

Added from email 10/16/16 to interpret ads spreadsheet: “The actual number paid to FB for the ads was \$50,568. The ads that I sent you info about cost a total of \$31,589, so that would be 62.5% of what we spent total for the year.”

Vegan Outreach Report for Animal Charity

Evaluators: Accomplishments for 2015

Since the mid-1990s, Vegan Outreach's main activity has been to produce educational booklets for activists to distribute, encouraging people to reduce and eliminate animal products from their diets. In 2015, we shipped 3.3 million of our booklets to activists.

We spend the bulk of our funds on outreach to students. Between our paid outreach coordinators and volunteers, booklets were handed to almost 2.3 million students on 1,423 school campuses in 2015. This includes booklets handed to about 11,000 students at 49 schools in Canada, 314,000 students at 130 schools in Mexico, 80,000 students at 33 schools in Australia, 8,000 students at 7 schools in New Zealand, 35,000 students at 33 schools in the UK, and 7,000 students at 15 schools in Italy. Most of the remaining booklets were handed out at schools in the United States.

In addition to school leafleting, booklets were handed to 715,000 people at other venues.

We had the help of over 1,300 volunteers to achieve this leafleting, as well as about a dozen paid staff.

We sent our Guide to Cruelty-Free Eating to 7,500 people who requested one from receiving our booklets or from our website.

Vegan Outreach used earmarked funds to run Facebook ads, but due to problems with Facebook shutting down our sites, a lack of expertise, and not wanting to duplicate other groups' efforts, we ended that program about halfway through the year.

Our vegan mentorship program—which helps people reduce animal product intake—was still in its infancy in 2015, ending the year having matched 607 mentees.

Jack Norris, RD, continued his work in helping people maintain a vegan diet through answering nutrition questions from individuals, maintaining VeganHealth.org, and giving a few nutrition talks (including at the Mad City Vegan Fest, the Sonoma County VegFest, and the Animal Rights National Conference).

In the Fall of 2015, we initiated a leafleting effectiveness study and have continued to refine this study with a number of pilot studies, including one to be launched in the fall of 2016. We

hope the pilot study this fall will be our last experiment to see what level of reward is required in order to receive a response rate that can provide us with reasonable statistical certainty. Jack Norris will be presenting about these efforts at the ACE conference in November.

Vegan Outreach also initiated a second Pay Per Read study at the very end of 2015. Since then, the results have been commented on by ACE here:

animalcharityevaluators.org/blog/some-thoughts-about-vegan-outreachs-leaflet-study/

Recent Additional Actions

Since the end of 2015, Vegan Outreach has introduced and expanded a number of projects that might be of interest to ACE.

Advocacy Assessment

Finding that typical survey sites like SurveyMonkey and Google Forms didn't suit the needs for our surveys, we created a website that allows us to easily create surveys for our leafleting effectiveness study as well as studying video tabling, our vegan mentorship program, and our upcoming humane education programs. We are still testing these surveys out but hope to do more extensive assessment of our methods by early 2017.

Additional Outreach

In ACE's 2014 review of Vegan Outreach, they suggested that we should not rely on only one form of activism. In addition to the vegan mentorship program we started since that review, we are currently laying the groundwork to begin doing significantly more video showings (using the virtual reality headsets provided by Animal Equality) as well as launching a humane education program. Our outreach coordinators are currently meeting weekly with a representative from the Institute for Humane Education for training.

Combined with our survey site and growing experience in conducting surveys, we hope to assess the methods to see if any stand out far above our other outreach methods and, thus, should be emphasized.

Vegan Mentorship Program

With the results of the Faunalytics study on veg recidivism, Vegan Outreach is taking the issue of recidivism seriously by giving individual support to people who request it. 2016 has seen an explosion of our vegan mentorship program. We have gone from having matched 600 mentees at the end of 2015 to now having matched over 2,000 as of September.

At this time, the number of mentees we match is only limited by the speed with which we're able to match mentees with mentors. Thus, we are currently adding automation to the program which will allow for us to match mentees at a significantly increased rate.

Campaigns

Knowing that surveys have shown a lack of vegan entrees in restaurants as being a barrier to going and staying vegan, in August of 2016, we hired a campaigns manager to work with national and regional restaurants to add more vegan options. We will also be attempting to animal products from the food supply chain.

Community Engagement Initiative

Using almost exclusively earmarked donations, in the winter of 2016, VO launched a program to both racially diversify our staff and to do outreach to communities that have been underserved by our movement. We recently renamed it as the Community Engagement Initiative.

One such project is just now getting underway—a leafleting tour of about 30 historically black universities and colleges. We have also been supporting vegan "soulfeasts," vegan dinners for non-white communities, and grocery store tours (where interested people are shown where to find plant-based options).

We were heartened to see that ACE also highlighted this issue in a recent blog post: animalcharityevaluators.org/blog/diversity-and-inclusion-in-the-animal-rights-movement/

International Expansion

In 2016, VO added India to the list of countries where we're doing extensive outreach. We are hoping to expand to more countries as funding allows.

Restricted Funds

Vegan Outreach is always happy to accept earmarked funding for specific programs a donor considers more effective than others.