

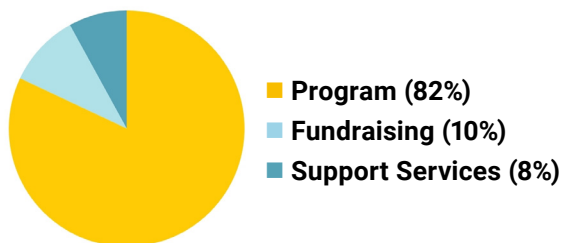


2022-2023 Annual Report

Financial Information for the fiscal year July 1, 2022 to June 30, 2023

• Beginning net assets	\$2,293,330
• Revenue	
Gifts, grants, and contributions.....	2,309,234
Investment Income.....	11,016
Total revenue	<u>\$2,320,250</u>
• Expenses	
Program.....	2,182,920
Fundraising.....	266,679
Support Services.....	211,041
Total expenses	<u>\$2,660,640</u>
• Ending net assets	\$1,952,940
• Assets	
Cash, investments, and other assets.....	2,059,564
Total assets	<u>\$2,059,564</u>
• Liabilities and net assets	
Liabilities.....	106,624
Net Assets.....	<u>1,952,940</u>
Total liabilities and net assets	<u>\$2,059,564</u>

• Functional Expenses as a Percent of Total Expenses



Vegan Outreach 2022-2023 Annual Report

About Vegan Outreach

Founded in 1993, Vegan Outreach is a 501c3 nonprofit organization working to end violence towards animals. We seek a future when sentient animals are no longer exploited as commodities.

By steadily increasing the number of vegans, we're laying the groundwork to reach a tipping point in which sweeping public policy changes for animals will become realistic. We efficiently target our outreach toward people who are motivated to make changes.

Support and Resources for Going Veg

Based on research showing that veg challenges are highly effective ways to facilitate change, we refocused our outreach from handing out booklets to signing people up for our program, *10 Weeks to Vegan*. The pandemic required that we move our outreach online, but allowed us to expand to many more countries (list below) and over 1.4 million people have signed up since the beginning of 2019. We are focusing on users who are more likely to use the ongoing support we provide in the Facebook groups for each series. In many countries, we're the main form of farmed animal advocacy.

Albania	Greece	Portugal
Argentina	Hungary	Puerto Rico
Australia and New Zealand	India (English for non-vegetarians)	Romania
Austria	India (English for vegetarians)	Russia
Bangladesh	India (Hindi for non-vegetarians)	Serbia
Belarus	India (Hindi for vegetarians)	Singapore
Bolivia	Indonesia	South Africa
Brazil	Ireland	South Korea
Bulgaria	Italy	Spain
Canada	Japan	Sweden
Chile	Kenya	Switzerland
Colombia	Kosovo	Taiwan
Costa Rica	Malaysia	Thailand
Croatia	Mexico	Turkey
Czech Republic	Morocco	Ukraine
Dominican Republic	Myanmar	United Kingdom
Ecuador	Nigeria	United States (English)
Egypt	Pakistan	United States (Spanish)
Estonia	Panama	United States (for Indian Americans)
France	Peru	Vietnam
Germany	Philippines	
Get Healthy	Poland	

Vegan Outreach's vegan mentor program provides individuals with one-on-one guidance. We have mentors in over 1,000 cities and dozens of countries. We also provide resources and inspiration on Facebook, Twitter, and Instagram.

Our nutrition website, VeganHealth.org, offers evidence-based nutrition support from registered dietitians. Readers can access in-depth information about transitioning to a vegan diet, staying healthy, and eating vegan at all life stages.

Food Service Campaigns

In India, the Green Tuesday Initiative continues to make progress. Educational institutions and corporate offices in India have implemented more sustainable food policies to reduce animal products from their menus. The Green Tuesday 2018-2023 impact report can be viewed at veganoutreach.org/campaigns-india. In 2023 we began inviting organizations in Vietnam to join this effective campaign for reducing and eliminating animal products.

Vegan Chef Challenge

In 2022, the Food Events department reignited the Vegan Chef Challenge program, and 2023 was a year of growth for the program. These challenges are month-long events showcasing new vegan menu items at local non-vegan restaurants. Typically, 10 to 30 restaurants take part and the dining public is encouraged to vote for their favorite dishes. Regional and local organizers help local chefs promote vegan eating and their restaurants with local media coverage in print, radio, television, and online coverage.

Vegan Chef Challenges create a positive buzz about veganism in areas that don't normally have many options with the majority of restaurants retaining their most popular vegan items.

Officers and Board of Directors

- Patti Rogers, Chair
- Mark Foy, Secretary
- Nelli Johnson, Treasurer
- 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.

Key Personnel

- Jack Norris, RD, Executive Director
- Alexandra Bury, Vice President of Development
- Aneeha Patwardhan, Vice President of Operations
- Victor Sjodin, Vice President of International Outreach
- Richa Mehta, Director of Programs, India
- Katia Rodriguez, Director of Latin American Online Outreach
- Jackie Va, Director of Food Events
- Taylor Radig, Vice President of Marketing
- Stacy Shepanek, Communications Manager & Graphic Designer
- Breege Tomkinson, Director of Finance