



VEGAN  
OUTREACH

NEWS

FALL 2020

Adapting—For the  
Animals

Meet Our New Executive  
Vice President

10 Weeks to Vegan—  
Breaking Records and  
Improving Effectiveness

Delivering Vegan Food  
to Those in Need

Easy Queso Recipe



*Donate now to have it* **DOUBLED!**

# Change Comes, Mission Remains

Spreading a vegan lifestyle is critical for creating a better world for animals. Vegan Outreach's mission has always been to *strike at the roots* of animal abuse. There's been much turmoil during our history—the attacks of 9/11, wars, and the great recession. Through it all, we haven't lost our focus.

While I'm grateful the humans in my life have been spared from COVID-19, tragedy struck this summer—our beloved dog, Zoey, passed away at a young age. Her memory inspires me daily, knowing there are so many animals I would love as much as I did Zoey, and that our work today will spare them misery in the future.

This year has been full of major challenges and significant successes. We completed an exhaustive analysis of our *10 Weeks to Vegan* series' cost-per-conversion and found that our online signups produced a high conversion rate at a low cost. When the pandemic hit, we reorganized our staff to expand our online work to more countries. We exceeded our goal of 80,000 signups by June 30 and are well on our way to our goal of 200,000 for the year.



**During these tough times, your support has been both critical and inspiring—thank you!**

Sincerely,

A handwritten signature in black ink that reads "Jack Norris". The signature is fluid and cursive.

Jack Norris, R.D.  
Executive Director



Coming on board in November 2019, I was excited to work with an animal rights non-profit that had a long, successful history of big impacts on how humans can understand and respect the lives of non-human animals. If I could play an integral role in helping our team share veganism with others, then I was where I needed to be.

Finding my stride was rudely interrupted by COVID-19. In addition to the pandemic's creation of a global health crisis and economic shutdown, we, as an organization, were facing strange territory for fundraising and experiencing the derailment of our community outreach efforts. Instead of panicking and issuing massive layoffs, we quickly got to work on our contingency plan.

Our programs are as strong as ever as we strategically take advantage of digital and international versions of our work. With a serendipitous collaboration with a generous donor, Vegan Outreach is feeding thousands of people each week with our *Vegan Food Aid* project. This project has provided sustainable work for staff members and, to date, over 170,000 vegan meals to thousands of people in need.

**Lesson learned? Even during difficult times, we just won't stop.**

Sincerely,

A handwritten signature in black ink that reads "Lena Ludwig". The signature is cursive and elegant.

Lena Ludwig  
Executive Vice President

## ALL DONATIONS DOUBLED — *Give Now!*

**A group of generous donors has pledged to match your donations, dollar for dollar, through December 31.**

Your gift guides people through the switch to vegan eating via our *10 Weeks to Vegan* and *Get Healthy* challenges, puts vegan food on restaurants' menus worldwide, and connects people with free vegan mentors!

Please give today to keep this work going. Matching ends December 31, so don't delay!

**Use the envelope provided or visit** | *Thank you!*  
**[VeganOutreach.org/2020match](https://VeganOutreach.org/2020match)**





# Fighting for Our Farm Friends

For every person who read a Vegan Outreach booklet, signed up for *10 Weeks to Vegan*, or clicked on an *Action Alert* to add more vegan options, there's a donor who gave generously to make it happen.



Throughout nearly all of Vegan Outreach's history, our work has revolved around massive community outreach at colleges and public events. From tabling at veg fests to leafleting in the cold on college campuses, our outreach coordinators spent the early months of 2020 leafleting and showing slaughterhouse virtual reality footage with the goal of signing people up for *10 Weeks to Vegan*.

And they were hitting their stride! But when public outreach came to a halt in March, we quickly adjusted. You stepped up and made it possible for our team to adapt and continue to fight for animals.

## We Wouldn't Have This **Campaign Progress** Without You!

Because of you, our campaigns team was able to continue working with restaurants, businesses, schools, and other organizations to guide them in adding vegan options.

- 
 The India campaigns team worked with one of the country's leading pharmaceutical companies to reduce the animal products served in their cafeterias. Once fully rolled out to all locations across India, over 2 million meals will be meat-free every year!
- 
 India-based DY Patil University School of Hospitality and Tourism Studies agreed to reduce the amount of animal products served in their cafeterias and are now meatless on Fridays. This initiative prepares their students—future chefs—in creating vegan menus.
- 
 The US campaigns team continues to urge IHOP, Cinnabon, and McDonalds to add vegan options to their menus. Over 59,100 people have signed our petitions demanding change!



# Spreading Veganism—One Email at a Time

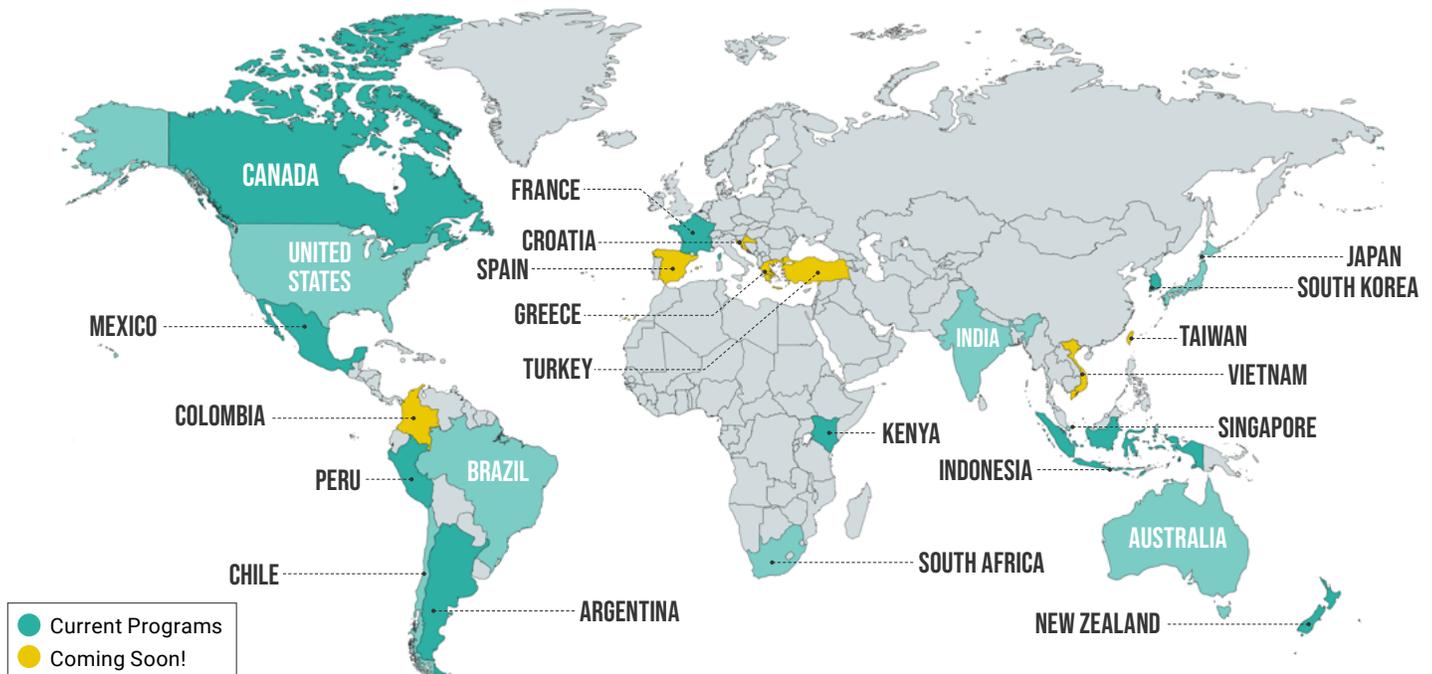
Through all of the recent changes, we've kept our primary focus on signing people up for *10 Weeks to Vegan*. Our free program that provides resources and tips to help people switch to animal-free eating has proven to be a powerful tool for creating more vegans. With 168,395 signups as of September 27, meeting our 2020 goal of 200,000 signups seems as possible as ever—especially as we continue to expand *10 Weeks to Vegan* to new countries!

Our team works with locals worldwide to adapt *10 Weeks to Vegan* to their countries. When people sign up, not only do they receive ten weeks of helpful emails, but they're also invited to join a Facebook group moderated by

someone from their country. Because of your support, we were able to create exciting, culturally relevant content for the following countries this year:

**Argentina • Brazil • Canada • Chile • France  
India for Vegetarians • Indonesia • Japan • Kenya  
Peru • Singapore • South Africa • South Korea  
United States for Spanish speakers**

It doesn't stop there! We want to add several more countries this year and beyond. Your donations help fuel this program and create more vegans!



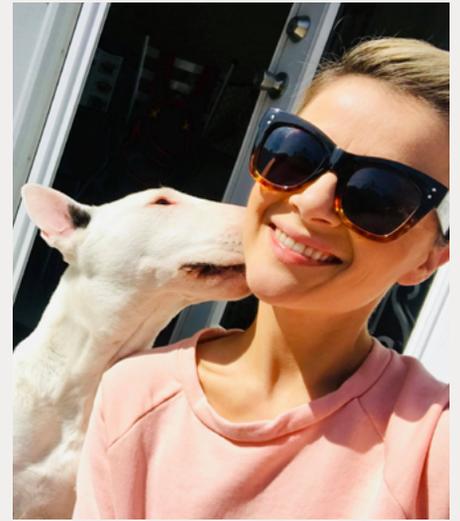
“ I found this program in a moment of personal search about veganism. I thought it was great and also rare to find that kind of help, and for free! The best thing about it is that I feel supported and guided now—not only at a nutritional level but also at a social level since the tips to continue being vegan are very good, like where to find vegan products in Peru and especially the tasty Peruvian veganized recipes. And the support group we have on Facebook where we share recipes, tips, questions, and greetings is priceless. Thanks to all the people who had the initiative to create this beautiful community. —Victoria Villalobos  
*10 Weeks to Vegan* Peru Participant ”



10 Weeks to Vegan lets you go along the journey at your speed and provides so much knowledge. I like how it's like taking baby steps. The Facebook group has also been so helpful and supportive. The community is so involved—sharing stories, hardships, and recipes. I look forward to seeing what everyone's up to daily!

My compassionate side is coming out more and more. Now, I'm not only doing this for my overall health but for the animals too.

—Dragana Hossack  
10 Weeks to Vegan US Participant



## How Effective is 10 Weeks to Vegan?

We surveyed people in the United States, India, and Mexico before and after they participated in 10 Weeks to Vegan. After comparing the results for those who signed up in-person versus online, we found that our online work is about 3 times as effective as in-person. This is great news as our work has shifted to exclusively online.

Based on participants' reported food intake, we found that **29% of those in the US converted to vegetarian or vegan after completing 10 Weeks to Vegan.** Most importantly,

our work is having a lasting effect! We followed up with people in the United States six months or longer after they completed the series and found no statistically meaningful recidivism—in other words, **the majority of people who moved towards removing animal products from their diets stayed that way.**

Read more about our results at [veganoutreach.org/10wimpact](https://veganoutreach.org/10wimpact)

## DIP DE QUESO

¡Disfruta esta receta de queso con leche de Chile!

### Ingredientes:

- 1 taza de papa blanca pelada y en cubos
- 1/2 taza de zanahoria pelada en cubos
- 1/4 taza de aceite vegetal (opcional)
- 2 cdas de jugo de limón
- 1 cda de ajo en polvo
- 1 cda de sal
- 1 cda de ají de color
- 5 cdas de levadura nutricional
- 1 cda de cebolla en polvo
- 1/4 taza de leche vegetal sin endulzar o agua



### Preparación:

Después de picar y pelar la zanahoria y la papa, cuécelas en una olla con agua hasta que estén blandas para después agregarlas al vaso de la licuadora. Añade la leche vegetal, el jugo de limón, especias, la levadura nutricional y licúa hasta que quede una mezcla homogénea. Si decides agregar el aceite, hazlo en forma de hilo con la licuadora encendida, esto ayudará a que quede más cremoso. ¡Sirve y disfruta!

## QUESO DIP

Enjoy this queso recipe from our 10 Weeks to Vegan Chile series!

### Ingredients:

- 1 cup of white potato, peeled and cubed
- 1/2 cup of carrot, peeled and cubed
- 1/4 cup of vegetable oil (optional)
- 2 tbsp lemon juice
- 1 tbsp salt
- 1 tbsp onion powder
- 1 tbsp paprika
- 5 tbsp nutritional yeast
- 1 tbsp garlic powder
- 1/4 cup unsweetened non-dairy milk or water

### Preparation:

After chopping and peeling the potato and carrot, boil in a pot with water until soft and then add to a blender. Add the non-dairy milk (or water), lemon juice, spices, and nutritional yeast and blend until creamy. If you choose to add the oil, pour it in as the blender is running—this will make it creamier. Serve and enjoy!



# Vegan Food Aid Delivers Meals & Hope



Vegan Outreach adapted to and rose to the challenge when campuses closed and is now feeding thousands of souls with healthy, vegan food. What better way to teach the world about being a vegan than to feed them?

- Chris, VO Sustainer, Wisconsin



Thanks to funding from a wonderful foundation, Vegan Outreach has been able to buy and deliver vegan meals and groceries to people in need during the COVID-19 crisis. Since April, we've provided 172,000 vegan meals—that means 172,000 meals containing animal products NOT served!

The *Vegan Food Aid* (VFA) truly stretches community-wide as we've been able to partner with other social justice organizations to serve communities in need. Not only has providing support to vulnerable populations allowed us to additionally support local restaurants, grocers, and organizations, but it has also kept our outreach team employed as public outreach has come to a halt.

Longtime staff member Jackie Va now serves as the VFA manager. "It's been remarkable to see this program come together thanks to our incredible funder and the resilience

of our employees, who have put all their energies into making a difference for those suffering from the pandemic. We're in a position to continue our mission to end animal suffering and help get vegan food into the homes of those who need it most," said Va.

Powerful stories roll in after each VFA delivery. After one event, LULAC organizer, Maria, shared how strongly she was struck by Vegan Outreach's kindness and genuineness in coming to help the families in her community. "Many people from media organizations and others with means to help had come to this part of Iowa to interview us and learn about our struggle, but nobody offered anything in the way of any real support until Vegan Outreach."



I am satisfied and grateful. I really find all the support they provide incredible. When I open my door in the morning and see the boxes with the food, it takes a great burden off me and makes me feel safe to have food for my family. I just have to say thank you very much!

- VFA recipient



VFA has caused these communities to see vegan food differently while opening hearts and minds to animal rights.

In partnership with the League of United Latin American Citizens Iowa (LULAC),

## WE'VE DELIVERED 36,000 MEALS

to those in cities dealing with ICE raids and that were sites of some of the worst COVID-19 factory farm outbreaks in Iowa



## DELIVERED OVER 37,000 MEALS

and groceries to Albuquerque families and the Navajo Nation in New Mexico and Arizona

With LULAC, delivered food to Cedar Rapids families impacted by a major derecho storm in August

## DELIVERED OVER 30,000

grocery meals, meals from local restaurants, and desserts directly to the homes of farmworker families in Dixon, California and food-insecure families in Stockton, California

Partnered with the nonprofits Black Women for Wellness and Black Lives Matter to

## PROVIDE 32,000 HOT MEALS AND GROCERIES FOR FAMILIES

## DELIVERED ALMOST 40,000

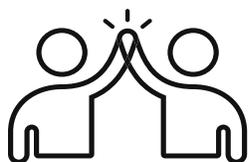
meals and groceries to food-insecure families in East Palo Alto, Redwood City, and San Mateo, California

Provided hot meals to individuals served by Live Forward, a local agency assisting the HIV-positive community in Athens, GA

Partnered with the Center for Farmworker Families to provide

## OVER 2,500 HOT MEALS AND GROCERIES

to Farmworkers in Watsonville, California



Partnered with several nonprofits serving trans, migrant, and indigenous communities in Mexico to serve vegan groceries to

## MORE THAN 700 INDIVIDUALS

## DELIVERED 280 HOT MEALS

to forest fire evacuees in Santa Cruz County shelters

Stay up to date on VFA by visiting

[veganoutreach.org/](https://veganoutreach.org/)  
[vegan-food-aid](https://vegan-food-aid.org/)





# Make More Vegans!

Our focus is on the endgame—a future where animals are no longer killed for food. Vegan Outreach hasn't forgotten about farmed animals during these tough times—we've adapted our outreach and inspired more people than ever before to go vegan.

*10 Weeks to Vegan* and *Get Healthy* guided challenges are now available with locally created, culturally relevant content in 16 countries, and we've expanded our online support for the thousands of people a month who sign up for these challenges. This only happens with your support!

Your funds will continue creating new vegans every single day. All donations will be matched through December 31!

Give now at  
**[veganoutreach.org/2020match](https://veganoutreach.org/2020match)**  
Matching ends December 31. *Thank you!*

