



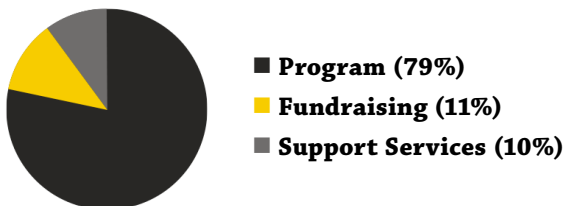
PO Box 1916, Davis, CA 95617-1916 • 530-302-5089
 info@VeganOutreach.org • VeganOutreach.org

ANNUAL REPORT FOR JULY 1, 2017 – JUNE 30, 2018

FINANCIAL STATEMENT: FISCAL YEAR 2017-2018

| | |
|---|--------------------|
| • Beginning net assets | \$1,506,948 |
| • Revenue | |
| Gifts, grants, and contributions..... | 2,762,652 |
| Investment Income..... | 15,855 |
| Total revenue | <u>\$2,778,507</u> |
| • Expenses | |
| Programs..... | 2,084,358 |
| Fundraising..... | 303,524 |
| Support services..... | 269,576 |
| Total expenses | <u>\$2,657,458</u> |
| • Ending net assets | \$1,627,997 |
| • Assets | |
| Cash, investments, and other assets..... | <u>1,822,643</u> |
| Total assets | <u>\$1,822,643</u> |
| • Liabilities and net assets | |
| Liabilities..... | 194,646 |
| Net assets..... | <u>1,627,997</u> |
| Total liabilities and net assets | <u>\$1,822,643</u> |

• Functional Expenses as a Percent of Total Expenses



EDUCATIONAL AND OUTREACH PROGRAMS

• Campus Leafleting and Virtual Reality Outreach

Through our Adopt a College program (AdoptACollege.org), we directly distributed persuasive, pro-vegan leaflets at schools throughout the United States, as well as Mexico, Canada, India, Australia, New Zealand, and beyond.

- Our staff Outreach Coordinators and volunteers handed booklets to over 2 million individuals, reaching a diverse group of young adults during the Fall 2017 and Spring 2018 semesters. We showed virtual reality videos to 11,618 people on college campuses and other venues, educating them on the violence of animal agriculture.
- We researched and developed three new leaflets for use in outreach.
 - For our first outreach trips to Peru and Ecuador, we created two versions of the leaflet *El poder de nuestras elecciones alimentarias* (translation: The Power of Our Food Choices).
 - *Fight Climate Change with Diet Change*, a joint creation with the Factory Farming Awareness Coalition, targets environmentalist audiences.
 - Our *Guide to a Compassionate Lifestyle* is made by and for Indian Americans and shares culturally relevant information and resources for a plant-based diet.

• Community Events

Vegan Outreach's Community Events department hosted or participated in 270 outreach events, reaching people and communities for whom the idea of vegan eating is new.

- We gave out Vegan Outreach leaflets to more than 39,000 people this year, speaking with many of them about vegan living and answering any questions.
- We provided free samples of vegan food, including vegan meats and cheeses, and desserts, to more than 15,000 people, introducing them to veganism in a friendly—and delicious—way!
- Events included health fairs, conferences and exhibitions, cooking demos, nutrition presentations, movie screenings, and more.

• 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.

- MorningStar Farms removed animal products from three products and is working to veganize others
- Delaware North added a grab-and-go poke bowl at their Farmers Market eatery in the Los Angeles International Airport.
- California Pizza Kitchen added their first-ever vegan cheese to one Washington state location.
- The following regional pizza chains launched a vegan cheese option due to our partnership with them: WisePies Pizza, Coal Fire Pizza
- Two single-location pizza restaurants, 1702 and Orapax, launched a vegan cheese option. In addition, Orapax added a vegan burger and vegan "chicken" entree.
- International chain Piola USA launched vegan cheese in nearly all of its U.S. locations.

• **Long-term Support and Resources**

- Vegan Outreach gave individual attention and support to those who requested information on how to adopt a vegan lifestyle and promote compassionate, healthy living.
- We fully revamped our 10-week email program, which helps aspiring vegetarians and vegans make the transition. *10 Weeks to Vegan*, formerly *Vegan Serial*, provides easy recipes, nutrition information from a Registered Dietitian, and store-bought vegan food product recommendations. As of June 2018, 16,000 people had signed up and were going through for the program.
- We revamped and improved our nutrition website, VeganHealth.org, and it now includes resources about transitioning to a vegan diet, keeping healthy, vegan eating at all life stages, and more.
- We continued to expand our volunteer Vegan Mentor Program—to 3,979 English speakers and 634 Spanish speakers matched with personal vegan mentors. The program grew to 2,524 active vegan mentors.
- Vegan Outreach also provided resources and inspiration to over 934,000 Facebook followers, 109,700 Twitter followers, and 248,000 Instagram followers. Our Spanish Facebook page, *Vegan Outreach en Español*, grew to 57,000 followers, and we started a Spanish Instagram page that is growing quickly, with 2,626 followers as of June 2018.
- Vegan Outreach's email newsletter went out to over 29,000 subscribers. These communications contain updates on Vegan Outreach's work, activism information, vegan recipes, product recommendations, and more.

OFFICERS AND BOARD OF DIRECTORS

- Lauren Sprang, Chair
- Yvonne LeGrice, Vice Chair
- Drew Rodriguez, Treasurer
- Mark Foy, 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 months of August, November, February, and May, at 1212 Farragut Circle, Davis, CA 95618.

KEY PERSONNEL

- Jack Norris, RD, Executive Director
- Alexandra Bury, Vice President of Development
- Lisa Rimmert, Vice President of Strategic Communications
- Victor Sjodin, Vice President of College Outreach and International Expansion
- Kevin Gallagher, Director of Operations
- Aneeha Patwardhan, Director of Programs, India
- Elizabeth Ross, Director of Community Events
- Breege Tomkinson, Director of Finance