

Primates Incorporated
Meeting Summary
7/11/06

Meeting summary compiled by Amy Kerwin.

Topics Covered(scroll down for more details):

- Fundraising-recent donations...
- Promotion-getting the word out in an affordable manner...
- Orpheum Fundraiser Summary-not a very good turnout/fundraiser...
- My Space account-getting the word out...
- Press-release-upcoming benefit...
- Article summary-animal welfare initiatives...

Fundraising: thanks for the following donations! The upcoming fundraiser will be a big hit!

- Massage from Erin Hall worth \$60
- Haircut from Mary Grogan from StudioQuest worth \$42
- Lynn Lau – donating “ape”
- Amelia Zirkle (artist) and Hannah Tubbs (framer) – donated 4 pieces of abstract art
- \$50 general contribution from Tom Gross
- Bird – donating a print
- \$100 general contribution from James Boll
- Donations from JustGive – our online service:
 - Amy Kerwin - \$20
 - Jonathan Balcombe - \$30
 - Kathleen Conlee - \$25

Promotion:

- Amy and Jackie have put up flyers in area businesses and kiosks. If you have a bulletin board at work, church, grocery store, etc., please print out a flyer and post if you haven't done it already.
- We are advertising in Rick's Café and Tidbits. We are signed up on the Daily Page, Channel 3000, and Rhythm.
- We are renting a gorilla suit for 2 weekends – he will carry a sign when walking around State St. in Madison.
- We still need to find out what it would take to distribute pamphlets during a farmer's market.
- Ann suggested handing out our bumper stickers with the educational pamphlets at the next meeting.

Orpheum Fundraiser Update

The idea and advertising were there, but it was not a good turnout. We need to examine why:

- Beautiful day – no one really wants to go to a matinee unless the weather is humid/unbearable
- Kids weren't connected with our cause – perhaps had we spoken to kids first and then had them take home the flyers, then they may have begged their parents.

Other reasons?

- We advertised too early (June 8th was the end of school, so we got those flyers out)
- The movie was not a new release

Under what circumstances might we do this again?

- New release
- During winter
- Media-sponsorship

Results

- Because there was a low turnout, the Orpheum wanted money from us for keeping the theatre open. The verbal agreement was that the Orpheum would keep \$1 for every ticket we sold up to \$500.

- We sold 21 tickets = \$131. 70% of those funds needed to go toward constructing the sanctuary as that was what we advertised.
- Despite the low turnout, one bright side was that we did get some publicity through our advertising techniques and by using the gorilla suit.

Costs

- The Orpheum took the entire amount of \$131 since it was under \$500. Added to that, the Orpheum wanted \$369 more from Primates Incorporated since they didn't make the \$500. Amy managed to bring them down to \$250 as a compromise since there was no contract and paid them \$169 from her private account to appease their demands.
- Since we said that at least 70% of the funds raised would go toward building a primate sanctuary, Amy donated \$100 to Primates Incorporated to reflect the 70% of \$131 that the Orpheum took.
- The cost to purchase the movie and shipping = \$305.
- Gorilla costume rental - \$45 – Amy donated the cost.

Sales

- Merchandise sales = \$47
- Donations = \$9

My Space Account

Ann set up an account for Primates Incorporated on Myspace. The URL is: www.myspace.com/primatesinc

- Helps with networking – quick way of spreading the word. We have 70 friends already and it hasn't even been up for two weeks. Thanks Ann!

Press-release

Amy sent a tentative press-release out to various volunteers for editing. She recently sent the revised press-release to the daily newspapers, radio stations, and tv stations. Here it is:

Madison, WI
July 20, 2006

Primates Incorporated, a Madison based nonprofit organization committed to improving the physical and mental well-being of monkeys in captivity, will host a fundraiser on July 23, 2006 at the Essen Haus in Madison, Wisconsin.

The organization aims to increase awareness regarding the importance of retiring Old and New World monkeys from research facilities, the entertainment industry, zoos and private ownerships. Currently, the organization is raising funds for the construction of a primate sanctuary in Southern Wisconsin.

Thus far, in addition to its general fundraising efforts, the organization has received a two-acre land donation. Primates Incorporated is working on receiving county approval for the sanctuary building plans and is also developing a contract with the land-owner. The land, located in Iowa County, will provide a naturalistic retirement facility capable of housing up to 100 monkeys of various species. Primates Incorporated is receiving pro bono services from an architect and a designer from the Renscher Company. They are creating the building plans for the facility.

The mission of the organization is best summed up by the words of Amy Kerwin, President and Founder of Primates Incorporated, who states, "Currently there is a great need for monkey retirement since approximately 50,000 monkeys are involved in research across the United States today. Chimpanzees are being retired on a regular basis because legislation has been put into place to fund chimp sanctuaries, but the retirement of monkeys remains a rare occurrence since such legislation has not been passed to fund monkey retirement. Once our infrastructure is in place, and the sanctuary is built, we plan to promote ourselves to research facilities around the country in an effort to increase primate retirements."

The fundraiser will take place at the Essen Haus on Sunday, July 23rd from 4:30-8:00pm. Volunteers from Primates Incorporated have organized a silent auction, to be held that night, which will feature merchandise and artwork donated by local artists, businesses, and volunteers. There will also be a raffle, free appetizers,

and live entertainment provided by Ladies Must Swing and the Oncken Jazz Expression (\$5 suggested donation).

For more information about Primates Incorporated and its mission or to learn how you can be a part of its Pensions for Primates campaign, please visit www.primatesinc.com. Donations can be sent to: Primates Incorporated, PO Box 7834, Madison, WI 53707.

Article reviews:

These internet resources review efforts to improve animal welfare in laboratories. Amy reviewed the articles. The European Union seems to be more advanced in its regulations and legislation pertaining to animals. A huge report came out – that is 376 pages – below is a description of it – if anyone would like to read it, let Amy know!

Definition of the Nuffield Council on Bioethics:

<http://www.nuffieldbioethics.org/>

“The Nuffield Council on Bioethics examines ethical issues raised by new developments in biology and medicine. Established by the Nuffield Foundation in 1991, the Council is an independent body, funded jointly by the Foundation, the Medical Research Council and the Wellcome Trust.

The Council has achieved an international reputation for addressing public concerns, and providing independent advice to assist policy makers and stimulate debate in bioethics.”

http://www.nuffieldbioethics.org/go/aboutus/page_2.html

Introduction

“The Nuffield Council on Bioethics was established by the Trustees of the Nuffield Foundation in 1991 to identify, examine and report on the ethical questions raised by recent advances in biological and medical research. Since 1994, it has been funded jointly by The Nuffield Foundation (<http://www.nuffieldfoundation.org/>), the Medical Research Council (<http://www.mrc.ac.uk/>) and The Wellcome Trust (<http://www.wellcome.ac.uk/>)...”

New developments in medicine and biology raise important ethical issues. The Nuffield Council on Bioethics is required, in its terms of reference, to consider these issues. The Council has achieved an international reputation, providing advice that assists policy-making, addresses public concerns and stimulates debate in bioethics.

Full report on animals in research can be downloaded from:

http://www.nuffieldbioethics.org/go/ourwork/animalresearch/publication_178.html

Report: Nuffield Council on Bioethics (2005). The ethics of research involving animals. P 1-376

Ethics body confronts animal research debate. (May 25, 2005). Obtained 3.1.06 from:

http://www.nuffieldbioethics.org/go/ourwork/animalresearch/pressrelease_176.html

The article describes the lengthy report listed above.

“...Improving the quality of the debate and promoting the Three Rs (Refinement, Reduction and Replacement) are crucial to reducing disagreement on animal research, according to a Report published today by the Nuffield Council on Bioethics.

The Report, The ethics of research involving animals, was produced by a Working Party comprised of academic and industry scientists, philosophers, members of animal protection groups, and a lawyer. While agreement on some areas is impossible to achieve, the Report presents a consensus statement on a range of specific issues that has been agreed by all members. “The report aims to help people think through the ethical issues and makes recommendations for future policy and practice in the UK,” said the Chair of the Working Party, Baroness Perry of Southwark.

Mention of the 3Rs

“The importance of the Three Rs (Refinement, Reduction and Replacement) to reduce suffering as far as possible, and especially the need to find Replacement methods that avoid using animals, cannot be overstated. Current law says that animals should only be used for research if there is no other way of obtaining the results and if the benefits of the work outweigh the costs to the animals involved. A range of alternatives have been developed in different areas of research but there is a continued need to question why more alternatives are not available and what is required to make them available. The Working Party

recommended that: a thorough analysis of the scientific barriers to Replacements should be undertaken; published papers should include more information on how the Three Rs have been applied in the work described; the ethical review process should play a more active role in promoting the Three Rs; and the Government should consider which 'markers of reduction' can be set, for example, to reduce research that causes substantial suffering."

Judge significance of each animal study differently – (no blanket statements)

"Historically, animals have been used in a wide range of research that continues to provide many benefits to society, particularly in studying human biology and the effects of medicines in humans," said Lady Perry. 'However, the way in which the costs to the animals are balanced with the medical benefits needs to be carefully judged. Aside from the continuing moral debate, we concluded that each type of research or testing still must be judged on its own merits on a case by case basis.' [judge on an individual basis]"

Animal research controversy

"It is not helpful to simply categorise people's views as 'for' or 'against' animal research," said Lady Perry. "There is a continuum of views between these two ends of the spectrum. The report does not state which viewpoint is the 'right' one, but invites the reader to judge for themselves. We have tried to analyse the ethical bases on which different opinions are held... The Working Party concluded that it is unrealistic to assume that all animal experiments will end in the short term. It is crucial, therefore, to create a climate in which the necessity and justification for using animals is assessed and discussed rationally and openly, and with due respect for all views. The Working Party agreed that the threat and use of violence and intimidation by a small group of activists to pursue the case against animal research is morally unjustified..."

Comments on this meeting summary? Send to amy@primatesinc.com.

Copyright 2006, Primate Incorporated. All rights reserved. This material may not be broadcast or rewritten. This material may be distributed and/or printed for educational purposes. Visit www.primatesinc.com to obtain more information about Primates Incorporated.