet.

TO LEARN MORE  
[www.LeapingBunny.org](http://www.LeapingBunny.org)





Elvis has left the laboratory...  
and now lives happily at Mindy's  
Memory Primate Sanctuary

## SANCTUARY FUND

**F**unded in large part with contributions to the Tina Nelson Sanctuary Fund, AAVS supports sanctuaries that provide care for animals who have been released from research laboratories or rescued from other tragic situations. AAVS carefully screens all applicants to ensure that they adhere to the highest standards of care for the animals.

In the wake of last year's gulf coast oil spill disaster, AAVS members generously made special donations to benefit Tri-State Bird Rescue and Research in Newark, DE. Tri-State is one of only two organizations in the country certified to manage a major oil spill response. Their expertise was greatly needed during that crisis and AAVS was happy to recognize Tri-State's efforts.

When a research laboratory in New Jersey

shut down last July, the owner gave permission for 55 java macaque monkeys to be placed in sanctuaries rather than be sold to another lab. Among the sanctuaries that welcomed these macaques was Mindy's Memory Primate Sanctuary. AAVS and its members quickly stepped up with a special grant to fulfill the needs of the new residents at Mindy's Memory, ensuring that these former victims of laboratory abuse will be able to enjoy safe, healthy, and peaceful retirements.

AAVS's sanctuary grants are made possible by the generosity of members like you; 100% of your donations to our Sanctuary Fund will be directly applied to a grant, and we and the animals are most grateful.

### **Mindy's Memory Primate Sanctuary**

Oklahoma

[www.mindysmem.org](http://www.mindysmem.org)

### **Ryerss Farm for Aged Equines**

Pennsylvania

[www.ryerss.org](http://www.ryerss.org)

### **Jungle Friends Primate Sanctuary**

Florida

[www.junglefriends.org](http://www.junglefriends.org)

### **Chimpanzee Sanctuary Northwest**

Washington

[www.chimpsanctuarynw.org](http://www.chimpsanctuarynw.org)

### **American Sanctuary Association**

Nevada

[www.asaanimalsanctuaries.org](http://www.asaanimalsanctuaries.org)

### **Global Federation of Animal Sanctuaries**

Washington, DC

[www.sanctuaryfederation.org](http://www.sanctuaryfederation.org)

### **Tri-State Bird Rescue and Research**

Delaware

[www.tristatebird.org](http://www.tristatebird.org)

**“There is no greater gift that AAVS could have given Chimpanzee Sanctuary Northwest than the opportunity to help Foxy and her chimpanzee friends become the people they never knew they could be, whether thoughtful leaders or silly goofballs. We are grateful to AAVS for helping us transform the lives of the Cle Elum Seven.”** Sarah Baeckler, Executive Director



# ALTERNATIVES RESEARCH & DEVELOPMENT FOUNDATION

**A**n affiliate of AAVS, the Alternatives Research & Development Foundation (ARDF), was established to fund and promote the development, validation, and adoption of non-animal methods in biomedical research, product testing, and education.

In 2010, ARDF again worked with the Institute for In Vitro Sciences to coordinate the evaluation of applications to the Alternatives Research Grant Program. In addition, ARDF partnered with Animalearn to institute the Alternatives in Education grant program. With valuable input from these two, ARDF awarded grants to the following:

## **Luca Cucullo, Ph.D.**

Cleveland Clinic, Cleveland OH  
A New Dynamic In Vitro Model of the Human Brain Vascular Network

## **Melissa Herbst-Kravoletz, Ph.D.**

Arizona State University, Tempe AZ  
Human 3-Dimensional Vaginal Model for In Vitro Analyses of Resilience and Homeostasis to Microbicides

## **C. Anthony Hunt, Ph.D.**

University of California San Francisco  
Development of Virtual Rat Liver for Pharmacological and Toxicological Investigations

## **Haojie Mao, Ph.D.**

Wayne State University, Detroit MI  
Development of a 3-Dimensional Computer Mouse Brain for Minimizing the Use of Mice

## **Stuart K. Williams, Ph.D.**

University of Louisville, Louisville, KY  
Medical Device Testing in Human Blood Vessel Mimics



## **Dr. Daniel D. Smeak**

Veterinary Clinical Sciences,  
Colorado State University  
Core Surgical Skills Module Production

## **Dr. Mary Rose Paradis**

Clinical Sciences, Cummings School of  
Veterinary Medicine, Tufts University  
Equusimulator Project

## **Gwi Hyang Lee, Ph.D. & Dr. Jin Soo Han**

Laboratory Animal Medicine, Institute for the  
3Rs, College of Veterinary Medicine, Konkuk  
University (South Korea)  
Development of the 3Rs platform website  
in Korea for exchanging knowledge and  
sharing examples of best practice to replace  
laboratory animal use in education

ARDF also co-sponsored a number of projects and meetings, including the Human Toxicology Project Consortium Symposium. In October, ARDF presented the William and Eleanor Cave Award, which carries a cash prize of \$5,000, to *ATLA*, Alternatives To Laboratory Animals, a pioneering peer-reviewed science journal that specializes in methods promoting the Three Rs.

TO LEARN MORE

[www.ardf-online.org](http://www.ardf-online.org)



Alternatives Research & Development  
FOUNDATION

## PEOPLE WORKING TOGETHER

In 2010, AAVS's commitment to our mission and to our members ensured effectiveness in spite of a challenging economy. AAVS enjoys a seamless flow between board, staff, and members. Even though our work is often conducted on a national and even international stage, we are a close-knit community united for a common purpose. We pool our resources and persevere, knowing that sustained, informed advocacy is the path to helping animals.



Board members Margaret Dawson and Joseph Ludwig at an AAVS board meeting.

### Board of Managers

Our Board meets every other month. The board receives a full accounting of activities and finances; approves plans and budgets; monitors performance, and weighs in freely. Most of our board members, bringing unique perspectives and valuable talents, have served for many years. All board members are Life members of AAVS and we owe them a debt of thanks for their service and dedication.

**PRESIDENT**  
Sue A. Leary

**VICE PRESIDENT**  
Joseph Ludwig

**SECRETARY**  
Jeanne K. Bray

**TREASURER**  
Aaron McIntyre

**MEMBERS**  
Douglas R. Barr, Sr.  
Denise Cowie  
Margaret Dawson  
Richard I. Torpey, Esq.  
James A. Clark, Lifetime Emeritus

### AAVS Staff

An international visitor to the AAVS office observed that "there's a 'really good feeling here'" among the staff, whose interactions are professional but also personal and friendly. AAVS's efficiency and productivity are due to the hard work of this dedicated, creative group and to a working environment that is stable and supportive of them. Every job is oriented to our mission, and teamwork is not a cliché, but a daily work ethic. Salaries and benefits are modest but structured to recognize the staff's experience and talents. The average full time staff salary is: \$42,948.

Sue A. Leary  
President

Jeanne Borden  
Administrative Assistant

Chris Derer  
Director of Development

Laura Ducceschi  
Director of Education

Nicole Green  
Associate Director of Education

Vicki Katrinak  
Policy Analyst

Nina Mak  
Research Analyst

Caitlin McGrother  
Membership Assistant

Crystal Miller-Spiegel  
Policy Analyst

Kim Paschen  
Marketing Manager, Leaping Bunny

Nicole Perry  
Outreach Coordinator

Crystal Schaeffer  
Outreach Director

Austin Schlack  
Graphic Design & Website Coordinator

Julie Sinnamon  
Office Manager

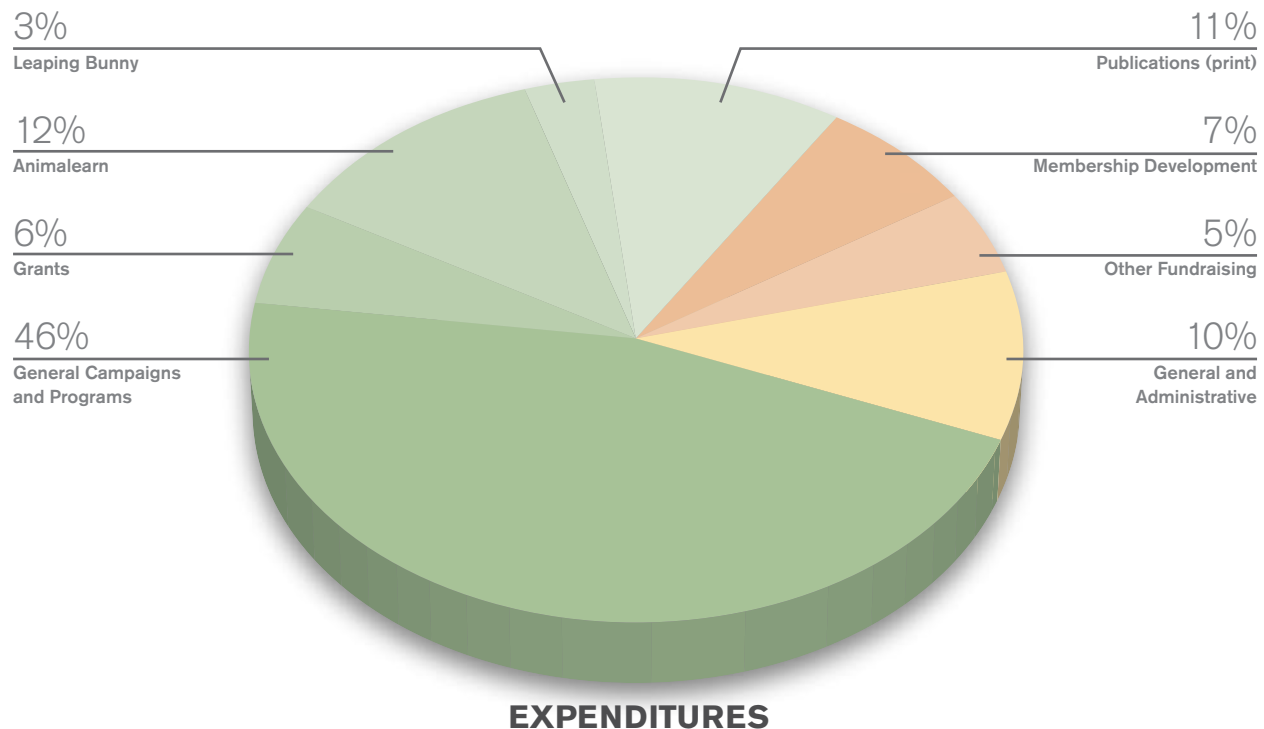
#### Partnerships

AAVS collaborates with like-minded organizations to maximize the effectiveness of our campaigns to help animals. In 2009, we participated in and financially contributed to several programs that advance our mission: Coalition for Consumer Information on Cosmetics, Animals & Society Institute Fellowship Program, National Council for Animal Protection, International Association Against Painful Experiments on Animals, Taking Action for Animals, and the Humane Education Coalition.

#### Members

Members are the heart of AAVS! AAVS benefits tremendously from our members, who are focused on our mission and ready to take action. Every day, our office buzzes with member calls and letters—requests for information and offers to help. Thanks to member support, sound management, and strategic policies, AAVS has been able to transcend the difficult economy and sustain focused activities. We are people working together for animals.

# FINANCES



## Selected Financial Data as of and for the Year Ended: December 31, 2010

(all amounts in thousands of dollars)

### FINANCIAL POSITION AS OF DECEMBER 31, 2010

Cash and Cash Equivalents	\$ 413
Receivable from Estates and Trusts	275
Long-term Investments at Fair Value*	17,503
Beneficial Interest in Charitable Trusts	420
Beneficial Interest in Perpetual Trusts	1,292
Other Assets	84
<b>Total Assets</b>	<b>19,987</b>
Accrued Expenses	\$ 52
Deferred Membership Dues Revenue	113
Capital Leases	13
Other	55
Total Liabilities	233
Net Assets	19,754
<b>Total Liabilities and Net Assets</b>	<b>19,987</b>

### CHANGES IN NET ASSETS FOR THE YEAR ENDED DECEMBER 31, 2010

<b>Net Assets as of 01-01-10</b>	<b>\$ 18,313</b>
Membership Dues	221
Contributions and Bequests	763
Investment Income	591
Net Gains on Long-Term Investments	1,264
Gains on Interest in Charitable Trusts	217
Other	41
Total Increases	3,097
Program Expenses (78%)	1,297
General and Administrative (10%)	163
Fundraising (12%)	196
Total Decreases	1,656
<b>Net Assets as of 12-31-10</b>	<b>19,754</b>

\* AAVS does not invest in companies engaged in animal experimentation or other companies contrary to our mission. Audited financial statements and our Form 990 filed with the IRS are available upon request.

## AAVS'S MISSION

Founded in 1883, the American Anti-Vivisection Society's (AAVS) mission is to unequivocally oppose and work to end experimentation on animals and to oppose all other forms of cruelty to animals. AAVS is a nonprofit education organization using legal, effective advocacy to achieve meaningful, lasting change.



When sending donations or making a bequest, please use our full name, The American Anti-Vivisection Society, tax ID: 23-0341990.



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Jenkintown, PA 19046

[www.aavs.org](http://www.aavs.org) | 800-SAY-AAVS | [aavs@aavs.org](mailto:aavs@aavs.org)