

Leafleting Program

| | India | Mexico | Australia/New Z | Other–U.S. & Canada | Total |
|----------------------------------|--------------|---------------|------------------------|--------------------------------|------------------|
| FY 17-18 | | | | | |
| Unique schools | 169 | 203 | 44 | 1 099 | 1 515 |
| Students receiving a booklet | 149 359 | 227 192 | 165 085 | 1 491 293 | 2 032 929 |
| College virtual reality viewings | 308 | 5 313 | 701 | 5 296 | 11 618 |
| Other booklets distributed | 271 525 | 5 702 | 26 476 | 403 857 | 707 560 |
| Other virtual reality views | 1 248 | 736 | 3 | 1 965 | 3 952 |
| Activists involved | 153 | 98 | 132 | 809 | 1 192 |
| Humane Education | | | | | |
| Presentations | 11 | 35 | | 2 | 48 |
| Students | 3157 | 1102 | | 103 | 4 362 |
| FY 16-17 | | | | | |
| Unique schools | 50 | 129 | 41 | 1 019 | 1 239 |
| Students receiving a booklet | 49 151 | 205 001 | 117 678 | 1 532 892 | 1 904 722 |
| College virtual reality viewings | 0 | 1 569 | 0 | 714 | 2 283 |
| Other booklets distributed | 65 757 | 15 884 | 11 867 | 648 296 | 741 804 |
| Other virtual reality views | 0 | 100 | 0 | 1 105 | 1 205 |
| Activists involved | 45 | 94 | 77 | 1 166 | 1 382 |
| Humane Education | | | | | |
| Presentations | | 16 | | 48 | 64 |
| Students | | 1 944 | | 1 033 | 2 977 |

Community Events

| Community Events | EVENTS / ACTIVITIES | GUESTS | WHO TOOK | WHO TOOK | VEGAN | VR VIEWS | on Leafleting | Leafleting |
|-----------------------|----------------------------|--------------|--------------|---------------|-------|----------|---------------|------------|
| FY 17-18 | | | | | | | | |
| Jul-Sep | 52 | 1 595 | 5 993 | Did not track | | | | |
| Oct-Dec | 42 | 452 | 3 505 | | | 95 | | 95 |
| Jan-Mar | 86 | 2 610 | 10 015 | 7 201 | 322 | 100 | 6 825 | 100 |
| Apr-Jun | 92 | 1 500 | 20 426 | 6 888 | 608 | 35 | 19 531 | 35 |
| Totally FY 17-18 | 272 | 6 157 | 39 939 | 14 089 | 930 | 230 | 26 356 | 230 |
| FY 16-17 | | | | | | | | |
| Fall 2016 | Did not track | | | | | | | |
| Jan-Mar | | | | | | | | |
| Events | 7 | 78 | | | | | | |
| Apr-Jun | | | | | | | | |
| Tour of HBCUs | | | | | | | | |
| Schools | 22 | | | | | | | |
| Booklets | 12 032 | | | | | | | |
| States | LA, AL, GA, NC, SC, FL, MS | | | | | | | |
| Events | 28 | 1 138 | 1 600 | | | | | |
| Total FY 16-17 | 35 | 1 216 | 1 600 | | | | | |

Mentorship

Vegan Mentorship Program

| | FY 16-17 | FY 17-18 |
|--------------|-----------------|-----------------|
| New Mentees | | |
| English | 1 319 | 974 |
| Spanish | 353 | 117 |
| Total | 1 672 | 1 091 |