

THE NEXT PRINTING OF *WHY VEGAN* WILL
BE DEDICATED TO OUR FRIEND,

GLENN GRODIN. Glenn was a
peace and justice activist in
Pittsburgh. We were fortunate
to work with Glenn in the
years preceding his death in 1995.

Since then, Glenn's mother,
Marcia Grodin, has supported
Vegan Outreach and Green
Acres Farm Animals Sanctuary
in order to carry on Glenn's
work.

Glenn participated in numerous
peace groups, including the
Committee in Solidarity with
the People of El Salvador and
Pittsburgh Students for Peace.
In 1990, with the help of the
ACLU, Glenn stopped the
Pittsburgh City Council

from raising the cost of holding
marches from \$15 to \$2500. Glenn
spent 28 days in jail for civil
disobedience in protest of the
killing of civilians in an Iraqi
bomb shelter.

In 1993, Glenn co-founded the
Pittsburgh animal rights group,
Animal Passion. Their motto was:
*Sympathy sees and says "I'm sorry."
Compassion feels and whispers
"I'll help."* For the next two years,
stories about animal rights
consistently made headlines in
the Pittsburgh news because of
the efforts of Animal Passion.

What most of us remember best
about Glenn was his ability to
make other people happy,
regardless of the situation. Glenn
was, and continues to be, a source
of strength and comfort for those
of us who had the privilege to
work alongside him.

— Matt, Anne, Jack

I've been vegan only for about 2 years. I became vegan after a friend thought I'd be interested and gave me a *Why Vegan* pamphlet. I had never thought about how awful the treatment of animals was and I'm so sorry for that. Society doesn't usually make us think about those things. I'm glad you did!!

KB, 10/10/99

It's 3:00 in the morning right now and I have a 9:00 am class, but I just wanted to say that I have found your site extremely informative, intelligently presented, and truly honorable. I have recently turned vegetarian and have seriously been considering veganism, but wanted to do the appropriate research needed to do it healthily and be sure of my decision. You have provided this for me. I picked up the updated *Why Vegan* booklet at a recent, local punk rock/hardcore show, and that was the catalyst for my serious consideration of veganism. I want to pursue this and expose it intelligently and properly to whomever I can.

JG, ROCHESTER, NY 9/6/99

I found your pamphlet to be very informative and eye-opening. After I picked up my copy of *Why Vegan* in Seattle, I have not eaten animal flesh since.

CY, TACOMA, WA, 10/16/99

I found your website yesterday and have spent about five hours since then reading it. I found it so helpful and encouraging. My boyfriend and I have both become vegans in the last six months, mainly due to his coaxing. It was such a relief to read articles on your website and to realize we weren't alone or mad. Reading your site has made me proud to be a vegan while before this I was sometimes embarrassed because of the reaction of non-vegans. It has also made me determined to talk to other people about their consumption of meat/animal products.

LF, 10/18/99

I'm very impressed by not only the information available on your website, but also by the message behind it. Education is truly a powerful tool, which is why I believe your approach will definitely have a long-term impact. Furthermore, your approach does not push the "all or nothing" mentality that seems to prevail in so many other environmental or animal liberation groups. Speaking from personal experience, I feel great that I've been able to move my husband, who was a "meat at every meal" person before we met, to a point where he will actually go days with no meat at all. We need to strive to make such progress with more people, spreading the word that any change is good and will help. The effect will snowball.

AR, PORTLAND, OR, 8/1/99

Photo by Glenn's friend, Michael Stepaniak

In Memory of Glenn Grodin

Vegan OUTREACH

PRINCIPLE & PURPOSE: Vegan Outreach's philosophy is that each sentient animal has a right to his or her body and life.

To that end, Vegan Outreach promotes the lifestyle of veganism – living so as to contribute to as little animal exploitation and death as possible.

Compassionate people will end their support of animal exploitation once they are informed of the suffering a non-vegan lifestyle causes.

Vegan Outreach focuses on preaching to the convertible with our booklet on veganism, *Why Vegan*.

BOARD OF DIRECTORS: Matt Ball
Anne Green
Jack Norris

WEBMASTER: Nick Altmann

GRAPHIC ARTIST: Lauren G Panos

AUDITOR: Carol Thompson, CPA

BOARD OF ADVISORS: Steve Kaufman, MD
Virginia Messina, MPH, RD

I've had a lot of success by leaving small stacks of *Why Vegans* in the literature area of food co-ops. I monitor these stacks then to see what happens and replace them as necessary. I also managed to get the local high school into V.O. by giving their upstart vegetarian group a box of *Why Vegans*. They were ecstatic. Anyway, these are two distribution routes that seem relatively efficient. (*Why Vegan* is not likely to just get discarded without being read.)

RH, MIDDLEBURY, VT, 8/21/99

As I was reading your site, I sent it to my boyfriend. By the time he was done reading, we both decided to get real and be vegan.

JF, REDMOND, WA, 8/25/99

I must say, this website has really opened my eyes. I'm not even a vegetarian, but I might be vegetarian or vegan very soon because of the things I've seen here.

JC, 8/18/99

Why Vegans should be everywhere, in every grocery store, every table at every event, and in people's hands; it is a wonderful tool to open people up to compassionate living.

MM, NJ, 8/11/99

This has changed my life. I feel honored to have read what will one day save the animals.

LI, 10/4/99

I am giving a talk on "Veganism to Attain Animal Liberation" at the New Jersey Animal Rights Alliance Fest this month. Whenever I give a talk, I browse the web and "steal" information and ideas from different websites. Of course, the stuff on veganoutreach.org is great.

JL, BELLE MEAD, NJ, 10/19/99

NOTES TO V.O. MEMBERS...

PRINTING & DISTRIBUTING THE NEW WHY VEGAN

Vegan Outreach printed the new, full-color version of *Why Vegan* at the beginning of September. (*The first press run came out too dark; this will be rectified for future printings.*) Within a month of their availability, members of Vegan Outreach had requested about 80,000 copies! All we have to do now is raise enough funds to keep pace with demand.

If you divide our program expenses by the number of *Why Vegans* distributed in our 1998–99 fiscal year (319,666), our cost per *Why Vegan* distributed was 26 cents a copy. In addition to the printing and shipping costs for *Why Vegan*, this includes the expenses of all other Vegan Outreach activities: printing and distributing our other literature (*Vegan Starter Pack* and *Vegan Advocacy Booklet*), research; development of our website (which received over 100,000 visitors in FY 1997–98); newsletters; helping people with their questions about veganism; writing articles for other organizations; providing assistance to people who are writing papers and doing presentations; and creating display materials. We believe that when you look at our expenses compared to what has been accomplished, you'll agree that a donation to Vegan Outreach goes a long way.

Please Order Early

Whenever possible, please order *Why Vegans* for your event at least 3 weeks in advance. This reduces the shipping rates significantly. If you will be able to use over 100 copies in the next six months, please provide a street address so we can ship a box of 250 right from the printer via UPS.

Other Ways to Contribute

At our web site (<http://www.veganoutreach.org>), we list other means by which people can help fund the printing and distribution of *Why Vegan*. These include:

- ❖ **Phone service and pre-paid calling cards**
- ❖ **The Action for Animals credit card**
Vegan Outreach receives a donation every time you make a purchase. You can have a donation deducted automatically from this card every month (*contact us for a form*).
- ❖ **GreaterGood.com**

If you shop at any of the dozens of sites at Vegan Outreach's online "mall," (<http://www.veganoutreach.gretergood.com/>), at least 5% of purchases go to V.O.

Vegan Outreach receives \$3 for every person who registers — *you don't even need to buy anything!* (*Please see page 5 for more details.*)

SETTING PRIORITIES

Vegan Outreach is sometimes passed over for grants and donations because people opt to support activities that are perceived as more urgent. Educating people does not always provide the sense of fulfillment and accomplishment as do programs that have more tangible effects. The animals saved as vegetarianism grows are invisible and hypothetical.

In actuality, educating people — especially young people — is a pressing matter. Thousands of young people have received copies of *Why Vegan* and have changed their lives because of it. They will send out shock waves of change. Yet, there are many millions of other young people who would be affected by *Why Vegan* but have never received a copy. If we don't reach them by the time they are adults and set in their ways, it may be too late. That's why it is crucial — *now* — to reach these people.

Some other people to whom we'd like to reach out with the next printing of *Why Vegans* are celebrities, newsmakers, and politicians. We'd appreciate volunteer help with this effort — suggestions on who to contact and looking up addresses. If you are interested (and have e-mail access), please contact us.

Vegan Outreach still does not have the funds to fill the demand for *Why Vegans* created by local activists. Vegan Outreach's income is under \$100,000 a year. Our current goal is to double this amount, at which point we could most likely supply our current local activists with all the copies of *Why Vegan* they can distribute.

Once we've accomplished supplying all our local activists, we want to start a campaign to get *Why Vegans* in every health food store and vegetarian restaurant which will allow them. Currently, they are placed in quite a few health food stores, but there are many more where they are not. A lot of people who are open to vegetarian ideas, but who have not found a compelling enough reason to go veg yet, frequent these places. Additionally, the local health food stores in Atlanta which stock *Why Vegan* serve as an outlet for activists to grab a few copies when they are shopping/eating and give them to their friends. Imagine the exponential change if we could have this in every city.

Please help us reach these goals by making as generous a donation as you can afford.

PEELU USA

Vegan Outreach member Tina Clark wrote Peelu USA, makers of chewing gum, asking them to take the beeswax out of their gum. A few months later, she received a response from Peelu stating that because of her letter, they decided to take beeswax out of the gum. Congratulations, Tina!

Promoting Veganism as Part of a Consistent Philosophy for Life

A Review of Peter Singer's
PRACTICAL ETHICS

by Matt Ball

As we face the many challenges in trying to spread the veg*an message, we must remember that people naturally desire to feel connected to a group. Even the strong emotional reactions people can have to graphic pictures or videos can be countered later by equally intense — but “closer-to-home” — emotional reactions to situations with friends and family, where being a member of the group and enjoying tradition are very compelling.

While some people will succumb to such pressures, others isolate themselves not only from family and friends, but from any members of society who don't already share their view. Often obsessed with rules and purity, they promote their “persecuted minority” view to other vegans. This does not help build mass appeal.

Neither does the young person who, to make a rebellious statement against society, embraces veganism with a vengeance — screaming venom, hating meat-eaters, etc. Although anger towards the current state of affairs is completely understandable, it also marginalizes veg*anism, making it more difficult for veganism to spread.

At the opposite extreme, in an attempt to reach all of the masses, some activists promote the health arguments for a veg diet. However, except in extreme cases (e.g., people facing open-heart surgery), appealing to health — ultimately, self-interest — as a motivation to go veg leaves people in the position of choosing between alleged, possible long-term benefits, and immediate, certain gratification.

As Donna Maurer concluded in her PhD dissertation (1997) about the vegetarian movement in North America, “the strategies that vegetarian groups enact to promote ‘healthy diets’ for each individual’s personal benefit inhibit people from adopting a collective vegetarian identity based on moral concern regarding human/animal relationships; without commitment to this moral concern, ‘being a vegetarian’ is a lifestyle vulnerable to changing personal and cultural tastes.”

So, what is the best way to spread veganism and develop mass appeal? In my view, veganism should not be promoted as an end in itself, but rather as a reflection of a consistent way of living — a consequence of thoughtful analysis. It is part of a purposeful life derived from a consistent and defensible worldview.

In *Practical Ethics*, Peter Singer (author of *Animal Liberation*) develops this basis of living from a single, universally-applied principle of ethics: equal consideration of interests. From this first principle, Singer relentlessly pursues the consequences regardless of how comfortable the outcome. The subtleties of his derivations and conclusions cannot be conveyed in a short review (and are ignored in the many attacks on Singer); they require an in-depth reading and analysis.

In the development of his case, Professor Singer not only illustrates that one can have a consistent basis for decisions, but also reveals that living ethically, in and of itself, can provide a meaning to life — a purpose that insatiable self-interest can never create. (This point is developed more in his book *How Are We to Live?*) Thus, he shows that there can be a logically-generated and self-sustainable basis for how we live our lives, without buying into (or simply rebelling against) another’s dogma. Singer also offers reasons why one should take ethics seriously.

People like to dismiss or attack Singer’s arguments and conclusions (almost always without reading his books), and it is clear he is not writing for popularity. As he says in the book, in reference to our treatment of animals: “It is easy for us to criticize the prejudices of our grandfathers, from which our fathers freed themselves. It is more difficult to distance ourselves from our own views, so that we can dispassionately search for prejudices among the beliefs and values we hold.”

Practical Ethics can be ordered from Barnes & Noble’s shop at Vegan Outreach’s online “mall” (<http://www.veganoutreach.greatergood.com/>) — 5% will be donated to Vegan Outreach.

Have you seen...

Contains updated
facts & figures!



Every page in full color!

the new Why Vegan?

Lots of new photos!

THANK YOU

Altmann, Nick
Andolsun, Basla
Animal Protection
of New Mexico
Ardigliano, Gerry
Arndt, Bonnie
Bacay, Jessica
Bailey, Sarah
Balaban, Dan
Barnett, David
Bennett, Nancy
Blake, Ellie
Blalock, Gene
Blanchard, Laurelee
Boli, Jonas
Bourdosnay, Amy
Bramen, Carrie
Bray, Sandra
Brown, Jim
Bugai, Joanne
Byrne, Stephanie
Camp, Jon
Campbell, Scott
Carter, Brent
Childers, Lynne
Crosier, Ronald
Dadds, Jessica
DeAngelo, Harry
& Linda
Delaney, Beth
Delaware Action for
Animals / Cathy
Deshpande, Radhika
Donaher, Patricia
Dutcher, Linda
Eastman, Roger
Emerson, Kevin
Farley, Leah
FARM / Alex Hershaft
Florez, Nicole
Foley, Clay
Forsey, Sabrina
Forsman, Marsha
Fortney, Kristen
Fowler, Carol
Franklin, Matt
Friedman, Joyce
Frizlen, Bill
Gates, Barbara
Gedo, Louis
George, Julie
Gore, Marta
Govind, Vadivu
Greene, Valerie
Grodin, Marcia —
in memory of Glenn
Grzybowski, Pierre
& Dylan Eastman
Handley, Judy
Hansen, Derek
Hargrove, Stephanie
& Wade
Harralson, Paula
Harris, Dave
Harris, Paul
Hills, Roxie
Hogan, A R
Hubbard, Robert
Huynh, Loc
Isla Vista Co-op /
Steve Snyder
Jared Tamler
Memorial Fund
Jenkins, Tom
Johnson, Jennifer
Jones, Kevin
Justice for Animals
Karunaratne, Harsha
Kelly, Jay
Kendell, Crystal
King, Lori
Koberstein, Mike

Krausz, Pamela
Kreuzer, Michael
Reid
Kuba, Alfredo
Kubaska, Mark
Leas, Linda
Lee, Clinton
Liberation Collective
Lin, Robert
Livsey, Robert
Loewen, Nancy
Lundy, Michele
Lyman, Howard
Martin, Alexis
May, Armaiti
McClean, Mike
Mellina, Frank
Mezzullo, Pat
Mink, Vivian
Moon, Kait
Murray, Scott
NARN / Jerry Esterly
& Joe Haptas
Newman, Char
Nicotera, Lorraine
Niles, Madonna
Norris, Jack / Sylvia
Nygren, Mike
Oaklander, Dr Jules
Ochelski, Norman
OCPA / Ava Park
Oliver, Gail & John
Orling, Merry
PAR / Kelly
Patrick, Eugene
PETA, Ingrid Newkirk
& Bugs Friedrich
Petrie, Susan
Rakestraw, Marsha
Ramos, Nancy
Raspberry, Josh
Rheau, Gabriel
Rhodes, Janet
Ries, Veronica
Rizvi, Syed
Rockwell, Gregory A
Rogala, Mike
Rosen, B
Roskam, David
Rowe, Arthur
Ruge, Dorothy
Rupp, Abi
Russell, Lisa
Rutkowski, Phillip
Ruyle, Audra
Sabatowicz, Erika
Sahl, Lars
Sang, William
Santora, Charles
Schider, Christian
Schwartz, Robert
Shari & Phil
Shopa, Kathleen
Sievers, Kay
Sivananada, Susan
Smith, Judy
Somich, Matthew
Stanforth, Kelle
Szabo, Lucas
Thomas, Cathy
Thornton, David
Veg Society of GA
Wacksman, Martin
Weinberg, Mike
White, Stephanie
Witner, Andrea
Wolf, Benjamin
Yow, David
Zapala, Edward
Zinowski, Marion
Zoeter, Mary

Vegan OUTREACH CATALOG



PUBLICATIONS	PRICE	QTY	TOTAL
THE VEGETARIAN WAY, Messina, V & M	\$21.00		
BATTERED BIRDS, CRATED HERDS, Farm Sanctuary	\$ 4.00		
ANIMAL LIBERATION, Peter Singer	\$ 10.00		
VEGAN: THE NEW ETHICS OF EATING, E Marcus	\$ 11.00		
UNCHEESE COOKBOOK, J Stepaniak	\$ 11.00		
VEGAN VITTLES, J Stepaniak	\$ 11.00		
TOFU COOKERY, L Hagler	\$ 16.00		

SHIRTS — unbleached, natural color — please specify size			
T-shirts — <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$ 10.00		
Long-sleeve t-shirts — <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$ 15.00		
Sweatshirts — <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$ 25.00		

VIDEOS & PRINTS

HUMANE SLAUGHTER videotape, one hour (looped) tabling edition	\$ 12.00		
A COW AT MY TABLE videotape, 90 minute documentary	\$ 15.00		
4" x 6" prints — set of 15 photos for factory farm display	\$ 6.00		
8 1/2" x 11" prints — set of 10 enlargements (w/captions) for display	\$ 15.00		

SHIPPING & HANDLING NOTES

MERCHANDISE:

Please include \$4.00 for your first item, and add \$1.50 for each subsequent item.

Orders (except those with shirts), unless otherwise specified, will be sent via book rate to minimize cost.

WHY VEGAN BOOKLETS:

For 1998–99, our cost per *Why Vegan* distributed has been 26¢ per copy.

Shipping is least costly (\$6.00–\$10.00) when boxes of 250 are sent via UPS from the printer.

We are dependent upon donations (approximately 93% of our revenue) to continue printing *Why Vegan*. (For more on *Why Vegan*, please see page 2.)



Pennsylvania residents add 7% sales tax to merchandise	
Shipping (please see S&H Notes)	
SUPPORT FOR PRINTING, DISTRIBUTION, & OUTREACH	
TOTAL	

- ➔ Make your check or money order payable to Vegan Outreach.
- ➔ Please add exchange rate difference to checks drawn on foreign banks.

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Mastercard Visa Expires:

Discover

SIGNATURE _____

YES! I would like to have more copies of the **NEW WHY VEGAN distributed!**

I have enclosed a tax-deductible donation of:

\$20 \$35 \$50 \$100 Other: \$ _____

NAME _____

ADDRESS _____

PHONE (OPTIONAL) _____

Send to: Vegan Outreach ■ 211 Indian Drive ■ Pittsburgh, PA 15238

Shopping — with Compassion — for the Holidays



Grandma wasn't exactly comfortable wearing the Vegan Outreach t-shirt you bought for her last Christmas?

Well, yes, it's true. You're not guaranteed to thrill everyone on your list by shopping through the Vegan Outreach catalog alone. But don't worry... there's a new way to support the printing of *Why Vegan* with your holiday shopping dollars.



Vegan Outreach now has an online "mall" through GreaterGood.com (<http://www.veganoutreach.greatergood.com/>), where you can choose from a broad assortment of gift items offered by Internet retailers such as eToys and Amazon.com.

You should have no trouble finding something for everyone. The online mall's directory page lists dozens of sites by the following categories: Books & Music;

Kids & Toys; School & Office; Home & Garden; Gourmet & Grocery; Health & Beauty; Software & Electronics; Apparel & Accessories; Flowers & Gifts; Companion Animals; and Sports & Leisure.

This new program will allow you to shop compassionately in more ways than one. First, you'll be showing kindness toward those friends and family who would just as soon receive lumps of coal in their stockings, than open gift boxes filled with our catalog merchandise. Secondly, of course, you'll be expressing your compassion for the animals by supporting V.O.

Vegan Outreach will automatically receive at least 5% of every purchase you make — with no additional cost to you! Just for registering at the site, \$3 will be donated to Vegan Outreach — there's no purchase necessary!

For certain people, an item from our catalog (see *opposite page*) can make the perfect gift. For the rest, check out the options at our new online mall. Every gift you buy will help us print and distribute more *Why Vegans* in the new year.

And your kid brother was, shall we say, less than enthused by that copy of Peter Singer's ANIMAL LIBERATION that you gave to him?



In addition to many VEGAN STARTER PACKS, since the last newsletter, multiple copies of WHY VEGAN have been requested from:

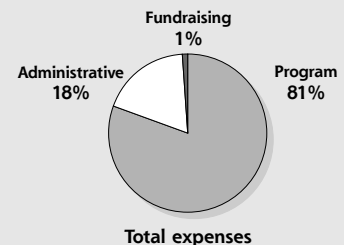
- AZ, Phoenix
- AZ, Prescott
- AZ, Tempe
- AZ, Tucson
- CA, Anaheim
- CA, Antioch
- CA, Arcata
- CA, Berkeley
- CA, Carmichael
- CA, Chico
- CA, Clovis
- CA, Concord
- CA, El Cajon
- CA, Eureka
- CA, Fresno
- CA, Garden Grove
- CA, Hawthorne
- CA, Hollister
- CA, La Mesa
- CA, Lemon Grove
- CA, Los Angeles
- CA, Marina
- CA, Marina Del Rey
- CA, Mill Valley
- CA, Milpitas
- CA, Mount Shasta
- CA, Nevada
- CA, Northridge
- CA, Ocean Beach
- CA, Palm Springs
- CA, Royal Oaks
- CA, San Bruno
- CA, San Diego
- CA, San Francisco
- CA, Santa Cruz
- CA, Santa Monica
- CA, Santa Rosa
- CA, Simi Valley
- CA, Studio City
- CA, Thousand Palms
- CA, Ventura
- CA, Victorville
- CA, Arcata
- CA, Vista
- CA, Westminster
- CO, Boulder
- CT, Guilford
- CT, Milford
- CT, New Haven
- CT, New London
- CT, Norwalk
- DC, Washington
- DE, Newark
- FL, Altamonte Springs
- FL, Apopka
- FL, Clearwater
- FL, Coconut Creek
- FL, High Springs
- FL, Lake Placid
- FL, Lantana
- FL, Miami
- FL, Naples
- FL, Panama City Beach
- FL, Riverside
- FL, Winter Park
- GA, Atlanta
- GA, Bremen
- GA, College Park
- GA, Marietta
- GA, Thomason
- HI, Haliwaa
- HI, Honolulu
- IA, Iowa City

- IL, Aurora
- IL, Chicago
- IL, Country Club Hills
- IL, McHenry
- IL, Palatine
- IL, Park City
- IL, Urbana
- IN, Indianapolis
- IN, North Vernon
- KS, Wichita
- KY, Bowling Green
- KY, Fort Thomas
- LA, New Orleans
- MA, Amherst
- MA, Boston
- MA, Charlemont
- MA, East Weymouth
- MA, Lexington
- MA, Littleton
- MA, Medford
- MA, Northampton
- MA, Norwell
- MA, Plymouth
- MA, Salem
- MD, Abingdon
- MD, Baltimore
- MD, Bethesda
- MD, Edgewood
- MD, Hyattsville
- MD, Hydes
- MD, Ocean City
- MD, Owings Mills
- MD, Reisterstown
- MD, Silver Springs
- ME, Gardiner
- MI, Ann Arbor
- MI, Grand Rapids
- MI, Plymouth
- MI, Royal Oak
- MI, Ypsilanti
- MN, Minneapolis
- MN, St Paul
- MO, Grandview
- MO, Kansas City
- MO, St Louis
- NC, Asheville
- NC, Chapel Hill
- NC, Charlotte
- NC, Franklin
- NC, Raleigh
- NC, Vale
- NE, Omaha
- NH, Gorham
- NJ, Atco
- NJ, Belle Mead
- NJ, Brick
- NJ, Bricktown
- NJ, Park Ridge
- NJ, Pine Brook
- NJ, Watchung
- NM, Albuquerque
- NM, Ranchos de Taos
- NM, Santa Fe
- NM, Taos
- NV, Las Vegas
- NY, Albany
- NY, Bronx
- NY, Brooklyn
- NY, Buffalo
- NY, Farmingdale
- NY, Forest Hills
- NY, Hillsdale
- NY, Ithaca
- NY, Jericho
- NY, Melville
- NY, Montrose
- NY, New Paltz
- NY, New York
- NY, Nyack
- NY, Plainview
- NY, Staten Island
- NY, Watkins Glen
- OH, Akron
- OH, Cable
- OH, Canton
- OH, Centerville
- OH, Cincinnati
- OH, Cleveland Heights
- OH, Columbus
- OH, Louisville
- OH, North Olmsted
- OH, Oxford
- MO, Shaker Heights
- OR, Donald
- OR, Eugene
- OR, Gresham
- OR, Portland
- PA, Collegeville
- PA, Dupont
- PA, Edinboro
- PA, Erie
- PA, Harrisburg
- PA, King of Prussia
- PA, Lansdowne
- PA, Levittown
- PA, Philadelphia
- PA, Pittsburgh
- PA, Reading
- PA, Slippery Rock
- PA, Waynesburg
- RI, Narragansett
- RI, Providence
- SC, Charleston
- TN, Knoxville
- TX, Dallas
- TX, Denton
- TX, Fort Worth
- TX, San Antonio
- UT, Layton
- UT, Salt Lake City
- VA, Blacksburg
- VA, Norfolk
- VA, Prince George
- VT, Middlebury
- WA, Albion
- WA, Bellevue
- WA, Deer Park
- WA, Edmonds
- WA, Gig Harbor
- WA, Hadlock
- WA, Port Hadlock
- WA, Seattle
- WA, Spokane
- WI, Cecil
- WI, Milwaukee
- WI, Sheboygan
- WV, Proctor
- PR, Trujillo Alto
- BC, Agassiz
- BC, Victoria
- ON, Kincardine
- Prince Edward Island, Cornwall
- Netherlands
- Singapore
- UK, London

VEGAN OUTREACH AUDIT

Fiscal Year: July 1, 1998 – June 30, 1999

Total public support, revenues, and gains:	\$ 90,893.
Program expenses:	68,237.
Administrative expenses:	15,545.
Fundraising expenses:	922.
Total expenses:	84,704.
Net assets, beginning of year:	19,504.
Change in net assets:	6,189.
Net assets, end of year:	25,693.*



*Includes merchandise inventory (\$2,649), equipment (\$2,657), and accounts payable (\$4,657). A run of WHY VEGAN normally costs approximately \$11K (including initial shipping costs from the printer to our office). The fiscal year ended as we were getting ready to print WHY VEGAN, so we actually had about \$4,730 for our ongoing expenses.

For a copy of Vegan Outreach's full annual report, send a self-addressed, stamped envelope.

Vegan —OUTREACH—

Evolution through Education

211 Indian Drive, Pittsburgh, PA 15238

FORWARDING & ADDRESS CORRECTION REQUESTED

I have been working with your organization for almost three years now. You have always been so helpful about supplying me with plenty of *Why Vegan* pamphlets. I wholeheartedly respect Vegan Outreach for their production of this wonderful tool for spreading veganism. I have found them extremely useful in explaining the reasons and how-to's of veganism. We use them in the Boston chapter of Coalition to Abolish the Fur Trade, as well as Food Not Bombs.

YT, BOSTON, MA, 10/12/99

Your pamphlet *Why Vegan* is truly amazing. If there is anything more effective in spreading vegan values and beliefs to the public, I have not found it. Thank you for providing such accurate information, and such helpful and comprehensive tips. Your pamphlets have helped me explain my beliefs more times than I can remember.

GG, CORNWALL, NY, 8/3/99

I am one of three students at my school who are either vegan or in the process of becoming vegan. Everyday, more and more people ask us about why we are vegan. All three of us answer with *Why Vegan*, and we now have quite a few people interested in either veganism or animal liberation. By the end of this coming semester we may have an actual human/animal liberation club going in our school district. Thanks to Vegan Outreach we are bringing higher awareness to our community and our generation.

CA, 8/9/99

Loma Linda University VNHL

We highly recommend the Vegetarian Nutrition & Health Letter (VNHL) for current vegetarian/vegan dietary and health information.

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There are a thousand hacking
at the branches of evil to one
who is striking at the root...

HENRY DAVID THOREAU  Walden, 1854



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