



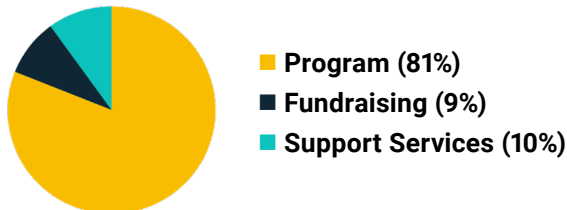
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2020 Annual Report

Financial Information for the fiscal year July 1, 2019 to June 30, 2020

• Beginning net assets	\$1,380,084
• Revenue	
Gifts, grants, and contributions.....	2,373,556
Investment Income.....	30,114
Total revenue	<u>\$2,403,680</u>
• Expenses	
Programs.....	1,875,552
Fundraising.....	206,749
Support Services.....	240,336
Total expenses	<u>\$2,322,637</u>
• Ending net assets	\$1,461,127
• Assets	
Cash, investments, and other assets.....	1,829,485
Total assets	<u>\$1,829,485</u>
• Liabilities and net assets	
Liabilities.....	368,358
Net Assets.....	1,461,127
Total liabilities and net assets	<u>\$1,829,485</u>

• Functional Expenses as a Percent of Total Expenses



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.

The budget for fiscal year 2020-2021 was \$2.8 million, with \$1.3 million allocated to outreach, \$1.2 million to the Vegan Food Aid project, and \$300,000 for fundraising.

Support and Resources for Going Veg

Despite the pandemic, we set a record in 2020 with over 226,000 people signing up for our flagship program, *10 Weeks to Vegan*. Also in 2020, we launched *10 Weeks to Vegan* to 15 new countries and are now actively promoting it in Argentina, Australia, New Zealand, Brazil, Canada, Chile, Colombia, France, Greece, India, Indonesia, Japan, Kenya, Mexico, Peru, Singapore, South Africa, South Korea, Taiwan, United States, and Vietnam. We provide a companion Facebook group for each country.

Vegan Outreach's vegan 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.

College Outreach

Before the pandemic, our India team completed outreach tours in Gujarat and Delhi, reaching over 11,000 students at colleges and universities. Once the pandemic hit, we reached over 15,000 students through remote college outreach and over 50 webinars.

Food Service Campaigns

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

In India, we continued our Green Tuesday campaign. Six Institutions signed the Green Tuesday Initiative pledge to reduce their meat and egg consumption once a week, including DY Patil University School of Hospitality and Tourism Studies committing to going vegan on Fridays. A leading institution in India, BITS Pilani Go, pledged to reduce their meat, egg, and fish consumption by 15%. The company Hetero committed to making over two million meals meat-free annually.

Vegan Food Aid

When the pandemic hit, a charitable foundation partnered with Vegan Outreach to bring vegan meals and grocery boxes to food-insecure communities. We named the new initiative Vegan Food Aid, and to date, have served over 314,000 meals.

In California, Vegan Food Aid has provided food to farmworker families in Dixon and Watsonville and families in Stockton, East Palo Alto, Redwood City, and San Mateo. In the Los Angeles area, we've joined with Black Women for Wellness and Black Lives Matter to deliver food. In Iowa, we provided food for families associated with the League of United Latin American Citizens and in Arizona with the Navajo Nation.

Officers and Board of Directors

- Lauren Sprang, Chair
- Drew Rodriguez, Treasurer
- Mark Foy, Secretary
- Patty Rogers, Chair
- 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 based out of 1212 Farragut Circle, Davis, CA 95618.

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
- Breege Tomkinson, Director of Finance