



**VEGAN
OUTREACH**

NEWS

FALL 2023

**Vegan Chef
Challenges in
more than 20
Cities in 2023**

**Green Tuesday
Expanding to
Vietnam**

**Engaging People in
55 Countries through
*10 Weeks to Vegan***

> Donate now to have it doubled!

"Every individual animal we spare from a lifetime of misery is an animal worth fighting for."



As a Vegan Outreach donor, you've joined a community that understands the importance of spreading veganism. Thank you!

Although there are many tactics for helping farm animals, persuading as many people as possible to stop eating them is critical. Given how long humans have eaten animals and how entrenched the animal industries are in our economy, ending the practice is an ambitious undertaking. It takes people like you and me, who care deeply about animals, to keep pushing forward to make it a reality.

While vegan eating has come a long way in the United States, we've only recently started promoting veganism in many countries where veg outreach and animal advocacy have previously been rare—in some countries we provide the main form of farm animal advocacy.

By donating to Vegan Outreach, you're expanding the community of animal advocates.

Day after day, year after year, Vegan Outreach is supporting people in their vegan journey. We're not showy. We're steadfast. In addition to the animals these new vegans are no longer eating, they're also creating a community of people who advocate for animals through public policy efforts, legislation, and by creating and supporting animal-friendly businesses.

The amount of people we reach is highly correlated with how much money we raise.

We put your money to work—by increasing ads for *10 Weeks to Vegan*, expanding *10 Weeks* to new regions, and adding more cities to our vegan chef challenge calendar.

You have the power to determine how many animals we can spare!

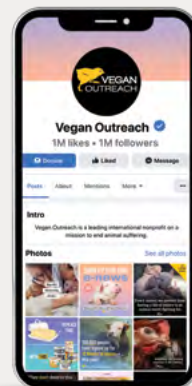
Remember that while we work toward eliminating factory farming and slaughterhouses, every individual animal we spare from a lifetime of misery is an animal worth fighting for.

Thank you for caring and, especially, for acting on behalf of these innocent animals.

Sincerely,

Jack Norris, RD
Executive Director

P.S. Donations from the general public were down in our previous fiscal year (July 2022-June 2023). I attribute this to the stock market doing poorly during that time. That meant reducing ad spending for *10 Weeks to Vegan* and limiting our expansion to new regions. We really need your donation to return us to previous levels of outreach and spare as many animals as possible. Thank you!



We've reached 1 million followers on Facebook! Join us on your favorite platforms for recipes, encouragement, and community.

 /veganoutreach

 @veganoutreach

 @veganoutreach

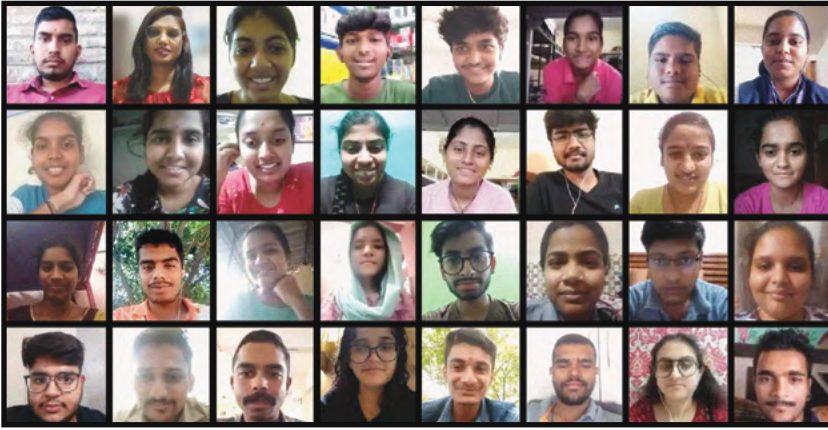
*All Donations
Doubled*



**All Donations will
be doubled through
December 31.**

We need you!

**VeganOutreach.org/
2023-match**



India College Webinars reach over 33K in 2023!

In 2023, our India team gave 101 webinars at 987 colleges—almost 33,000 students attended and most of them joined the *10 Weeks to Vegan* program!

Green Tuesday Initiative Is Now in Vietnam

Over the past six years, the Green Tuesday Initiative has been instrumental in helping institutions in India reduce their consumption of animal products, steadily making progress towards our target of reducing 2 million kg of animal products by 2025. This year, we have accomplished significant milestones and have even expanded to Vietnam!



Our achievements so far include:

- A reduction of 1.5 million kg of animal products being served
- Implementation of the Green Tuesday Initiative in 44 institutions
- Renewal of 70% of our Green Tuesday Initiative partners
- Participation of 200,000 individuals in the Green Tuesday Initiative



Learn more at [GreenTuesday.org](https://www.GreenTuesday.org)



Local restaurants shake up menus for vegan challenge



When you think of vegan food, pizza, tamales or cinnamon rolls usually don't come to mind. But a handful of local eateries hope to change that perspective in the upcoming Santa Fe Vegan Chef Challenge.



Metro Detroit restaurants are participating in a 'Vegan Chef Challenge'

Diners can vote on their favorite plant-based dishes at restaurants like Public House and Unburger Grill



2023: A Great Year for Vegan Chef Challenges!

We received over 50 stories in local media!



The Greenville Vegan Challenge features new dishes all July

Local restaurants are serving up new plant-based menu items hoping your vote will make them the winner.

June 28, 2023 - Danielle Johnson



Be leaf-me, there's some plant-based options we can't wait to taste. [Photo by @kshqjive]

GVL, foodies, listen up. A month-long event featuring new plant-based dishes across Greenville kicks off Saturday, July 1.

The Vegan Challenge is organized by Vegan Outreach - a nonprofit organization working to encourage local restaurants to increase their plant-based offerings.



Vegan Chef Challenge Features Six Southwest Spots

Diners can explore special vegan meals made just for the challenge and rate and review as they go.

WELDON HOFFMANN



Book Club's Carrot Bag



The Vegan Chef Challenges are month-long events showcasing new vegan menu items at local restaurants.

Typically, 10 to 30 restaurants participate, and the dining public is encouraged to vote for their favorite vegan dishes. The challenges creates positive buzz about veganism in areas that don't normally have many vegan choices. Even better—many of the restaurants continue to keep new vegan menu options after experiencing the demand for them!

In 2023, our Vegan Chef Challenges received media coverage beyond our wildest dreams! The challenges have received over 50 stories in local media, including eight news segments on KAMR Local 4 News Amarillo and four news segments on Huntsville, Alabama's WAF48. From Jacksonville to El Paso to Kalamazoo, Vegan Chef Challenges were the talk of the town with news anchors raving about vegan food!



Bring a challenge to your city.

Learn more and sign up at: VeganChefChallenge.org



Upcoming Challenges

- Princeton
- Denver
- New Orleans
- Washington, DC
- Mobile
- Tulsa
- Dallas-Fort Worth
- Sacramento
- Springfield, IL

2023 Completed Challenges

- Reno
- Central Arkansas
- Santa Fe
- Olympia
- Anchorage
- Knoxville
- Detroit
- South East Bay
- Yolo County
- Jacksonville
- Amarillo
- Kalamazoo
- Huntsville
- Champaign
- Oklahoma City
- Rhode Island
- Greenville
- Jackson
- Albuquerque
- El Paso
- Twin Cities

2022 Challenges

- Stockton
- Rhode Island
- Mobtown
- Albuquerque
- Placer County
- Washington, DC
- El Paso
- Charlotte
- Sacramento

Now Engaging People in 55 Countries

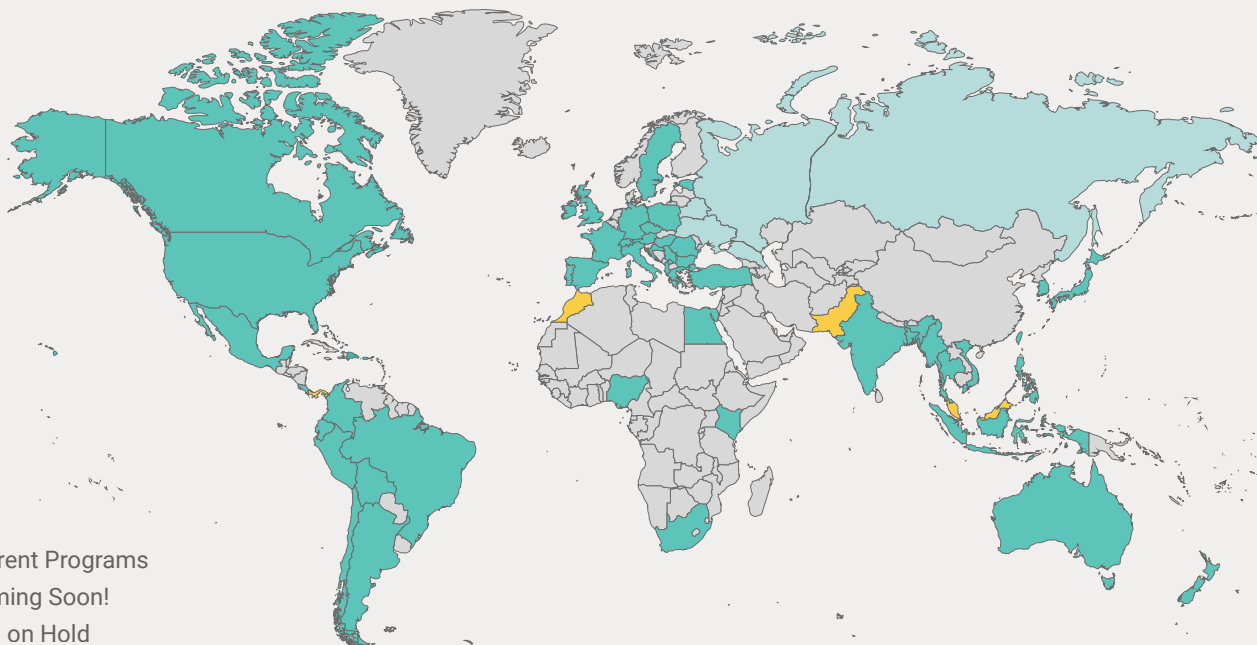
Our team works with local residents worldwide to adapt *10 Weeks to Vegan* to their countries. When someone signs up, they receive tips, nutritional information, product recommendations, and recipes tailored specifically to their country.

Our regional *10 Weeks to Vegan* programs have 49 companion Facebook groups with moderators and a dietitian to answer questions. Over 6,000 people join these groups each month!

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|-------------------------|----------------|--------------------|-----------|-------------|--------------|----------------|
| Albania | Brazil | Dominican Republic | Hungary | Mexico | Romania | Switzerland |
| Argentina | Bulgaria | Ecuador | India | Myanmar | Russia | Taiwan |
| Australia & New Zealand | Canada | Egypt | Indonesia | Nigeria | Serbia | Thailand |
| Austria | Chile | Estonia | Ireland | Peru | Singapore | Turkey |
| Bangladesh | Colombia | France | Italy | Philippines | South Africa | Ukraine |
| Belarus | Costa Rica | Germany | Japan | Poland | South Korea | United Kingdom |
| Bolivia | Croatia | Greece | Kenya | Portugal | Spain | United States |
| | Czech Republic | | Kosovo | Puerto Rico | Sweden | Vietnam |



- Current Programs
- Coming Soon!
- Ads on Hold

"The sharing of recipes and the community support assisted me in changing to a more whole-foods, plant-based lifestyle. I'm now able to help others and share recipes."

- **Anonymous, United States**

"Yesterday was my first time eating plant-based meat. It tasted so good. Loving it! My vegan journey has reached 10 weeks without noticing it. It's incredible."

- **L.L., Taiwan**



"I was already vegetarian but I have moved over to purely plant-based! So proud of myself; it's a great achievement for me as cheese was my main barrier!"

- **Anonymous, England**

"I am thankful to be a part of this vegan program and for all the guidance and support provided in this process. This transition to a plant-based lifestyle has been challenging at times, but I am feeling more and more comfortable with it as time goes by. I have been exploring new vegan recipes and ingredients and have been pleasantly surprised by how delicious and satisfying vegan meals can be. I have also appreciated the resources and information provided by the program, which have helped me make informed choices and navigate some of the common challenges that come with transitioning to a vegan diet. Overall, I am feeling good about my decision to go vegan and am looking forward to continuing with the program. Thank you again for your support and encouragement."

- **P.K., India**

"At first, I was hesitant to participate in *10 Weeks to Vegan*. I was afraid that I wouldn't be able to be consistent because I still like non-vegan food... The effort paid off—I jumped into the program to fully participate in *10 Weeks to Vegan's* Indonesian local chapter with tons of recipes that I knew. I feel good eating vegan food and enjoy it—it's as delicious as food I'm used to."

- **Y.M., Indonesia**



You have the power to prevent a lifetime of misery for pigs, cows, and chickens. Please donate today—all donations are matched through December 31.



> Give today

VeganOutreach.org/2023-match

