



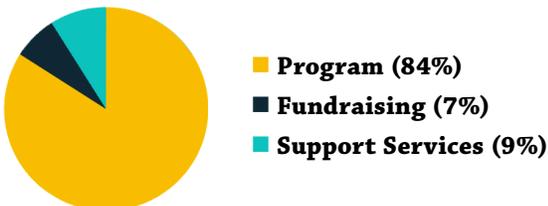
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ANNUAL REPORT FOR JULY 1, 2018 – JUNE 30, 2019

FINANCIAL STATEMENT: FISCAL YEAR 2018–2019

• Beginning net assets	\$1,627,997
• Revenue	
Gifts, grants, and contributions.....	2,316,251
Investment Income.....	27,385
Total revenue	<u>\$2,343,636</u>
• Expenses	
Programs.....	2,187,777
Fundraising.....	177,387
Support services.....	226,385
Total expenses	<u>\$2,591,549</u>
• Ending net assets	\$1,380,084
• Assets	
Cash, investments, and other assets.....	<u>1,546,102</u>
Total assets	<u>\$1,546,102</u>
• Liabilities and net assets	
Liabilities.....	166,018
Net assets.....	<u>1,380,084</u>
Total liabilities and net assets	<u>\$1,546,102</u>

• Functional Expenses as a Percent of Total Expenses



ABOUT VEGAN OUTREACH

Vegan Outreach mobilizes an army of outreach coordinators to educate community members and college students about the benefits of vegan living. We distribute pro-vegan leaflets, provide nutrition information, show virtual reality footage of animal agriculture, and host information tables at various events.

Further, Vegan Outreach provides free resources and information to help people make the switch to a vegan diet, whether it's for their health, the environment, or the animals. Our flagship program, *10 Weeks to Vegan*, provides ten weeks of resources and motivation to guide people through the switch to vegan eating.

Our outreach spans six countries—the United States, Mexico, Canada, India, Australia, and New Zealand.

ACCOMPLISHMENTS IN 2018 - 2019

• Community and Campus Outreach

- We signed up more than 50,000 people to *10 Weeks to Vegan*, and we conducted a study to assess the program's impact. We found that 23% of those who identified as non-vegan at the start of the program identified as vegan two weeks after completing it. Additionally, there were statistically significant reductions in consumption of all animal products we asked about—pork, turkey, beef, fish, chicken, eggs, and dairy. (Read more at veganoutreach.org/10Wimpact.)
- We launched a Spanish version of *10 Weeks to Vegan*, titled *Semanario Vegano*, for our program in Mexico. We also launched three versions for India—English versions for email and WhatsApp, and a Hindi WhatsApp version for North India.
- Our staff outreach coordinators and volunteers handed leaflets to over 1.6 million individuals, reaching a diverse group of young adults during the Fall 2018 and Spring 2019 semesters.
- We showed virtual reality videos to 28,466 people on college campuses and other venues, educating them on the violence of animal agriculture. This is more than double last year's number!
- We hosted or participated in several hundred outreach events, including health fairs, conventions, farmer's markets, and more, often providing free samples of vegan food—including vegan meats, cheeses, and desserts—to thousands of people.
- We researched and developed a new *What is Speciesism?* leaflet for outreach in Mexico.

• Restaurant and Other Institutional Campaigns

Vegan Outreach's campaigns department works with chain and local restaurants, and other food service establishments, to add vegan entrees on their menus. With help from thousands of activists, we show restaurants that there's a demand for vegan options—and we help them meet that demand.

Our India team has been hard at work after the launch of our *Green Tuesday Initiative*, which helps institutions reduce their environmental footprint by serving fewer animal-based foods in favor of vegan options. And our U.S. campaigns team has shared *Action Alerts*, petitions, and social media calls-to-action—leading to vegan options on menus across the country.

- We persuaded Panda Express to veganize three of their menu items at many of their locations.
- Alongside other groups like the Good Food Institute, we encouraged MorningStar Farms to commit to veganizing all of its products by 2021. Many have already hit stores.
- We helped push Qdoba to roll out a vegan meat option at all locations.

- **Long-term Support and Resources**

In addition to our *10 Weeks to Vegan* program, we provide a vegan mentor program for individual, one-on-one guidance in over 1,000 cities and dozens of countries. We also provide evidence-based nutrition support from registered dietitians via VeganHealth.org. There, readers can access in-depth information about transitioning to a vegan diet, keeping healthy, vegan eating at all life stages, and more.

Vegan Outreach also provided resources and inspiration to over 939,000 Facebook followers, 122,000 Twitter followers, and 266,000 Instagram followers. Our Spanish Facebook page, *Vegan Outreach en Español*, grew to 66,000 followers, and our Spanish Instagram page is at nearly 13,000.

OFFICERS AND BOARD OF DIRECTORS

- Lauren Sprang, Chair
- Drew Rodriguez, Treasurer
- Mark Foy, Secretary
- Patty Rogers
- Jack Norris, RD

Terms last three years. Board members are elected at the first quarterly meeting of the year.

BOARD MEETINGS

Vegan Outreach's board meetings are held quarterly, approximately the first week of August, November, February, and May, by video conference call based out of 1212 Farragut Circle, Davis, CA 95618.

KEY PERSONNEL

- Jack Norris, RD, Executive Director
- Alexandra Bury, Vice President of Development
- Lisa Rimmert, Vice President of Strategic Communications
- Victor Sjodin, Vice President of College Outreach and International Expansion
- Kevin Gallagher, Director of Operations
- Aneeha Patwardhan, Director of Programs, India
- Taylor Radig, Director of Campaigns and Social Media
- Breege Tomkinson, Director of Finance