



**VEGAN
OUTREACH**

NEWS

FALL 2025

**125,000 Join
10 Weeks to Vegan**

**28 Cities Hold
Chef Challenges**

**155,000+ Booklets
to College Students**

**Donate today to
have it doubled**



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VeganOutreach.org/EOYmatch**





All donations to this newsletter will be doubled.

Please give now!
veganoutreach.org/EOYmatch



Scan to Give Today



Keep Moving Forward

Every individual we spare from a lifetime of misery is worth fighting for!

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

I've been a farmed animal advocate since 1988—long enough to see that public sentiment about veganism goes in cycles. We make progress, then face some backlash. And then we make more progress. With each cycle, we end up closer to the world we're aiming for.

Around 2020, there was a surge in interest in vegan eating. Interest in vegan meats exploded. But then came the inevitable backlash against "ultra-processed foods."

Even in this current climate, media coverage of our Vegan Chef Challenges has been entirely positive. It's heartening to see story after story with hosts raving about vegan food in smaller communities where veganism hasn't been common.

When you think about it, **eating animals is weird.**

Not to mention cruel and horrifying for the animals. A large portion of society feels uneasy about it, but many are afraid to be different.

The number of vegans we create is directly tied to the funds we raise.

Day after day, year after year, Vegan Outreach supports people on their vegan journey. We help existing vegans stay vegan and create new activists to expand the vegan community. Every person we help change has the potential to inspire others if they feel supported, healthy, and motivated.

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

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

Most importantly, 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 innocent farm animals.

Sincerely,

Jack Norris, RD
Executive Director

Green Tuesday Surpasses 2025 Goals!

Green Tuesday provides institutions in India and Vietnam with training, customized meal plans, and cooking tips. We also hold webinars for employees to learn about eating more plant-based foods.

Green Tuesday 2025 Achievements

India

- 71 corporate and school partners
- Reduced 6.5 million pounds of animal products
- Over 7,300 employees attended webinars

Vietnam

- 6 corporate and school partners
- Reduced 238,000 pounds of animal products
- Over 3,000 employees attended webinars



Learn more at greentuesday.org

55,000 Students Attend Webinars in 2025!

In 2025, our India team gave more than 200 webinars to college students and nearly 29,000 students joined the *10 Weeks to Vegan* program!



“I started thinking, if I keep supporting this system, I’m part of the problem. So I decided to stop consuming these [dairy] products.”
–Jagruti, webinar attendee

We’ve compiled some especially motivating stories for you here:
veganoutreach.org/india-vegan-testimonials

Vegan Culinary Advancement Program!



In India, we’re partnering with hospitality institutions to integrate plant-based eating into their core curriculum!
We’ve only just begun, and have already partnered with four large institutions in India to integrate veganism into their bachelor’s and master’s programs!



Brian



Austin



Sarah



Steve



Yuri

Leafleting!

We want you!

2025 has seen a significant revitalization of the Adopt-a-College program.

Campuses are busy and there's no better time to leaflet a college (or busy street sidewalk) for an hour or two.

We have a number of staff leafleters covering colleges in their region:

- Brian Chavez - SoCal, Arizona, Las Vegas
- Austin Simmon - Illinois
- Sarah Hyden - Oklahoma
- Steve Erlsten - Sacramento
- Yuri Mitzkewich - fills in the gaps!

They love having volunteers help them for an hour or two. If you can join in, email us at info@veganoutreach.org.



**2025: 155,000+ students
handed a booklet**



India decided to go vegan after seeing how animals are treated.



Chetan [right] happily promised to go vegan (along with his partner) after Volunteer, Laura [left], went through his concerns one after another.



Niyobe stopped to learn about how animals' needs aren't met on factory farms, and said eating foods without hurting animals was the solution—she signed up for 10 Weeks to Vegan.

Leaflet at a college near you!

In 1-2 hours you can reach hundreds of students with a message of compassion for animals. Better yet, have a friend or two join you and have fun at the same time you're helping farm animals.

To get started, visit:

adoptacollege.org



Or Scan Here!

Bequests Make a Big Impact

In the past three years, we've received three unexpected and significant bequests. These bequests have come at a time when donations from the general public have been down, and they've allowed us to continue our work.

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



Or Scan

I want to work for animals and hike the Chugach Mountains for years to come. But if I'm hit by a bus tomorrow and there's no will, where will the resources I've worked hard for end up—like my IRA or the proceeds from my condo?

They'll go into probate or to the state, maybe eventually to a relative. The money I earned while working for PETA, HSUS, and Vegan Outreach could even end up funding the very things I've spent my life opposing!

—Alex Bury,
Vice-President of Development

Vegan Chef Challenge Makes Headlines

70 media stories

This year, we've had 70 local media stories, and every single one was positive!

Just a couple of examples: The Stockton challenge was on Good Day Sacramento four times, and the Oklahoma City challenge had three segments on Fox 25!

In 2025, we held month-long vegan chef challenges in 28 cities with over 500 restaurants taking part!

We choose smaller cities like Rockford, IL, and Greenville, SC. The challenges create a month-long positive buzz about veganism in areas that don't normally have many vegan choices.

2025 Vegan Chef Challenges

Ventura	Peoria	Jacksonville
Raleigh, Durham, and Chapel Hill, NC	Springfield	Bloomington
Pensacola	Manchester	Naperville
Knoxville	Kalamazoo	New Orleans
Rockford	Reno	Grand Rapids
Anchorage	Greenville	Lehigh Valley
Champaign	Chattanooga	Santa Barbara
Tulsa	Columbia	Sacramento
	Stockton	Marin County
	OKC	Springfield

Bring a Challenge to Your City

We'll provide support from start to finish.



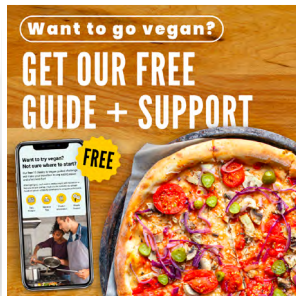
"We've heard such positive feedback from our regulars that love the vegan options, so it is an easy thing to make sure that we are more inclusive in our offerings."
—Columbia, MO Chef

"I almost NEVER order vegan, but this dish made me change opinions!"
—Madison, WI Diner

Learn more at: veganchefchallenge.org

10 Weeks to Vegan

Over 125,000 people have signed up this year



Most people sign up by seeing an ad on Instagram, Facebook, or Google.

300 to 600 signups each day

For all the countries we advertise in, there's also a *10 Weeks to Vegan* support group providing a welcoming experience to new members. Members with nutrition questions receive answers from a vegan dietitian. They also get moral support for situations like being the only vegan in a household.

30,000 have joined support groups this year



"This way of eating is good for the planet's health and good for our health. And it's delicious! And also this is my favorite vegan group. Everyone is so sweet and supportive."

—US/Canada Support Group Member

"Thank you for making me feel like I'm not alone on this journey. Veganism isn't just a dietary choice, it's a lifestyle, and being part of this group has given me strength."

—Brazil Support Group Member

"I love this group; it's a beautiful, respectful, and empathetic community. It's helped me with recipe ideas, recommendations, relevant information, and, above all, it's helped me feel supported along this journey."

—Mexico Support Group Member



We're converting *10 Weeks* to version 2.0 with a sleek, modern design.

Participants asked for more recipes and we delivered. We also expanded it from 10 to 25 emails, increasing the number of touches per participant.

Participants who fill out our post-program survey switch to vegetarian or vegan at a rate of over 30%!

We've introduced 2.0 to six new countries

Australia • Canada • India • Ireland
Philippines • United States

We plan to convert the rest soon

Argentina • Brazil • Chile • Colombia • France
Hungary • Italy • Mexico • Taiwan • Türkiye • Vietnam

What makes 2.0 effective?

Frequent Contact • Easier Recipes
Engaging Content • Intensive Support





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



All donations in response to this newsletter will be matched!

> Please Give Today



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