



FALL 2018

VEGAN OUTREACH NEWS

**3 Ways *You're*
Helping People
Go Vegan**

**Lives You've
Changed**

**Meet our Board
Chair and Others**

**Campaign Success:
MorningStar and More**

***Double Your Impact*
with a Matched Donation**



A Look Back—and Forward—on VO's 25th Year



When Vegan Outreach started 25 years ago, hardly anyone was vegan or even knew what the word meant. Our first leaflet was printed on yellow paper so we could save money on yellow ink—and I had to ration the leaflets, never taking more than 350 with me onto a college campus.

Since then, Vegan Outreach has grown tremendously—we now hand out thousands of leaflets in a day! With each passing year, I've grown more inspired by and grateful to you—the donors who make our work happen.

I've witnessed a lot of positive change in my 25 years with Vegan Outreach. Vegan restaurants are popping up everywhere, there are so many veg fests it's no longer possible to track them, and I see new vegan products every time I visit the store!

I've seen countless people make the switch to vegan living because they received a Vegan Outreach leaflet, connected with a vegan mentor, or tasted delicious vegan food at one of our community events. When we visit college campuses, we hear from so many students who are already vegan or who want help becoming vegan. **Even in more remote areas, "vegan" is a household word.**

Vegan Outreach has grown not just in impact but in size, scope, and effectiveness. We now have 41 employees and conduct grassroots outreach throughout six countries—Australia, Canada, India, Mexico, New Zealand, and the U.S. In 2018, we've handed leaflets to nearly 1.6 million individuals, conducted our first virtual reality outreach tour, overhauled our *10 Weeks to Vegan* program, completed the largest leafleting study ever, and more! Your donations made it all possible. Thank you!

Donors like you have played a crucial role in changing the world for animals. Working together, I believe that by Vegan Outreach's 30th anniversary, we'll make "speciesism" a household word like "veganism" is today—and ending violence towards animals will be viewed by all as a critical step in creating a just world for everyone.

Your dedication brought us to this point—and it's what will bring us to a vegan world. On behalf of everyone at Vegan Outreach, and the animals you're sparing from suffering, thank you.

Sincerely,

Jack Norris, R.D.
Executive Director



Connect with Us

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

Subscribe to our weekly Action Alerts at VeganOutreach.org/campaigns.



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Front cover photo: Momma and her babies at Woodstock Farm Sanctuary

Back cover photo: Jo-Anne McArthur / Essere Animali

Get to Know Some Faces of VO

What's in VO's future that most excites you?

"I'm excited to see where Vegan Outreach goes with virtual reality outreach. It's not as quick as leafleting but seeing a farm or slaughterhouse through a headset is a visceral experience! I'm also excited about our international outreach. And probably **highest on my list is our campaign work.** Getting a restaurant chain or a food distributor to switch to vegan products takes time, but it's a huge win!"



— Lauren Sprang, Chair, Board of Directors

You did VO's first-ever virtual reality outreach tour this year! What's one story that stands out to you?

"Out of 44 campuses across 13 states, our stop at Harvard University clearly stands out. A group of five students watched Animal Equality's iAnimal video of pigs on a factory farm, and afterward we could tell it was a truly life-changing experience for them. They said they never knew how pigs were treated—and the whole group collectively said **they were done eating animals!** It's such a beautiful experience to witness change like this, and we saw it often on our tour!"



— Yuri Mitzkewich, Southeast US Outreach Coordinator

What's the most exciting VO campaign success that happened in 2018?

"In July, **MorningStar Farms veganized three of their products.** This change will not only expand vegan options nationwide but remove an enormous amount of eggs from the food industry every single year. There's nothing better than knowing you were part of a project that helped make a real impact for animals."



— Taylor Radig, Campaigns and Social Media Manager

What's been the most rewarding part of starting VO's program in India?

"It's very heartening to see our work make a difference for animals. Every day, we meet students who are moving towards animal-free lifestyles as a result of our outreach. Our **six outreach coordinators in India** are some of the most hardworking activists I know and their dedication inspires me every day."



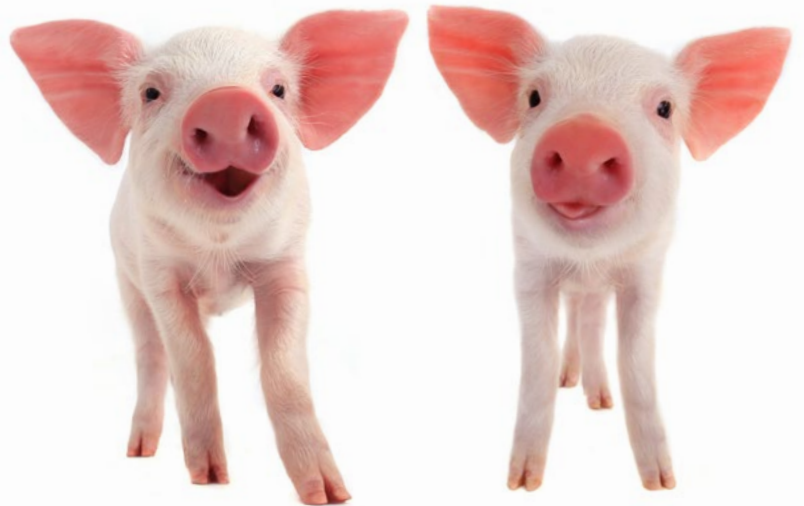
— Aneeha Patwardhan, India Outreach Manager

Donate Now to Have it *Doubled!*

Your donation right now will go twice as far in making more vegans! It will be matched dollar-for-dollar by an anonymous donor, doubling its power to make life-changing outreach happen—and moving us closer to a vegan world!

Your generosity fuels all the good work we do for animals, from spreading compassion through leafleting, virtual reality outreach, and sharing vegan food, to helping people go vegan through our *10 Weeks to Vegan* program.

Please give generously today. The deadline is December 31st, but please don't delay! Jumpstart our success by giving before November 30th in the envelope provided or at VeganOutreach.org/2018match



What Do These New Vegans Have in Common? *You!*



Seminole State College of Florida students Sarah and Chloe said they'll be going vegan after receiving a leaflet you paid to print and ship!



This Brooklyn College student received a leaflet thanks to your donation. She not only wants to go vegan but also help with outreach!



After experiencing iAnimal virtual reality, this attendee of the San Diego Comic-Con told us he's going vegan on the spot.

More people are going vegan thanks to you

Your donations have paid for a huge amount of outreach all over the world, including in many communities that rarely see vegan activism. Your generosity enables Vegan Outreach to find and engage with curious non-vegans wherever they are—whether that's on a college campus,

at a local farmer's market, or at a pet expo! And we hear consistently from people who plan to make a change because of your donations to VO. In fact, sometimes we cross paths with people we met in previous years and find they've been vegan ever since!

Yuri Mitzkewich did Vegan Outreach's first-ever virtual reality outreach tour, showing 3,879 students at 44 schools what farms and slaughterhouses are like for animals. It went so well that he's back on the road this semester for a tour of 75 schools!



At the Charlotte Mac Down, attendees enjoyed building community, learning about veganism and Vegan Outreach, and, of course, eating mac 'n' cheese!



Vegan Outreach donor and volunteer, Kumar Thomas [above right], spread veganism in New York City at the world's largest India Day Parade.

Nzinga Young brought vegan lunches and presented about veganism to 70 staff members of the Brooklyn Borough President's Office. Now these leaders can spread the message in their community!

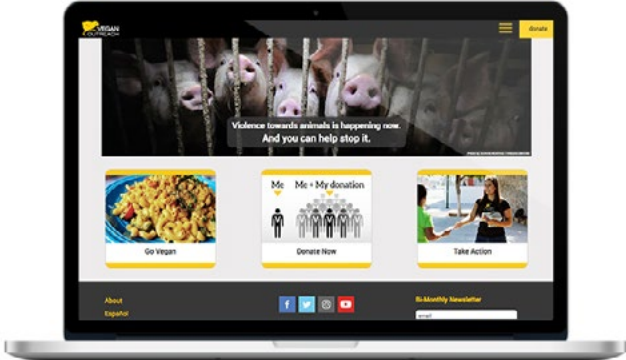


Aravindan V spoke to a huge group of students about the benefits of veganism at his alma mater, Sri Krishna Arts and Science College in Tamil Nadu, India.

So far in 2018, you've...

- Put leaflets in the hands of 1,594,584 people on campuses and other venues
- Virtually placed 15,469 people into the perspective of an animal in a farm or slaughterhouse
- Shared vegan food samples with 14,000+ curious non-vegans
- Provided humane education presentations to thousands of students

As your donations have grown, so too have our outreach programs. Thanks to you, we're conducting our first outreach tours of Peru and Ecuador—complete with newly-designed leaflets featuring culturally relevant food and local activists. We've added an Outreach Coordinator in Mexico and five in India, and we're reaching new audiences in the U.S. as well, thanks to new leaflets like *Fight Climate Change with Diet Change*—a joint creation with the Factory Farming Awareness Coalition.



Visit our completely revamped websites:



**U.S. and Canada: VeganOutreach.org
India: VeganOutreach.org/India**

Success with Restaurants



Ashley Lenton of the Nearly There Campaign helped promote our campaign at the 2018 Animal Rights National Conference in Los Angeles, CA.

Vegan Outreach's Campaigns department has made a lot of progress this year thanks to donors like you and the activists who participate in our Action Alerts! The more abundant and convenient vegan food is, the easier it will be to eat vegan—for everyone!

✓ Earlier this year we teamed up with the Nearly There Campaign to ask MorningStar Farms to ditch the dairy and eggs in its products—starting with their Garden Veggie Burger. So far, the campaign has garnered 7,036 petition signatures, hundreds of social media comments, and 1,357 emails asking them to make the change. And in July,

MorningStar veganized three of their products—the Buffalo Wings, Buffalo Chik Patties, and Chik'n Nuggets!

✓ We worked with international pizza chain Piola USA to add Follow Your Heart's vegan mozzarella cheese to their menu, which they did in May at ten of their U.S. locations.

✓ We've partnered with Delaware North, a global leader in food service, to curate and launch an entirely vegan grab-and-go line at Los Angeles International Airport (LAX). The first dish—a vegan poke bowl—launched in July at the Farmers Market in Terminal 5.

You Can Help!

We'd love to see California Pizza Kitchen launch a vegan cheese pizza—but we need your help! Our petition has 33,395 signatures, and the more people who sign—and the more comments and emails they receive from you—the closer we'll be to seeing a hearty vegan option at a national U.S. pizza chain!

Keep up with our progress and sign up for Action Alerts at VeganOutreach.org/campaigns



3 Ways You're Helping People Go Vegan

Going vegan can be a big change, and Vegan Outreach is here to help make it simple and fun. Thanks to the generosity of donors, new and aspiring vegans receive resources and support in three ways—

1. Ten Weeks of Emailed Tips

Formerly *Vegan Serial*, our *10 Weeks to Vegan* program makes going vegan simple and fun! Participants get help going vegan by switching out one animal product per week with a vegan version—for ten weeks. Each email focuses on one animal product, such as beef or cheese, and gives participants vegan recipes, product recommendations, nutrition tips, and info about the animals they're helping by leaving animal products off their plates.

This year, we changed the name and completely revamped the content, and, since January, 8,279 aspiring vegans have signed up!





2. Person-to-Person Support

When a veg-curious or newly-vegan person needs some extra guidance, our Vegan Mentor Program connects them with a vegan mentor. These vetted volunteers help people navigate everything from grocery store aisles to conversations with friends and family.

Since January, you've connected 645 people with mentors, totaling 4,770 to date.

3. Nutrition Resources

VeganHealth.org, a project of Vegan Outreach, got a makeover in March. It's more user-friendly now, but still packed with evidence-based nutrition info for anyone looking to thrive on a vegan diet. The site now offers—

- Reviews of the scientific literature related to vegan eating
- Answers to common concerns regarding vegan nutrition
- Tips for new vegans and an overview of daily nutritional needs
- Recommendations for nutrients that can be low in the diets of some vegans

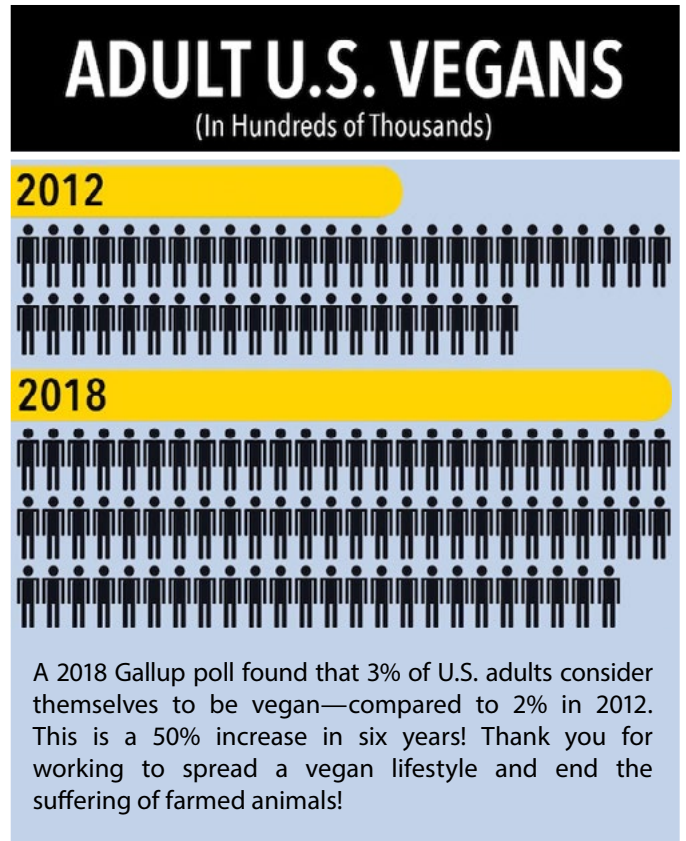
Measuring Change

In August, Vegan Outreach wrapped up the largest leafleting effectiveness study ever undertaken. We aimed to measure how many leaflet recipients became single-week vegans, defined as someone who reported eating every category of animal products "less than one time per week" or "never." We found that—

- It takes 118 leaflets handed out at a college to produce one new single-week vegan.
- For every 74 booklets *read*, one new single-week vegan is created—a strikingly similar result as our 2016 Pay Per Read study (75 booklets read).
- Our *What is Speciesism?* booklet trended toward causing the most diet change.

While these results have a wide margin of error, the trends are similar in all the research we've done. We're now somewhat confident about the quantifiable impact college leafleting has on short-term diet change.

Read about our studies in detail at veganoutreach.org/leafleting-and-booklet-effectiveness





“ When the suffering of another creature causes you to feel pain, do not submit to the initial desire to flee from the suffering one, but on the contrary, **come closer, as close as you can to him who suffers, and try to help him.** ”

– Leo Tolstoy

Together, we can end animal suffering for good.

The work we do together for animals is crucial—and it all depends on your donations. Right now you have a special opportunity to have your donation matched dollar-for-dollar!

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

Will you be one of the first donors to our 2018 matching challenge?

Give now at
veganoutreach.org/2018match
Ends December 31, 2018. *Thank you!*

