

MORRIS ANIMAL FOUNDATION TALKING POINTS



THE BASIC ELEVATOR SPEECH

Morris Animal Foundation's mission is to bridge science and resources to advance the health of animals. We are the largest nonprofit dedicated to improving animal health. With more than 70 years of experience, we have grown to support dogs, cats, horses, llamas and wildlife, funding more studies, in more species, in more places than any other organization. In addition to funding studies, we have begun conducting our own, with the Golden Retriever Lifetime Study now in its fifth year.

From pets to wildlife, the work we do advances diagnostic tools, treatments and cures for the world's most critical animal health challenges. To date, our work has supported more than 20,000 species!

At any given time, we support an average of 200 active studies through our Scientific Grants Program, providing approximately \$8 million in funding annually. We are unique in that 95 percent of donated funds are steered back directly into animal health study support, while our endowment largely covers our operating expenses. We also have undertaken our first ever, Foundation-led research project, the Golden Retriever Lifetime Study, the largest study of its kind finding correlations to disease in dogs.

SCIENTIFIC GRANTS PROGRAM

Each year, we send out three requests for proposals (RFPs) to our global research community – one for small animals (cats and dogs), one for large animals (horses, llamas and alpacas), and one for wildlife and exotic animals.

Our scientific team and then our scientific advisory board made up of the best and brightest members of the scientific community, rigorously review 150-200 proposals and rate the proposals on scientific merit and impact to select the final 10-15 studies to recommend for funding. We only fund the best of the best.

FOUNDATION-LED RESEARCH

THE GOLDEN RETRIEVER LIFETIME STUDY

Launched in 2012, the Golden Retriever Lifetime Study is the first Foundation-led study. Conceived, designed and run by the Foundation and its partners, the study examines the long-term effects of nutrition, environment, lifestyle and genetics on health and the development of cancer and other major diseases in dogs.

The Golden Retriever Lifetime Study is largest prospective study ever undertaken in veterinary medicine in the United States, gathering information and biological samples on 3,000+ golden retrievers throughout their entire lives.

HOW WE'VE HELPED DOGS

We were instrumental in laying the groundwork for the first parvovirus vaccine, saving the lives of thousands of dogs every year, and in the development of the PennHIP evaluation for hip dysplasia in dogs. These veterinary advances now are part of the everyday care of pets.

In 2012, we launched the largest study ever undertaken in veterinary medicine. The Golden Retriever Lifetime Study is following 3,000+ dogs to better understand the genetic, environmental and nutritional risk factors for the development of diseases in dogs, including cancer.

Our funding helped develop a promising new method to treat osteosarcoma, the most common bone cancer in dogs. Researchers are using specially engineered, bone-seeking nanoparticles to safely deliver chemotherapy drugs right to cancer-affected bone. With few advances in the treatment of osteosarcoma in the last 20 years, this new treatment could improve the quality of life and lifespan of osteosarcoma patients.

Building on that work, we now are funding a cluster of studies to find innovative ways to stop the aggressive spread of hemangiosarcoma, including groundbreaking research into immunotherapies.

CATS

Our research has found solutions for serious health problems in cats, including cancer, infectious diseases and kidney disease.

The Foundation was instrumental in laying the groundwork for the first feline leukemia vaccine protecting thousands of cats annually from this deadly disease.

We are actively funding the development of genetic screening tests, including breed-specific tests for heart disease in cats.

HORSES & LARGE ANIMALS

Morris Animal Foundation funds research to find solutions for serious health problems in horses, like skin and eye cancers, infectious diseases, foal pneumonia and stem cell research for orthopedic diseases.

The Foundation was instrumental in establishing the safe and effective use of the canine melanoma vaccine in horses and identifying the causative bacteria for Potomac horse fever, a potentially fatal disease that led to diagnostic tests, treatments and vaccine development to control the disease.

Thanks to our funding, we now have a robust alpaca genome that is helping researchers more rapidly advance diagnosis and treatment of genetic diseases in alpacas, llamas and camels.

WILDLIFE

Our research has helped improve the lives of more than 20,000 species, from bats to whales, including 45 endangered species, from sea turtles to Tasmanian devils that have directly benefited from our research.

We came to the aid of Dian Fossey's mountain gorillas, providing 10 years of funding to establish a veterinary care program in the field to help save this species from extinction.

Our research addresses massive disease outbreaks that kill wildlife, the reproductive health of endangered species, and spillover diseases, like canine distemper in tigers and lions.

The Betty White Wildlife Rapid Response Fund, established in October 2010, gives wildlife researchers timely monetary aid to respond to unexpected events, such as natural disasters and emerging diseases, which result in the need for emergency animal health research funding. We are currently addressing the mass die-off of the saiga antelope in Mongolia working with researchers in the field to develop a disease prevention strategy through this fund.



VETERINARY COMMUNITY ENGAGEMENT

A critical part of our mission is making sure our research outcomes are shared with practicing veterinarians who can use this new knowledge to provide the best possible care for their dog, cat, horse and wildlife patients.

Morris Animal Foundation provides aspiring and practicing veterinarians and other animal health professionals with unbiased scientific information, informing them about the Foundation, and encouraging their investment in the Foundation's mission.

We identify and support veterinary student ambassadors at veterinary colleges in the United States to spread the word about the mission of Morris Animal Foundation.

We support science and the scientists who passionately believe we can make the world a better place for all animals.

HOW WE'RE DIFFERENT

Morris Animal Foundation is the only organization solely dedicated to animal health worldwide – for the sake of the animal! It's not that we don't like people, we just know that our role is to be a champion for animals.

We are one of a very few sources of animal health dollars scientists can turn to for funding. Without Morris Animal Foundation, and without our donors, many of the advances you see in veterinary medicine today – and will see tomorrow – simply would not have been possible.

Founded by a veterinarian seven decades ago, our work has stood the test of time and improved the lives of animals worldwide.