



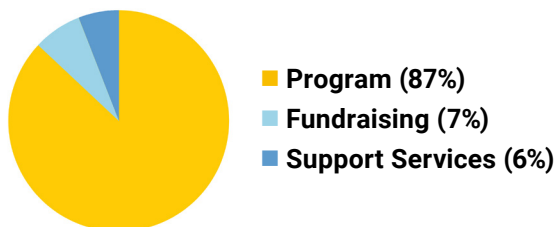
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2021-2022 Annual Report

Financial Information for the fiscal year July 1, 2021 to June 30, 2022

• Beginning net assets	\$1,404,250
• Revenue	
Gifts, grants, and contributions.....	4,356,833
Loan forgiveness.....	258,713
Investment Income.....	848
Total revenue	<u>\$4,616,394</u>
• Expenses	
Program.....	3,241,097
Fundraising.....	246,612
Support Services.....	214,803
Total expenses	<u>\$3,702,512</u>
• Ending net assets	\$2,318,132
• Assets	
Cash, investments, and other assets.....	2,497,965
Total assets	<u>\$2,497,965</u>
• Liabilities and net assets	
Liabilities.....	204,635
Net Assets.....	2,293,330
Total liabilities and net assets	<u>\$2,497,965</u>

• Functional Expenses as a Percent of Total Expenses



Vegan Outreach 2021-2022 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

During the 2021-2022 fiscal year, we obtained 375,000 signups to *10 Weeks to Vegan*. The series was launched in eleven additional countries with the support of locals. In many countries, we're the main form of farmed animal advocacy. Each series has its own Facebook group. The series is available in the following versions:

Albania	Get Healthy	Romania
Argentina	Greece	Russia
Australia and New Zealand	Hungary	Serbia
Austria	India	Singapore
Belarus	India for Vegetarians	South Africa
Bolivia	Indonesia	South Korea
Brazil	Ireland	Spain
Bulgaria	Italy	Sweden
Canada	Japan	Switzerland
Chile	Kenya	Taiwan
Colombia	Kosovo	Thailand
Croatia	Mexico	Turkey
Czech Republic	Myanmar	Ukraine
Dominican Republic	Nigeria	United Kingdom
Ecuador	Peru	United States
Egypt	Philippines	US En Español
Estonia	Poland	US for Indian Americans
France	Portugal	Vietnam
Germany	Puerto Rico	

Vegan Outreach's 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 2018-2022 impact report can be viewed at veganoutreach.org/campaigns-india

Vegan Chef Challenge

Vegan Food Aid was transformed into the Food Events department. In 2022, we reignited the Vegan Chef Challenge 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.

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

- Patty Rogers, Chair
- Mark Foy, Secretary
- 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
- Rania Hannan, Director of Online Outreach and Evaluation
- Sara McGoun, Director of Development
- Richa Mehta, Director of Programs, India
- Taylor Radig, Director of Campaigns and Social Media
- Stacy Shepanek, Communications Manager and Graphic Designer
- Breege Tomkinson, Director of Finance