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More Lives
in More Places

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Communities

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New Vegans

Evaluating
Our Impact

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Pumpkin Pie
Bagel Spread



**Year-End Matching Opportunity:
Make an Impact for
Twice the Animals**



*From all of us at Vegan Outreach,
Thank you for a groundbreaking year!*

You should be proud. Your donations paid for some incredible outreach this past year, bringing us closer to a world without violence against animals. Sit back, pour a cup of tea, and read about your victories!



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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WE'D LOVE TO HEAR FROM YOU!

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These Victories Are Yours

As the year comes to a close, we've been looking at our long list of accomplishments in 2016. Each one makes us think of the face behind it—the face of a donor. We see your face in every victory and in every bit of growth, because Vegan Outreach experienced tremendous progress this past year, and you championed it. When we came to you with ambitious ideas for more outreach, **you stepped up**, with a smile and a helping hand. You understood that we could only increase our impact for animals if we first grew our budget, and you gave generously and made that happen! Thank you!

In 2016, you enabled us to bring the vegan message to new, more diverse audiences. Because of you, vegan mentors provided support to more than 2,000 people, to help them go vegan or to keep vegans from backsliding. Because of your donations, we taught thousands of people about the benefits of vegan living via presentations and one-on-one conversations at schools, festivals, and special events like free vegan dinners at churches in Los Angeles. And thanks to your generosity this past year, we'll expose even more people to the cruelty of factory farming through video outreach, virtual reality, and humane education presentations in classrooms.

You made all this happen while at the same time ensuring that our time-tested campus leafleting could continue and expand. **You enabled leafleting to grow** to India and allowed us to undertake the first tour of the US's historically black colleges and universities. Because Vegan Outreach donors—you!—are so generous and so dedicated to reducing animal suffering, so far this year



1.5 million students at 1,132 schools in six countries have received booklets about the vegan lifestyle!

In this newsletter, you'll find stories of success and you'll learn about new projects to both inspire more people to go vegan and help them stick with it. These stories are yours. You made them happen, and through them **you spared countless animals from suffering.**

Thank you for being one of the faces behind our most amazing accomplishments this past year! Here's to helping even more animals in 2017!

A handwritten signature in blue ink that reads "Jack Norris".

Jack Norris, RD
Executive Director

A handwritten signature in blue ink that reads "Steve Ann Chambers".

Steve Ann Chambers, Esq.
President



Michelle Cahn/VVO (staff), Filmingforliberation.com (cows)

Make an Impact for Twice the Animals: Donations Matched through 2016!

A group of generous philanthropists have pledged to match your donations, now through December 31. That means you'll be changing twice as many lives by donating—and sparing twice as many animals from suffering.

Please give generously today to help us continue our outreach through college leafleting, mentoring aspiring vegans, reaching underserved communities, and more!

Use the enclosed envelope or make a secure donation at VeganOutreach.org/match. Thank you!

Changing More Lives in More Places

Adding new outreach programs is like adding new rooms onto a house: the foundation must first be rock solid. Our foundation, the Adopt a College leafleting program, has been going strong for over a decade and now our reach is more extensive than ever—thanks to you! For every person who goes veg upon reading a VO booklet, there's a donor who gave generously to make it happen.

Because of you, this year we shipped our **30 millionth VO booklet**—a huge milestone on the path to ending violence towards animals!

MORE HIGHLIGHTS FROM 2016

■ So far this year, we've reached more than **87,000 people in India**. Pooja Rathor, our first-ever India Outreach Coordinator, and her volunteers have taken the country by storm, handing out over 35,000 booklets.



While about a third of the population is vegetarian, many people aren't aware of the cruelty involved in dairy production. At St. Mira's College in Pune, Pooja met Rashi (above), who said, "I had no idea that this is how cows are treated. I would like to leave dairy milk."

■ Director of Outreach Victor Sjodin visited **Eastern Europe** to leaflet with local activists and help them **begin leafleting programs there**.

■ In **Mexico**, Emmanuel Marquez, Katia Rodriguez, and volunteers handed out **19,202 booklets in a single day** at the Benemérita Universidad Autónoma de Puebla—a *new record for the biggest leafleting event in Adopt a College history!*

New and Updated Booklets

In a new booklet combining our *Your Choice* and *Compassionate Choices* booklets, readers will immediately see the likeness between companion and farmed animals. In this booklet, and others, we've also added a full section about what's wrong with dairy.

Our *Why Vegan?* booklet has received a big makeover, too, and we're perhaps most excited about the newest booklet, a joint project with the Factory Farming Awareness Coalition, produced especially for concert festivals featuring bands like Moon Hooch, Phish, and TAUK.

Order VO booklets and get started leafleting in your area!

AdoptaCollege.org



Anula Namshum (Pooja & Rashi)



Katia Rodriguez/VO (class); Emmanuel Marquez/VO (mentors); © Fieldwork/Dreamstime.com (covys); Lana Smithson/VO (Katia)

Mentoring New Vegans

The Vegan Mentor Program has quickly become one of VO's most important programs, with 1,370 active mentors and 2,495 matched mentees, including those in the new Spanish program. We hope you're familiar with the program—not just because **your donations pay for it**, but because we'd love for you to become a mentor!

The mentor program matches new and aspiring vegans with knowledgeable volunteers who can help with anything from navigating the



grocery store to responding to people's questions about being vegan. Mentee-mentor pairs often communicate via email, and some text, talk on the phone, and even meet for meals together!

At left is Mexico Campaigns & Spanish Media Coordinator Katia Rodriguez (center) with Spanish vegan mentors Carla Rios and Jessica Hernandez.

In a recent survey of mentees in the Spanish program, **over 70% reported making changes** or accomplishing the goal they set out to meet. We'll continue to assess the impact of the program, and we look forward to expanding to help exponentially more people go and stay vegan!

VeganOutreach.org/VMP



“**I am the only vegan in my family.** I was feeling a bit nervous about not having anyone to discuss issues, questions, concerns with. Leah has been a great mentor and always responds to my questions, no matter how small, with great care and detail. I have had such a great experience with her and your program that I recently recommended it to a coworker. I really can't thank Leah and Vegan Outreach enough!

—SK, Pittsburgh, PA

Evaluating Our Impact

In June, we released a major study on booklet effectiveness, and the results were quite promising.

We readily saw decreases in animal consumption for respondents who read our booklets. We also learned that people who newly avoid eating mammals due to reading our booklets are likely to also avoid eating chickens.

For every 75 people who read a booklet, an average of one recipient adopted a mostly vegan diet.*



“**Your outreach works!**”

After leafleting the State University of New York at Canton, New England Outreach Coordinator Lana Smithson reports: “First thing in the morning, Kayla [left] informed me she got a pamphlet from me last year and hasn't eaten animals since. She said, ‘Your outreach works!’”

VO is conducting further studies to measure the effectiveness of leafleting, as well as Pay Per View video outreach, and other programs. A big thank you to the donors who've given specifically to fund this research!

*View the full study at VeganOutreach.org/ppr-2016

Engaging More Communities

In its 23-year history, two things have always defined Vegan Outreach: blazing new trails of activism and putting in the hard work needed to get things done.

Now, we've taken on a diversity initiative, and, although a challenging undertaking, we believe that it's not only an essential part of sparing more animals but it's also the right thing to do! The lack of diversity in the mainstream animal rights movement is a complex issue to discuss, let alone address, but when millions of people feel unwelcome we must do the hard work to fix it. That's

why when I read online about VO's Community Engagement Initiative, I knew I wanted to get involved and be an active participant in changing the status quo. I'm so glad I did—in its first year, so much has already been accomplished!

In the early 90s, VO began leafleting and has since inspired much of the movement to join in. Now, with your help, we want to inspire a movement that is dynamic, diverse, and thus more effective for animals. We'll likely stumble or take a few wrong turns, but we've already seen that the victories outweigh the hurdles.



Thank you for coming with us on this important journey!

A blue ink handwritten signature of Roxanne Hill.

Roxanne Hill
Events & Community Engagement Initiative (CEI) Manager

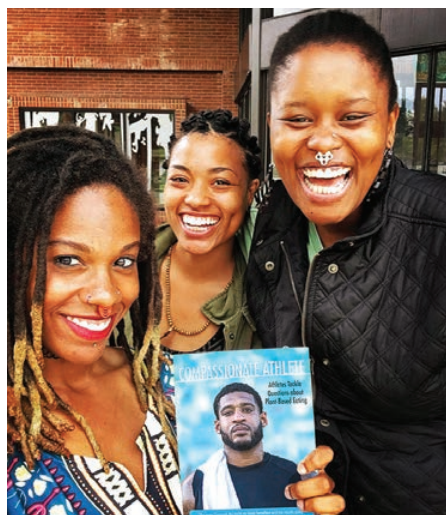
HIGHLIGHTS FROM 2016

- We've implemented a diversity and inclusion training program for our staff and board, and we've hired or partnered with leaders who are doing outreach to—and building community with—more diverse populations.
- We've hosted free vegan meals, presentations, and discussions in predominantly black and Latino communities, including several bilingual events in partnership with Los Angeles area churches. Attendees learned about plant-based

At right are attendees of the Artscape festival in Baltimore, Maryland, with Community Engagement Coordinator Brenda Sanders; below with Jamila Alfred at Coppin State University are volunteers Jennifer Kee and Sarah Juanita.



Kelly Thomas (Roxanne), Jamila Alfred VO (Jamila, Jennifer, & Sarah)



eating from vegan dietitians, and got to try delicious products from Tofurky, Follow Your Heart, and others. More of these outreach events are in the works!

■ Maryland/DC Events & Outreach Coordinator Jamila Alfred (far left) has conducted an extensive leafleting tour of historically black colleges and universities, making new connections and inspiring more people to go vegan. We've also begun working to create three powerful booklets made by and for black Americans, Spanish-speaking Americans, and Mexicans.

■ In addition to our own outreach events, we've supported and participated in festivals created by and for people of color outside of VO, like the Vegan Soul Wellness Fest in Oakland and the Vegan SoulFest in Baltimore with 6,000-plus attendees! VO was also the lead sponsor of the first major intersectional justice conference in March at the Whidbey Institute in Washington.

Your support of this initiative means the world to us—we literally couldn't do it without you! To help, email RoxanneH@VeganOutreach.org. Thank you!

Addressing Veg Recidivism

Persuading people to become vegan is only the first step in reducing animal suffering. We must also work to help people stay vegan, and that's exactly what VO has been doing for decades. We offer unbiased nutrition

information, activism training, and a network of supportive advocates all over the world.

Since research has confirmed that veg recidivism is a big problem, VO has added a Vegan Mentor Program, ramped up our blog recipes and product reviews, and now, started a campaigns department to get more vegan food options in restaurants.

Conversations are currently happening behind the scenes, and we'll have exciting news to report soon—visit VeganOutreach.org/enews and sign up for VO emails to stay updated!



Jevanne Martel/VO (vegan meal), Alex Bury/VO (bagel spread)



Pumpkin Pie Bagel Spread

1 8 oz container Follow Your Heart vegan cream cheese

1 15 oz can pumpkin

2 tablespoons brown sugar

2 tablespoons maple syrup

1 teaspoon pumpkin pie spice

1 teaspoon vanilla

Allow the cream cheese to come to room temperature, then puree all ingredients in a food processor until very smooth and creamy.

Serve for holiday breakfast with toasted bagels, sliced pears, vegan scones, or baked fresh fall apples. You can also serve for dessert with vegan ginger snaps!

Supporting VO Warms Our Hearts—and Your Body!

Show your compassion for animals every day by sporting a VO hooded sweatshirt. Buy one for your favorite vegan to surprise them for the holidays! Shop at VeganOutreach.org/merchandise.



Katia Rodriguez/VO (Emmanuel in hoodie), © Can Stock Photo Inc./Tschkmitter (chicks)

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.



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They're counting on us. Can we count on you?

Everything you read about in this newsletter—all our accomplishments in 2016 and all the work we'll do in years to come—depends on you.

Thank you for your past donations, which changed countless lives and moved us towards a vegan society. With the severity of suffering animals endure on farms and in slaughterhouses, the work we do together is crucial. Funding is the only thing limiting how much good we can do, and you can remove that barrier!

Will you spare even more animals from misery with a generous donation right now?

Your donation today will be **matched dollar-for-dollar**, doubling your impact for animals! That means *twice* as many booklets, *twice* as many new vegans, *twice* as many animals spared from suffering. Thank you for being someone animals can count on!

