

Humanimal Trust

Impact Report

2022

Summary



ONE Medicine for humans and animals

Registered charity no.s 1156927 & SC048960

01 Chair's Introduction



As we enter the final year of our current five year strategy, we have an opportunity to reflect on how much has changed since that strategy was agreed in 2018. A global pandemic, war in Europe, a global fuel crisis, a cost of living crisis and four different Prime Ministers in six years were not on anybody's SWOT analysis. That makes it all the more heartening to be able to report a successful year and a healthy level of income, allowing us to plan for the future with much greater confidence.

A number of significant new corporate and individual supporters joined us this year, who we hope will remain with us for the long term alongside all of those thousands of volunteers and supporters who have been with us over many years.

With more of that kind of support we can really blaze a trail for One Medicine so that humans and animals benefit reciprocally from medical research and not at the cost of an animal's life. A heartfelt thank-you for every single contribution to our work and to the future of human and animal health.

In late 2021 we published our first impact report, looking back at the first seven years of the charity's life. We are very demanding of ourselves. Nothing will be enough until One Medicine becomes the norm. However, our impact report showed that we should be proud of the progress we have made as a new, small charity. The last year has been the same. We asked a lot of ourselves and despite having to focus on ensuring the charity was financially fit as we emerged from the pandemic, we can still point to many achievements. As we look forward to a new strategy period from 2023, we are excited about a new-found focus in the way we drive forward our agenda. Our five areas of work spell out I-CARE, which sums up the way we feel, our supporters feel and we hope everybody will one day feel about One Medicine.

- Influence – We care about bringing together everyone who cares about One Medicine to create a road map for change in public policy, in education and at the clinical coalface.
- Collaboration – We care about creating opportunities for human and veterinary professionals and students to learn from one another by demonstrating One Medicine at work.
- Awareness - We care that people should know and understand the benefits of One Medicine for humans and animals, about non-animal alternatives to laboratory models and to how much human and animal medicine can learn from one another's clinical practice – saving time, money and lives.
- Research – We care about research – funding it, facilitating it, shouting about it – that could benefit humans and animals without using laboratory animal models.
- Education – We care about learning – every child learning about the connections between humans and animals; veterinary and human medical students learning with and from one another; practitioners learning continuously from their peers.

We believe that education is the key to One Medicine. Only by learning about the similarities between humans and animals from the earliest stage, to collaboration in the most advanced science and clinical practice, will we change the for good. For that to happen we must ensure that the best research, clinical practice and learning, benefiting both humans and animals, are funded, encouraged and promoted. The past year has given us a chance to regroup, refocus and renew our commitment. We are determined that the next year and beyond will see One Medicine move firmly into the mainstream of consciousness, research and clinical practice. To our tireless staff, volunteers, supporters, advisors and not least my fellow trustees – thank you.

Our Impact in 2021/22: The Year In Review

Our specific objectives for 2021-22 remained rooted in our five-year strategic objectives. However, with the impact of Covid19, economic and cost of living uncertainty, Humanimal Trust, like many charities, had to remain agile and focused on ensuring immediate continuity of income and expenditure. Our indicators of success, embodied in the highlights below, are sometimes relevant to more than one work-stream. For instance, sign-ups to either the pledge or the Humanimal Hub are indicators of progress in influence, awareness, and collaboration; our symposium and seminar are relevant to all five I-CARE streams.

Principal focus areas in 2021/22 were:

- Awareness building with professional, public and specialist funding audiences
- Income generation
- Partnership building (for both income generation and scientific/educational purposes)
- Network building and influence marketing

I - Influence

5-Year Strategic Objective:

As the evidence for One Medicine grows, we will continue to share knowledge with policy-makers and politicians to inform better legislation

2021/22 Objective:

Establish credible and effective presence and relationships with regulatory and membership veterinary, medical and associated bodies

C - Collaboration

Strategic objective 2:

We aim to demonstrably increase collaboration between medical and veterinary professionals, to maximise value and minimise delays in progress.

2021/22 Objectives:

- Continue to raise awareness of The Hub and use it to generate active collaboration
- Seek new partnership collaborations to further visibility and influence
- Maximise mutual benefit of collaboration with Action Medical Research
- Fuel debate and raise expectations for collaboration

A - Awareness

5-year Strategic Objective:

We aim to measurably increase public, professional and political awareness, understanding and acceptance of One Medicine.

2021/22 Objective:

- Demonstrate continued increase in awareness of Humanimal Trust and One Medicine among key target audiences (public, veterinary and medical)

R - Research

Strategic Objective 4:

We aim to improve and accelerate the growing understanding of the complex interactions between animal and human biological characteristics, the similarities between them and the opportunities arising from them.

We want to repaint the landscape in which medicine is researched and received; redefining the language of respectful interaction between species at the clinical coalface.

2021/22 Objectives:

- Fund at least one significant new research proposal with One Medicine ethos
- Fund at least one Proof of Concept award
- Launch and deliver first One Medicine Challenge and Learning Awards
- Maximise mutual benefit of grant-linked donation to Action Medical Research and consider second-year funding.
- Build One Medicine evidence base

E - Education

Strategic Objective:

We aim to inspire everyone to take the One Medicine message forward as a credible vision of hope for future generations of humans and animals.

2021/22 Objective:

- Increase awareness of and engagement with Humanimal Trust and One Medicine among children and young people
- Increase awareness and engagement with Humanimal Trust and One Medicine among future vets, doctors and animal welfare professionals

Impact Highlights

Humanimal Trust One Medicine Day Symposium:

In May 2021, Humanimal Trust's inaugural global One Medicine Symposium: Stronger Together, brought together more than 100 scientists, clinicians and students from around the world to discuss practical ways forward for One Medicine. The event provoked contacts and potential collaborations and helped to build the global One Medicine network. A working group built around a number of participants has continued to collaborate and support Humanimal Trust's own developing work.

One Medicine Day Seminar:

In May 2022, attracting interest from more than 100 people worldwide and picking up the thread of the symposium, the One Medicine Day Seminar: One Medicine in Action focused on:

- What joined up approaches or collaboration would look like in action and how to provide more opportunities
- How to raise greater awareness of the benefits of One Medicine approaches

Like the symposium, the seminar created new connections and broadened the One Medicine Network but also encouraged participants to think more proactively about how to convey the distinctive history, definition and purpose of One Medicine, whilst encouraging collaborative engagement with those from One Health or One Welfare backgrounds.

Humanimal Hub:

The Humanimal Hub, our free online forum and interactive space where leading minds in human and animal medicine can meet, collaborate and share knowledge and research, continued to grow in scale and influence. 250 people are now approved members, up from 204 in 2020/21.

Humanimal Pledge:

We continued to engage with ever wider audiences through the Humanimal Trust Pledge for One Medicine, with over 20,000 signatories now committed to champion One Medicine.

INTERACT:

We announced a memorandum of understanding with Oklahoma State University (OSU) College of Veterinary Medicine's Institute for Translational and Emerging Research in Advanced Comparative Therapy (INTERACT), which aims to promote research into the development of new therapeutic and diagnostic platforms for use in both veterinary and human medicine.

UTOMIC:

We established a working relationship with The Utrecht Translational One Medicine Innovation Centre (UTOMIC), which aims to accelerate One Medicine Research, helping human and veterinary patients, while at the same time reducing the need for laboratory animals in biomedical and veterinary research.

One Health Lessons: We participated in activities organised by One Health Lessons, which develops lessons for children and adults so that they can understand the inextricable connection between human health and the health of animals, plants, and the environment.

Network of influence:

Humanimal Trust is at the centre of a growing network of influence for One Medicine. The Humanimal Hub, Humanimal Pledge, podcast series and PR programme all reinforce this. We continued to broaden contact with scientists, academics and educationalists in Europe, N. and S. America and Australasia, promoting opportunities for collaboration and learning. Invitations for us to participate in events organised by other organisations have increased, as has the willingness of other organisations to take part in our own.

Research impact:

Humanimal Trust has supported two projects primarily funded by Action Medical Research, with two grants of £5000. The first of these completed in 2022 while the second is ongoing.

The first study, led by Professor Hall-Scraggs at University College London focuses on juvenile idiopathic arthritis (JIA). Patients with JIA have a disease which causes inflammation of their joints. This leads to pain, joint deformity, disability and reduced quality of life. There are newer 'biologic' drugs now available that suppress joint inflammation, but these are expensive and can have side effects, the most serious being life-threatening infection. Magnetic resonance imaging (MRI) scans can show inflammation of joints. By measuring inflammation in patients with juvenile idiopathic arthritis the study was able to help optimise their treatment by showing how much inflammation is present and whether it changes with treatment.

The second Action Medical Research study, considering infection prevention and its impact on antimicrobial resistance in critically ill children, led by Dr Nazima Pathan, Lecturer in Paediatric Intensive Care at the University of Cambridge, is ongoing.

Media and Publications:

This year a significant expansion in media coverage was achieved. The Trust's activities attracted the attention of local and digital media (both lay and specialist). Professional and academic publications featured Humanimal Trust on a more regular basis, such as British Medical Journal (BMJ), Animal Therapy Magazine and Nursing Times. More than 40 titles in total covered Humanimal trust activities, a total reach of 13,124,260 readers.

Website:

Our website remained a core point of contact with 3320 visits between One Medicine Day, 6 May 2021 through until 6 May 2022, a 50% increase on the same period for the prior year.

Events:

We organised or took part in the following events to meet the public and spread the One Medicine message – Paws for a Picnic Autumn Fair, Vet Festival, three DogFest events, and talks were given to 13 community groups totalling approximately 450 attendees throughout the year. There were also high-profile speaking engagements at a conference organised by INTERACT (Professor Roberto La Ragione) and the International Veterinary Students Association (Jo Blake).

Education:

Emerging from both the One Medicine Symposium and ongoing strategic development of an educational programme, Humanimal Trust committed to the long-term development of a One Medicine curriculum and began development of pilot activities with educational establishments.

Legacies:

During 2021/22 two legacies were received in full, totalling just over £90,000. A substantial interim payment of £450,000 on a third legacy was also received during the year. As at 31 May 2022 three further legacies were in progress. Legacies remain a valuable source of income to the charity and legacy marketing is an important element of our fundraising activity, but equally we seek a more balanced set of income streams in the longer term.

Paws for a Picnic:

The Trust's first mass participation event was launched in Spring 2021, with the significant and very welcome support of Lyvlee Ltd. via Leucillin, backed by an ongoing digital advertising and PR campaign.

Building donor support:

2021/22 saw a concerted effort to build relationships with corporate, trust and individual givers whose commitment to One Medicine was represented by significant levels of support. Thanks to Quantity Surveyors, Corrigan Gore who sponsored an engagement dinner at Mark's Club, Mayfair as well as looking at other ways of supporting the charity.

A supporter event was also held at Fitzpatrick Referrals, hosted by our founder Noel Fitzpatrick. This event also signaled the launch of a new giving scheme for supporters able to make higher-level gifts, known as Humanimal Visionaries and Patrons.

Ongoing development of existing fundraising schemes continued, including the Champions regular giving scheme, in memory giving, the newly launched One Medicine Lottery and Ripples scheme.

Podcast:

First Humanimal Trust podcast series launched - Humanimal Connection. Success laid groundwork for second series in 2022/3 with over 250 listens and more than 30 outside the UK.

2022/23 looking forward:

We recognise the need to present One Medicine consistently through an education 'lens'. Our absolute priority is to change understanding at every level from pre-school to professional training and development of the relationship between human and animal health and the need for collaboration and reciprocity of benefit to humans and animals.

With that 'lens' in mind, our focus for the next twelve months at least is very clearly on four key areas of activity which will run through all five of our I-CARE strategic workstreams:

- Focused awareness building with professional, lay, youth, trade and specialist funder audiences
- Partnerships, networks and collaborations: placing Humanimal Trust at the centre of a One Medicine web of influence
- Education
- Research funding, engagement and influencing activity based on achieving a wider scope of visibility and outcomes from limited resources

In turn these will be made possible by two core 'enabling' or 'capacity-building' activities:

- Volunteer strategy, with a focus on building a more coherent pattern of local integrated volunteer networks around the UK.
- Income generation, with a focus on building a broad range of sustainable income streams, with a greater emphasis on building up major donor support and volunteer fundraising leadership alongside more established forms of individual giving.

Staff and governance development will also remain underlying priorities.

Who We Are

Humanimal Trust drives collaboration between vets, doctors and researchers so that all humans and animals benefit from sustainable and equal medical progress but not at the expense of an animal's life. This is One Medicine.

What we do: I care - We care - Do you?

- We care about the health and wellbeing of both humans and animals.
- We care about groundbreaking medical progress that benefits humans and animals alike.
- We care that the value of a life should not depend on species.
- We care about all human and veterinary medical, and research professionals learning from and with each other, throughout their education and career, to benefit all humans and animals.
- We care about collaborating to get the very best results for patients, regardless of their species.
- We care about reciprocity - humans and animals should benefit equitably from medical progress.
- We care that more needs to be done to make animal testing obsolete in both human and veterinary medicine.
- We care about the health of all humans and animals everywhere.
- We care about One Medicine.

Influence

We care about bringing together everyone who knows and cares about One Medicine to create a road map for change in public policy and at the clinical coalface.

Collaboration

We care about creating opportunities to bring together human and veterinary professionals and students to learn from one another by demonstrating One Medicine at work.

Awareness

We care that more people should know and understand the benefits of One Medicine for humans and animals, about non-animal alternatives to experimental models supporting progress in both human and animal medicine, and how much human and animal medicine can learn from one another's clinical practice.

Research

We care about research – funding it, encouraging it, supporting it, shouting about it – that could benefit humans and animals without the use of experimental animal models.

Education

We care about learning – we care that every child should learn about the connections between humans and animals; about veterinary and human medical students learning together and from one another; about professionals learning continuously from their peers.

How we do it

We care about prompting the right conversations between the right people. We start them, facilitate them and make sure they continue. We are accessible, inclusive and collaborative – and we care about catalysing change in thought and action.

We care about building a One Medicine community; a network of influence with Humanimal Trust at its heart. We invite healthcare and research students and professionals to come to our free digital meeting space, the Humanimal Hub, to connect and learn so that humans and animals both benefit from the sharing of knowledge.

We care about building the evidence base for One Medicine; we listen, we gather, we share research, ideas and stories. Such evidence is the firm foundation for a credible vision of hope that One Medicine will one day become the norm.

We care about showing both the authority and pragmatism that come from our experience and the confidence that comes from our passion and belief. We work with integrity. We defuse professional confrontation, build bridges and seek to instill a spirit of compassion, respect and mutual benefit.