



FALL 2017

# NEWS

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Dollars  
at Work  
for the Animals**

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Eggs in Baking**

**Double  
Your  
Donation!**





## From all of us at Vegan Outreach

You're a hero! People are vegan now because of you. We're getting closer to a vegan world **because of you**. Any way you slice it, you made a big impact this past year with your donations to Vegan Outreach.

In the following pages, we dish up stories of the critical work accomplished in 2017 and the positive changes we've created together for animals.

Make yourself a Tofurky sandwich and relish in your successes!

Thank You!






## Connect with Us

See what your donations are accomplishing, be the first to hear about new vegan products, and learn more ways to help animals!

Subscribe to our weekly e-news and blog at [VeganOutreach.org/Enews](http://VeganOutreach.org/Enews).



-  Vegan Outreach / Vegan Outreach en Español
-  @VeganOutreach / @VeganOutreach\_Esp
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# Get to Know Some Faces of VO

## How did you get involved with Vegan Outreach and leafleting?

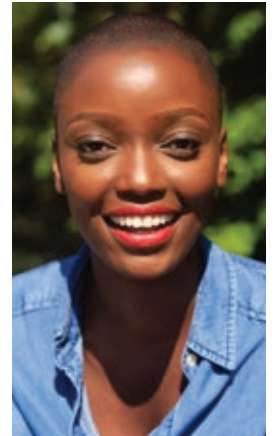
I actually found out about Vegan Outreach when I received a leaflet my first year at Rutgers University! Once I went vegan, I immediately wanted to join the fight to end violence towards animals. I contacted VO to ask about internships and was put in contact with Outreach Coordinator Kimberly Moffatt. I leafleted with her as a volunteer for two weeks at several New Jersey schools. Now I'm on my own tour!



—Alexis Clark, Outreach Coordinator

## What inspires your work for animals and what keeps you going?

I'm inspired to work for animals because of the ripple effect. The end to all industries that exploit animals not only has ethical benefits, but the health and environmental changes are also huge. There are so many dedicated activists fighting for the rights of non-human animals, and I'm proud to do my part and to see all our work making a difference.



—Nzinga Young, Greater NYC Community Engagement and Events Coordinator



## How has the response been to Vegan Outreach in Mexico?

It's been wonderful. When I'm on a tour, almost every day I get to meet someone who's interested in changing their eating habits to help animals—thanks to a leaflet they've received from us. Sometimes it can be overwhelming to see so many students reading the booklets on a campus we're visiting!

—Emmanuel Marquez, Mexico Outreach Coordinator



## What makes you most proud of Vegan Outreach today?

I'm always amazed by the dedication of our Outreach Coordinators, who travel to colleges despite bad weather, long stints on the road—and this year, even a car crash. I'm also proud of our Community Engagement Coordinators, who put on so many events—it takes a lot of time and dedication! Everyone at VO works hard for the animals, day in and day out, from our outreachers, to our fundraisers, to our operations team.

—Jack Norris, RD, Executive Director

## Your Donation Doubled Now through December 31!

Your gift today will be matched by an anonymous donor!

By donating during our matching challenge, your money will go twice as far for animals. Your generosity fuels all the good work we do for animals, from educating the masses through college leafleting, to providing one-on-one mentorship to aspiring vegans—and everything in between.

Please give generously today. Use the envelope provided or donate securely online at [VeganOutreach.org/2017match](http://VeganOutreach.org/2017match). Thank you!



# Your Dollars at Work for the Animals

## Reaching More Communities

**The Vegan Outreach Community Engagement program** reaches out to communities that have traditionally been underserved by the animal advocacy movement.

Just under two years old, the program has seen tremendous success and has created so much positive change! In 2017, we've hosted or participated in **over 50 outreach activities:**

- Vegan food tastings
- Grocery store tours
- Nutrition talks
- Film screenings
- Humane education presentations
- Outreach at cultural festivals



In spring 2017, Community Engagement and Events Coordinators Nzinga Young and Gwenna Hunter (above) teamed up to complete a month-long **leafleting tour of Historically Black Colleges and Universities (HBCUs)** in

the southeastern US. This fall semester, they completed their own respective tours—visiting over 25 HBCUs!

[VeganOutreach.org/  
Community-Engagement](http://VeganOutreach.org/Community-Engagement)



▲ Indian American Community Engagement and Events Coordinator Roopashree Rao spoke with over 2,000 attendees at New York City's India Day Parade. She gave them VO booklets, provided samples of plant-based milks and yogurt, and signed many up for our Vegan Mentor Program.

◀ Los Angeles churchgoers enjoyed vegan treats at a dessert tasting event hosted by Community Engagement and Events Manager Roxanne Hill.



◆ Over 600 people came to El Palote Panadería in Dallas for VO's Mexican American community event. Greater New Mexico Community Engagement and Events Coordinator Victor Flores and volunteers gave out VO booklets, showed Animal Equality's iAnimal virtual reality videos, and served free vegan tacos al pastor, asada, and carnitas.



## Where There Are Students, There Are Leaflets

Thanks to your donations, Vegan Outreach's humane education program has taken off and we've ramped up our showings of Animal Equality's iAnimal virtual reality footage. And as always, we're handing booklets to any open-minded crowds we can find—through our **Adopt a College (AAC) program** in the US, Mexico, Canada, India, Australia, and New Zealand!

On May 8, VO Mexico's Emmanuel Marquez and Katia Rodriguez, along with ten dedicated volunteers, handed out **22,805 booklets** at the Universidad Autónoma de Nuevo León—a *new AAC world record!*



- ▲ Emmanuel Marquez, Angelica Burciaga, Katia Rodriguez, Luis Zepeda, Constanza Zuniga, and Israel Hurtado
- ◀ In 2015, Israel received a booklet from Katia at UANL and became a first-time leafleter and vegetarian that day! Two years later, he's almost completely vegan and helped VO set a new world record for leafleting.



- ◀ Steven Litrov, Justino Molinaro, Evan Shmoon, Vic Sjodin, John Oberg, Kacy Franzen, Gwenna Hunter, and Phil Letten

August 28 was another historic day. VO's Victor Sjodin, Gwenna Hunter, Kacy Franzen, and five fellow activists handed out **10,187 booklets** at Cal State Northridge and *set a new campus-leafleting record for the US!*

[AdoptaCollege.org](http://AdoptaCollege.org)

## New Booklets!

For Spanish speakers living in the US, we created *El poder de nuestras elecciones alimentarias* (translation: *The Power of Our Food Choices*).

*Everyone Loves Music*, a joint creation with the Factory Farming Awareness Coalition, targets concertgoers interested in the environment and spirituality.

*What Is Speciesism?* frames veganism as a critical way to oppose speciesism and stand up for justice. We're very excited about it and hope to have a hand in making "speciesism" a household term, like "vegan" is today!

Visit us online to view and order booklets.

[VeganOutreach.org/Order](http://VeganOutreach.org/Order)



Steve Ann Chambers, Esq., Dr. Armaiti May, Vicki Hodges, and Masha Henderick

# EVERY SLICE IS A SUCCESS FOR ANIMALS!

Vegan Outreach's campaigns department has been making it a whole lot easier to get vegan cheese when out and about and craving a delicious slice of pizza! So far, we've helped seven local and chain pizzerias put vegan cheese on their menus—at 23 locations in total!



[VeganOutreach.org/VMP](http://VeganOutreach.org/VMP)

## Going Vegan and Staying Vegan

Just as important as raising awareness about violence towards animals is helping people make a sustainable switch to vegan eating.

Thanks to your donations, we're doing both!

### Vegan Mentor Program

The Vegan Mentor Program connects veg-curious people and new vegans via email with a volunteer mentor who will help with anything from navigating the grocery store aisles to figuring out how to respond to questions.

To date, the Vegan Mentor Program (Programa Mentor Vegano en Español) has more than 2,000 active mentors and 3,700 matched mentees in over 1,000 cities in 60 countries.

### Vegan Serial

Another resource we offer is Vegan Serial, a 10-week email series designed with simplicity in mind. Everyone who signs up receives weekly emails, each with a delicious and easy vegan recipe, a nutrition tip from Executive Director Jack Norris, RD, and recommendations for store-bought vegan food products, like frozen pizza and sweet treats.

Since we revamped the series in March, 2,540 people have used this tool for help going vegan.



[VeganOutreach.org/Serial](http://VeganOutreach.org/Serial)

© Tofurky (pizza), © Gia Louise Photography (Hana, Jessica, & Peggy Sue)

# MEASURING CHANGE

Your donations have put Vegan Outreach on the front lines, persuading people to oppose the violence of animal agriculture. We're grateful to play a part in the fight for animal rights.

When we started leafleting in the mid-1990s, there were about half a million vegans in the US. Today, there are 3.7 million—**a seven-fold increase!**

Our fall 2015 pilot study showed that reading a VO booklet made:

- 80% of respondents more sympathetic to farmed animals
- 70% discuss the booklet with others
- 50% want to eat fewer mammals and birds
- 35–40% want to eat less eggs, dairy, and fish

In 2016, our Pay Per Read study showed strong evidence that for every 75 booklets read, one person reduces their consumption of all non-vegan foods to less than once per week.

Thank you for changing lives and changing the world for animals!

## ADULT US VEGANS (in hundreds of thousands)

1994



2016



## ADOPT A COLLEGE CAMPUS LEAFLETING

17,000,000

15,000,000

13,000,000

11,000,000

9,000,000

7,000,000

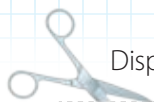
5,000,000

3,000,000

Cumulative Total Booklets

Booklets per School Year

03 04 05 06 07 08 09 10 11 12 13 14 15 16  
04 05 06 07 08 09 10 11 12 13 14 15 16 17



Display this on your fridge for reference!

## Easy Vegan Baking: Egg Replacers

Baked goods can be made by substituting each egg with one of the following:

- 1 tablespoon ground flaxseeds + 3 tablespoons warm water
- ¼ cup unsweetened applesauce, mashed banana, soy yogurt, or blended silken tofu
- 1 tablespoon vinegar + 1 teaspoon baking soda
- 2 tablespoons cornstarch + 2 tablespoons water
- 1½ teaspoons Ener-G Egg Replacer + 2 tablespoons water



© Gena Hamshaw  
TheFullHelping.com



## Please don't let him down.

The work we do together is crucial and it all depends on your donations.

Everything you read about in this newsletter—all our accomplishments in 2017 and all the work we'll do in years to come—is because of donations from people just like you.

Right now you have a special opportunity. Your donation will be matched dollar-for-dollar, doubling your impact for animals!

**Will you be one of the first donors to our 2017 matching challenge?**

*The animals need you. Vegan Outreach needs you.*

**Give now at [VeganOutreach.org/2017match](https://VeganOutreach.org/2017match).**

Thank you for donating to the match!

