

Dollar-for-Dollar
Matching
Opportunity

Changing Lives
Every. Single. Day.

Jon Camp Inducted into
Animal Rights *Hall of Fame*

Team Vegan 2014

New Campus & Semester Records
Set for Adopt a College and...

RECORD YEAR FOR **WARPED TOUR OUTREACH!**





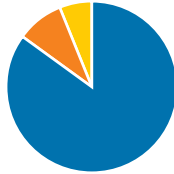
Vegan Outreach's philosophy is that each sentient individual has a right to his or her body and life. To that end, we promote living so as to contribute to as little animal suffering and death as possible, focusing on "preaching to the convertible" with our booklets. Since Vegan Outreach's founding in 1993, over **24 million booklets** have been distributed.

FINANCIAL STATEMENT: FISCAL YEAR 2013-2014*

TOTAL REVENUE: \$1,088,259
 TOTAL EXPENSES: \$947,956

FUNCTIONAL EXPENSES AS A PERCENT OF TOTAL EXPENSES:

- PROGRAMS (85%)
- SUPPORT SERVICES (9%)
- FUNDRAISING (6%)



*Based on preliminary data

PRESIDENT & EXECUTIVE DIRECTOR Jack Norris, RD
 BOARD MEMBER Mark Foy
 BOARD SECRETARY Kevin Gallagher
 BOARD TREASURER Suzanne Haws
 BOARD MEMBER Melissa Li, MD
 EXECUTIVE VICE PRESIDENT Jon Camp
 DIRECTOR OF FINANCE [REDACTED]
 DIRECTOR OF COMMUNICATIONS John Oberg
 GRAPHIC DESIGNER Lauren Panos
 OFFICE MANAGER Josie Moody
 ADVISOR Steve Kaufman, MD

PRIVACY POLICY Vegan Outreach does not share, sell, or trade any of our members' information.

WE'D LOVE TO HEAR FROM YOU!
 Vegan Outreach, POB 1916, Davis, CA 95617-1916
VeganOutreach.org/contact

Front cover photo: © Can Stock Photo Inc. / Tsekhmister Printed on recycled paper with soy inks



Changing Lives Every. Single. Day.

Welcome to the 2014 edition of *Vegan Outreach News!*



Vegan Outreach's amazing activists are handing booklets directly to new people **every single day**—powerfully exposing the animals' hidden plight and convincing more and more individuals to make compassionate choices!

Every single day, our efforts together are changing lives...and the world!



You make all of this possible. Thank you so much for being part of this vital work!

“ I READ A BOOKLET you gave my brother a couple of years ago and it changed my life! Thank you for your work!

—JESSICA, Millersville University student (left)

“ IF YOU'RE TRYING TO MAKE ME GO VEGETARIAN, IT'S WORKING.

—MILES, San Francisco State student (top of page)

“ I'M DOING IT. I think I'm gonna go vegetarian.

—Bellevue College student/firefighter (right)



“ I'M NEVER EATING CHICKEN AGAIN!

—Virginia Commonwealth University faculty member (left)

“ I VOW TO NO LONGER BUY OR EAT EGGS, and avoid products with egg ingredients.

—JCR, posted to VO's Facebook page

Connect with VO Every. Single. Day.

Be sure to keep up with our latest accomplishments, receive important news, and find out about new vegan foods!

- Subscribe to our **newsletter** and **blog** at VeganOutreach.org
- Follow us on:
Facebook.com/VeganOutreach
Twitter.com/VeganOutreach
Instagram.com/VeganOutreach





“ YESTERDAY SOMEONE PASSED ME a second time and I didn’t realize I’d handed him a leaflet earlier in the day, and he said, ‘You gave me one and I read through it and I’m gonna give up meat.’ Totally made my whole weekend!

—CAT LIGUORI, 8/25/14

While leafleting Florida International University, Linda Bower met Ashley and Crystal (left), who were blown away by the information in *Compassionate Choices*, and pledged to move towards being vegan. Gabriela (below, left) went veg after getting a VO booklet a year ago; now her boyfriend is almost vegetarian, and she wants to go vegan and get active! And after getting a *Guide to Cruelty-Free Eating* from Jon Camp at Vanderbilt University in fall 2012, Alex (below, right) went from vegetarian to vegan and leafleted his campus last semester!



“ I THOUGHT YESTERDAY WAS GOOD—today at San Diego City College was even better! Many people stopped a few feet away, read the leaflet right there, and then came back to ask questions.

The highlight was when a girl came back after reading the leaflet and told me she’d seen plenty of videos and photos of factory farming, but never really knew how to go about changing her diet, and never thought of a vegan diet as being a real possibility. She’d always feel horrible for a while but then go on about her normal habits. She said the leaflet was so helpful because it showed her how to make these changes; she had no idea how many vegan products were available. She thanked me many times, and made my entire week by telling me she was going to go vegan! I couldn’t be happier. There were countless other positive interactions, but seeing how happy she was after discovering she didn’t have to support cruelty any longer had to be my favorite moment of the day.

—SHURA HAMMOND, 9/11/14

Left: In August, VO’s Senior Outreach & Strategy Coordinator, Vic Sjodin (wearing cap), gave an impromptu talk at Chaffey College: “Six students wanted to leaflet next semester; many were not veg, but moved to go that way. It was a real high; they seemed moved and thankful, and wanted to help the cause.” In February, Bryan (front) let Vic know that after getting a booklet last year, he now runs the campus vegan club, and showed the booklet to his cousin, who’s been vegetarian ever since!

Double Your Donation for the Animals!

Of course, you’re a part of Vegan Outreach because you want to help animals as much as possible.

And now through December 31, **your donations will be doubled, dollar for dollar!**

Each and every fully tax-deductible contribution to Vegan Outreach will change twice as many lives—you’ll get more power for your dollar!

So please pull out your checkbook to take advantage of this special, **limited-time opportunity to help twice as many animals!**





SHAKOPEE, MN
(MINNEAPOLIS)



ATLANTA, GA



MARYLAND HEIGHTS, MO
(ST. LOUIS)



AUBURN HILLS, MI
(DETROIT)



TORONTO, ON



MOUNTAIN VIEW, CA

SO FAR IN 2014, activists across the country and around the world have reached *more than 600,000 individuals* at concerts, festivals, parades, and other off-campus venues!

AT THIS SUMMER'S WARPED TOUR SHOWS ALONE, ACTIVISTS HANDED VEGAN OUTREACH BOOKLETS TO A RECORD 377,251 CONCERTGOERS!

Well before the tour begins, Vegan Outreach designs and prints a Warped Tour-specific booklet, using quotations and photos from veg members of the various bands who will be part of that year's tour. Every summer, Vegan Outreach organizes the schedule, arranges housing, and ships hundreds of thousands of booklets for our crew traveling with the Warped Tour. Over the years, Vegan Outreach has worked with many individual activists as well as other groups—including the Humane League, FARM, Mercy For Animals, peta2, Compassionate Action for Animals, and many others—to make sure we reach as many interested people as possible.

This year *a record 198 activists* took part in Warped Tour leafleting—with Vegan Outreach's Chris Guinn distributing *a record 51,362 booklets at 36 of the 41 stops leafleted!* And *the all-time record for biggest leafleting event ever* was set by the Pomona crew, then topped by activists in Hartford! Thank you so much to all the dedicated activists who relentlessly leafleted in the heat to spread the message of justice.

And a special thank you to all of Vegan Outreach's dedicated donors. If not for you, these booklets wouldn't be developed, printed, shipped, and directly handed to all these individuals. **Your support is changing lives every day**, and we thank you for making this powerful and necessary work possible.

On the opposite page and above are some of the many dedicated activists who took part in this year's Warped Tour outreach: Dave Rolsky, Kealy Porter, Jacob Carrigan, Rachel Shippee, John Corrigan, Unny Nambudiripad, Grace Van Susteren, Mike Chutich, Angela Mertz, and John Jungenberg at the Minneapolis stop; Eric Griffith, Paulette Wendell, Josh Wayne, Cheyenne Huaracha, Joshua Foxworth, Meghan Carr, Wendy Moore, Laura Lee, Andrea Gunn, Justin Starner, and Marianella Lopez at the Atlanta stop; Chelsea Collins and Emily Glassman at the St. Louis stop; Alex Corrigan, John Jungenberg, Rachel Shippee, Matt Corriveau, John Oberg, Chris Guinn, Brian Lutz, and Jennifer Loughnane at the Detroit stop; Alex Greenwood and Lucas Solowey at the Toronto stop; Stephanie Frankle, Jai Hui Lee, Brian Lutz, Kassy Ortega, Ethan Dussault, Hutton Baird, Becki Markle, Beau Broughton, Jeni Haines, Chris Guinn, Kelly Lally, Julianne Perry, Jayda Fleishman, Radish, and Gunita Singh at the Mountain View stop; and Mickey Kudia, Brian Pietrzycki, Jennifer Pietrzycki, Kevin Cooney, Mikael Nielsen, Becki Markle, Leslie Patterson, Alex Corrigan, John Jungenberg, Radish, Chris Guinn, and Rachel Shippee at the Chicago stop. You'll find more activist photos at VeganOutreach.org/warped2014



TINLEY PARK, IL
(CHICAGO)

“GREAT NIGHT IN TINLEY PARK/CHICAGO with help from awesome local activists! Together we reached just shy of 13,000 Warped Tour attendees!

The highlight of my night was meeting Danay [below, right], who went vegan for the animals after getting a booklet from us at Warped Tour last year! She asked me to tag her photo on Twitter, and we had a little exchange online after the show—awesome! She tweets about animals a lot, and we follow each other now!

I also met vegetarian Jessica and pescatarian Montserrat [below, left], who made big changes after getting booklets last year, too. I told Montserrat she has to try Gardein fishless filets!

It's always great to have these reminders that we are changing the world for animals in a big way out here on the Warped Tour!

—CHRIS GUINN, 7/19/14





LIVES WE HAVE CHANGED

Below is just a small sample of the feedback that's come through from people requesting a *Guide to Cruelty-Free Eating* after receiving a VO booklet at this year's Warped Tour!



Above: Chelsea Mann (left) *went veg five years ago* after getting a booklet at the St. Louis Warped Tour stop, and Brittany (right) went veg after receiving a booklet at last summer's concert! Below: After reading booklets, both of these Detroit concertgoers now want to go veg!



“ I was at Warped Tour yesterday, and reading about the animals really touched me. So I'm trying to go vegetarian.

—KA, Fort Worth, TX, 6/16/14

“ I received a booklet as I was leaving Warped Tour and am incredibly interested in becoming a vegetarian.

—AC, Fairmount, IN, 7/4/14

“ Now I know living, breathing chicks are being grinded up around the world. Pushing me to vegetarianism.

—HR, Lakeside, AZ, 6/18/14

Chris Guinn reports from Houston: “The highlight of my day was meeting Bailey [right], who loudly exclaimed that she'd gone fully vegan after getting a VO leaflet last year at Warped—so awesome!” Top of page: Barbara Bear and Kassy Ortega reach fans at the Ventura, CA, stop.





Jaclyn (above, at the Cleveland stop) immediately went vegetarian after getting a Warped Tour booklet last year!

“ I was at Warped Tour and some guy gave me this and I found it amazing! So why not spare some animals. There’s no reason to eat animals to stay alive.
—BF, Yonkers, NY, 7/16/14

“ When I was leaving Warped Tour in NC on July 28, this lady was handing them out. I’ve always seen like links on why to be a vegetarian but I never clicked on them. I’ll for sure check them out now.
—SW, Venice, FL, 8/14/14

“ I just read the pamphlet they handed out and decided I needed to try this.
—FR, Westerly, RI, 7/14/14

“ I was walking out the gates at the Vans Warped Tour and was handed a booklet about Vegan Outreach. I read through it and it opened my eyes and I thought, ‘Why not give it a shot?’
—AH, Dallas, TX, 6/19/14



“ When I was leaving the Warped Tour in Scranton, PA, on July 9, people were handing booklets and I took one and read it, and it all made so much sense.
—AM, Womelsdorf, PA, 9/11/14

“ I got a pamphlet while walking out of Warped Tour, and I was disturbed by what I learned while reading it. So I decided to go to the website and learn how to be a vegan.
—JH, Wyandotte, MI, 7/19/14

“ I got a *Your Choice* booklet at Warped Tour. It was really awesome to read because I’ve been thinking about going vegan for a while...I hope you can get more people to try to go vegan.
—HP, Surprise, AZ, 6/20/14

Stephanie Frankle reports: “Janette [right] **went veg four years ago** after getting a booklet at Warped in Phoenix! She’s a model, and said that going veg really helped her be healthy, stay in shape, lose weight, and have a successful modeling career.”



Chris Guinn reports: “Had a truly epic day in Dallas with our army of volunteers! We reached over 10,700 attendees and met several concertgoers who cited our literature in years past as their reason for going vegetarian and vegan; so awesome to hear—leafleting works for real! Karen [above, right], Brandon [above, left], and other veg attendees [one, top, left] were all thrilled to see us leafletting Warped again!” Also in Dallas, Ethan Dussault met Jalina Woodward (top, right), who went veg as a result of receiving a VO booklet at last year’s show!



Above: Concertgoers are engrossed in reading their *Your Choice* booklets at the Warped Tour stop in Cincinnati.



VO in Mexico! Last fall, Vic Sjodin worked with Alan Jimenez, Israel Arriola, Emmanuel Marquez, and other local activists in Mexico. After 16 outings to 14 different schools, they had reached over **38,000 students** with *¿Por qué vegetariano?* booklets! In just one day at UNAM Mexico City, Vic and Alan got out 6,800 booklets—a *new record for the country!*

Students were incredibly receptive. Above are just a few of the many who wanted to go veg: medical students Anna and Maria said they were animal lovers but had never really considered how farmed animals are treated; and Pablo also wanted to get active and took booklets for his classmates. Vic said that, *every day*, as many as four people asked about getting involved. And after leafleting the BUAP campus in Puebla (below), he noted, “I don’t think I’ve ever seen so many reading the booklets outside in between classes.”



ADOPT A

Fall 2013 was the Adopt a College program’s most successful semester ever: activists handed out **an all-time record 996,290 booklets!**

We’re now on pace to break that amazing record! This fall, AAC’s tireless activists had handed out 469,761 booklets at 429 schools by October 1—**over 54,000 more booklets and 68 more schools than last year’s October 1 totals!**

All across the United States, Vegan Outreach coordinators and volunteers have been reaching unprecedented numbers of students—setting new campus records, time and time again!

Up north, Kristin Lamy, VO’s first-ever Canada Outreach Coordinator, has been leafleting in uncharted territory, including Manitoba and Saskatchewan—provinces that had never before been leafleted for Adopt a College.

And in January 2015, Emmanuel Marquez will embark on VO’s first full-time tour of Mexico, traveling to 12 of Mexico’s 31 states, as well



NEW ALL-TIME CAMPUS RECORD! In the center of this spread (from left) are Mu Jin Han, Dane Charbeneau, Vic Sjodin, Leron Rabinowitz, and David Hastings with the booklet cartons they emptied reaching an astounding **8,760 students** at Cal State Northridge on 8/25/14—the *most ever reached on one campus in a single day!* Five of the students who received booklets from them are shown at right—all were inspired to go veg as a result!





COLLEGE



as its Federal District, as VO's first-ever Mexico Outreach Coordinator.

Also for the very first time ever, Vegan Outreach has expanded the Adopt a College program outside North America: Since March 2014, Chelsea Collins and her volunteers have been reaching students at dozens of schools across Australia!

This incredible growth has been possible only because of your past support.

Because of you, hundreds of dedicated activists are taking the plight of farmed animals directly to new people—typically **reaching thousands every single day!**

Together we're changing so many lives—and **with your donation today, we can expand this much-needed and powerful work even further!**

Turn the page for more AAC news! And to follow this semester's progress, please see AdoptaCollege.org

Hundreds and hundreds of amazing activists helped make school year 2013–2014 such a success! A dozen of them are shown across the top of this spread (from left): Ingrid Clarke, Steven Litrov, Jenny Fillmore (a Santa Barbara City College student who was inspired to help leaflet on the spot!), Tim Tope, Max-Rose Tyler, Andy MacKenzie, Melissa MacDonald, David Kong, Rachel Shockey, Josh Libre, Tiffany McWilliams, and Keri Shaw.



VO in Australia! Above are Salim Leon, a vegan student who jumped in to help Chelsea Collins leaflet at the University of Wollongong; and Ellyse and Georgia, photojournalism students at Monash, who took Chelsea's photo in hopes of getting an animal rights article into the student paper!

“GREAT FEEDBACK! The Vegetarian Club of the University of Newcastle are having a 'V-Week' on campus with movie screenings every night and free lunches and dinners. I went along to one of the films and afterwards was telling people what I do while we ate dinner. One girl [Caitlin Davies] said to me, 'I went vegan when I got one of those booklets last semester.' So exciting! It was the first time that's happened to me and it felt *sooo* good! It was actually one of the volunteers from the veggie club [Louis Hill, below with Caitlin] who had given it to her.

—CHELSEA COLLINS, 8/14/14



Since Vegan Outreach launched the AAC program in the fall of 2003,
Adopt a College activists have been to **2,600+** schools,
 directly handing booklets to **11,800,000+** students!

“ I REACHED 1,900 STUDENTS AT CHABOT COLLEGE and talked to more vegans, vegetarians, and aspiring vegans today than I had in a long time! One aspiring vegan said that a Warped Tour booklet prompted her shift! A few students are hungry for an animal rights club; and I met James [right], a musician and student who wants to go vegan!

—STEVE ERLSTEN, 8/19/14

Steve's been on fire! He kicked off this semester at Fresno City College, where he single-handedly got out 3,760 booklets—a *new one-day record for the campus and a new personal record for Steve!* He then set *five campus records in a row*, including 1,500 students reached at Merced College, where Keisha and Aiya (far right) were thrilled about shifting toward a vegan diet after getting booklets from Steve!



“ NEICY RECOGNIZED ME WHILE I WAS LEAFLETING the Summer Spirit Festival! I gave a presentation to her environmental club at Prince George's Community College this past April. She told me that ever since that talk, she has dropped chickens, cows and pigs from her diet—and now she wants me to come and give a presentation to the campus health club!

—KASSY ORTEGA, 8/2/14

At left are Neicy and two of the other PGCC students Kassy reached while speaking in April.

Below are another three students who went vegetarian as a result of receiving a VO booklet! Josh went veg in 2011, Precious went veg in 2012, and Ivana went vegan in 2011.

“ YOU CAN'T WIPE THE SMILE OFF MY FACE after going to Mount Royal University! I'd say only 5 people of the 500 I offered leaflets to declined, and all the rest were the most polite, kind, grateful, and curious students I've encountered on this trip.

I had more great conversations than I can count; some with vegans who want to get involved, and lots with vegetarians and meat eaters who want to do more to cut the cruelty out of their diets. Go to this school if you want to feel great about humanity!

—KRISTIN LAMY, 9/19/14



“ MORE GREAT RESULTS TODAY: Mark Meunier and I reached 1,000 University of New Orleans students and had too many good interactions to list!

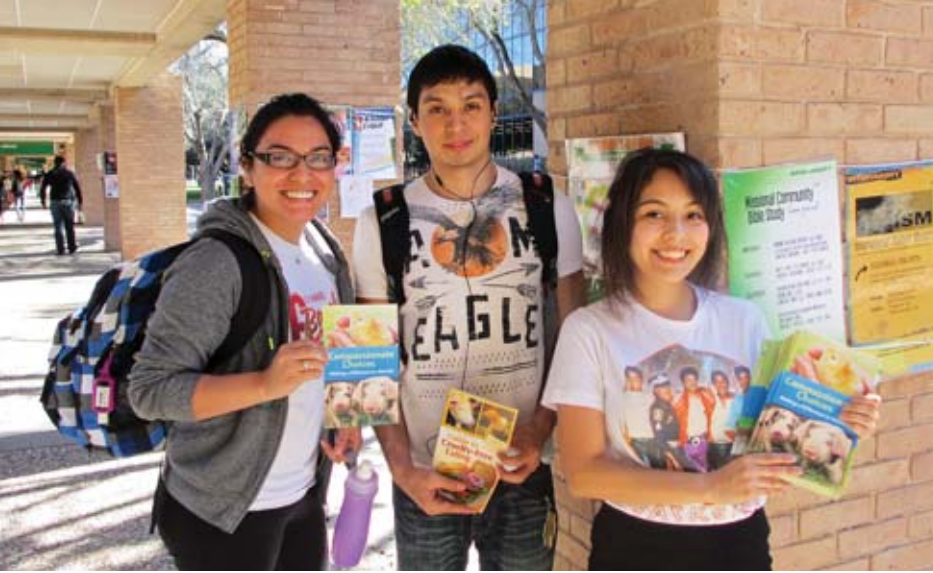
I met eight vegans, and an equal amount of vegetarians—three of them [Alexis, Mia, and Sarah, left] were ready to take it to the next step.

Such an awesome week it's been—biggest one-day total for me on Wednesday, plus one-day school records on both Thursday and Friday! It's gonna be a heck of a semester if I can keep this up.

—YURI MITZKEWICH, 9/5/14

Top 50 Leafleting Leaders

NAME	STATE	SCHOOLS	BOOKLETS
Steve Erlsten	CA	105	152,011
Rachel Shippee	IL	143	138,842
Vic Sjodin	CA	103	127,915
Chris Guinn	GA	144	101,868
Dawn Ratcliffe	AZ	104	74,162
Jon Camp	MD	67	73,480
Kassy Ortega	VA	59	66,918
Rick Hershey	MO	56	59,567
Joe Espinosa	IL	28	51,951
Karen James	CT	44	49,298
Lauren Walker	SC	46	46,857
The Humane League	MA	25	40,080
Andrea Gunn	NC	27	31,641
The Humane League	PA	41	29,945
Chelsea Collins	AU	36	29,507
Chip Ballew	MO	40	28,315
Yuri Mitzkewich	FL	21	26,132
John Jungenberg	IL	87	25,677
John Sakars	ON	22	20,678
Matt Corriveau	CT	67	19,593
Mercy For Animals	IL	14	19,520
Lisa Drapkin	NY	27	19,331
Lana Smithson	ME	38	18,211
Alex Greenwood	ON	12	16,486
Kate St. John	MD	12	16,312
Leslie Patterson	IL	24	14,164
Rachel Curit	ME	19	12,102
Steven Litrov	CA	18	11,953
Aaron Ross	MD	10	11,823
Lynda Cozart	FL	17	11,244
Yvonne LeGrice	CA	12	11,072
Nettie Schwager	OR	8	10,747
Stephanie Frankle	CA	15	10,486
Ethan Dussault	TX	11	10,137
Alan Jiminez	CA	12	10,006
Loren Hart	NC	17	9,896
Andrew MacKenzie	CA	13	9,321
Diane Gandee Sorbi	CA	13	9,318
John Oberg	MI	9	8,476
Brandon Becker	NC	7	8,113
Casey	NY	21	6,947
Phil Letten	WA	9	6,350
Cobie deLespinasse	OR	13	6,239
Israel Arriola	MX	8	5,876
Laura Hart	NY	5	5,459
Rachel Atcheson	PA	8	5,431
Barbara Bear	CA	6	5,404
Bay Area Vegetarians	CA	4	5,105
Mark McClure	TX	6	4,988
Claire Amiel	TX	6	4,913



“WE HAD AN AMAZING TIME IN DENVER TODAY! John Jungenberg and I reached 1,950 students at Metropolitan State, and heard from several vegans. John had several positive interactions, including a guy who seemed really interested in cutting back on his meat consumption and trying out the Chipotle vegan options.

And I heard from a girl who said her sister went veg from getting a leaflet eight years ago!

—RACHEL SHIPPEE, 5/6/14



Rachel, Suzeii Sierra, and Dani Leal reached 3,400 students at the University of Texas—Pan American on 1/27/14. Above are Suzeii (right), who runs the animals rights group on campus, and two students who wanted to go veg and join her club!

And Andrea Gunn ran into Alex (left) in April while leafleting Johnson C. Smith University: “I was thrilled to meet a student who received a leaflet from Dawn Ratcliffe two years ago, immediately went veg, and has remained vegetarian ever since!”

“TWO PEOPLE REPORTED THEY BECAME VEGAN from receiving a *Your Choice* leaflet today at Hunter College. They were both hurrying to class, passing me a second time after receiving leaflets earlier, but I was able to hand them some *Guides*.

—EILEEN BOTTI, 9/16/14

“STUDENTS WERE VERY RECEPTIVE AT ROWAN UNIVERSITY, and one girl told me she went vegetarian after receiving a leaflet the previous year!

—RACHEL BLACK, 9/2/14

“GREAT TAKE RATE on Friday at the University of Wisconsin in Whitewater. I met Emily Kraemer [right], who has been a vegetarian for seven years and is making the move towards veganism! Upon seeing me leaflet, she instantly asked me how to get involved—looks like an activist in the making if you ask me.

Today in Stevens Point, I met three people who wanted to make more compassionate choices or get active!

—JOSE ELIAS, 9/11/14



TEAM VEGAN 2014

TOGETHER TO HELP ANIMALS

As with prior years, Team Vegan 2014 was a great success thanks to our dedicated members! This year, we had 61 people who succeeded at raising funds from their family and friends for Vegan Outreach!

Among VO staff, Jon Camp raised the most, clocking in at over \$8,000! Our second highest fundraiser was Lauren Farnsworth (below), who donated \$2,000 and raised \$4,030 from her friends and family.

In total, Team Vegan raised \$121,672, which was doubled by other donors, giving us a full **\$243,344** to put towards reducing animal suffering by spreading a vegan lifestyle!

Thank you so much to Lauren and all our fundraisers and donors who matched them, and donors who contributed—Vegan Outreach couldn't have done it without you!



“ THE BOOKLETS WERE GONE WITHIN AN HOUR! I underestimated the awesome take rate from Georgia State. Jay Holden and I were able to reach 554 students.

I met Crystal, who went pescatarian because she got the same booklet some time ago and asked me if this is part of the Adopt a College program. I was super excited, and got her contact information because she is interested in joining the program!

—MUKANG PEDERSON (below, left), 2/20/14



“ I MET SHANNON, WHO WENT VEGETARIAN as a result of receiving a VO booklet from me last year! We had a nice chat and she got a *Guide to Cruelty-Free Eating*.

I heard from another Keene State student who said he's doing a class project on veganism. He was happy to get this info. And I gave a stack of leaflets to a vegan professor who had me speak to her class in the past. She isn't teaching that class this semester but wanted some leaflets to give to students in a different class. She's super nice.

—LANA SMITHSON (above, center; Shannon on right), 9/15/14



Above: Seth Tibbott, founder of the Tofurky Company, one of Team Vegan's top contributors; and Ryan Henn, whose seven steps to transforming his body include wearing a Team Vegan tank top! The shirts are available at CafePress.com/VeganOutreach; and you can learn more about this year's awesome team at TeamVegan.biz

“ I LEAFLETED 1,400 PEOPLE at Ball State today. I heard from three separate students who let me know that getting a booklet from me in the past had moved them to stop eating meat, and another explained that it had caused him to reduce his meat consumption.



—JOE ESPINOSA (above), 3/18/14

To raise funds for Team Vegan, Joe set a new record by leafleting for over 14 hours straight! Joe's a full-time social worker and has been devoting his days off to leaflet regularly since January 1998. Since fall 2003 alone, *Joe has handed out 500,000+ booklets!*

TEAM VEGAN CONTINUES...

After the dust had settled on Team Vegan 2014, there were a few people who still wanted to raise funds for Vegan Outreach, and set up fundraising pages at FirstGiving.com:



KEN BOTTS set a goal to run the Long Beach International City Bank Marathon FirstGiving.com/fundraiser/kenbottsVO

DAVE MOSICK (above) set a goal to hand out 5,000 booklets this semester FirstGiving.com/fundraiser/davemosick

JENI HAINES set a goal to do 10 overhand plant-powered pull-ups FirstGiving.com/fundraiser/jenihaines

Tiffany Barr (Midrange), Lana Smithson (Shannon)

Jon Camp Inducted into Animal Rights Hall of Fame

ON MARCH 28, 2014 at the University of Georgia, history was made: Jon Camp, VO's Executive Vice President, became the first individual ever to hand out **a million booklets** on behalf of animals!

Indeed, Jon may hold the record for the most pamphlets handed out by anyone for any reason.



At the top of the page (from left) are Jack Norris, Jeff Boghosian, Josie Moody, Karen Oberg, Vic Sjodin, Jon Camp, John Oberg, Chelsea Collins, Kassy Ortega, and Chris Guinn; above is Jon with NFL defensive lineman David Carter, who received the Vegan Athlete of the Year Award; and below is Armaiti May, DVM, who won the Henry Spira Grassroots Animal Activist Award.



Between September 16, 2003 and that historic day in March, Jon had been to 523 different school campuses, on 1,795 different outings, handing booklets to 919,036 students. He had also leafleted 176 off-campus venues, handing booklets to another 81,006 people! (You can see an illustration of his amazing feat at AdoptaCollege.org/jon/JonsMap.htm)

Just a few months after achieving this milestone, at the Animal Rights National Conference in Los Angeles, Jon was inducted into the Animal Rights Hall of Fame, joining a prestigious group that

includes Henry Spira, Gene Baur, Ingrid Newkirk, and VO's cofounders Matt Ball and Jack Norris.

While this award is a recognition of the impact Jon has had by handing out over one million booklets during his 10 years of traveling throughout the country, it's also an acknowledgement that the work of Vegan Outreach matters. Thank you for being a part of this important work on behalf of farmed animals. If you've ever leafleted, housed a VO activist, or donated to Vegan Outreach, you share this award with Jon.



Above: While at AR2014, Jon met Susan (left), who got a *Why Vegan?* booklet at an anti-war rally **11 years ago** and went vegan as a result! We also learned that Xander Preston (center) received a Vegan Outreach booklet from Food Not Bombs **10 years ago** and is still vegan today!

And at the Taking Action for Animals conference in June, Jon ran into Emily (right), who has been vegetarian and active for animals since getting a booklet from him **7 years ago** at the University of Georgia—the same school where Jon reached his million-booklet milestone!



Vegan Mentor Program

This past summer, Vegan Outreach started a Vegan Mentor Program. It began with our dedicated volunteer Yvonne LeGrice following up with the hundreds of people who order our *Guide to Cruelty-Free Eating* each month, to see how they're doing with their transition. We've found that many people really appreciate our reaching out to them.

In September, we expanded the project by assembling a team of dozens of vegan mentors to work with individuals who want help transitioning to a vegan lifestyle. The help mentors provide can be anything from just someone to talk to who shares your concern for animals, to information

about the best vegan foods, cookbooks, restaurants in your area, or places to get nonleather shoes and belts.

Mentoring can be over email, the phone, or even in person if we have someone in your area. If you'd like to have a mentor, please sign up at VeganOutreach.org/survey/mentee.html

If you have any questions about the program, please contact our Donor Relations Manager, Lisa Rimmert, at LisaR@VeganOutreach.org



After speaking with Yvonne LeGrice last spring (top), East Los Angeles College student Mariella (above) was ready to put her desire to help animals into action by going veg! In addition to mentoring, Yvonne has reached nearly 100,000 people via our Adopt a College program!

#HydrateDonate

Have you heard about the Hydrate Donate Challenge?

Started by VO's own Jon Camp as a fun spin-off on the Ice Bucket Challenge, the Hydrate Donate Challenge asks people to hydrate, donate \$25 to two separate charities, and then ask three of your friends to do the same. Most people upload a short video of their challenge and many are quite funny.



Check it out here: VeganOutreach.org/hydratedonate

Pay Per Read

You've probably heard of Pay Per View—where pedestrians are paid a dollar or two to watch a short video showing how animals are raised on factory farms, in hopes they'll no longer want to support such suffering. Vegan Outreach recently took part in a pilot study "paying" people (in reward points) to read our booklets.

At the time of this writing, the first phase of the study has been finished: 440 participants read one of VO's booklets (either *Your Choice* or *Even If You Like Meat*) or a control pamphlet (not about animal farming) online. Afterwards, each participant took a survey about their intentions to change their eating habits.

We found that 25% of the 385 nonvegetarians intended to modify their diets. The next step is to resurvey them after 30 days to see if they followed through or not. Stay tuned!





Zach got a VO booklet at college *7 years ago* and has been veg ever since!

Kellan is vegan because he received one of our booklets *10 years ago!*

Amanda became vegan after she was handed a VO booklet *14 years ago!*

Your Donation DOUBLED



Now Your Donation to VO = 2 × More Booklets = 2 × More Vegetarians = 2 × More Animals Saved!

A group of donors—dedicated to helping Vegan Outreach activists break even more records and change even more lives—have combined their resources to create an end-of-year matching pool of over \$100,000.

Please don't miss out on this special chance to have your contribution go twice as far for the animals!



Please open your heart for the animals and give by December 31.

You can mail your donation to the address on page 2, or donate securely at VeganOutreach.org/donate

Thank you!

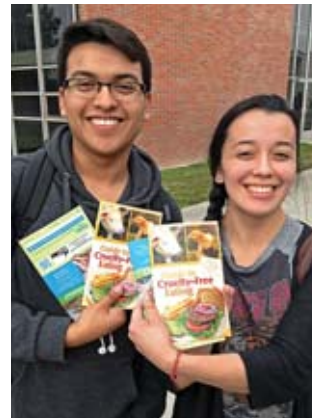
“GREATEST-OF-ALL-TIMES DAY. JUST UNREAL.

At Cerritos College, Christina and Ingrid Clarke and I spoke to more people one-on-one than I ever have—it just kept going.

One student, bam off the bat, had a conversation with Christina and wanted to go veg. Then boom, a couple [below] read booklets and pledged to go veg together. A nutrition major had an assortment of questions; he said, ‘I really want to do this veg thing’ and messaged me with a question that night. We lost Christina with a man for 20 minutes; he said, ‘I think you just changed my life’ and was going to try all sorts of veg food. I met Mindy [above], a lacto-ovo



vegetarian who read a booklet in class and is now ditching dairy and eggs! I was speaking with another student when Milton came up to me; he’s really into fitness, and we had an epic conversation and he was all about going veg—unreal.



We met an ethics professor who invited me to speak to his class of 40. I absolutely nailed it: students were glued and had lots of questions; and it went

on four times longer than planned. The professor was pleased and told me in front of the class, ‘You are not just saving animals but people’ and thanked me. I didn’t have enough *Guides* for everyone, so I told students to let me know if they were interested: three-quarters of the hands went up. Just bananas. Ingrid and Christina spoke one-on-one with about 25 people; many had questions—unbelievable.

I also met one student [below] who said, ‘But I love beef and chicken.’ We spoke for a while, she gave me a hug and enthusiastically told me she would try mock chicken and beef—so moving because she did a 180 so fast. Another student asked for a few more to show others and wanted to volunteer in the future. And two staff members thanked us for our efforts with feeling.



I dropped off the weary Clarkes, drove home, laid down for 30 minutes, then fought traffic all the way to UCLA, where I gave a talk on activism that was very well received. Best day ever. So many other reactions I fail to remember.

Your donation is having an impact, I can *guarantee* you that. Thank you for making the many life-changing and life-saving interactions we had today—and have every day—possible!

—VIC SJODIN, 1/28/14



OUTREACH WORKS!

Vegan Outreach's Adopt a College program creates new vegetarians every day, sparing thousands and thousands of farmed animals from a life of suffering.

Thank you for supporting this life-saving work!



For a closer look at these 600+ photos of people who decided to change their diets as a result of receiving a VO booklet, see VeganOutreach.org/lives_changed