

Follow-Up Questions for Sociedade Vegetariana Brasileira (2018)

Can you please send us your 2016 revenue and expenses, as well as your estimated 2018 revenue and expenses (divided by program area, e.g. meatless Mondays, events, etc.). If you do not have an estimate for 2018, it would be helpful to have your fundraising goal as well as your expenses up to this point in the year.

Our fundraising goal for 2018 is \$380,000 USD (given a conversion ratio BRL:USD of 3.54). Please find attached a draft/preliminary list of our 2018 expenditures until now, including also the expenditures already confirmed for the rest of October.

Can you also provide estimated expenses and your fundraising goal for 2019 if you have it?

Our fundraising goal for 2019 is \$520,000 USD. We do not yet have details of the estimated expenses.

Some of your funding comes from membership donations. Are membership donations one-time occurrences or do they recur monthly or yearly? What do members get for their donation?

They are mostly monthly or yearly recurring donations. Members get what we call a "SVB member starter kit," which includes a couple of our [publications](#) and a bit of SVB gear, a welcome letter, a brochure explaining more about SVB and vegetarianism, and—most importantly—the SVB membership card, which allows for special discounts in roughly 400 different [shops and restaurants](#) around the country. We also make sure that members get other benefits, such as discounts in events produced by SVB and partners. You may see our become-a-member page [here](#).

You described a shift in focus from individual outreach to institutional outreach. Can you tell us more about what motivated that switch?

I may have expressed myself imprecisely. We have strong communication work—which somewhat generates an approach of individual behavioral change—but we have been developing our institutional change approaches more quickly. This has been motivated by a perception that (A) we may get greater impact with fewer resources, (B) we are more capable of measuring impact in the short to medium term, and (C) we found good opportunities (key decision makers or decision influencers that were open to our proposals).

When we last communicated, you were still working on your strategic plan. Is it completed and can you share it with us?

The key part of the strategic planning (strategic goals and their steps/indicators) 2018–2020 is [completed](#).

Some would argue that the development of new cultured and plant-based food technology will be the key turning point for ending animal farming, and that a shift in public attitudes will naturally follow. What role does SVB play in facilitating the development and acceptance of these new technologies?

There are two programs through which SVB plays a role in facilitating and strengthening the adoption of plant-based alternatives to meat, dairy, and eggs: Selo Vegano (our vegan label program), which supports industries to get the products right, while developing and educating the supply chains; and Opção Vegana (the Vegan Option program), which supports restaurants and the food service sector connecting them with the right suppliers for key ingredients (including new plant-based technologies), while helping them communicate their vegan options in the most effective and profitable way possible.

Why does a significant portion of SVB's outreach focus on dietary change, e.g., reducing meat consumption, rather than directly shifting public attitudes?

We care about having a great impact (i.e., significantly influencing the demand of meat/dairy/eggs) a lot more than we care about attitudes. If a person cuts his/her animal

consumption in 50% for health reasons, we're happy because the impact is there. If a company directs more investments to vegan products for profit reasons, we're also happy because the impact is there. This impact is, of course, very much about animals, but it is also benefiting the environment and people's health—and we make sure this does not go unnoticed either.

SVB focuses on the promotion of veg diets over other ways to help farmed animals, like humane reforms. Do you worry that this means you're missing out on high-impact campaigns and the ability to build useful connections with food companies?

We respect and admire the work other organizations do with companies regarding welfare reforms such as cage-free policies, but we do not worry at all about missing out on anything, and we have no intention of working with that kind of approach. We are great at what we do, and that is one thing: promoting vegetarianism and reduction of meat, eggs, and dairy. We are confident that there is lots of room to grow on this approach, and being "specialized" in it helps us do our work better, have a clearer ask to institutions and to supporters, use non-animal approaches (such as health and environment) to broaden our reach and impact, and so on and so forth. This allows us to carry out high-impact campaigns, and—through programs such as MLM, Vegan Option, and Vegan Label—we have been building meaningful and fruitful connections with strategic food companies.