



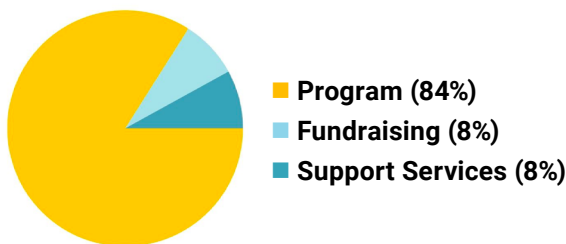
3053 Freeport Blvd #282, Sacramento, CA 95818 · 530-207-0119
 info@veganoutreach.org · veganoutreach.org

2023-2024 Annual Report

Financial Information for the fiscal year July 1, 2023 to June 30, 2024

• Beginning net assets	\$1,952,940
• Revenue	
Gifts, grants, and contributions.....	2,744,959
Investment Income.....	58,380
Total revenue	\$2,803,339
• Expenses	
Program.....	2,178,156
Fundraising.....	209,749
Support Services.....	214,512
Total expenses	\$2,602,417
• Ending net assets	\$2,153,862
• Assets	
Cash, investments, and other assets.....	2,255,181
Total assets	\$2,255,181
• Liabilities and net assets	
Liabilities.....	101,319
Net Assets.....	2,153,862
Total liabilities and net assets	\$2,255,181

• Functional Expenses as a Percent of Total Expenses



Vegan Outreach 2023-2024 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—and Staying Veg!

In 2024 we began ramping up our college leafleting program again. This puts carefully-researched vegan information directly into the hands of students, and leads to in-person conversations with the most interested students.

Also in 2024, we launched a new updated version of our *10 Weeks to Vegan* challenge with input and guidance from volunteers and staff members. The revamped series will provide more in-depth information with more emails over the 10-week challenge. We expect this new-and-improved version to improve engagement, increase the success rate of participants, and encourage more of them to join the support groups during or after the challenge.

Based on research showing that veg challenges are highly effective ways to facilitate change, we refocused our outreach from handing out booklets to signing people up for our program, 10 Weeks to Vegan. The pandemic required that we move our outreach online, but allowed us to expand to many more countries (list below) and over 1.4 million people have signed up since the beginning of 2019. We are focusing on users who are more likely to use the ongoing support we provide in the Facebook groups for each series. In many countries, we're the main form of farmed animal advocacy.

Argentina • Australia • Brazil • Canada • Chile • France • Hungary • India (English for non-vegetarians)
India (English for vegetarians) • India (Hindi for non-vegetarians) • India (Hindi for vegetarians)
Ireland • Italy • Japan • Mexico • Panama • Philippines • Taiwan • Turkey • United States (English)
United States (Spanish) • Vietnam

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.

Food Service Campaigns

In India and Vietnam, the Green Tuesday Initiative continues to make progress. Educational institutions and corporate offices in India have implemented more sustainable food policies to reduce animal products from their menus. Green Tuesday success stories can be viewed at veganoutreach.org/campaigns-india.

Vegan Chef Challenge

In 2022, the Food Events department reignited the Vegan Chef Challenge program and, the program exploded in 2023 and 2024. These challenges are month-long events showcasing new vegan menu items at local non-vegan restaurants. Typically, 10 to 30 restaurants take part and the dining public is encouraged to vote for their favorite dishes. Regional and local organizers help local chefs promote vegan eating and their restaurants with fantastic local media coverage in print, radio, television, and online coverage.

Vegan Chef Challenges create a positive buzz about veganism in areas that don't normally have many options. The majority of restaurants retain their most popular vegan items. The challenges also help create or grow local vegan communities, which helps new vegans stay vegan.

Officers and Board of Directors

- Patti Rogers, Chair
- Mark Foy, Secretary
- Nelli Johnson, 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
- Richa Mehta, Director of Programs, India
- Katia Rodriguez, Director of International Engagement at Vegan Outreach
- Jackie Va, Director of Food Events
- Taylor Radig, Vice President of Marketing
- Stacy Shepanek, Director of Communications
- Breege Tomkinson, Director of Finance