



VEGAN
OUTREACH

NEWS

FALL 2021

Innovating

10 Weeks to Vegan
to Make an Impact

Supporting

Hundreds of Thousands
on Their Journey to
A Kinder Diet

Progress

for Animals in India

Delivering

Meals through
Vegan Food Aid

Donate now to have it

> DOUBLED!



You've Brought Us a Long Way!

by Jack Norris, RD, Executive Director

I recently came across a Vegan Outreach newsletter from 1995 (excerpts are on this spread) and saw that I'd written an article, "The Candid Column." For kicks, I decided to take a look at what I had been so candid about.

As I read, I was struck by how the case for spreading veganism in 1995 was still relevant today and how far we've come as a movement and an organization. You've made this possible!

I'm terribly grateful that so many people across the United States and the rest of the world have come together to do all we can to spare as many animals as possible from a lifetime of suffering. Today, we are starting to see the results of what we did in 1995 and beyond.

In those days, change was slow—according to a poll from 1994 there were only a few hundred thousand vegans in the country. Today there are many millions and as the numbers grow we'll start to see more and more change until we reach a tipping point. But while we're working toward that tipping point, every single animal we prevent from living a life of misery represents a victory and is an animal worth fighting for!

Donations to Vegan Outreach = more vegans = more animals spared from suffering.

Thank you for caring about farmed animals you'll never meet but who deserve our protection as much as our dogs and cats.



Sincerely,

Jack

Vegan Outreach Newsletter

Autumn 1995

The Candid Column

by Jack Norris, National Coordinator

Part 1: Why Veganism?

Vegan Outreach defines veganism as *living one's life so as not to contribute to animal exploitation*. This concept must spread if the animal rights movement hopes to affect any substantial change. Why?

Sweeping gains for animals cannot be made while the average person thinks it's okay to kill animals for food. In Pittsburgh, we recently heard a vivisector say, "If people can kill animals to eat them, I don't see why I can't experiment on them." How can the lawmakers of this country argue with that logic? When the Supreme Court ruled that it was unconstitutional to prohibit the Santeria religion's animal sacrifice, they made the point that if it is legal to slaughter animals for food, then it must be legal to slaughter them for religious reasons.

We must eradicate the killing of animals for aesthetic purposes, such as taste, before we can shut down industries that do not necessitate the killing of animals (such as circuses) or industries which people think might save their lives (vivisection).

No one has to lobby the government to stop their own part in exploitation by not eating animal products, but they must lobby the government in order to end exploitation such as vivisection.

It is now estimated that 9 billion animals are killed every year in the U.S. for food. These numbers make any other animal issue a drop in the bucket. If we were able to persuade even 10% of the meat-eaters to go vegetarian, we would prevent the exploitation of more animals than winning all other animal rights victories combined!

Reports from Great Britain say that 20% of their population is vegetarian. The November 1995 issue of *Veggie Life* reports that 50% of females and 20% of males aged 18-19 in the U.S. agree that vegetarianism is "in". Other reports indicate that younger vegetarians choose their diet for ethical reasons. Now is the time to focus on informing the younger generation about veganism. If we do this, ten years from now veganism will have substantially increased.

Too many people refuse to face the fact that they cause the slaughter of animals at every meal. Over Thanksgiving, I observed a conversation about animal rights (those discussing it were not aware of my position). They all agreed that whereas they hate to see animals suffer, if it comes between their baby and an animal, they are going to choose their baby. They conveniently ignored that the turkey they had just eaten had absolutely nothing to do with the survival of their baby. They ignored the animal cruelty they take part in the most! We must bring this issue to light as much as possible, so that when discussions about animal rights spontaneously arise among the populace, it is about the cruelty they constantly support.

Part 2: What Is Vegan Outreach Doing?

Much has happened to Vegan Outreach since the last newsletter! Because of the success we've had in moving people towards veganism through the distribution of our booklet, we've decided to change our focus from regional to national activism.

From November 5 to 15, I went to the Cincinnati and Dayton, OH region. I passed out 1,987 booklets at 8 colleges. When we hand out our booklets, we try only to give them to interested people. I estimate that 25% of the people who took them were excited about getting them.

I feel confident that the booklet opened the eyes of everyone who received it.

Since mid-August, I have worked full-time for Vegan Outreach with no pay. Until we become so large that we can hire someone to do the large amount of paperwork involved in running a successful organization, I will do the paperwork (i.e., accounting, grant proposals, newsletters, and membership) in my free time. However, I will no longer be able to travel to colleges for free. My plan is to work temporary jobs and travel whenever Vegan Outreach has the money for me to do so. Please note that while I am visiting colleges, I also put together booklets in the evenings which saves Vegan Outreach \$12/hour. This is how much a week of traveling to colleges costs:

wages (includes car expenses)	250.00
gas	50.00
booklets (average 275/day)	151.00
	\$451.00



Jack Norris leafleting at Rutgers College in New Brunswick, NJ

As always, we are providing people throughout the country with booklets to leaflet in their own areas. We have also scheduled a "Leaflet Your Local College Day" for Monday, April 8. We will be taking out ads in movement publications to encourage people across the country to contact us for this event.

Some might wonder, "Why should you bother traveling when you could just have activists hand out the booklets for you?" The answer is because the great majority of colleges have no activists in their area willing to leaflet on their campuses. If we don't do it, it won't get done. How are we raising money? A donation from ...

... was earmarked to start our direct mail campaign. Besides raising some money, the direct mail resulted in reaching many people who asked for booklets to distribute in their areas. The mailing also resulted in many people becoming vegan. In fact, this was so effective in turning people on to veganism that it would be worth doing direct mails to members of other animal rights groups even if none of them donate.

Vegan Outreach has applied for grants to over ten foundations and organizations who have given to animal rights projects in the past. We need places to stay throughout the country. In fact, the way to ensure that we leaflet colleges in your area (within a 2 hour driving range) is to volunteer a place for us to stay for a day or so. Unfortunately, I need places without cats because of allergies.

Thank you for supporting Vegan Outreach! We are excited for the future of veganism. We hope you share our excitement, and with your help, it will spread.

All Donations DOUBLED
Through December 31 - Please Give!

VeganOutreach.org/2021match



and yes, We Zoomed

Since we've had to shift away from interacting with the public at large events, we started to conduct webinars and virtual cooking demos. We've covered nutrition, ethics, the environment, and plenty of amazing recipes. Topics have included the environmental impact of eating fish, the impact on employees of working at slaughterhouses—especially during the pandemic, animal product alternatives, and much more.

Additionally, chefs from across the US and even different parts of the globe joined us in showing non-vegans and vegans alike how to make tamales, enchiladas, mac 'n cheeze, chik'n cutlets, buttermilk fritters, BBQ, desserts, and many other items that people would normally think couldn't be made vegan!



The Vegan Mentor Program celebrated its 7th anniversary in September 2021 with over **6,000 mentees** matched.

We currently have 1,450 mentors from 900 unique cities in 50 countries. Two thirds of the mentors reside in the United States.

Since January 2021, over 450 mentees have been matched with mentors. One third of the mentees reside in the United States.

Mentees find out about our program mostly through the 10-Weeks program (30%), Facebook (20%), and Instagram (20%).

Here are a few typical reviews from mentees:

"It's great to have someone to talk to about vegan experiences for support and to receive ideas and feedback. Thank you for providing this program." -Mentee Ryan, Hercules, CA; Mentor Nico, Larkspur, CA

"My mentor has been very supportive, non-judgmental, and understanding of how hard it can be to move to a vegan diet as a newcomer. They also picked up on some of my individual circumstances, like my wife's Korean background, and made recommendations and suggestions based on those things. She's been great!" -Mentee Stephen, Murarrie, Australia; Mentor Gillian, Australia

SUPPORTING HUNDREDS OF THOUSANDS

on Their Journey to A *Kinder* Diet

Why are we so proud of *10 Weeks to Vegan*? Our free guided challenge has proven to be a powerful tool for creating more vegans. With recipes, product suggestions, nutrition information, and facts about the animals participants are helping, our weekly emails reach people from all angles. So it's not surprising to see that we've been averaging over 1,000 signups per day!

Our team works with locals worldwide to adapt *10 Weeks to Vegan* to their countries. When someone signs up, not only do they receive informative content, but they're also invited to join a Facebook group moderated by someone in their native language. This year, we continued to watch our Facebook groups grow, with encouraging engagement and some spectacular membership numbers:

Because of your support, we were able to create exciting, culturally relevant content for the following challenges this year...

- | | | |
|-------------|-------------------------|----------|
| ROMANIA | SWEDEN | POLAND |
| PHILIPPINES | AUSTRIA | ITALY |
| TURKEY | US FOR INDIAN AMERICANS | PORTUGAL |
| SERBIA | ESTONIA | ECUADOR |
| SPAIN | SWITZERLAND | IRELAND |
| GERMANY | | |

- A version for vegetarians in India in Hindi
- A version for India in Hindi

VIETNAM: 12,300
MEXICO: 10,000
ARGENTINA: 7,000
US AND CANADA: 6,500

We're grateful to our donors who have allowed us to help potential vegans in so many different regions of the world. One month ahead of schedule, we reached our mid-year goal of 200,000 signups! Our free guided challenges are now helping people transition to veg eating in more than 35 different countries. As signups consistently roll in and we continue to work with contractors worldwide to create new versions, we feel confident that, with your support, we'll create several more adaptations, adding tens of thousands of signups by the end of 2021!



"I found the 10W program very well done. It is very useful to take the leap and gives a lot of good advice. **I was vegetarian, and I became vegan with the program.** The Facebook group allows us to feel supported, especially important when friends and family don't understand the change of habits. I really liked the nutritional info. It is well put together and precise."

— Caroline, France

"Just have to say...sooo proud to be part of this group! Left all other vegan groups as there was just a lot of fuss and every single thread was moderated. **Here it feels safe and everyone helps everyone.** ❤️ Before I found this group, I became almost anti-vegan just because...😬 So thank you for being you! 😊"

— Sandra, Sweden

"**I've never thought I could live without dairy and eggs, but it's been seven months without them and I don't miss them at all.** I've found many foods which I've never thought of eating and many wonderful and easy recipes—including cakes and ice cream"

— Rebeca, Brazil

Results are in: 10 Weeks to Vegan Makes an Impact!

We surveyed people in the United States, India, and Mexico before and after they participated in *10 Weeks to Vegan* and found that:

- ✓ Our online work is about 3 times as effective as in-person. This is great news as our work has shifted to almost exclusively online.
- ✓ Based on participants' reported food intake, 29% of those in the US converted to vegetarian or vegan after completing 10 Weeks to Vegan.
- ✓ Our work is having a lasting effect! We followed up with people in the United States six months or longer after they completed the series and found no statistically meaningful recidivism—in other words, the majority of people who moved towards removing animal products from their diets stayed that way.

*** Of those surveyed in the US,**

participants found the nutritional information the most valuable, the product that 10 Weeks to Vegan made people want to give up most by the end of the series was dairy, and 4 out of 5 people learned something new.

PROGRESS FOR ANIMALS

in India

Green Tuesday Initiative is a campaign run by our team in India to help companies, universities, schools, and hostels reduce their environmental footprint by making changes in the food they serve. Many are motivated to join the *Green Tuesday Initiative* to fight climate change.

We've helped 26 educational institutions and corporate offices in India implement more sustainable food policies and reduce large quantities of animal products from their menus. 2021 highlights include:

- * Tech Mahindra, a global IT giant, will reduce meat consumption by 20% at their Hyderabad campus. This is Green Tuesday's biggest campaign victory and one of the largest corporate partnerships to help animals in India.
- * Annora Pharma's manufacturing facility in Hyderabad will now serve meat-free meals five days a week.
- * Reva University, one of the largest private universities in Bangalore, will serve meatless meals on Tuesdays, eliminating over 137,000 pounds of chicken meat served annually.
- * Vaccine lab Hetero Drugs will serve meat-free meals to all their employees every day. All of our work with Hetero will now make 2.5 million meals meat-free every year!



Adopt a College Virtual Edition

Vegan Outreach India collaborated with universities across India to host educational webinars for students that included documentary screenings and guest lectures by vegan athletes, chefs, or fitness experts. These collaborations will not only help students transition towards a more compassionate lifestyle, but also save our team in India a lot of time normally spent getting permission to conduct outreach at universities every year.

Mission Compassion Virtual Tour

- Collaboration with the University of Mumbai that included 85 colleges during a 5-day webinar event.
- Guest speaker Kuntal Joisher, 15 year vegan who summited Mount Everest twice.
- Engaged over 7,000 students from various colleges of Mumbai University.
- 92.5% of students surveyed after the webinar agreed there is a need to change our diet in order to help animals, our planet, and our health.
- 87% wanted to learn more about moving towards a plant-based diet!





Delivered over 708,000 meals and groceries to Albuquerque families and the Navajo Nation in New Mexico and Arizona.



Collaborated with the nonprofit Brave Space Alliance in Chicago and the Cherokee Nation to deliver grocery boxes providing over 359,000 meals.

Collaborated with the nonprofits Black Women for Wellness and Black Lives Matter to provide 146,000 hot meals and groceries to families in Los Angeles.



Delivered over 267,000 meals and groceries to food-insecure families in Redwood City, California.

VEGAN FOOD AID

With funding from a generous foundation, Vegan Outreach's Vegan Food Aid (VFA) program provides free, fresh vegan groceries and prepared meals directly to food-insecure immigrants, seniors, veterans, farming communities, Native Americans, at-risk LGBTQ members, and low-income households across the US.

Delivered over 59,000 groceries and hot meals from local restaurants directly to the homes of farmworker families in Dixon, California and food-insecure families in Sacramento and Stockton, California.



In partnership with the League of United Latin American Citizens Iowa, we've delivered 97,000 meals to those in cities dealing with ICE raids and that were sites of some of the worst COVID-19 factory farm outbreaks in Iowa.

Partnered with the Center for Farmworker Families to provide over 6,200 hot meals and groceries to farmworkers in Watsonville, California.



Provided over 6,100 grocery bag meals to members of the LGBTQ North County Resource Center in Oceanside, California.

Help build a future where animals are no longer killed for food. Your gift will help inspire people to go vegan. All donations are matched through December 31!

Give now at VeganOutreach.org/2021match



Thank you!

