

Sociedade Vegetariana Brasileira Accomplishments (2017–2018)

- During 2017, our Meatless Monday efforts led to a total of 47 million vegan meals in Brazil ([headline of biggest Brazilian newspaper on April 24th](#)).
- We have had roughly 400 restaurants implement vegan options in their menus through our [Vegan Option Program](#) (see for example this video of a recent [ice-cream 90-store chain](#) that launched a vegan chocolate ice cream with our participation).
- We have launched the campaign [Vegetarianism Against Cancer](#) in late 2017 (part of the focus in WHO's report on processed meat), with more than 60 supporting physicians.
- Since late 2016, we have hosted our 16-hour [course](#) for nutritionists/physicians/students in three different Brazilian capitals, building capacity of 800 health professionals altogether. Five hundred of these were in the 2017–2018 period. In October 2018 we are also hosting the first [Plant-Based Conference Brazil](#).
- Our [vegan label](#) program reached nearly 600 products and certified roughly 60 companies.
- We keep a permanent "media watchdog" program, fixing media mistakes and trying to get the big media to work on our side (here is [one example](#) in an important business magazine in April 2018).
- We yearly host [Vegfest Brazil](#), the largest vegetarian event in Latin America. In 2018 it will be in São Paulo.
- In April 2018, we commissioned a poll by IBOPE (one of the most renowned research institutes in Brazil) to assess the growth of vegetarianism in Brazil. The poll found that 14% of Brazilians declare themselves as vegetarians, and that 55% of Brazilians say they would consume more vegan products if they were labeled as such ([see 1-min video here](#)).
- In February 2018, we joined a Health Ministry commission to discuss the new Brazilian Dietary Guidelines for Children Under Two and were able to insert several positive topics on vegetarian & vegan children. The guidelines should be published by the Brazilian government later this year.
- We have recently updated and re-published the publication "[Comendo o Planeta](#)" ([Eating the Planet: Environmental Impacts of Raising and Consuming Animals](#)), which is the most comprehensive and science-based report on environmental impacts of animal agriculture available in Portuguese language.
- We have recently grown our volunteer groups—we now have 38 spread across the country.

Sociedade Vegetariana Brasileira Budget (2017)

| REVENUES (2017) in US dollars | | % of total |
|--------------------------------------|--------------------|-------------------|
| Events | \$80,560.08 | 30.48% |
| Membership donations | \$78,944.48 | 29.86% |
| Other donations | \$20,195.30 | 7.64% |
| Vegan label | \$9,973.68 | 3.77% |
| Product sales | \$8,511.89 | 3.22% |
| Other | \$66,158.97 | 25.03% |
| total \$264,344.41 | | |

| EXPENDITURES (2017) in US dollars | | % of total |
|--|--------------------|-------------------|
| Events | \$82,834.91 | 33.19% |
| Staff | \$68,560.93 | 27.47% |
| Taxes | \$21,109.60 | 8.46% |
| Product purchases | \$15,967.59 | 6.40% |
| Press office and social media | \$12,649.87 | 5.07% |
| Campaigns | \$11,390.88 | 4.56% |
| I.T. | \$5,913.47 | 2.37% |
| Postal services | \$4,219.49 | 1.69% |
| Office maintenance & materials | \$2,145.23 | 0.86% |
| Accounting | \$1,263.16 | 0.51% |
| Bank fees | \$220.54 | 0.09% |
| Other | \$23,272.74 | 9.33% |
| total \$249,548.41 | | |

| Department Staff Distribution | 25 |
|--------------------------------------|-----------|
| Office Management | 0.5 |
| Memberships | 2 |
| Certification | 2.5 |
| Volunteer Management | 1.5 |
| Campaigns | 4 |
| I.T. & Infrastructure | 1.5 |
| Research | 1 |
| Communications | 5 |
| Financial | 2 |
| Health, Nutrition & Gastronomy | 3 |
| Events | 2 |

Has your organization received any major (>20% of its budget) grants in the last two years?

No. Grants have represented between 5% and 10% of our budget over the last two years.

If your organization receives any restricted donations, approximately how much did it receive in the past year?

The only restricted donation we have received over the past year was the \$20,000 USD grant (from HSI) for the Vegan Option Program.

If your organization has any revenue-generating programs, it would be helpful for us to know what those programs are and how much revenue they generated in the past year.

Our main revenue-generating program is our membership program, which in 2017 was able to raise \$79,000 USD (or 30% of our total revenue).

Please provide a list of board members and brief descriptions of their occupations or backgrounds.

Ricardo Laurino, Entrepreneur; Louise Tezza, Federal Police; Erik Pucci, Systems Analyst; Luciana Choma, Engineer; Aleksandro Fernandes, Entrepreneur; Guilherme Carvalho, Entrepreneur; Ana Carolina Murua, Designer; Karina Pagliuca, Entrepreneur; Felipe Di Pietro, Business Manager; Eric Slywitch, Physician; Paula Gandin, Dietitian; Tiago Barreto, University Professor; Régia Sofia, Physician; Diego Guedes, Physician; Marília Ramos, Engineer; Adriano Ponte, Designer; Marcos Mudadu, Government officer; Aline Coimbra, Public Health Manager; Silvana Portugal, Dietitian