

# Brazilian Vegetarian Society's Reporting of Programs, Financials, Leadership, and Culture (2022)

*This document contains responses written by the charity. ACE has made no content changes other than the removal of confidential information.*

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## **PROGRAM 1**

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**Program name:** Institutional Meat Reduction (“Meatless Monday”)

**Date commenced (approximate month & year):** October 2009

**Program description:**

Implementation of meat dairy & egg reduction policies in public and private institutions in Brazil by securing partnerships and adherence to the program at least once a week through workshops, trainings and menu planning for the culinary staff, nutritionists and other stakeholders of such institutions. Aside from helping decrease the demand for animal-sourced foods in Brazil, the program fosters the acceptance and adoption of less meat intensive dietary habits while introducing the concept of vegan meals highlighting its advantages in terms of cost effectiveness, health benefits and lower environmental impact. SVB aims to achieve 90,000,000 meatless meals served per year by such partnerships.

**Do you collaborate with other organizations for this program? yes/no [if yes] Which organizations do you collaborate with, and what is the nature of their involvement?**

Yes. SVB collaborates with the HSI in social assistance centers. HSI does not fund us in our work. The administrative functions and face-to-face training are divided among SVB and HSI.

**Program achievements:**

See Brazilian Vegetarian Society's Program Outputs document.

**Program expenses: Please indicate the currency you are referring to here:**

dollar (1 dollar = 5 reais)

*For the projected numbers in this section, please answer under the assumption that your ACE recommendation status (and therefore the amount of ACE influenced funding your organization receives) will stay the same. If you have not yet produced detailed plans, simply provide your best estimates.*

	First 6 months of 2021	Last 6 months of 2021	First 6 months of 2022	Projection For entirety of 2022	Projection For 2023	Projection For 2024
Expenses	22,814.72	32,327.32	29,945.38	74,300.29	94,145.99	105,248.34

**Program plans: Do you plan to maintain, expand, or shrink this program between now and the end of 2024? Please elaborate, and include any plans to bring on new hires.**

During 2020/2021 the world was affected by the COVID-19 outbreak and schools were closed and isolation measures were adopted. All efforts to expand the campaign were halted due to the isolation protocols, which made it virtually impossible to achieve our goals. We could not use distance learning due to the resource limitations of the school cooks. In 2022 SVB started picking up where we left off, and is already expanding this program inside and outside of São Paulo state. We plan to hire one more coordinator in 2023 according to the growing demand of the program. With the success of our new mascot, super bean, we created a league of pulses to develop comic strips for kids, coloring material, everything that would encourage them to eat more beans and pulses in general and that would eventually open doors for SVB in public institutions.

**PROGRAM 2**

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**Program name:** Public Awareness Campaigns and Actions

**Date commenced (approximate month & year):** September 2013

**Program description:** Strategic, media-smart grassroots actions to raise awareness and engage Brazilians. Among other actions: Why Love One and Eat the Other? displayed to millions of people in São Paulo and Rio de Janeiro- from subway stations and trams to animated screens in hundreds of buildings; Slaughter Truck – truck stamped with imagens of animals caged inside (with actual sound of their cries) paraded cities with a call to action to stop eating animals and a QR Code directed to a website with more information regarding the cost of meat and dairy consumption; Milk Orphans - a short film about the orphan calves in Brotas- where a buffalo farm with over 1,000 buffalos was abandoned and the animals were confined in a small land with no food or water - and its relation with the consumption of milk. No fish – SVB did a video about fishes and delivered vegan Easter meals to influencers.

**Do you collaborate with other organizations for this program? yes/no [if yes] Which organizations do you collaborate with, and what is the nature of their involvement?**

No.

**Program achievements:**

See Brazilian Vegetarian Society's Program Outputs document.

**Program expenses: Please indicate the currency you are referring to here:**

dollar (1 dollar = 5 reais)

*For the projected numbers in this section, please answer under the assumption that your ACE recommendation status (and therefore the amount of ACEinfluenced funding your organization receives) will stay the same. If you have not yet produced detailed plans, simply provide your best estimates.*

	First 6 months of 2021	Last 6 months of 2021	First 6 months of 2022	Projection For entirety of 2022	Projection For 2023	Projection For 2024
Expenses	61,250.00	19,553.08	49,333.12	73,811.06	72,313.52	76,491.71

**Program plans: Do you plan to maintain, expand, or shrink this program between now and the end of 2024? Please elaborate, and include any plans to bring on new hires.**

SVB plans to maintain this program once its actions and campaigns are aimed at directly impeaching the invisible belief system that conditions people to eat animal products as passive consumers, without questioning the suffering, cruelty and harm involved and without taking into account that all animals are sentient beings. We want to create awareness so people would be able to make better and more conscient and empathic food choices. This is one of our strategies at fostering changes in consumption habits and we've seen that part of our growing success and effectiveness over the past decade has to do with also working on raising awareness.

**PROGRAM 3**

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**Program name:** Vegan Label

**Date commenced (approximate month & year):** April 2013

**Program description:** SVB created a labeling program for vegan products from different segments (food, cosmetics, hygiene, cleaning supplies, footwear) exclusively managed by SVB. The program aims to educate the supply chain industries and directing it towards sourcing vegan raw materials and solutions (free of animal ingredients and free of animal testing), fostering transparency in relation to their own supply chains - we have a qualified team with technical knowledge that allows the understanding of each manufacturing process and the identification of inconsistencies. An indirect outcome would be boosting the development of new ingredients (fostering B2B business), fomenting competition among products and brands in the same category, enabling positive variations in the final price of products that shall impact the consumer's purchase decision. Also, the label helps consumers pick vegan products more efficiently. Our goal is to reach 4,500 certified products by the end of 2023.

**Do you collaborate with other organizations for this program? yes/no [if yes] Which organizations do you collaborate with, and what is the nature of their involvement?**

No.

**Program achievements:**

See Brazilian Vegetarian Society's Program Outputs document.

**Program expenses: Please indicate the currency you are referring to here:**

dollar (1 dollar = 5 reais)

*For the projected numbers in this section, please answer under the assumption that your ACE recommendation status (and therefore the amount of ACEinfluenced funding your organization receives) will stay the same. If you have not yet produced detailed plans, simply provide your best estimates.*

	First 6 months of 2021	Last 6 months of 2021	First 6 months of 2022	Projection For entirety of 2022	Projection For 2023	Projection For 2024
Expenses	19,385.96	25,383.11	31,059.55	69,967	100,068.36	111,555.05

**Program plans: Do you plan to maintain, expand, or shrink this program between now and the end of 2024? Please elaborate, and include any plans to bring on new hires.**

SVB plans to expand this program once labeling certification becomes increasingly essential for companies that value integrity and transparency in the production and commercialization of their own products. SVB purchased new software for the department to optimize the certification process increasing traceability, and decreasing manual demands. The idea is to make better use of the time available to prospect new opportunities - the key members of the

department shall attend more fairs and events and prospect more companies with desire to enter and/ or expand their portfolio in the ascending vegan market, thus meeting consumer demand and helping people transition to a more plant-based diet. Today the department has 6 people, but with the increase of demand, we plan to hire two more certification agents until 2024.

#### **PROGRAM 4**

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**Program name:** Influencing the food service industry and market (broader access, fewer barriers)

**Date commenced (approximate month & year):** October 2016

**Program description:** Actions focused on helping food service brands choose the right solutions to increase the availability of animal-free products while promoting accessibility to vegan food. Our vision is a country where vegan food is tasty, accessible and convenient. To that end, we have:(i) Vegan Option Campaign: offering free assistance and consulting to restaurants and the food industry interested in creating and including plant-based meals on their menus. We have also been working with catering service providers, such as GRSA (Compass Group's subsidiary) and others, to fasten and assist the implementation of vegan options in corporate cafeterias. SVB also created a geolocated guide showing thousands of restaurants with vegan options across Brazil; (ii) Events and fairs: holding events in industries' headquarters to help their Marketing and R&D teams find the right solutions; and make a strong presence at major industry fairs to provide valuable advice to visitors and exhibitors with decision-making potential.

**Do you collaborate with other organizations for this program? yes/no [if yes] Which organizations do you collaborate with, and what is the nature of their involvement?**

No.

**Program achievements:**

See Brazilian Vegetarian Society's Program Outputs document.

**Program expenses: Please indicate the currency you are referring to here:**

dollar (1 dollar = 5 reais)

*For the projected numbers in this section, please answer under the assumption that your ACE recommendation status (and therefore the amount of ACEinfluenced funding your organization*

receives) will stay the same. If you have not yet produced detailed plans, simply provide your best estimates.

	First 6 months of 2021	Last 6 months of 2021	First 6 months of 2022	Projections For entirety of 2022	Projection For 2023	Projection For 2024
Expenses	16,321.74	22,423.84	22,744.43	49,938.18	73,820.31	77,787.91

**Program plans: Do you plan to maintain, expand, or shrink this program between now and the end of 2024? Please elaborate, and include any plans to bring on new hires.**

SVB plans to expand the program and has already hired a public relations manager to engage stakeholders in the food industry to work with SVB. We are also hiring a developer to optimize the functionality of the geolocated restaurant guide.

## PROGRAM 5

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**Program name:** Movement building (engagement of stakeholders)

**Date commenced (approximate month & year):** August 2018

**Program description:** SVB cultivates 44 local volunteer chapters across the country engaging in grassroots action to promote vegan eating and institutional policies locally. SVB also engages in on-line community (“VegAction”) organizing with 2,071 volunteers who provide strategic support in orchestrated actions to generate positive feedback in online publications incentivizing vegan friendly behavior and corporate/government decisions, and/or discouraging vegan unfriendly publications. SVB also does outreach (i) to the mainstream press to make sure all relevant misinformation about vegan eating (e.g. nutrition) is corrected as quickly as possible--and often another story gets published to clarify what was wrong before; (ii) to political candidates to sign commitment letters pledging to endorse fighting animal cruelty and supporting vegan eating if elected; (iii) hosting a Vegfest once a year - the largest veg event in latin america.

**Do you collaborate with other organizations for this program? yes/no [if yes] Which organizations do you collaborate with, and what is the nature of their involvement?**

No.

**Program achievements:**

See Brazilian Vegetarian Society's Program Outputs document.

**Program expenses: Please indicate the currency you are referring to here:**

dollar (1 dollar = 5 reais)

*For the projected numbers in this section, please answer under the assumption that your ACE recommendation status (and therefore the amount of ACEinfluenced funding your organization receives) will stay the same. If you have not yet produced detailed plans, simply provide your best estimates.*

	First 6 months of 2021	Last 6 months of 2021	First 6 months of 2022	Projections For entirety of 2022	Projection For 2023	Projection For 2024
Expenses	14,009.60	22,521.98	38,596.64	202,164.41	191,309.77	196,484.51

**Program plans: Do you plan to maintain, expand, or shrink this program between now and the end of 2024? Please elaborate, and include any plans to bring on new hires.**

We plan to expand this program organically with more volunteers, creating more synergy with the other programs and we intend to collaborate more with such local chapters. We are going to do a survey to understand their needs and set out more frequent encounters to engage the volunteers even more. We spent two years without Vegfest due to the COVID outbreak and we intend to do one every year, which has proven to be an event to create movement building among many stakeholders.

**(Optional) Is there anything else you would like us to know about your programs?**

We are restructuring two other programs so they could then be incorporated as Meatless Mondays: in-person training exclusively for health professionals from the public sector (dietitians, physicians and others) on the viability and benefits of vegan diets, and training social and humanitarian groups and nonprofits that distribute meals every day/week to use plant protein as substitution for animal products. SVB shall continue to do training in partnership with universities and associations as well, and some of those courses would be on-line. Another important part of our work would be our 48 short video-classes on plant-based nutrition, each no more than 7-minute long, with precise information presented by Dr. Eric Slywich about the most important aspects of well-balanced plant-based nutrition; and our Youtube channel with over 26,300 subscribers and over 38 different recipes posted in the last 12 months.

**Where are your headquarters located?**

Although SVB's headquarters is located in the historical center of São Paulo City, São Paulo State, SVB also cultivates 44 local volunteer local chapters across the country actively doing activism,

with one member of the staff dedicated solely to oversee and organize these groups, engaging them in grassroots action to promote vegan eating and institutional policies locally.

**Do you have any subsidiaries in other countries? yes/no [If yes] Which countries?**

No.

**Are your subsidiaries financially independent? yes/no/other (elaborate)**

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**Do your subsidiaries have independent boards of directors? yes/no/other (elaborate)**

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**Who are the decision makers for local programs carried out by your organization's subsidiaries?**

**Which accounting method do you use or did you use in the following years?**

2020	Accrual accounting
2021	Accrual accounting
2022	Accrual accounting

**[If other] Please elaborate, if possible:**

**Please indicate the currency you are referring to here:**

dollar (1 dolar = 5 reais)

**Please complete the following table about your organization's annual financials.** If available, attach the corresponding tax forms (e.g., Form 990 in the U.S.) for each year. For all projected numbers, please answer under the assumption that your status with ACE (Top Charity, Standout Charity, or not currently recommended) will stay the same. If you project a sizable increase or decrease in revenue in 2023 and/or 2024 that may appear to diverge from your current trajectory, we ask that you briefly comment with an explanation below. These figures will assist us in understanding the overall health of your charity's financials, such as revenue diversity and sufficiency of reserves, as well as your existing plans for expansion.

	2020	2021	MidYear 2022	Projection For 2022	Projection For 2023	Projection For 2024



Total Revenue (sum of the 4 below)						
- Revenue from donations	358,092.36	361,036.61	413,703.80	606,503.8	387,200.00	379,160.00
- Revenue from own work (earned income)	72,191.02	93,347.61	42,893.70	235,401.36	272,620.00	299,793.90
- Revenue from capital investments (investment income)	376.65	3,160.61	0	30,453.39	34,640.73	39,403.83
- Revenue (other)	0	4,012.26	0	0	0	0
Total Expenditures	285,218.19	385,430.97	232,690.28	621,210.95	694,177.38	715,715.61
- Expenditures specifically for starting new programs				20,000	22,000	24,200
Financial Assets (i.e., cash, savings, investments, etc.)	108,511.38	93,832.41	N/A	333,599.07	333,599.07	333,599.07
Nonfinancial assets > \$10,000 USD	0	0	0	0	0	0
Liabilities (if any)	0	0	0	0	0	0

**If available, attach the corresponding tax forms (e.g., Form 990 in the U.S.) for each year.**

*You can upload multiple files through one file upload if the files are compressed into a ZIP file before uploading.*

**What is the total share of funding sources from large donations (>20% of funding)? Specify the funding source, if possible.**

Grants and donations from abroad are responsible for most of our funding (62%). Nevertheless, our funding resources have grown diverse: other than the grants, SVB has a membership program (12%), revenues from events (15%) and from the online store (1%) and a product certification program (vegan label) (10%).

**Do you have any significant restricted donations? [If yes] Please elaborate.**

Yes. We currently have two restricted donations for the expansion of the Institutional Meat Reduction Program: one from the Center of Effective Altruism, exclusively to expand the program to cities inside São Paulo State during the period of one year; and the other from the Climate and Land Use Alliance, to expand the program to other states of the country within a period of two years.

**If you reported expenditures specifically for starting new programs in the table above, please elaborate.**

As an organization which cares about effectiveness and time-sensitiveness, we tend to seize the moment and create awareness campaigns according to opportunities that present themselves along the year, so it is important to have a budget for it.

**If your expenditures reported in the table above include significant costs that are not directly related to programs (e.g., administration expenses, wages, or training), please elaborate.**

We have significant costs related to Payroll (of which over 80% are absorbed by our programs) and to events (Vegfest, which is also included in our movement building program). If you were to compare the budget for each program versus the expenditures reported above, you will see that the numbers from “Programs and Campaigns”, “Vegan Label” and “Events” are the result of each total of the Programs informed on item 2 minus the payroll in each of them.

**Do you have a significant percentage of assets that would be difficult to liquidate to meet cash needs within one year? [If yes] Please elaborate.**

No.

**(Optional) Is there anything else you would like us to know about your financial situation?**

**If you received additional, unexpected funding of \$200,000 USD, how would you allocate it across each of your current programs, any new programs, and/or other plans for expansion, on top of the projections submitted in the previous section?**

We would use the funds to find a new location for the administrative office that accommodate our staff and would include a kitchen and auditorium with enough space for us to do all our training and workshops. We would bring all training and workshops held inside São Paulo to our new headquarters.

**If you received \$1,000,000 USD of additional, unexpected funding, how would you distribute it among i) each of your current programs, ii) any new programs, and/or iii) other plans for expansion, on top of the projected expenditures reported in the previous section?**

On top of the \$200,000 USD allocated for a new location, we would use the funds:

(I) to accelerate the expansion of the Institutional Meat Reduction Program to other states: four campaigners (2 analysts and 2 coordinators - USD 56,000.00 per year), two nutritionists - USD 45,800.00 per year) two culinary chefs (USD 20,800.00 per year) and contractors to dress up as the league of pulses for performances for the children and videomakers (7 people - USD 25,000.00), and costumes for the league of pulses (USD 6,000.00). We would be able to create a 5 day event per city with capacitation of health professionals, culinary workshops, lectures about the effects on the environment. We would also have the costs related to accommodation/travel expenses and food for two trips per month for the 15 people described above (USD 252,000.00 for all) and the costs of materials (ingredients, printing material etc. USD 12,000.00) (41,7% of the funds).

(ii) to expand the Vegan Option campaign: two campaigners (1 analyst and 1 coordinator - USD 28,000.00 per year), two culinary chefs (USD 20,800.00 per year). We would also have the costs related to accommodation/travel expenses and food for two trips per month for the 4 people described above (USD 67,200.00) and the costs of materials (ingredients, printing material etc. USD 3,840.00) (which totals 11,9% of the funds).

(iii) We would also hire a new person for the Vegan Label department (USD 13,000.00) (which totals 1,3% of the funds).

(iv) We would also invest in hosting 4 events to create a broader Brazilian donor base (USD 120,000.00), plus hiring an events assistant (USD 10,400.00) (13% of the funds).

(v) We would also purchase space in the mainstream media for our awareness campaigns (USD 100,000.00) (10% of the funds).

(vi) Capacitation for the staff in leadership, reporting, HR skills and so on - (USD 100,000.00) (10% of the funds).

(vii) Overhead - (12,1% of the funds).

**Please list the key members of your organization's leadership team, including i) their name, ii) their role, and iii) the number of years they've worked at your organization.**

(i) Ricardo S. P. de Laurino - President - started as SVB's Curitiba local group coordinator in 2008. 12 years.

(ii) Larissa Rodrigues Maluf - staff since 2017 - Director of Communication and New Projects - 2 years

(iii) Marcela Rodrigues Machado Borges - staff since 2019 - Director of Strategic Development and Fundraiser

**Have you had a leadership transition in your Executive Director role (or equivalent) since the beginning of 2021? [If yes] Please describe the transition process.**

Yes. Yes, our former Executive Director, Monica Buava, took an unpaid leave of absence to run for Congress in the Brazilian elections in a collective mandate along with other stakeholders from the vegan and animal movement.

**Please provide a complete list of your organization's current board members. If this information is available online, you may simply provide a link to the web page.**

(I) Marly Winckler - Social Media: LinkedIn: Marly Winckler / Instagram: @marlywinckler

(II) Ricardo Laurino - Social Media: Instagram: @ricardolaurino

(III) Guilherme Carvalho - Social Media: LinkedIn: Guilherme Carvalho / Instagram: @guilhermecarvalho

(IV) Larissa Maluf - Social Media: LinkedIn: Larissa Maluf /Instagram: @larissamaluf

(V) Alessandra Orlandi Luglio - Social Media: LinkedIn: Alessandra Luglio /Instagram: @alelugio

(VI) Cynthia Schuck - Social Media: LinkedIn: Cynthia Shuck

(VII) Patricia de Souza Marin -Social Media: Instagram: @advogadaanimalista

Executive Director (currently on unpaid leave) - Monica Buava - Social Media: LinkedIn: Mônica Buava /Instagram: @monicabuava

### **What kind of legal entity is your organization?**

The Brazilian Vegetarian Society is a non governmental nonprofit organization constituted as an Association organized and existing in accordance with the Laws of Brazil.

### **How would you describe the organizational structure of your organization?**

Our organization's culture is inclusive, naturally fostering diversity and respecting differences in every aspect of our work, which includes volunteers and staff with individuals from different sexual orientations, different ethnic backgrounds and different political opinions. This aspect of our organizational culture can also be seen in our approach towards the public in general: we tend to be inclusive, respecting each individual difficulty and focusing on the positive aspects of a transition to a plant based diet, always opting for dialogue, positive reinforcement, affection, regardless of the transition stage of the person or institution, in order to stimulate and inspire others. As we focus our attention on individuals that are not vegan, this line of communication has proven to be very effective. We are impact oriented and our staff is always trying to do more with less with the relentless mission to save animal lives.

### **How many full-time staff, part-time staff, and contractors are currently employed/contracted by your organization? Please specify staff numbers by country subsidiary, if applicable.**

We currently have 31 people in our staff: 17 are full time and 14 are part time. We also have at least 4 recurring contractors: (i) 1 accountant; (ii) 1 media; (iii) 2 culinary chefs. We contract video makers by demand if necessary, but our communication department tends to absorb most of the day-to-day work.

### **How many volunteers working at least five hours per week are currently affiliated with your organization?**

We have 44 local chapters across the country. We have 20 volunteers who work at least five hours per week.

### **What strategies do you use to learn about staff morale and work culture (e.g., staff surveys, in-person check-ins, suggestion boxes, etc.)?**

Surveys are done twice a year. We hold bi-weekly meetings with coordinators and managers of the departments to follow-up on their activities, listen to their ideas, learn about their work and state of mind. Each department conducts weekly follow-up meetings to learn about the

achievements and troubles of the department and check staff morale and then discusses with the head of HR any possible improvements to the work environment. HR also does individual check-ins with each member of the staff every two months and we encourage staff to go to the HR department with any need or complaint. We also try to do at least 2 recreational encounters with the entire team twice a year.

**Please indicate the following policies for which your organization has a written commitment:**

Have formal policy	A formal compensation policy to determine staff salaries
Have formal policy	Paid time off
Have formal policy	Sick days and personal leave
No policy	Healthcare coverage
Have formal policy	Paid family and medical leave
Have formal policy	Clearly defined essential functions for all positions, preferably with written job descriptions
Have partial policy / informal policy	Annual (or more frequent) performance evaluations
Have formal policy	Formal onboarding or orientation process
Have formal policy	Training and development available to each employee
Have formal policy	A simple and transparent written procedure for employees to request additional training or support
Have formal policy	Flexible work hours
Have partial policy / informal policy	Remote work option
	Paid internships
Have formal policy	A clearly written workplace code of ethics/conduct
Have formal policy	A written statement that the organization does not tolerate discrimination on the basis of race, gender, sexual orientation, disability status, or other irrelevant characteristics
Have formal policy	A simple and transparent written procedure for filing complaints
Have formal policy	Mandatory reporting of harassment and discrimination through all levels, up to and including the board of directors

Have formal policy	Explicit protocols for addressing concerns or allegations of harassment or discrimination
Have formal policy	Documentation of all reported instances of harassment or discrimination, along with the outcomes of each case
Have formal policy	Regular training on topics such as harassment and discrimination in the workplace
Have formal policy	An anti-retaliation policy protecting whistleblowers and those who report grievances

**Is there anything else you'd like us to know about your organization's human resources policies?**

Since the creation of our policy against discrimination and harassment (2018) (based on Vegan Outreach), we have never had a formal or informal complaint of discrimination or harassment. SVB adopts a zero-tolerance policy for acts of discrimination and harassment in the workplace. An employee who is proven to have harassed or discriminated against another person will bear disciplinary actions, which may even include job dismissal. Three members of our staff completed the Designated Person Training held by Krista Hiddema on July 14, 2022. We also have a Privacy and Data Protection Policy in place to protect the personal data of those various stakeholders connected to the organization. We recently implemented a Compensation Policy and we are finishing reviewing our biannual Strategic Plan. We are also changing our performance evaluation to adjust the set goals according to feedback from the managers and coordinators and with the experiences from the year.