



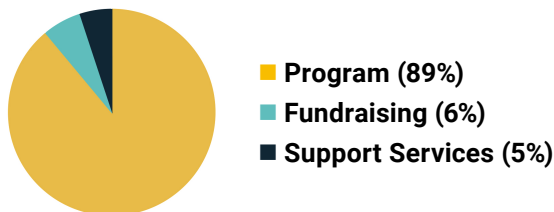
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## 2020-2021 Annual Report

### Financial Information for the fiscal year July 1, 2020 to June 30, 2021

• <b>Beginning net assets</b> .....	\$1,461,127
• <b>Revenue</b>	
Gifts, grants, and contributions.....	3,853,585
Investment Income.....	19,203
<b>Total revenue</b> .....	<u>\$3,872,788</u>
• <b>Expenses</b>	
Programs.....	3,494,046
Fundraising.....	229,230
Support Services.....	206,389
<b>Total expenses</b> .....	<u>\$3,929,665</u>
• <b>Ending net assets</b> .....	\$1,404,250
• <b>Assets</b>	
Cash, investments, and other assets.....	1,835,632
<b>Total assets</b> .....	<u>\$1,835,632</u>
• <b>Liabilities and net assets</b>	
Liabilities.....	431,382
Net Assets.....	<u>1,404,250</u>
<b>Total liabilities and net assets</b> .....	<u>\$1,835,632</u>

#### • Functional Expenses as a Percent of Total Expenses



# Vegan Outreach 2020-2021 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 2020-2021 fiscal year, we obtained 415,577 signups to *10 Weeks to Vegan*. The series was launched in 22 additional countries with the support of locals. Each series has its own Facebook group. As of June 30, 2021, the series is available in the following versions:

Argentina	Greece	Singapore
Australia/New Zealand	India	South Africa
Austria	India for Vegetarians	South Korea
Brazil	Indonesia	Spain
Canada	Japan	Sweden
Chile	Kenya	Taiwan
Colombia	Mexico	Turkey
Croatia	Peru	US
France	Philippines	US En Español
Germany	Romania	US for Indian Americans
Get Healthy	Serbia	Vietnam

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](http://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

Outreach on college campuses was suspended due to the pandemic. Vegan Outreach India continues to collaborate with universities across India to host virtual education webinars. The Mission Compassion Virtual tour included 85 colleges during a 5-day webinar.

## Food Service Campaigns

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

In India, the Green Tuesday Initiatives continues to make progress. 26 educational institutions and corporate offices in India have implemented more sustainable food policies to reduce animal products from their menus.

## 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 850,000 meals.

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 and New Mexico with the Navajo Nation. We partnered with the LGBTQ North County Resource Center in Oceanside, California, the Brave Space Alliance in Chicago, and the Cherokee Nation.

## Officers and Board of Directors

- Patty Rogers, Chair
- Mark Foy, Secretary
- Drew Rodriguez, Treasurer
- 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
- Breege Tomkinson, Director of Finance