



VEGAN  
OUTREACH

NEWS

FALL 2019

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Donate Now to Have It **DOUBLED!**

# Striking at the Root for Animals

Henry David Thoreau once said, “There are a thousand hacking at the branches of evil to one who is striking at the root.” Through all its growth and change, Vegan Outreach remains steadfast in addressing the root cause of violence towards farmed animals—consumer demand.

Every week and all over the world, our dedicated staff is out there educating the masses about the violence inherent in animal agriculture—and changing the way they eat, live, and think about farmed animals. When we began leafletting in the mid-1990s, there were about half a million adult vegans in the United States. Today, there are 5 million—a ten-fold increase.

Veganism is growing. And your partnership with Vegan Outreach has helped make that happen.

- You introduced veganism in a powerful way by bringing our *10 Weeks to Vegan* program to 84,875 people—providing them with information and motivation to help them make the switch to vegan eating.
- You exposed the violence at slaughterhouses to 18,088 people via virtual reality outreach.
- You put leaflets in the hands of 796,700 students in 2019—at over 1,000 colleges and universities around the world.
- You enabled food sampling, humane education, and successful institutional campaigns.

Thanks to your support, Vegan Outreach has grown and improved our programs and our organization. We're now

spreading veganism in seven countries and helping local activists get started in others. We've gone from fiscally sponsoring a few local Vegan Chef Challenges to supporting them throughout the country. And we've launched several new *10 Weeks to Vegan* programs, helping people all over the world become vegan!

This summer, we brought together our community events and college outreach teams and created three geographic regions. This has maximized efficiency and coverage and given us an opportunity to work more closely with volunteers in each region.

In this newsletter, you'll see how your donations have inspired more people to go vegan. You'll see that striking at the root is changing the world for animals!

*Thank you for being the “one in a thousand”  
Thoreau was talking about.*



Sincerely,

Jack Norris, R.D.  
Executive Director



**See what your donations are accomplishing, be the first to hear about new vegan products, and learn more ways to help animals!**

Visit our website at [VeganOutreach.org](http://VeganOutreach.org) | [ComeVeg.org](http://ComeVeg.org) (Español) | [VeganOutreach.org/India](http://VeganOutreach.org/India)

Subscribe to our twice-monthly newsletter at [VeganOutreach.org/Enews](http://VeganOutreach.org/Enews)

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## Spreading Veganism—One Email at a Time

Over the past two years, our focus has shifted to promoting *10 Weeks to Vegan*, a free program that provides resources and motivation to help people switch to vegan eating. Whether people learn about it from an online ad or an outreach coordinator on a college campus, *10 Weeks to Vegan* has proven to be a powerful tool for making more vegans.

A month and a half before our June 30 deadline, we surpassed our original goal of getting 50,000 sign-ups. With 84,875 sign-ups so far, we're well over halfway to our new goal of 150,000 sign-ups by the end of the year! Because of your support, we were able to expand our reach by:

- ✓ Launching a Spanish version for Mexico
- ✓ Drafting a version for Kenya

✓ Launching three versions for India—English versions for email and WhatsApp, and a Hindi WhatsApp version for North India

✓ Launching *Get Healthy*, which was created by our very own Jack Norris and his fellow Registered Dietitian, Matt Ruscigno. Like our *10 Weeks to Vegan* series, *Get Healthy* is free and a great resource for those wanting to transition to a plant-based diet. It takes course over a shorter period—30 days—and contains in-depth nutrition information and health research summaries.

✓ Starting Facebook groups dedicated to participants of *10 Weeks to Vegan* and *Get Healthy*. Both groups are a welcoming community for people to ask questions, share tips, and find resources.

## Just How Effective is *10 Weeks TO VEGAN*

We surveyed people before and after they participated in the *10 Weeks to Vegan* email series. 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 about our results at [veganoutreach.org/10Wimpact](http://veganoutreach.org/10Wimpact).

## Donate Now to Have it Doubled!

A group of generous donors has pledged to match your donations, dollar for dollar, now through December 31. That means your donation today will create twice as many new vegans—bringing us two times closer to a tipping point for animals!

Your generosity guides people through the switch to vegan eating via our *10 Weeks to Vegan* program, puts pro-vegan leaflets in the hands of millions, exposes thousands to virtual reality slaughterhouse footage, and puts vegan food on restaurant menus worldwide.

Please give today to keep this outreach from slowing down. The deadline is December 31, but don't delay!

Use the envelope provided or visit  
[VeganOutreach.org/2019match](http://VeganOutreach.org/2019match)  
Thank you!



# How *You're* Making More Vegans

Your donations to Vegan Outreach enable us to spread veganism at over a thousand colleges and universities each year, as well as festivals and other community events. Through leafleting, giving out food samples, sharing virtual reality footage of slaughterhouses, and more, we expose the violence of animal agriculture and share the benefits of adopting a vegan diet.

All of our outreach is aimed at signing up students and community members for our free *10 Weeks to Vegan* program. That's ten more seeds we can plant with each person after our initial interaction with them during outreach—and our research shows it makes a big difference in people's food choices.



## Food Sampling

At hundreds of community events, large and small, we're introducing curious non-vegans to vegan food by handing out delicious samples of cheesecake, non-dairy milks, vegan burgers, and more! And on college campuses, we've started thousands of conversations by handing out Primal Strips vegan jerky along with our leaflets. In the spring 2019 semester, one person alone—Southern California Community Outreach Coordinator Brian Chavez—leveraged vegan food giveaways to bring in 8,907 sign-ups for *10 Weeks to Vegan*!

## Virtual Reality Outreach

Using iAnimal, a project created and developed by Animal Equality, as well as other footage, we show people firsthand the violence inflicted upon animals raised and killed for food. By the middle of the spring 2019 semester, we had already surpassed our fall 2018 record for virtual reality views. Since January, we've shown this powerful footage to 18,088 people!



## Campus Leafleting

For many people, a Vegan Outreach leaflet is their first encounter with the truth about animal agriculture. In 2019, your donations put pro-vegan leaflets in the hands of 796,700 students on over 1,000 college campuses. Your support also allowed for the creation of a Spanish leaflet focused on speciesism, made by our Mexico outreach team.



On the National Day of College Outreach, April 10, Vegan Outreach volunteers and staff handed leaflets to 12,736 students and signed 470 people up for *10 Weeks to Vegan*!



Mexico Campaigns and Spanish Media Manager Katia Rodriguez giving a presentation about veganism to students at UDEM San Pedro in Monterrey, México.

## Online Outreach

Throughout 2019, the Vegan Outreach communications team supplemented and supported in-person outreach with substantial online promotions of *10 Weeks to Vegan*, *Get Healthy*, and *Semanario Vegano*. Coupled with a cost-effective advertising program, our extensive reach on Facebook, Instagram, and Twitter has introduced veganism to millions.

## Reorganization in the U.S. and Canada

This year, Vegan Outreach combined the college outreach and community events departments and reorganized our U.S. and Canada team into three regions. Three regional managers now oversee the outreach staff and volunteers in their respective geographies, playing key roles in expanding our outreach and increasing *10 Weeks to Vegan* sign-ups.



Volunteers Misti Richardson and Tony Carr, and Eastern U.S. and Canada Community Outreach Manager Stacy Shepanek promoting *10 Weeks to Vegan* and handing out food samples in Charlotte, NC.

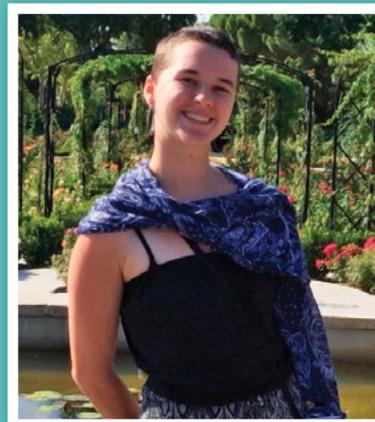
## Ambassador Program

This year, we launched an Ambassador program to expand our reach and utilize the amazing passion and skills of donor activists. Since March, our Ambassadors have led leafleting activities at their local colleges, represented Vegan Outreach at festivals, and helped spread awareness about *10 Weeks to Vegan*.

Want to get paid to help with outreach?  
Become a Vegan Outreach Apprentice today!  
Learn more at  
[veganoutreach.org/apprenticeships](https://veganoutreach.org/apprenticeships)

“*10 Weeks to Vegan* was a great help and saved me a lot of time and effort by already having a plan laid out for me. It made transitioning to being vegan easy to access, understand, and get excited about. I love being a steward to myself, the environment, and animals. I actually recommended *10 Weeks to Vegan* to someone today!”

Rosemary Adrat  
Rockland County, NY



# Campaign Wins Across the Globe

Working with our campaigns teams, you've made impressive progress in increasing the availability of vegan food worldwide! The more vegan options there are, the more people will switch to a diet that's better for animals, our planet, and our bodies. Wins like these wouldn't be possible without your donations and your activism.

## Green Tuesdays in India

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. So far, we've partnered with—

- Zostel—one of the largest hostel chains in Asia—to serve vegan food at cafeterias in eight of its locations.
- Hyderabad Trekking Club, one of the most popular trekking and travel companies in India. They'll only provide vegan food during their treks, impacting thousands of people every year.
- Multiple private colleges who've committed to including more plant-based options each week, thus reducing the use of several thousand kilograms of meat, dairy, and eggs.



## Big Changes at U.S. Chains

With your support, 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.

- You 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.
- You helped push Qdoba to roll out a vegan meat option at all locations.

## Action Alerts

- You've shown Cinnabon there's demand for a vegan cinnamon roll. Our petition has over 14,000 signatures—and counting! Add yours at [VeganOutreach.org/Cinnabon](http://VeganOutreach.org/Cinnabon)
- In partnership with Compassion Over Killing, we've left thousands of social media comments and put over 22,000 signatures on our petition for a vegan pancake at IHOP. Join us at [IHOPvegan.com](http://IHOPvegan.com)



“La practicidad de las recetas fue lo que más me gustó del *Semanario Vegano*, mi receta favorita fue el tofu revuelto. Gracias al programa bajé mucho mi nivel de consumo de carne y lácteos, llevé una alimentación vegana por un mes y medio.”

Sergio | Monterrey, Mexico

Translation: “What I liked the most about *10 Weeks to Vegan* was the practicality of the recipes. My favorite was the scrambled tofu. Thanks to the program, I decreased my level of meat and dairy consumption a lot. I adopted a vegan diet for a month and a half.”



## Vegan Chef Challenges in a City Near You?

How do you create a citywide buzz about vegan eating and get more vegan food on restaurant menus? With a Vegan Chef Challenge!

Vegan Outreach has sponsored Challenges in Davis, Reno, and Santa Barbara—hosted by Bethany Davis, an activist who has organized them since 2011. Inspired by the long-lasting impact they have, we recently hired a National Vegan Chef Challenge Coordinator to launch Challenges in more locations. This year, we're coming to the Twin Cities and Contra Costa County!

Get the details about upcoming Challenges and find out how to host one in your city. [TheVeganChefChallenge.com](http://TheVeganChefChallenge.com)

## What is a Vegan Chef Challenge?

This month-long event showcases new vegan menu items created by chefs at 10-30 local restaurants. The public is encouraged to dine at the restaurants and vote for their favorite dishes. Restaurants can win awards, and the animals win when people choose to eat vegan! Typically, restaurants opt to keep the vegan options on their menus for good!

## Banana Oatmeal Cookies— A Recipe from Our *Get Healthy Program*



### Ingredients:

- 3 large, ripe bananas (fresh, or frozen/thawed)
- 2 Tbsp peanut butter (optional)
- 2 cups quick oats
- 2 Tbsp chopped walnuts
- 1/2 tsp cinnamon
- 2 Tbsp raisins or dried cranberries, or a mix
- 2 Tbsp chopped dried apples

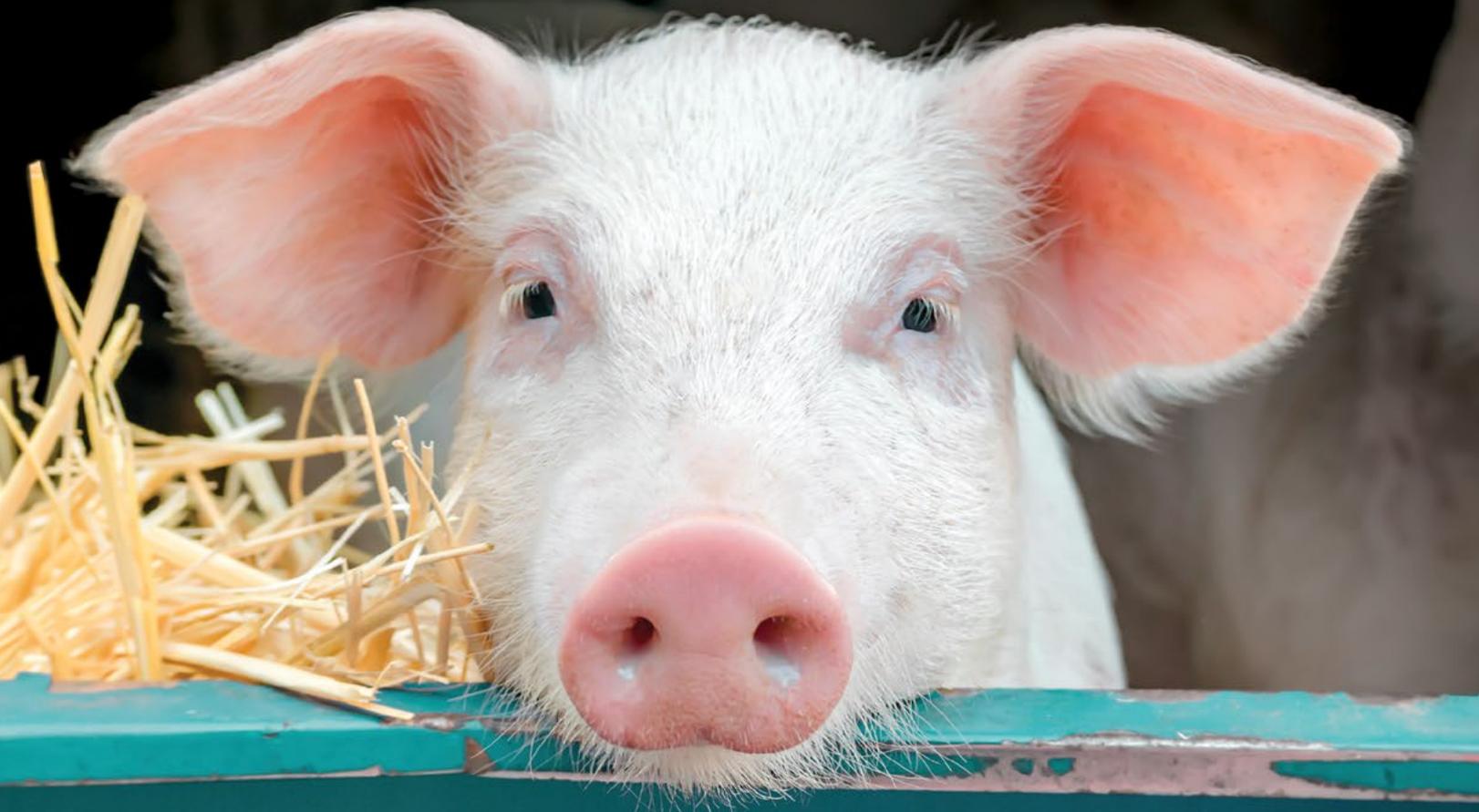
Tip: For more ways to replace eggs in baking, visit [veganoutreach.org/vegan-food](http://veganoutreach.org/vegan-food)

### Preparation:

- 1) Preheat oven to 350 degrees.
  - 2) Mash the bananas (and peanut butter, if using) in a large bowl.
  - 3) Add the oats and stir well. If the mixture feels too wet, add more oats. If it feels too dry and stiff, add either more mashed banana or a little water.
  - 4) Stir in the walnuts, cinnamon, and dried fruit.
  - 5) Form into balls using 2 Tbsp of dough per ball. Press lightly onto a greased or parchment-lined cookie sheet.
  - 6) Bake 10 minutes, rotate the cookie sheet, and bake another 10 minutes.
- Optional: For added nutrition, use an even mixture of banana and sweet potato (baked and peeled) in Step 2.

# Now is the Time!

You can feel it— we're nearing the tipping point.



“Vegan” is a household word. Veganism has become mainstream. Environmental groups and medical professionals have begun to promote a vegan diet and restaurants are lining up to add vegan options.

Even five years ago, this was all unheard of.

Now is the time to push our hardest—to spread veganism as far as we can.

**Will you help us by increasing your support in 2019?**

Your donation will be matched dollar-for-dollar, doubling your impact for farm animals—the animals for whom you can make the most difference. That means twice as many booklets, twice as many new vegans, twice as many animals spared from suffering.

**\$100 = \$200 | \$250 = \$500 | \$500 = \$1,000**

The work we do together for animals is crucial—and it all depends on your donations.

Give now at  
**[veganoutreach.org/2019match](http://veganoutreach.org/2019match)**  
Matching ends December 31. *Thank you!*

