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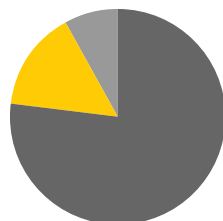
**ANNUAL REPORT FOR JULY 1, 2016 – JUNE 30, 2017**

**FINANCIAL STATEMENT: FISCAL YEAR 2015-2016**

• <b>Beginning net assets</b> .....	\$1,385,466
• <b>Revenue</b>	
Gifts, grants, and contributions .....	2,074,551
Dividends and interest .....	3,778
<b>Total revenue</b> .....	<u>\$2,078,329</u>
• <b>Expenses</b>	
Programs .....	1,511,777
Fundraising .....	295,247
Support services .....	149,694
<b>Total expenses</b> .....	<u>\$1,956,718</u>
• <b>Ending net assets</b> .....	\$1,507,077
• <b>Assets</b>	
Cash, investments, and other assets .....	1,648,417
Equipment (net of depreciation) .....	0
<b>Total assets</b> .....	<u>\$1,648,417</u>
• <b>Liabilities and net assets</b>	
Liabilities .....	141,340
Net assets .....	1,507,077
<b>Total liabilities and net assets</b> .....	<u>\$1,648,417</u>

• **Functional expenses as a percent of total expenses**

- Programs (77%)
- Fundraising (15%)
- Support services (8%)



## EDUCATIONAL AND OUTREACH PROGRAMS

### • **Adopt a College Leafleting Program**

Through our Adopt a College program (AdoptaCollege.org), we directly distributed persuasive, pro-vegan booklets at schools throughout the US, as well as Mexico, Canada, India, Australia, and New Zealand.

- Our staff Outreach Coordinators and volunteers handed booklets to over 2 million individuals, reaching a diverse group of young adults during the fall 2016 and spring 2017 semesters.
- We showed Animal Equality's iAnimal virtual reality videos to thousands of people at colleges and other venues, educating them on the violence of animal agriculture.
- We researched and developed three new booklets for use in outreach.
  - For Spanish speakers living in the US, we created *El poder de nuestras elecciones alimentarias* (translation: *The Power of Our Food Choices*).
  - *Everyone Loves Music*, a joint creation with the Factory Farming Awareness Coalition, targets concertgoers interested in the environment and spirituality.
  - *What Is Speciesism?* frames veganism as a critical way to stand up for justice for everyone, regardless of species.

### • **Community Events**

Vegan Outreach's Community Events department engaged in numerous outreach events, reaching people and communities for whom the idea of vegan eating was new.

- We reached almost 600 guests by hosting and participating in impactful community events, such as talks and Q&A sessions, community dinners, food sampling events, cooking demos, nutrition presentations, movie screenings, and guided grocery store tours.
- Vegan Outreach gave approximately 30 humane education presentations at high schools, middle schools, and colleges.

### • **Long-Term Support**

Vegan Outreach gave individual attention and support to those who requested information on how to adopt a vegan lifestyle and promote compassionate living.

- Recipients of Vegan Outreach booklets ordered free copies of our *Guide to Animal-Free Eating* at a rate of approximately 400 per month.
- Vegan Outreach's email newsletter went to over 34,000 active subscribers, and the twice-weekly blog went to 23,000. These communications contain updates on VO's work, activism information, recipes and product reviews, and more.
- We continued to expand our all-volunteer Vegan Mentor Program—to 3,005 English speakers and 517 Spanish speakers matched with personal vegan mentors. The program grew to 1,952 active vegan mentors.
- We revamped our 10-week email series, *Vegan Serial*, which helps aspiring vegetarians and vegans make the transition. The emails provide easy recipes, nutrition information from a registered dietitian, and recommendations for store-bought vegan food products.
- We also provided resources and inspiration to over 800,000 Facebook followers, 211,000 Instagram followers, and 91,000 Twitter followers. Our Spanish Facebook page, Vegan Outreach en Español, grew to 44,720 followers, and we started a Spanish Instagram page that is growing quickly.
- Vegan Outreach's registered dietitian updated articles on VeganHealth.org and corresponded with individuals about healthy vegan eating.

- **Restaurant Outreach**

Vegan Outreach's campaigns department works with chain and local restaurants, and other food service establishments, to add vegan entrees on their menus.

- We partnered with five local and chain pizzerias, putting vegan cheese on their menus—at a total of 12 locations across the US.
  - 1702
  - Coal Fire
  - Doormét
  - Lala's Wine Bar + Pizzeria
  - Oblio's Pizzeria

**OFFICERS AND BOARD OF DIRECTORS**

- Mark Foy, Chair
- Melissa Li, MD, Vice-Chair
- Yvonne LeGrice, Treasurer
- Lauren Sprang, Secretary
- Suzanne Haws
- 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 on the first week of the month of August, November, February, and May, at 1212 Farragut Circle, Davis, CA 95618.

**KEY PERSONNEL**

- Jack Norris, RD, Executive Director
- Steve Ann Chambers, Esq., President
- Lisa Rimmert, Director of Development
- Elizabeth Ross, Director of Community Events
- Victor Sjodin, Director of Outreach
- Lori Stultz, Communications Manager
- Breege Tomkinson, Director of Finance