

Meeting 7  
7/6/04

We didn't have a large turnout at meeting 7, but we still got a lot accomplished. To start, some good questions were asked about the recent list I sent out. I will provide the revised list at the end, but here are the answers to her questions listed below.

Topic I

Why do you want to know about/collect animal rights literature?

4 reasons I could think of:

- to sift through the biased/punchy literature and sort out the suggestions that should be
- examined further: I think some animal rights information seems to go extra efforts to point out innovative alternatives the second they hit the market-it is up to researchers to investigate the reported efficiency and innovation.
- to increase communication, improve animal welfare (some are open to communication while challenging the research world to justify their methods), and thereby create a better reputation for the research facility
- to provide a balanced report to the public. Since the research community rarely educates the public about its practices, the public is left with an unbalanced view of how things really occur. It is important for Primates Inc to provide accurate research approaches and issues to the public (this will contribute to our public education aspect for funding!). If we know about the animal rights literature, then we can provide the more accurate representation to the counter arguments to answer difficult and controversial questions effectively and efficiently when put on the spot!

Why did you want to research the number of animals used in terminal studies?

- to help define the need for retirement of monkeys. We would subtract out the number of terminal animals from the number of total animals, because needless to say, those animals are not getting retired!

Topic II

GayeLyn provided an update on her quest to find the research arguments that oppose the animal rights arguments. 2 websites indicative of each side are:

Animal Research: <http://www.fbresearch.org/education/myth-polio.htm>, also quick facts about animal research: <http://www.fbresearch.org/education/quickfacts.htm>

Animal Rights:

[http://www.navs.org/news/drgreek\\_main.cfm?SectionID=News](http://www.navs.org/news/drgreek_main.cfm?SectionID=News)

- She is trying to compare the opinions among researchers to see where the communication breaks down and also to examine where (if) Primates Inc could serve as a common ground.
- To start, the website for animal rights lists several issues stating why they think animal research did not work. Gayelyn, a researcher, said that she was easily able to reason against most of them, but that some of them made her start to wonder. I will write more about this aspect in the next meeting summary.
- To help examine the issue further, she found the article: Animal research in psychology: more than meets the eye of the general psychology student (1995). American Psychologist. Jul 50(7), 496-503. Abstract: The general psychology course provides a unique opportunity to present the science of psychology to a

wide audience. Informing the general public about the importance of animal research in psychology is especially important given contemporary concerns about animal rights and animal welfare. A study of 8 leading introductory psychology textbooks indicated that with the exception of principles of conditioning and learning, the contributions of animal research to psychology were often not explicitly acknowledged. In addition, major findings from animal research were frequently presented as if they had been obtained with humans. In obscuring the contributions of animal research, introductory psychology textbooks miss the opportunity to ensure that public policy is based on accurate information about the significance of this research to many areas of psychological science. (Although this article didn't help GayeLyn too much, it at least points out that that Animal Research history should be presented in an accurate fashion)

### Topic III

I loaned Emily a book about grant writing entitled 'Storytelling for Grant Seekers' by Cheryl A. Clarke. She typed up a very detailed summary for Primates Inc so that we can reference the book quickly, this will help speed up the grant writing process--thanks Emily! For the purposes of this summary, I shortened the list a little bit and adapted it to the Primates Inc mission when possible... (Feel free to add comments to each topic if you have ideas)

Passion – what is often missing from grant proposals (p. xi)

Introduction: Why Storytelling?

- In history, great leaders aren't necessarily the smarter people, they're just the ones who tell the best stories... (p. xix)
- Appeal letters, telethons, major donor campaigns use this powerful technique for fundraising – why not grant proposals? (p.xx)

#### A. First Steps: Getting Ready for Grantseeking

- Get prepared – learn as much about Primates Inc as you can – mission of the org, direction, fundraising, financing, building, staffing, etc)
- Assess if project is fundable (p.2)-does the grantor fund for public education, community involvement, or noninvasive research?
- Know what you're raising money for – five categories of financial need (p.5):
  - Funds for capital or equipment purchase
  - Endowment funds
  - Funds for technical development or capacity building
  - General operating funds
  - Seed funding
- Allot time to write grant – author recommends allowing 3-4 weeks (p.9)-Primates Inc will have a system where one person can work part-time on writing a grant part-time and then it will be reviewed by 3 other members for input and accuracy. The board will then read over and prepare for submission.

#### B. Research: Finding Your Audience

- We need to promote the education, community involvement and/or noninvasive research to our grantors
- We don't want to sound controversial; we don't want to 'scare' anyone away. Providing lifetime retirement to nonhuman primates coming from research isn't an issue that many people would oppose.

- How much money to request (p.16)
    - First grant is hardest to secure
    - Don't be too aggressive; go for middle or lower
  - How many grants should you apply for? (p.17)
    - Quality, not quantity matters (that is why P.I. will have 3 people from within the org)
  - review for accuracy and content before we send it out)
    - Author recommends range of 6 – 24
  - How to find the grantmakers (p.18)
    - Foundation Center website: [www.fdncenter.org/](http://www.fdncenter.org/)
    - Review the donor lists of other agencies performing similar work (still need to visit humane society and write down grantors)
    - Publications (some newspapers have nonprofit section)
    - Your professional network
    - Then what? (p.21)
    - Get the latest copy of the grant application and read the guidelines very carefully
- C. Relationships with Funders: Cultivating Your Audience
- The short story: your letter of inquiry/intent (do not provide a letter of inquiry if one is not required by grantor)
- D. The Proposal Narrative: Introducing the Characters and the Place
- Provide an initial “hook” to grab attention
    - Introduce the hero (Primates Incorporated)
    - Establish credibility for a start-up nonprofit by presenting the qualifications of the agency's founders/board members
  - Introduce the other main characters
    - Writing about characters other than people: always relate significance back to people/human population (monkeys, helping research community, providing education)
  - Establish a sense of time and place in your story
- E. The Need or Problem: Building Tension and Conflict into Your Story
- Defining the antagonist-clearly define the problem/need; why does Primates Incorporated exist?
    - P.I. will provide lifetime care to nonhuman primates no longer needed in research. Since abnormal behavior still exists even when all guidelines are being followed, the research community still needs assistance in examining the relief of this behavior in a setting that is less-confining than the research environment.
    - We will provide data back to people working with primates in captivity to help them address their situation and potential problems fast and efficiently
  - Define our niche- our niche is unique. We stand out from other sanctuaries in that:
    - We will allow the public to see a small portion of our facility and museum in order to promote education
    - We will allow community involvement through a core volunteer group

- We will collect noninvasive behavioral data and report results
- Discuss collaborations with other nonprofits-Amy has done some networking, but we could do a lot more!
- Use data/statistics judiciously/sparingly (p.55)-We will abide by this rationale at the beginning, although when we start obtaining research funding, our argument will be mostly data and statistics!

F. Goals and Objectives: Finding a Resolution to the Problem

- \* Goal: “ultimate result an agency hopes to achieve” (p.62); broad and not immediately attainable-the Primates Inc Mission Statement and objectives indicate our goal:

*Mission Statement:*

*Primates Incorporated will provide lifetime enriched care and improve the quality of life for nonhuman primates that come from research facilities, zoos, refuges, and private ownerships.*

*Objectives*

*We plan to fulfill this mission by:*

- \* *Collaborating with an advisory board consisting of a unique combination of veterinarians, researchers, and sanctuary owners to assess each incoming animal based on their history in order to provide the optimal species-specific environment*
- \* *Collecting behavioral data on animals prior to their placement, performing noninvasive studies directed at improving animal well-being, and providing the information to researchers, refuge owners, and zookeepers in order to address animal welfare issues quickly and efficiently*
- \* *Educating the public about primate-related issues such as their habitat in nature, their contributions to society, and their psychological well-being in research facilities, refuges, zoos, and the wild.*

\* Methods section: how we will make these changes happen in order to achieve our objectives (p.65) Do not include minute details (p.66)

-collaboration, volunteer program, museum, promotion, fundraising

G. Evaluation and Future Spending: Writing the Epilogue and Planning for a Sequel

- Evaluation assesses if objectives were achieved and methods followed
  - Explain rationale for choice of assessment tools (i.e., questionnaires, pretests and posttests, etc.)---We will have to develop ways to monitor relationships (ie promotion/ fundraising v. donations, amt of time v rehabilitation of monkeys, %success rate, etc., amount of people visiting v donations)
  - Determining factors include financial resources, personnel, etc.

I. The Summary, Titles, and Headings: Preparing Your Marketing Copy

- The summary is like a book jacket – make people want to read it (p.92)
- Titles and headings: choose your words carefully

J. Packaging: Publishing Your Story Proposal -Tailor each proposal you send out

- Overall look of proposal: neatness counts, follow all their directions regarding font and spacing (if not specified, use size 11/12 font and author recommends single spacing).
- Always include a cover letter – see example on page 104

Topic IV-Evelyn provided a review of Self-Injurious Behavior and provided her

While attending the American Society of Primatologists conference in June

- \*Both Ev and Robert's powerpoint presentations providing a review of SIB are very informative. Please email me if you would like a copy of them (at least 800KB)
- Ev actually attended a round table discussion consisting of various researchers and vets from around the country. She raised the issue of retirement (and our studying SIB) at the end of the discussion that was already over the time limit. She did get some heated responses, but also some support. If anything, she at least introduced the idea of Primates Incorporated to them in a subtle manner. This will make them remember when we send Primates Inc literature.

#### Topic V

I revised and added to some of the duties/ issues below. I put initials by the ones that people have claimed. Email me and let me know which duty you are interested. I can let you know what I know about it, but essentially, I need you to use your creativity to research the issue and come up with a way of tackling it.

Feel free to claim 1 or 2 of the areas to research—Just hit reply and let me know what subsets you are willing to work on (or let me know at the meeting if you are attending).

- A. Assessed need for retirement in nonhuman primates. We should examine each of the following to get a better idea of the topic:
  - A1. Write/present lit review of topic (Evelyn)
  - A2. Determine number and type of nonhuman primates in research (Evelyn)
  - A3. Determine % of terminal studies in nonhuman primate research in order to subtract this from the number of animals actually getting retired (Evelyn)
  - A4. Research the lifespan of each species in captivity (Evelyn)
- B. Learned about the Animal Welfare Act and its affects on research facilities.
  - B1. Write/present lit review of topic (Amy has a lot of literature in this area)
  - B2. Obtain federally funded research guidelines
  - B3. Obtain privately funded research guidelines
  - B4. Obtain/ research pharmaceutical company guidelines
  - B5. Obtain/research FDA approval guidelines
  - B6. Research cosmetic industry practices with primates
- C. Maintaining Good community relations at Primates Incorporated.
  - C1. Provide examples of how animal welfare literature produced from the 'animal rights' side can help us improve animal welfare in the research facility-ie- does common ground exist? (GayeLyn)
  - C2. Provide a lit review of Animal Rights Literature in order to help Primates Inc answer difficult questions when raised in the future (GayeLyn)
  - C3. Compile a list of researchers that would support the cause
  - C4. Create a letter to mail out to celebrities
  - C5. Compile a list of celebrities
  - C6. Compile a list of animal welfare and animal rights funding organizations (funding would only be obtained from these organizations if they supported the Primates Inc mission) (GayeLyn)
- D. Creating a better environment for nonhuman primates in captivity in order to produce better results in research, reduce the number of animals needed (by eliminating behavioral confounds) and improve animal welfare

- D1. Write/present lit review on positive reinforcement (Robert, incorporated this in your review of SIB)
- D2. Research the principle of negative reinforcement and examine its affects on the physiology of animals (also research stress and list all of its affects on the physiology of an animal)
- D3. Write/present lit review on pain response in animals; similarities of the pain-response systems between animals and humans (Evelyn)
- D4. Compile noninvasive methods of stress assessment (lit review also)
- E. Acceptance, transfer, quarantine, and troop formation of incoming animals
  - E1. Examine animal transportation guidelines
  - E2. Predict most likely species to get retired (can go along with A2). We can reason that the monkeys won't be alone for too long
- F. Husbandry
  - F1. Collect nutrition requirements for the various species used in nonhuman primate research
  - F2. Create naturalistic diet based on formulation of chow diet (i.e. a diet that they can actually eat all day and that simulates diet in the wild---we could at least give them \_ their regular chow diet and supplement the rest with natural food of equivalent nutritional value)
  - F3. Write paper comparing diet in the wild versus diet in captivity
  - F4. Create list of duties for animal care
- G. Fundraising
  - G1. Collect information on businesses that will fund for laboratory nonhuman primate retirement
  - G2. Obtain grant forms from businesses
  - G3. Start writing sample grant proposal
  - G4. Read and present on a grant writing book
  - G5. Obtain a list of local agriculture journals and advertising costs associated with them
  - G6. Research the cost of advertising in the local papers
  - G7. Research the cost of renting various venues in the local Madison area
  - G8. Help Amy make necklaces-call to set up time
- H. Environment
  - H1. Determine naturalistic setting for greenhouse based on different species
  - H2. Create detailed enrichment plan for atrium and outdoor setting (i.e. perches, ropes, swings, etc)
  - H3. Research vegetation sources/costs
- I. Marketing
  - I1. Write sample letter to research facility making them aware of Primates Incorporated and its goals
  - I2. Compile a mailing list of local businesses
  - I3. Create a letter for local businesses
  - I4. Create letter for volunteer group, other concerned citizens
- J. Accreditation
  - J1. Compile information on different accreditation facilities and guidelines
  - J2. Create sample animal handling course to show employees

J3. Examine individual certification guidelines for a sanctuary