

**Double Your Impact  
for Animals** through  
Year-End Matching  
Campaign

**On Our Way to a  
Vegan World**  
VO to Expand  
Even Further  
Internationally

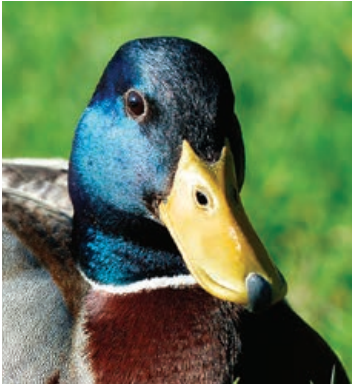
**Breaking  
Records** and  
Taking Names

**The Road Ahead:  
Driven by Data**

The Secret  
to **Keeping  
Vegans Vegan**

**How Jessica's Mentor, Hana,  
Inspired Her to Go Vegan  
—and Her Little Dog, Too!**





Vegan Outreach is a 501(c)(3) nonprofit organization working to end violence towards animals. Vegan Outreach seeks a future when sentient animals are no longer exploited as commodities.

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#### PRIVACY POLICY

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

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#### WE'D LOVE TO HEAR FROM YOU!

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**Farmed animals need us.** What we do today will prevent future animals from being born into lives of misery and suffering. And together, we're making great strides for them!

This past year, your donations have empowered us to **address the issue of veg recidivism**—vegans and vegetarians going back to eating animal products—by implementing the popular Vegan Mentor Program, Toni's Weekly Tips, and more. Your generosity has enabled the **expansion of our Adopt a College leafleting program**, so that now people all over the United States, Mexico, Canada, Australia, and New Zealand are being exposed to the realities of animal agribusiness and adopting cruelty-free lifestyles.

I feel fortunate to work with VO activists all over the world, who are some of the most dedicated, hard-working individuals you'll ever meet. Leading our small but mighty staff is a volunteer Board of Directors, which I'm proud to say is comprised mostly of women, who traditionally have been underrepresented in our movement's leadership positions. From the staff and board to volunteer leafleters and donors, everyone at VO plays a crucial role in changing the world for animals.

In this newsletter, you'll find stories of compassion and change, new projects that are sparing even more animals from suffering, and plans for impact measurement and greater international expansion.

As you read about the growth and success we've seen this past year, there's one thing I'd like you to keep in mind:

**Your donations made it all possible. Thank you.**

Sincerely,

*Jack Norris*  
 Jack Norris, RD

President, Vegan Outreach



# On Our Way to a VEGAN WORLD

Vegan Outreach is now active in the US, Mexico, Canada, Australia, and New Zealand. That means people in five countries are receiving pro-veg booklets and having friendly interactions with animal activists!

We want to continue expanding this outreach.



Victor Sjodin, VO's Director of International Outreach, has been working to identify areas of the world for further VO expansion. Many criteria are considered and, when feasible, Vic will travel internationally to research prospective areas, meet with animal rights leaders and activists, and, of course, do some leafleting. This fall, Vic made a trip to the United Kingdom to do just that, and he and many dedicated volunteers handed booklets to 31,645 people at 30 schools.

Expanding further internationally will mean tens of thousands more students reached every year. We need your help to make it happen.



Above: Gabby Rucinskaite saw a VO Facebook post about Vic's trip and volunteered to leaflet in Glasgow!

## Help VO Expand: Donate Now and It Will Be Matched!

Now through December 31, the donations you make to enable us to reach the greatest number of people will be matched 100% by a group of generous donors. **You can change *twice* as many lives—and spare *twice* as many animals from suffering.**

**Please donate generously to help us continue our outreach and inspire new vegans in even more countries!**



## A VEGAN WORLD (WIDE WEB)

Thanks to a generous donor, we're supplementing our in-person outreach with online advertising, spreading the word digitally about a better way of eating and living. When someone clicks on a VO Facebook ad, they're taken to a video showing the cruelty involved in animal agribusiness and invited to order a free *Guide to Cruelty-Free Eating*.

VO's social media engagement has grown tremendously under the leadership of our Director of Communications, John Oberg. Since taking over in March 2014, John has increased our Facebook followers from 40,000 to more than 330,000 today, and our Instagram followers from 2,000 to over 50,000. John has also ramped up VO's Twitter account with a great deal of help from dedicated volunteer Parker Pillsbury.





# BREAKING RECORDS AND TAKING NAMES

In last year's newsletter, we reported that fall 2013 was our best semester ever for campus leafleting. Well, move over, fall 2013!

Because of your donations—more than \$350,000 to our year-end matching campaign and another \$320,000 to Team Vegan—we set *two consecutive all-time semester records!* Activists handed booklets to **1,030,360 students in fall 2014** and **1,099,279 in spring 2015**. And we're hopeful that we'll set a new record this semester!

Through our **Adopt a College program**, animal advocates—on their own or alongside our staff Outreach Coordinators—hand out booklets about factory farming and vegan eating. Most of this leafleting takes place on college campuses, though we also leaflet high schools, concerts, or anywhere young adults can be found.

## More All-Time Records for Adopt a College:

■ On September 7, volunteer Katia Rodriguez (above) made VO history at Mexico's Universidad Autónoma de Nuevo León, Campus Ciudad Universitaria, handing out a whopping **6,496 booklets** in a single day—*more than anyone in VO's two decades of college outreach!*

■ Katia is also one of the eight volunteers who joined Emmanuel Marquez (below, left) at this UANL campus on January 19 for his first day as VO's Mexico Outreach Coordinator; along with intern Carlos Contreras (below, right), they reached **18,900 students**—*the biggest single leafleting event in Adopt a College history!*

■ And in April, Vic Sjodin (below, center) handed out his **800,000th VO booklet!**



Above: Bruno met Emmanuel Marquez on his campus and returned 20 minutes later with Juana, Lidia, and Veronica; after receiving some nutrition information and tips for a gradual transition, all four students were committed to start their paths to plant-based eating!



**Want to leaflet in your area?** Let us know at [VeganOutreach.org/contact](http://VeganOutreach.org/contact).

## TOP FUNDRAISERS: TEAM VEGAN 2015

Yvonne LeGrice, Lauren Sprang, Lisa Shapiro, Alison Mercer, Jennifer Mennuti, Drew Rodriguez, Nettie Schwager, Rachel Shippee, St. Louis Metro Donations, Jon Camp, John Oberg, Yuri Mitzkewich, Lisa Rimmert, Vic Sjodin, Jose Elias, Sam Tucker, Emmanuel Marquez, Jack Norris, and Kassy Ortega.

## TOP LEAFLETTERS: SCHOOL YEAR 2014-15

Steve Erlsten, Yuri Mitzkewich, Jose Elias, Rachel Black, Vic Sjodin, Rick Hershey, Emmanuel Marquez, Carlos Contreras, Kassy Ortega, John Sakars, Kristin Lamy, Joe Espinosa, Christopher Guinn, Steven Litrov, Stephanie Frankle, Sam Tucker, John Deetjen, Heather Bolint, Eileen Botti, and Andrew MacKenzie.

*Learn more and see statistics by semester, school, and leafleter at [AdoptaCollege.org](http://AdoptaCollege.org).*



“ Taylor stopped by to ask if I needed some help. The second big rush was about to start, so I gave her some booklets and let her hand out as many as she could without much instruction. Once the class change died down I asked if she had leafleted before, and we started talking about activism. When I asked if she was vegan, her response made my day.

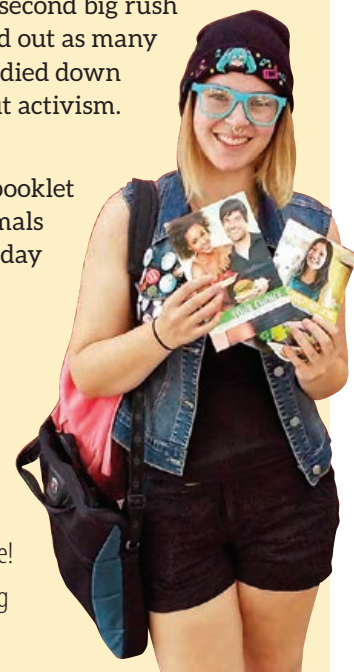
She said she decided to go vegan this morning after getting a booklet from me! She had been trying not to think about how the animals are treated, but the booklet made that impossible. On her first day as a vegan she handed out 500 booklets!

When we were finished, she asked to take a photo of me for a class art project. She is going to sketch people who have had an impact on her life—including me.

—Steve Erlsten, VO Northern California Outreach Coordinator

Taylor Walton (right) not only went vegan and volunteered on September 11, but also helped Steve Erlsten (left) break the leafleting record for Fresno State!

The following week, Steve handed out his **half-millionth booklet**, becoming one of only six individuals in Adopt a College history to reach this milestone!



## Eleven Thousand Booklets in Four Hours? No Problem!

On July 25, activists handed VO booklets to 11,400 people at an event in Tinley Park, Illinois. That event was one of about 40 Vans Warped Tour concerts, which take place each summer around the US and Canada. Each year, Vegan Outreach teams up with the Humane League to leaflet these concerts. With specially designed booklets featuring vegetarian and vegan band members, activists follow this touring concert series all over the country, reaching young people in huge numbers.

Activists handed VO booklets to **313,068 Warped Tour concert attendees** this summer. In total, over 630,000 people have been reached at concerts and other off-campus venues in 2015.



Above are Danielle and Jillian at the Warped Tour stop outside Detroit—**both went veg as a result of receiving VO booklets years ago!**

Activists reached 10,150 concertgoers at the Atlanta Warped Tour stop; at left are crew members Salihah Muhammad, Eric Griffith, Marianella Lopez, Jay Holden, Wotko Tristan, Chris Guinn, Zach Jones, Scout Kilbourne, Wendy Moore, Frankliam Veganarchist, Stephanie Frankle, Jose Elias, Kassy Ortega, Daniel Sweeney, Justin Jackson, Meghan Smith, Beau Broughton, Sarah Monserrat, Emily Walden, Erin Jackson, and Sara Lopez.



## The Road Ahead: **DRIVEN BY DATA**

Anyone who has leafleted on a college campus—and experienced the conversations and buzz it creates—knows it’s very worthwhile. In addition to the evidence we see every day, we’ve launched several programs to quantitatively measure the effectiveness of the outreach your donations make possible.

**LEAFLETING EFFECTIVENESS STUDY** VO’s Outreach Coordinators will devote one day this fall—and plan to do so each semester—to hand out booklets with stickers on the back offering a reward to take a two-part survey. Students will complete a short online survey that day, and we’ll follow up with them in a few months to see how their answers have changed. We look forward to sharing with you the results of these ongoing studies!

**ONLINE PAY PER READ STUDY** Last fall, we conducted a Pay Per Read study on the effectiveness of the booklets *Your Choice* (YC) and *Even If You Like Meat* (EI). Participants received a nominal payment to read these booklets online and answer questions about them. While it wasn’t conclusive, there were some surprising findings.



“ I ran into a student [left, at Evergreen State] who was handed a *Why Vegan?* pamphlet in 2004. He has been vegan ever since! He said reading it changed his life.

—Shura Hammond  
Adopt a College volunteer

Participants were much more likely to correctly remember reading EI than YC. Readers were also more likely to report that EI influenced their diet or thinking. Women and older readers were most likely to change their diets after reading the booklets. Further testing is needed, and plans for that are in the works.

**PAY PER VIEW PILOT PROGRAM** This fall, we’ll launch a pilot program to try out—and measure—Pay Per View outreach in the Washington, DC, metro area. In addition to all her leafleting, Outreach Coordinator Kassy Ortega will be offering students one dollar to watch short videos of factory farm footage. We’ll then be following up with viewers to measure their eating changes.

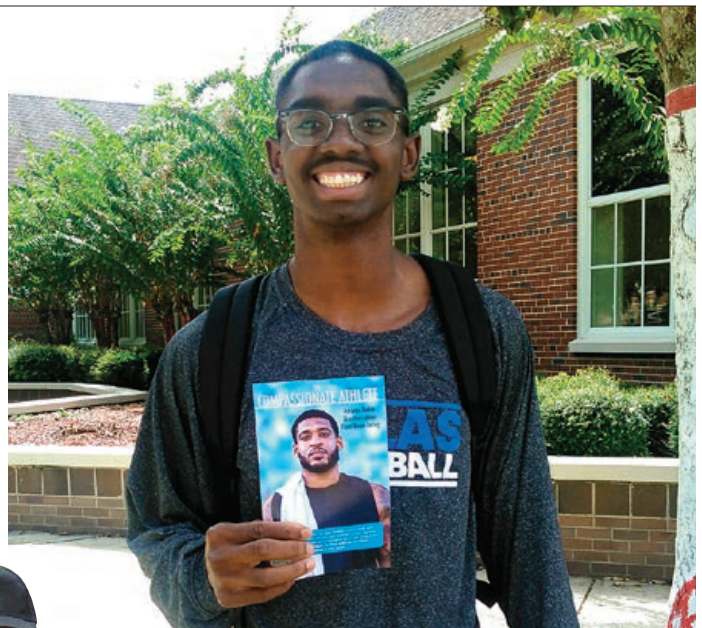
## New & Updated Booklets

### That Are Turning Heads— and Turning People Vegan!

Our newest booklet, titled *The Compassionate Athlete*, was created to fill a need expressed by VO leafleters: to show student athletes they can thrive, live healthfully, and, yes, even build muscle on a vegan diet. This booklet has become wildly popular—more than we ever imagined!

*Even If You Like Meat* has gotten a major overhaul—it now has a more modern look, similar to our other booklets. We’ve kept the hard-hitting cover that interests many students, and the booklet still has more pages describing the treatment of farmed animals than *Your Choice* or *Compassionate Choices*.

Order booklets at [VeganOutreach.org/order-form](http://VeganOutreach.org/order-form).



“ The highlight was Kerry [above], who was impressed greatly by the *Compassionate Athlete*.... First confirmed new vegan of the week at Florida A&M University!

—Yuri Mitzkewich (left)  
VO Southeast Outreach Coordinator



# The Secret to Keeping Vegans Vegan

For decades, Vegan Outreach has been inspiring people to adopt cruelty-free lifestyles. We continue to do so, and now we're ramping up our efforts to help them stick with it!

Our **Vegan Mentor Program** has grown to 600 mentees and 300 mentors, many of whom are VO donors. The program helps people transitioning to more cruelty-free lifestyles, as well as people who are already vegan and need one-on-one guidance and support.



Above is Jessica Morse (holding rescued dachshund Peggy Sue) with mentor Hana Low. Jessica has had such a positive experience as a mentee that she's now interested in becoming a mentor to other new vegans!

**We're always in need of mentors. Help people go veg and stay veg!** Learn more and sign up at [VeganOutreach.org/vegan-mentorship-program](http://VeganOutreach.org/vegan-mentorship-program).

“I signed up for the mentor program because I wanted support and had questions about meeting my nutritional needs and how to make the changes when veganism was such a new concept to me.

My first meeting with Hana was wonderful. They invited me to their apartment for breakfast where I met their partner, Alexis, and the two of them cooked for me and patiently and thoroughly answered all my questions. They went on to treat me to several other meals, conversations and meet-and-greets in their home. I even joined them for a vegan 'friendsgiving' at Thanksgiving time—which was a godsend, as I was still withdrawing from animal foods over the holidays.

I've met other like-minded vegan superheroes through them and volunteered at Danzig's Roost, the local rooster sanctuary. Hana has been such a wonderful resource and friend; I don't know if I would have been half as successful with my transition without Hana and Alexis' help.

—Jessica Morse

## Weekly Emails Open Door to Veganism

VO's Food & Lifestyle Coordinator, Toni Okamoto, has introduced **Toni's Weekly Tips**, a series of 10 emails with engaging videos, easy-to-follow recipes, and vegan products, as well as nutrition tips from vegan Registered Dietitian Jack Norris. The series has been helping those interested in becoming vegetarian or vegan, and working to set new vegans up for long-term success. Toni also makes veganism more accessible to everyone via the **VO blog**, which contains simple recipes, product ideas, profiles of vegans, and much more.







You can sign up to receive Toni's Weekly Tips at [VeganOutreach.org/weekly-tips](http://VeganOutreach.org/weekly-tips), and check out our blog posts at [VeganOutreach.org/blog](http://VeganOutreach.org/blog).

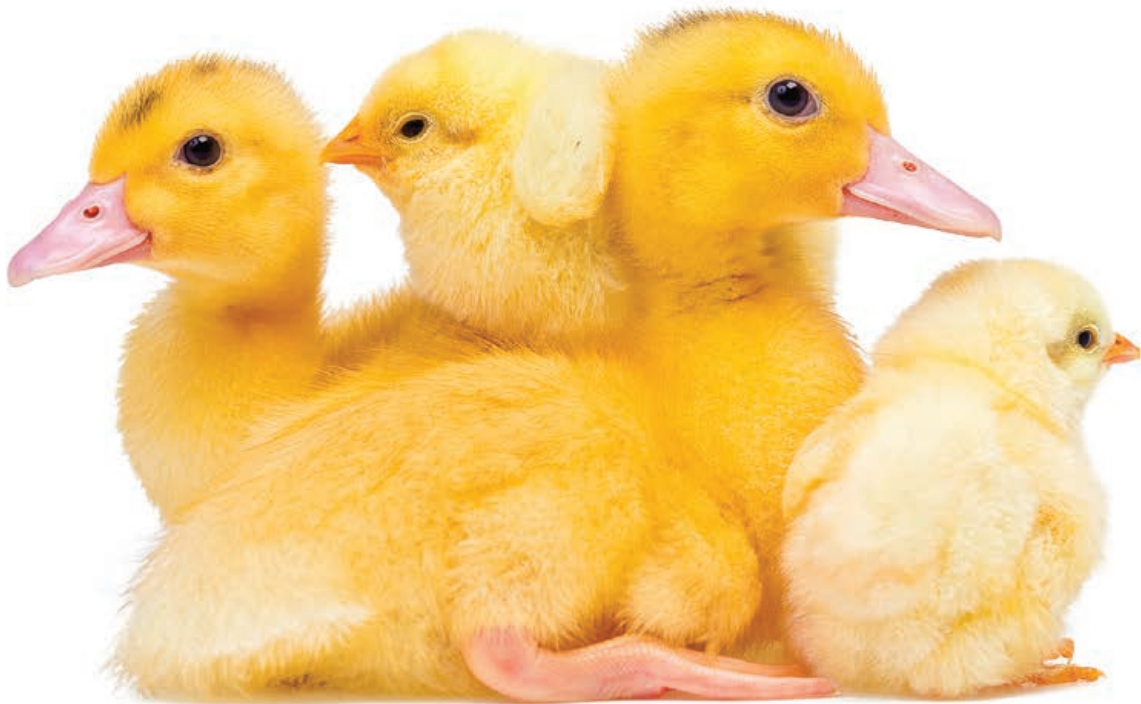
## Connect with Us

Stay informed about what your donations are accomplishing and be the first to hear about new vegan products and ways to help animals by subscribing to our weekly e-news and blog at [VeganOutreach.org](http://VeganOutreach.org).



Follow us on:

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-  [Pinterest.com/VeganOutreach](https://Pinterest.com/VeganOutreach)



## We want to do more, and we need your help.

You do so much throughout the year to help animals—thank you! Together we've changed millions of lives and spared countless animals. But there's more that can be done—and we need your help.

We want to reach people in more countries, conduct more research to measure our effectiveness, and reduce as much unnecessary suffering and death as possible. Will you help us by increasing your support in 2015?

Your donation will be **matched dollar-for-dollar**, doubling your impact for farmed animals—the animals for whom you can make the most difference. That means *twice* as many booklets, *twice* as many new vegans, *twice* as many **animals spared from suffering**.

Donate now by mailing a check to the address on page 2, or online at [VeganOutreach.org/donate](http://VeganOutreach.org/donate).

Thank you!

