



**VEGAN
OUTREACH**

NEWS

FALL 2024

**1.5 Million Signups for
10 Weeks to Vegan,
and Big Changes
Coming Soon**

***Green Tuesday
Victories in India
and Vietnam***

***43 Successful Vegan
Chef Challenges in 2024***

➤ Donate now to have it doubled!



As a Vegan Outreach donor, you're part of a community that understands the importance of inspiring people to go vegan.



The vegan movement has many tactics to help farm animals, and we need them all. What does Vegan Outreach

add? We focus on *persuading as many people as possible to stop eating animals*. Advancing veganism is at the heart of everything we do.

Humans have eaten animal-based foods for millennia. Animal-exploiting industries are deeply entrenched in our economy. Ending such ingrained practices is an ambitious undertaking. Although the work is slow, we're making progress.

You might hear people say that the number of vegans hasn't grown in decades. That's simply not true.

The Vegetarian Resource Group conducts the most consistent and rigorous polling about veganism. Their first poll in 1994 found there to be about 350K vegans, while their most recent poll in 2022 found 7.75 million—an increase of 22 times. During that same period, the number of lacto-ovo vegetarians went from 900K to 7.73 million, an increase of about 8.5 times. Since the U.S. overall population increased by only about 30% during this period, **the increase of vegans and vegetarians has far outpaced the growth of the population.** Your activism and donations matter!

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 help existing vegans stay vegan, and we create new activists to expand the vegan community! Every person we change has the potential to reach others if they feel supported, healthy, and inspired.

The number of vegans we create is correlated with how much money we raise.

We don't receive government funding or corporate sponsorships. We literally couldn't do this without your donation.

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

All Donations will be doubled through December 31.

Please give!
veganoutreach.org/2024-match



Some of the work you're reading about was made possible thanks to a bequest by R.E. It's never good when our movement loses an activist, but R.E. had planned ahead to leave his estate to animals. We're grateful to him and to everyone who puts animals in their wills.

To find out about adding animal activism to your estate plans, visit veganoutreach.org/planned-giving or contact AlexB@VeganOutreach.org.

India College Webinars reach over 38,000 students in 2024!

We tailor our approach for different parts of the world. Colleges in India have been very welcoming to our *Food-Planet-Health* webinars. Our India team has ramped up their virtual college outreach. It's an **effective** and **efficient** way to reach thousands of young people.

We now offer presentations in 7 different languages. In 2024, our India team gave 180 webinars at 710 colleges—almost 38,000 students joined the *10 Weeks to Vegan* program! Once they join the challenge, we stay with them to help their transition. Thanks to your funding, we can:

- Offer *10 Weeks to Vegan* in English and Hindi
- Offer an additional special series in English and Hindi focused on dairy and eggs for the hundreds of millions of Indians who are already vegetarian
- Host a dedicated website for new vegans
- Host mentoring groups on Instagram, Facebook, and WhatsApp



Green Tuesday Vietnam Expansion is Already a Success!

Large companies all over the world often have employee cafeterias. These kitchens aren't public restaurants, so it's easy to forget that they're responsible for massive purchases of animal products.

The *Green Tuesday Initiative* helps Indian institutions reduce their consumption of animal products. We help the companies at every step by offering training, customized meal plans, nutritional information, cooking tips, and more.

Last year we expanded to Vietnam! We're thrilled to share that **we prevented 50,000 pounds of pork from being ordered in Vietnam** in just the first 6 months of 2024!

When we launched the program we had a stretch goal of reducing 4,400,000 pounds of animal products by 2025. Thanks to generous donors who enabled us to grow our team, we hit that goal early and we're not slowing down!

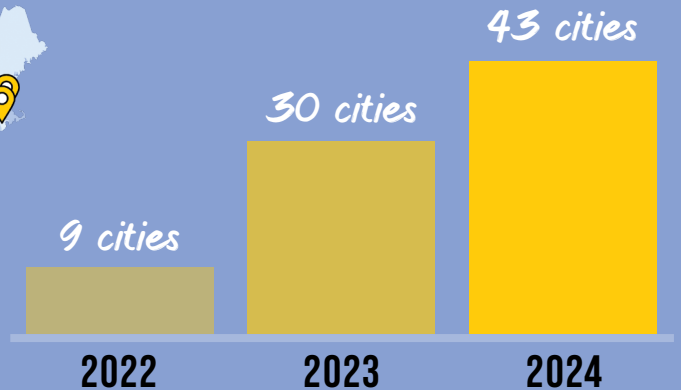
Here's a snapshot of Green Tuesday achievements:

- Institutions reduced their animal product purchases by **4,908,821 pounds!**
- **54 schools or companies are now working with us**
- **90% of our Green Tuesday partners have renewed this year**
- **We've impacted 285,000 individuals dining in cafeterias**



Learn more at greentuesday.org

2024: An Awesome Year for Vegan Chef Challenges!



Thanks to your donations, hundreds of restaurants in 43 cities added new vegan options in 2024!

2024 Challenges

Raleigh
Ventura
Bloomington
Springfield
Shreveport
Anchorage
Rockford
Pensacola
Knoxville

St Louis
Santa Fe
Peoria
Champaign
Athens
Denver
Yolo
Ruidoso
Newton

Albuquerque
Davenport
Omaha
Huntsville
Kalamazoo
Jacksonville
Wichita
Madison
Amarillo

Chattanooga
Greenville
Rhode Island
Big Island
Oklahoma City
Wilmington
Bloomington
Santa Barbara
Lexington

New Orleans
Cedar Rapids
Springfield
El Paso
Lincoln
Sacramento
Princeton
and well over 100 media stories!

2023 Challenges

Reno
Central Arkansas
Santa Fe
Olympia
Anchorage
Knoxville
Detroit
Fremont
Yolo County
Jacksonville

Amarillo
Kalamazoo
Huntsville
Champaign
Oklahoma City
Rhode Island
Greenville
Jackson
Albuquerque
El Paso

Twin Cities
Princeton
Denver
NOLA
Washington DC
Mobile
Tulsa
Springfield
Dallas Fort Worth
Sacramento

2022 Challenges

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

Vegan menu options at restaurants are an important tool in reducing animal product consumption. When new vegans are more comfortable dining out with friends, it's easier for them to stick to their principles. At the same time, non-veg diners are tempted by vegan food every time they pick up a menu! Thanks to your donations, **hundreds of restaurants in 43 cities added new vegan options in 2024!**

The challenges create positive buzz about veganism in areas that don't normally have many vegan choices. We choose cities like El Paso, not Portland! Even better, many of the restaurants keep the new vegan dishes after experiencing the demand for them!

The media coverage has far exceeded our expectations. In 2024, we've had well over 100 local media stories! The stories are unfailingly positive about veganism and vegan food. In Amarillo, TX alone we had 11 stories!



We love how organizers ask the television audience to help us reduce animal suffering. If you told us this was possible 10 years ago, we wouldn't have believed you!

“ We were surprised by how many people were grateful that a sports bar offered vegan options and asked us to keep them. Which we ARE! ”

- Peoria, IL Chef

“ This is by far the best vegan experience I've had in NOLA. It was so good we convinced others at other tables to order the same and they weren't vegan. They agreed the food was amazing! ”

- New Orleans, LA Diner



Bring a challenge to your city.

Our staff will work with you from beginning to end! Learn more at

VeganChefChallenge.org

College Leafleting

When COVID shut down college leafleting, we quickly started reaching hundreds of thousands of people with the online *10 Weeks to Vegan* challenge. Now we're doing both! Campuses are busy again and there's no better time to leaflet a college (or busy street sidewalk) for an hour or two. In just a short period of time, you could change people's lives! We have instructions on how to get started at adoptacollege.org

Here's one student who said he's going vegan after receiving a Vegan Outreach booklet on his campus this past September. That day, Brian from Vegan Outreach handed out 1,400 booklets and had countless conversations with potential vegans!



10 Weeks to Vegan 2.0 Big Successes and Big Changes

As of late September, over 1.5 million people have signed up for *10 Weeks to Vegan* since the series was launched in 2019! Our US/Canada mentor group alone has over 21,000 members.



1.5 Million
Signups



21,000
Members in our US and
Canada mentor group

Testimonials

I'm only a couple weeks old as a vegan and I've already learned so much and tried a few recipes. Thank you for making this conversion possible!!

- Lili, US

I am quite happy with the 10 Weeks to Vegan program and have fully transitioned to being vegan from now on. Vegan Outreach has essentially changed my life as a whole.

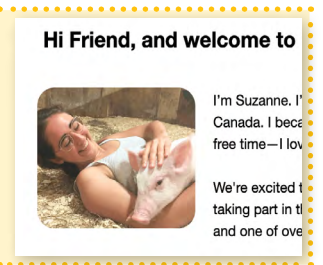
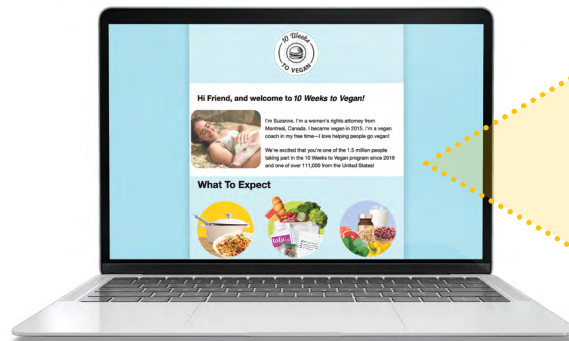
- Aditya, India

10 Weeks Continued

In 2025, we're excited to refocus on 18 high-performing countries with a completely revamped series!

Argentina | Australia | Brazil | Canada | Chile | France
Hungary | India (4 versions in Hindi and English) | Ireland
Italy | Japan | Mexico | Panama | Philippines | Taiwan | Turkey
United States (2 versions in English and Spanish) | Vietnam

Throughout 10 weeks, participants will receive more frequent, compelling, and personal emails.



The recipes will be simpler and more numerous.



We're adding more intensive support during those first few weeks of change when new vegans are most likely to be blown off course.

Help! I need to bring a dish to a potluck this weekend.

I just took a vegan taco casserole to my fantasy football draft and everyone loved it! No one knew it was vegan even!

Thanks so much! This is a really useful initiative because often those who are preparing their soul for this change don't know where to start from. Such guidance is pure gold!
- Tiziana, Italy

It's crazy all the recipes, the tips, they are wonderful, I love it. Thanks for guiding us to eat healthy and free of animals.
- Inés, Chile

I'm stunned and moved. A light has gone off in my head.
- Aurea, Puerto Rico



You have the power to prevent a lifetime of misery for pigs, turkeys, chickens, and cows.



All donations are being matched through December 31.

> Please Give Today

VeganOutreach.org/2024-match

