

FALL 2026

VEGAN OUTREACH NEWS

130,000 Join 10 Weeks to Vegan

28 Vegan Chef Challenges and 6 Mac Downs

330,000+ Booklets to College Students

Donate today to have it doubled

Scan or Visit:
VeganOutreach.org/EOYmatch



Letter from our Executive Director

As a Vegan Outreach donor, you're part of a community that understands the importance of inspiring people to go vegan.

A 2026 poll commissioned by the Vegetarian Resource Group estimates the number of adult vegans in the U.S. to be 7.9 million—their largest estimate to date and about 10 times as many as their first poll in 1994.

The number of vegans we create is directly tied to the funds we raise.

Vegan Outreach supports hundreds of new people each day on their vegan journey. We help existing vegans stay vegan and create new activists to expand the vegan community.

***You have the power* to determine how many animals we can spare!**

Most importantly, remember that while we work toward eliminating factory farming and slaughterhouses, every individual animal we spare from a lifetime of misery is an animal worth fighting for.

Thank you for caring, and especially for acting on behalf of innocent farm animals.

Sincerely,

Jack Norris, RD
Executive Director

All donations to this newsletter will be doubled.

Scan to give today or visit:

veganoutreach.org/EOYmatch

Our movement constantly needs to be making new vegans to keep the momentum going. Every single day we're reaching thousands of people. Your funding will help us reach even more—check out just a few of the individuals you've impacted!

"*Semanario Vegano Chile* was the difference between 'wanting to' and 'doing it.' It helped me plan my meals, discover new ingredients, and save time. I no longer wonder, 'What do I cook today?' It is practical, real, and adapts to life in Chile. Thanks to that, I was able to maintain the change over time."
–Elizabeth Karina, Chile

"Just wanted to say how much these emails are helping me transition to vegan. The swaps and vegan food picks make shopping and eating so much easier. So thank you again!
–Debs, Australia

"Becoming vegan is something I have long desired—not only for myself but also for the health and well-being of my family. Your program gives me the encouragement, guidance, and confidence to finally take this meaningful step toward a healthier and more compassionate lifestyle."
–Ann, Philippines

80 media stories

Food Events Make Headlines

This year, we've had 80 local media stories, and every single one was positive!

In 2026, we held month-long Vegan Chef Challenges in 28 cities, with more than 500 restaurants taking part! We also brought back Mac Downs, mac-and-cheese contests held at central locations. About half of Mac Down attendees are non-vegan, giving us a fun way to introduce more people to tasty vegan comfort food.

We choose smaller cities like Rockford, IL, and Greenville, SC. The challenges create a month-long positive buzz about veganism in areas that don't normally have many vegan choices.







"The response to our vegan specials has been so good—the Challenge started Tuesday, and by end of day Wednesday, we'd sold out. We've had a lot of regulars come in, look at the specials board, and say, 'Oh, I didn't know you had this!' Now that we know there's real demand, our chef has decided to keep tofu on as a permanent option, with a dedicated vegan special every month going forward. —VCC Restaurant Server, Knoxville, TN

2026 Vegan Chef Challenges

Asheville	Kalamazoo	Rockford
Canmore	Knoxville	Rogue Valley
Central Long Island	Lehigh Valley	Sacramento
Champaign	Manchester	Santa Barbara
Columbia	Marin County	Santa Cruz
Eugene	Monterey	Springfield, IL
Grand Rapids	New Orleans	Springfield, MO
Greenville	Oklahoma City	Tulsa
Jacksonville	Peoria	Ventura
	Reno	

Bring a Challenge to Your City

We'll provide support from start to finish.

Learn more at: veganchefchallenge.org

"It was really cool seeing non-vegans coming out and eating vegan food. And all of the chefs were incredible, so it was a lot of fun!
–Mac Down Chef, Springfield, IL

















Leafleting!

We want you!

During the winter and spring of 2026, we handed out 207K booklets, 60K more than any semester since the pandemic!

Campuses are busy and there's no better time to leaflet a college (or busy street sidewalk) for an hour or two.

We have a number of staff leafleters covering colleges in their regions:

- Austin Simmons – Illinois
- Brian Chavez – SoCal, Arizona, and Las Vegas
- Jev Martel – Ontario
- Lana Smithson – Maine and Florida
- Malaina Watts – Mountain time zone; Pacific NW
- Miguel Marrón – Florida
- Sarah Hyden – Oklahoma
- Steve Erlsten – Sacramento
- Yuri Mitzkewich – fills in the gaps!

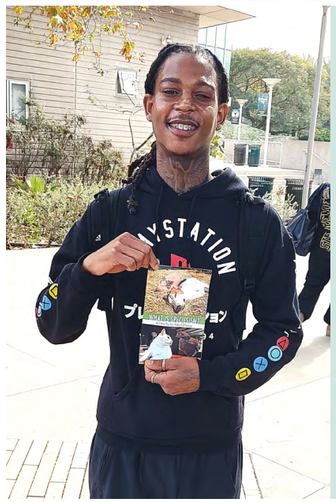
They love having volunteers help them for an hour or two. If you can join in, email us at info@veganoutreach.org.



'25-'26 school year: 330,000+ students handed a booklet



Rayna shared that receiving a Vegan Outreach leaflet from a volunteer in Southern California about a year ago had a major impact on her. She said she is now fully vegan and wanted to thank us for continuing this outreach so other students can have that same opportunity.



When Kobe stopped to talk, he shared that he hopes to become a registered dietitian. After reading the first part of our booklet, he said he agreed with its message and wants to go vegan. Kobe hopes to be a positive influence and help others go vegan, too. Before leaving, he signed up for 10 Weeks to Vegan.

Leaflet at a college near you!

In 1-2 hours you can reach hundreds of students with a message of compassion for animals. Better yet, have a friend or two join you and have fun at the same time you're helping farm animals.

To get started, visit:

adoptacollege.org



Or Scan

I want to work for animals and hike the Chugach Mountains for years to come. But if I'm hit by a bus tomorrow and there's no will, where will the resources I've worked hard for end up—like my IRA or the proceeds from my condo?

They'll go into probate or to the state, maybe eventually to a relative. The money I earned while working for PETA, HSUS, and Vegan Outreach could even end up funding the very things I've spent my life opposing!

–Alex Bury,
Vice-President of Development

Bequests Make a Big Impact

In the past three years, we've received three unexpected and significant bequests. These bequests have come at a time when donations from the general public have been down, and they've allowed us to continue our work.

To find out about adding animal activism to your estate plans, visit veganoutreach.org/planned-giving or email AlexB@veganoutreach.org.

Or Scan

Green Tuesday Surpasses 2026 Goals!

Green Tuesday provides institutions in India and Vietnam with training, customized meal plans, and cooking tips. We also hold webinars for employees to learn about eating more plant-based foods.

Green Tuesday 2026 Achievements

- 89 corporate and school partners
- Reduced 23.37 million pounds of animal products
- Over 2,300 employees attended webinars

Learn more at greentuesday.org







47,000 Students Attend Webinars in 2026!

In 2026, our India team gave more than 155 webinars to college students and nearly 40,000 students joined the 10 Weeks to Vegan program!



"I am grateful to Vegan Outreach because it was through their Food-Planet-Health webinar that I was introduced to veganism in 2024. After joining the 10 Weeks to Vegan program, I became fully vegan. The Food-Planet-Health session is excellent for beginners who need the motivation to make an immediate dietary change. It is a very helpful session—10 out of 10."

–Sumit, Webinar Attendee

We've compiled some especially motivating stories for you here:

veganoutreach.org/india-vegan-testimonials

LEAD-ing Students to Help Farm Animals

New Program Alert!

To amplify the impact of our college webinars, we've launched India's first student leadership program focused on farm animals, Leaders for Earth and Animal Defence (LEAD). The program empowers students to start campus chapters focused on farmed animals. The program has received an amazing response—more than 300 applications from 40 colleges and universities!

10 Weeks to Vegan

As of mid-September, over 130,000 people have signed up for 10 Weeks to Vegan in 2026.

500+ signups per day	54,000 join support groups

Our 10 Weeks support groups provide a welcoming experience to new members on their vegan journey. They receive nutrition information vetted by a dietitian, recipes, cooking tips, and moral support for situations like being the only vegan in a household.

Our United States and Canada support group has over 35,000 members—we're grateful to the many volunteers who help us answer questions and share recipes!

> "These weekly newsletters are very helpful and informative. It really helps me stick to my vegan diet and provides me with vital information on nutrition and recipes.
>
> –Shalni, Canada Participant

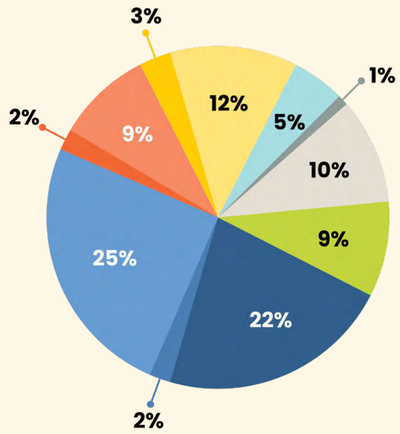
> "I'm loving being part of this group—it was the push I needed to finally choose veganism, and this time, with guidance!!! Thank you all.
>
> –Gislaine, Brazil Support Group Member

> "Thank you so much for the support. I have made positive steps towards becoming a vegan with your help.
>
> –Jeanette, Australia Participant

> "Over six-plus years, our group has built its own culture — one focused on respect, inclusivity, and harmony. Today, it's a thriving community where people support one another and feel safe sharing their struggles and victories. I often hear that the group provides the support people frequently lack at home — it's like a second family.
>
> –Frederico, Brazil Support Group Moderator

How we spend donations

The graph below shows a breakdown of VO's expenses in FY25-26.



*We find potential vegans via ads on Instagram, Facebook, and Google.

10 Weeks to Vegan
- 22% *Advertising
- 2% Email delivery and misc
- 25% Program support staff for 18 countries

Vegan Chef Challenges and Mac Downs
- 2% Supplies and promotion
- 9% Staff and support

College Leafleting
- 3% Booklets, food samples, shipping, and travel
- 12% Staff and support

- 5% India - Green Tuesday, college webinars, and 10 Weeks to Vegan
- 1% Nutrition and environmental research
- 10% Fundraising - staff and expenses
- 9% Administration - staff, HR, donation fees, audit, insurance, business apps, and state fees
- 0% Rent



You have the power to prevent a lifetime of misery for individual pigs, cows, and chickens.



All donations in response to this newsletter will be matched!

Please Give Today

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VEGAN OUTREACH