

# Veganuary Accomplishments

Received 8/07/16

- 23,000 participants taking the Veganuary pledge
- The vast majority (81%) of those non-vegans who made changes during Veganuary say they plan to continue those changes (as identified by the FFQ taken during the first week of February) *\*\*See Faunalytics report sent via WeTransfer*
- Faunalytics analysis estimated 24,000 animal lives were spared during Veganuary *\*\*See Faunalytics report sent via WeTransfer*
- Based on the ACE analysis of Faunalytics data, the result is an estimate of more than 3.8 million lives spared over participants' lifetimes *\*\*See Faunalytics report sent via WeTransfer*
- Increased lives saved per £ spent: £1 = 76 animals spared / \$1 = 53 animals spared *(Financial accounts can be supplied if required)*
- Partnered with two chain restaurants during Veganuary 2016. Each offered between 40-50% discount on vegan meals and one increased the vegan options on the menu. Since January, we've partnered with a further four chain restaurants, filming in their restaurants and helping to develop menu changes
- Sponsorship with international companies Nakd and Provamel and two UK companies: Indigo Herbs and Ten Acre
- Supported the launch and promotion of Student Vegetarian Societies with founder Craig Brierly <https://studentvegsoc.wordpress.com/home/>
- Supported and helped organise the Vegan Outreach tour of the UK universities

## Press Coverage:

- I've shared our Google doc of media links with you:  
<https://docs.google.com/spreadsheets/d/148jhY154hgO1G6OsHgmmdCeNldJWLd9XTimmGutcwRQ/edit#gid=0>
- We also had five radio interviews, including two on the BBC
- We've increased press coverage outside our key campaign period from February onwards
- We had our first UK TV appearance on ITV news:  
<http://www.itv.com/news/meridian/2016-01-20/thousands-give-up-animal-products-for-veganuary/>
- We've been invited to speak at events, including Somerset House organised by Hubbub Foundation on 'Protein Pressures'

Our six month survey results will also be completed by Faunalytics later this month. Would you like me to send you these when they become available?

We've also now become a [registered charity](#).