



**VEGAN
OUTREACH**

NEWS

FALL 2022



Consistency
CREATES CHANGE

Year after year, we're increasing
the number of vegans

Celebrating
3 Million
Vegan Meals

Green Tuesday
Going Strong
for Five Years

Engaging
1 Million People
in 50 Countries

Vegan Chef
Challenge
Returns

> Donate now to have it doubled!

Consistency Creates Change

As a supporter of Vegan Outreach, I'm thankful that spreading veganism is important to you. While there are many tactics for helping animals, persuading people to stop eating them is critical for creating a society that values their lives.

Vegan Outreach isn't flashy. We don't make a big splash with high-profile campaigns. But day after day, year after year, we increase the number of vegans.

When I became vegan in 1988, almost no one had even heard of it. Today, being vegan is no longer unusual. We've come a long way in what is the blink of an eye in human history.

This couldn't have happened without animal advocates like you. Together, we're sowing the seeds that will play a significant role in reaching a tipping point for ending the use of farm animals for food.

Remember that while we work toward that tipping point, every single animal we prevent from having a life of misery is an animal worth fighting for!



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

Sincerely,

Jack Norris, RD
Executive Director



Tell us how Vegan Outreach has impacted your world, and you'll be entered to win this handmade mug by our very own Stacy Shepanek, Communications Manager & Graphic Designer.

Share your Vegan Outreach story at:
info@veganoutreach.org



We've reached 1 million followers on Facebook! Join us on your favorite platforms for recipes, encouragement, and community.



facebook.com/veganoutreach

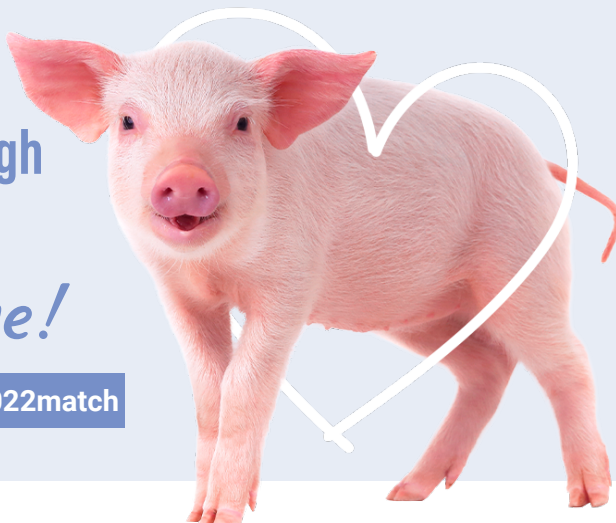
 [@veganoutreach](https://www.instagram.com/veganoutreach)

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All Donations
Matched Through
December 31

Please give!

VeganOutreach.org/2022match





Celebrating 3 Million Vegan Meals ✨

The *Vegan Food Aid* program wrapped on July 1, 2022 after a successful two-year run, serving 3 million vegan meals! Thank you to the staff members, volunteers, donors, and recipients for making *Vegan Food Aid* a truly community-wide effort and meaningful experience.

Green Tuesday Initiative Marks 5 Years

By engaging directly with institutions in India, the *Green Tuesday Initiative* has reduced the demand for animal products over the past five years. 33 companies and educational institutions have partnered with us, and many serve completely meat-free meals after our help.

In the years ahead, we plan to expand to an additional Asian country with the goal of reducing 2 million kgs of animal products by 2025.

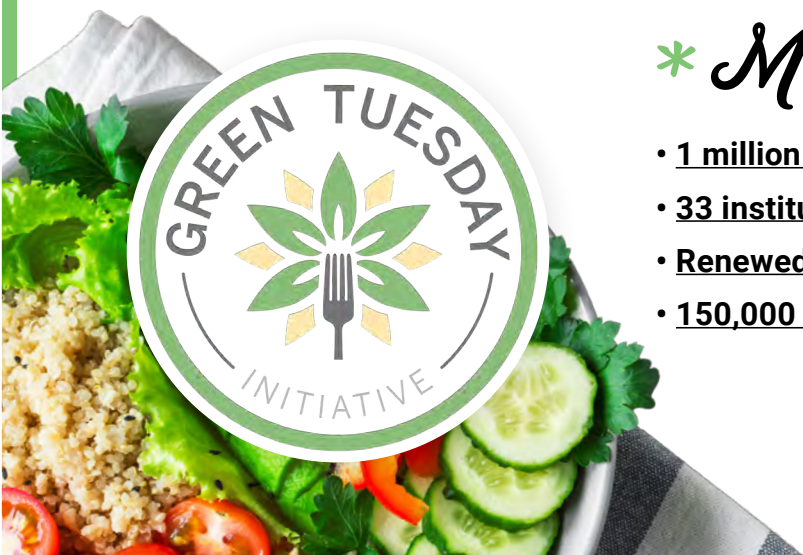
Thank you to all our partners and donors for enabling this important work!



* *Milestones*

- 1 million kgs of animal products reduced from being served
- 33 institutions implemented Green Tuesday Initiative
- Renewed 70% of the Green Tuesday Initiative partners
- 150,000 people participated in the Green Tuesday Initiative

Learn more at [GreenTuesday.org](https://www.GreenTuesday.org)



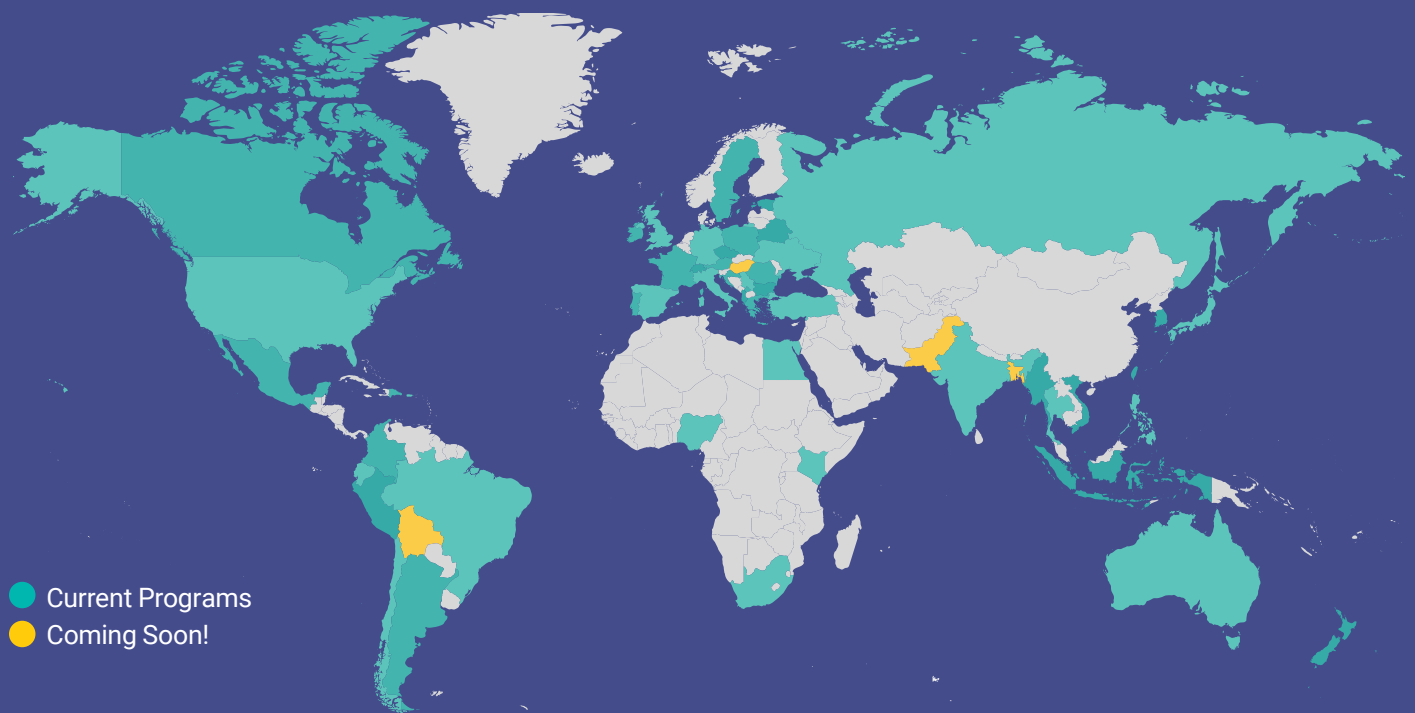
ALBANIA ARGENTINA AUSTRALIA & NEW ZEALAND AUSTRIA BELARUS BRAZIL BULGARIA CANADA CHILE COLOMBIA CROATIA CZECH REPUBLIC DOMINICAN REPUBLIC ECUADOR EGYPT ESTONIA FRANCE GERMANY GREECE INDIA INDONESIA IRELAND ITALY JAPAN KENYA KOSOVO MEXICO MYANMAR NIGERIA PERU PHILIPPINES POLAND PORTUGAL PUERTO RICO ROMANIA RUSSIA SERBIA SINGAPORE SOUTH AFRICA SOUTH KOREA SPAIN SWEDEN SWITZERLAND TAIWAN THAILAND TURKEY UKRAINE UNITED KINGDOM UNITED STATES VIETNAM

Engaging *Over 1 Million* People in 50 Countries

What did you struggle with most when you first went vegan?

Was it finding recipes that satisfied your cravings? Trying to make sure you were meeting all of your nutritional needs? Searching for the best vegan products? Finding others to connect with?

10 Weeks to Vegan covers all of this important information. When we first launched our free, guided challenge in 2019, we knew we wanted our program to be comprehensive, effective, and wide-reaching. That's why we're so proud to say that we now have versions in **fifty** different countries and have engaged over 1,000,000 people with our effective tool for creating more vegans!



Our team works with local residents worldwide to adapt *10 Weeks to Vegan* to their countries. When someone signs up, not only do they receive tips, product recommendations, nutritional information, and recipes tailored specifically to their country, but they're also invited to join a Facebook group moderated by someone fluent in their native language. This year, we continued to watch our Facebook groups grow:

Over 100,000 Facebook group members!

" I love this group! When someone wrote that they had a craving for herring, she was allowed to do that and no one attacked her for that feeling. The group just focused on finding a vegan substitute for her. "

-Asa, Sweden



Myanmar



Czech Republic



Egypt

We're grateful to our donors who have allowed us to help potential vegans in so many different regions of the world. In an effort to continually improve our program and best support those who sign up, we're currently surveying participants in the United States, Chile, and Vietnam to see just how much of an impact *10 Weeks to Vegan* makes on people's food choices.

As an average of more than 1,000 signups per day roll in and we continue to work with contractors worldwide to create new versions, we feel confident that, with your support, we'll keep facilitating change—one email at a time!



"Thank you, thank you, thank you. It is never too late to make a real change. At 65 years old, I know that I am going to achieve it with your help and thus pass on this amazing lifestyle to my grandchildren and relatives."

- Ester, Chile

"Whether out of habit, out of convictions instilled in me about the need to eat meat, or out of fear for expressing something that was "alternative," I had never found the courage to say "that's enough." This journey gave me the strength to say aloud the doubts I had inside. It made me understand that I am in the company of like-minded people."

- Marialuisa, Italy

"I'm just starting out, but I hope I can follow a vegan lifestyle for the rest of my life. I have realized that the consumption of animals is cruel, and I am a person who loves animals, so I want to help them by avoiding their consumption. Now that I have started, I will not give up until I achieve it. I am Adriana, and I'm 15 years old."

- Adriana, Peru



VEGAN CHEF CHALLENGE

* RETURNS *

- ✓ Stockton, CA
- ✓ Rhode Island
- ✓ Mobile, AL
- ✓ Albuquerque, NM
- ✓ Placer County, CA
- ✓ Washington, DC
- ✓ El Paso, TX
- ✓ Charlotte, NC
- ✓ Sacramento, CA
- ✓ Lodi, CA



"I am constantly looking for restaurants who offer vegetarian/vegan options that actually taste good! I couldn't even tell half of the food I was eating was vegan! I was so shocked—the food was so good!" -Diner, Stockton, CA

"Some of the most creative plant-based food I've ever had."
-Diner, Albuquerque, NM

"I was really impressed by all of the menu items. I never knew that this restaurant existed before the challenge, and I look forward to trying out other menu items after the challenge is over." -Diner, Stockton CA

Who doesn't want more mouth-watering vegan options at local restaurants? Cue the reignited Vegan Chef Challenge (VCC)!

The month-long events showcasing new vegan menu items at local restaurants returned in 2022 throughout the United States, and the response has been fantastic from diners and chefs!

On average, 10 to 30 restaurants participate, and the dining public is encouraged to vote for their favorite vegan dishes. VCC creates positive buzz about veganism in areas that don't normally have many vegan choices. Even better—restaurants continue to keep new vegan menu options after experiencing the demand for them!

VCC has a major impact on each city in which it's held, enticing both omnivores as well as vegans with new veg-friendly menu items. With diners signing up for *10 Weeks to Vegan* during the events, we're changing hearts and minds about animals and food.



BRING A CHALLENGE TO YOUR CITY



January 2023

New Year Vegan Chef Challenge

This January, challenge restaurants and diners to kick off the new year by trying veg-friendly menu items.



April 2023

Go Green Vegan Chef Challenge

This Earth Month, inspire chefs and restaurants to offer more vegan options that are delicious and good for the planet.

Learn more and sign up at VeganChefChallenge.org

The antidote to massive animal exploitation is massive outreach and education to create more vegans. This is Vegan Outreach's focus *every day*.

All donations are matched through December 31.



Give today at

VeganOutreach.org/2022match

Thank you!

