

Anyone taking part in Vegan Outreach's Adopt a College program has undoubtedly heard "No thanks, I like meat" numerous times when offering *WHY VEGAN?* or *TRY VEGETARIAN!* brochures. It's one of the most common responses leafleters get.

**No Thanks,
I Like Meat**

Vegan Outreach exists to lessen the amount of suffering in the world. To this end, our general focus is on

promoting veganism. But veganism is not the optimal message for all audiences. As the Adopt a College program has grown, Vegan Outreach's leafleters have gained insight into how college students react to being "cold-called" on campus, and what might be a better way to reach them. The result of these experiences is our newest brochure, designed specifically for leafleting: *EVEN IF YOU LIKE MEAT (EI)*.

Jon Camp, Vegan Outreach's top leafleter, writes:

So far this semester, I've met tens of thousands of students. I'm incredibly excited about our new booklet, as it caters towards the mindset of today's youth. I look forward to getting these into the hands of thousands and thousands more students.

Putting Forth a Clear Message

When presented with *WHY VEGAN?* or *TRY VEGETARIAN!*, many students think our goal is to get them to eat healthfully, which usually isn't their concern. To immediately convey our purpose while leafleting, the cover of *EI* includes three scenes of modern animal agriculture. In the past, anyone who has refused the booklet has been able to get away without facing the animals' plight. Now, even people who turn us down will be left with a visual image of the cruelties of factory farming. We were initially concerned that these pictures might reduce acceptance, but while handing out 300 copies (a laser-printed test run) at Sacramento State University, the acceptance rate was noticeably higher than previous leafletings with *WHY VEGAN?* at the same school.

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NEW!

A Vegan Outreach brochure designed specifically for leafleting



"Last week, following a *Super Size Me* screening, I watched a girl who had just taken a *Why Vegan?* walk up the street to her car. As she opened the book, she started to walk more slowly. Soon I could tell she was totally absorbed because she was barely moving—just staring down at the booklet. It's so encouraging to see someone open their eyes to the misery endured by farmed animals. *Why Vegan?* is so effective!"

KIT KING, BIRMINGHAM, AL, 11/1/04

"A *Why Vegan?* was handed to me in front of the Blinn College cafeteria in Brenham, Texas some eight years ago. It opened the door to veganism for me, and I've been going strong ever since!"

AM, FORT WORTH, TX, 10/24/04

"I wanted to let you know that I read your *Why Vegan?* leaflet and immediately made the decision to go vegan. It was the way in which the information was presented: Clear, easy to read, with meaningful supplemental photos that really leave one no other option after reading the material. I am strongly motivated by visual images and your piece created a clear, accurate vision of the truth, without being overly graphic and a turnoff. Consider this a compliment since I am an advertising professional and graphic designer. Thank you for presenting this truth so that I, as well as others, can make the compassionate decision to do the right thing."

KM, 10/21/04

"I leafleted today at the University of Arizona. I handed out 150 leaflets (all I could fit in my purse) in about 40 minutes. Next time I'll have to bring a bigger bag. Excellent, stereotype-breaking moment of the day: A rough-looking, burly U.S. Marine (in uniform) came back after receiving a *Why Vegan?* to ask for a second one for his friend. He told me that he was a vegetarian already. He was quite happy!"

SUZANNE HAWS, TUCSON, AZ, 9/17/04

"A couple months back I handed out *Why Vegan?* and *Try Vegetarian!* brochures at my college and got a pretty good response. I find that young people are more open than older people. So, the other day I was in the cafeteria waiting for my veggie burger, when I saw a kid walk up and was looking at the back of a package of a pre-made peanut butter and jelly sandwich (horrors!), and I decided to talk to him. Turns out that he just went vegan a week earlier because of a pamphlet that his friend gave to him. It was one of mine!"

JG, WHARTON, NJ, 8/4/04

"The Vegan Outreach web site is amazing. I've spent the past two days reading everything on it. I'm still processing what I've read... the approach taken is far different than anything I've read/heard before. I completely agree that the end often becomes being vegan as opposed to veganism being a means to reduce suffering. You got me on this one, and I want to thank you for the wake-up call!"

DB, 10/17/04

Opening People's Hearts and Minds

We're optimistic that *EI* will be more effective at opening people's hearts and minds to the animals' suffering. When leafleting, many of us have found that a "V-word" prominently displayed on the brochures can put some people on the defensive, which may lead to an "us vs. them" attitude and bring to mind negative stereotypes often associated with vegetarianism. For this reason, the cover does not say "vegetarian" or "vegan." Those words, while often engaging to already-interested people, can create a barrier for the average college student who believes they won't/can't become a vegetarian.

The new pamphlet's front cover says: "Even If You Like Meat...You Can Help End This Cruelty. If everyone just cut their meat consumption in half, billions of animals would be spared from suffering." Most people oppose cruelty to animals but do not immediately agree that it is always wrong to kill animals for food. Because of this, they reject the vegetarian message altogether. We believe that if people stop seeing the issue as "all or nothing" (hence: nothing), we can break through their initial resistance. *EI* should help those who care about animals see that we're all on the same side. Creating common ground breaks down barriers, enabling people to consider the suffering caused by animal agriculture and realize that they *can* make humane choices.



Download the new booklet at TryVegetarian.org/EIYLM.pdf

The new booklet contains the following passage:

Each time you choose to eat less meat and eggs, you'll remove your support from a cruel system and help create a more compassionate world. If you decide you don't want to eat any animal-derived foods, please remember: the objective is to reduce suffering, not to achieve personal purity or perfection. Years worth of eating less meat and eggs will prevent more suffering than a brief stint as a vegan, so it's more important to take an approach you can sustain. You can make exceptions, such as eating meat on certain occasions, and still make a big difference by eating vegetarian the rest of the time.

Not Seeking to Defend Veganism, But Striving to Prevent Suffering

Obviously, we would love for everyone to go vegan and stay vegan. But just telling people to do so doesn't make it happen. In their hearts, many college students don't support factory farms and slaughterhouses, but they think it's too hard to be vegan. This is partly because vegans they know or hear about have focused on trace amounts of animal products—something the students feel they could never do. They also have a hard time swallowing the idea that they'll never be able to eat meat (eggs, dairy) again. Over the years, we've met many people who went vegan, only to give it up because it was too difficult.

We believe that *EI*'s new approach will allow us to reach a much wider audience than we have in the past. *EI* will lead to more vegetarians and vegans. But, more importantly, it has the potential to spare even more animals by encouraging nonvegetarians to reduce their animal-product consumption as much as possible.

We hope you are as excited as we are about this new tool for helping the animals! Of course, *WHY VEGAN?* and *TRY VEGETARIAN!* will still exist for tabling, stocking displays, giving presentations, sharing with friends and family, as well as for leafleting occasions where these brochures may be better suited to the audience than *EI*.

"I am currently a student at Columbia College (Chicago). I was handed a pamphlet on campus and immediately became vegan. The pamphlet told me many things I didn't know. I am now eager to help; if I could help change someone's life and save animals, I will have advanced the cause!"

AW, CHICAGO, IL, 9/9/04

"Because of your *Why Vegan?* pamphlet I picked up during a New York City Howard Dean rally this past winter, I became exposed to what really goes on in these hideous farm factories. I used to be a meat worshipper and ate immense portions like you wouldn't believe! But since reading that pamphlet and researching more on just how animals suffer in the world today, I have become a full-blown vegan starting this past May and going strong, proud, and full of fire!"

RC, FLUSHING, NY, 8/5/04

"I just received a pamphlet from you folks today on the University of Wisconsin-Madison campus. Thank you so much for your work. Though an avowed animal lover, I still needed to be jolted awake on the issue of the American food industry. Thank you so much for bringing these painful truths to light—I'll spread the word as far as I can!"

SS, 10/5/04

"While at the Bumbershoot Festival in Seattle, I came upon your *Why Vegan?* booklet. Though I have always been into animal rights, I realized I couldn't be as long as I ate meat and dairy. After reading this, I have completely decided never again to eat animal products, or wear/use them for that matter. Thank you—I want to spread the message!"

LL, SEATTLE, WA, 9/26/04

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 nonvegan lifestyle causes.

Vegan Outreach focuses on preaching to the convertible with our booklets.

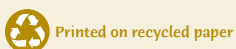
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Distribution Update

Since our last issue, multiple copies of our *Why Vegan?* and *Try Vegetarian!* brochures, as well as many *Vegan Starter Packs*, have been requested from these locations:

- ALABAMA**
- Birmingham
- Hueytown
- Valley Head
- ARIZONA**
- Cottonwood
- Flagstaff
- Paradise Valley
- Phoenix
- Prescott
- Tucson
- Vail
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- Fallbrook
- Hayward
- Lodi
- Los Altos
- Los Angeles
- Lynwood
- Malibu
- Marina
- Mill Valley
- Mission Viejo
- Monterey
- Mount View
- Newport Beach
- North Hollywood
- Norwalk
- Oceanside
- Palm Desert
- Palo Alto
- Petaluma
- Pixley
- Rancho Cordova
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- Wilmington
- DISTRICT OF COLUMBIA**
- Washington
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- Boynton Beach
- Delray Beach
- Hollywood
- Jacksonville
- Lake Worth
- Lithia
- Melrose
- North Miami Beach
- Pembroke Pines
- Pompano Beach
- Ridge Manor
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- Atlanta
- Auburn
- Bloomington
- Conyers
- Kennesaw

- IOWA**
- Davenport
- Marion
- KANSAS**
- Lenexa
- KENTUCKY**
- Bowling Green
- Lafayette
- Louisville
- MAINE**
- Presque Isle
- MARYLAND**
- Bel Air
- Bethesda
- Catonsville
- College Park
- Glenwood
- Poolesville
- Rockville
- Silver Spring
- Upper Marlboro
- MASSACHUSETTS**
- Amherst
- Apple Valley
- Boston
- Cambridge
- Chestnut Hill
- Deerfield
- Dracut
- Framingham
- Greenfield
- Ludlow

- NEW HAMPSHIRE**
- Lincoln
- New Hampton
- Northwood
- NEW JERSEY**
- Clifton
- Closter
- Cranford
- Deer Park
- Dover
- Franklinville
- Long Branch
- Manalapan
- Milltown
- Mullica Hill
- North Bergen
- North Brunswick
- Pine Brook
- Piscataway
- Princeton Junction
- Wayne
- Wharton
- NEW MEXICO**
- Albuquerque
- NEW YORK**

- Burnsville
- Chapel Hill
- Concord
- Greensboro
- Lexington
- Morgantown
- NORTH DAKOTA**
- Fargo
- Grand Forks
- OHIO**
- Ashland
- Canfield
- Cleveland Heights
- Dayton
- Hillard
- Loveland
- Madison
- Medina
- Shaker Heights
- South Euclid
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- Seattle
- Spanaway
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- Moundsville
- WISCONSIN**
- Appleton
- Milwaukee
- Oak Creek
- PUERTO RICO**
- Trujillo Alto



John Thornberg tables at Truckee Meadows Community College in Reno, Nevada.

"I decided two weeks ago to consider vegetarianism. I started experimenting with tofu, doing some research on nutrition, recipes and the like, and came across your site. Two days ago I downloaded *Meet Your Meat* and sat through it numb and nauseous, walked to the fridge and dumped every single animal product I had. South Africa is carnivore country, and you would be stunned to see how few vegan products our shops offer. It's really back to basics here—practically no convenience foods and certainly no substitutes for cream, cheese and the like. However, I know I'm doing the right thing and look forward to the challenges!"

AN, SOUTH AFRICA, 10/28/04

"Your *Why Vegan?* has changed my life. It was extremely distressing, and I cried for a long time. I haven't eaten meat since and will fully support your organization."

VS, WESTERN AUSTRALIA, 10/13/04

"Thank you for giving me hope that our species isn't utterly cruel, and thank you for helping untold numbers of animals."

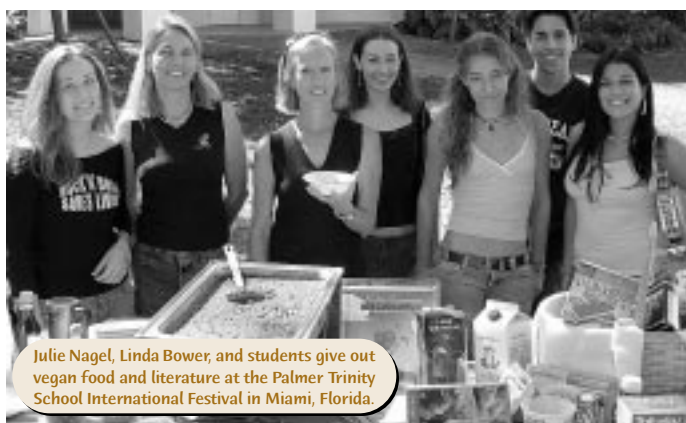
JS, SANTA BARBARA, CA, 9/30/04

"I came across your booklet at a store earlier this year. I have now been vegan for three months, and I feel so much better—I lost weight and have much more energy."

DH, MUSKEGON, MI, 9/28/04

"When I was at the AR2004 conference in DC this summer, I got some extra copies of *A Meaningful Life* from the Vegan Outreach table to distribute to various activists in Minneapolis. I gave one to a good friend, who just went vegan a few months ago. After reading it, he told me he really wants to devote his efforts to animal rights as much as possible. Since then, he's done a lot of volunteer-ing with us!"

GIL SCHWARTZ, MINNEAPOLIS, MN, 9/22/04



Julie Nagel, Linda Bower, and students give out vegan food and literature at the Palmer Trinity School International Festival in Miami, Florida.

- Norcross
- Peachtree City
- Riverdale
- Rossville
- St. Simons Island
- Savannah
- Stockbridge
- HAWAII**
- Haiku
- Hilo
- Kapolei
- Kihei
- ILLINOIS**
- Aurora
- Calumet City
- Chicago
- Country Club Hills
- Elmhurst
- Grayslake
- Harvey
- Naperville
- Oak Park
- Park Ridge
- Stickney
- INDIANA**
- Highland
- Indianapolis
- Kokomo
- Terre Haute

- Sherborn
- MICHIGAN**
- Detroit
- Kalamazoo
- Mount Pleasant
- Oak Park
- Okemos
- Pinkley
- Redford
- Troy
- Wayne
- Whitmore Lake
- MINNESOTA**
- Coon Rapids
- Minneapolis
- Minnetonka
- Rochester
- St. Paul
- MISSISSIPPI**
- Jackson
- MISSOURI**
- Independence
- Joplin
- Richmond Heights
- NEBRASKA**
- Dover
- Omaha
- NEVADA**
- Reno

- Ashland
- Bayville
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- Brooklyn
- Clinton
- Delhi
- Depew
- Dover Plains
- Dunkirk
- East Meadow
- Flushing
- Fredonia
- Geneseo
- Highland Mills
- Ithaca
- Lakewood
- Lockport
- Pittsford
- Port Washington
- Poughkeepsie
- Seafood
- Seneca Falls
- Staten Island
- White Plains
- Woodhaven
- Yonkers
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- Asheville

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- Portland
- Salem
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- Erie
- Glenside
- Hershey
- Hummelstown
- Irwin
- Jenkintown
- Kutztown
- Lansdowne Park
- Norristown
- Philadelphia
- Stewartstown
- RHODE ISLAND**
- Cranston
- SOUTH CAROLINA**
- Charleston
- Greer
- TENNESSEE**
- Knoxville

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- PERU**
- SAMOA**
- URUGUAY**



Emily Ketola leaflets at Boston University.

"After I read *Why Vegan?*, I was disgusted with myself and immediately stopped consuming meat. Now I am doing my very best to educate people around me."

SS, LOCKEFORD, 9/10/04

"When I received my very first copy of *Why Vegan?*, I showed it to my cousin, and she instantly became a vegetarian. I had discussed my vegetarian philosophy with her many times before this event, but to no effect. *Why Vegan?* managed to accomplish in a few seconds that which I previously thought was impossible.

"This event was a revelation to me—that there really was a way to get people to become ethical vegetarians, and that it was relatively easy. Prior to this incident, I thought that if I worked really hard, then over the course of my entire life, I might be able to convert one or two people to vegetarianism. These statistics are hardly a reason to be motivated to do much of anything. However, thanks to *Vegan Outreach*, I probably created several new vegetarians just with my actions today alone [handing out 273 *Why Vegan?*s at the University of North Florida].

"Also, one of the things which constantly keeps me going is all the people I run into who tell me that they became a vegetarian or a vegan because of a pamphlet they received from me. So, I think that one of the keys to getting people motivated is demonstrating to them that their work will not be in vain!"

EUGENE KHUTORYANSKY, JACKSONVILLE, FL, 10/15/04



"I was outraged to read your *Why Vegan?* pamphlet. I honestly wish I had never picked it up. Maybe I'm OK with being ignorant of the processes that animals go through before they get to my plate. As much as that may be true, unfortunately, I can't unread it, or erase the pictures I've just seen. You've opened my eyes. It's one of those problems that we'd love to ignore, but now that I'm aware, it's pretty much impossible to disregard. I have always been very critical of the vegan lifestyle; only now do I understand that there is a lot more to it than I previously thought. I have a huge respect for your organization, and I am definitely going to get involved in any way I can!"

AP, 9/16/04

"I am 13 years old, and I got your *Why Vegan?* pamphlet at the Vans Warped Tour. When I read 'Not Your Childhood Image' by Lauren Ornelas, I cried. Somehow, I pulled myself together and finished the pamphlet. Please send me more information—I would love to try being vegetarian. I can barely live with myself now because of this extreme cruelty!"

ML, JACKSONVILLE, FL, 9/14/04



Thank You!

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| Ronald Green | Miles Kelly | Danielle Marino | Vishnu Patel | Richard Schwartz | Phillip Turner |
| Harriette Greene | Par Kelly | Shae Martinez | Lori Patotzka | Alec Schwarz | UNCG Animal Rights Group |
| Montrell Griggs | Reba Kenison | Uva Mason | Tamara Patrick | Christopher Scott | Kate Underwood |
| David Griskey | Maureen Kennedy | Alona Mastriana | Colleen Patrick-Goudreau | Dana Segal | Kevin V. |
| Sharon Grovert | Karen Kenney | Joe Mathaisell | Nicholas Paul | Sandra Sepulveda | Erica Valenti |
| Susan Gudaitis | Thomas Kiefer | Amey Mathews | Edward Payne | Megan Sewell | Sara Valles |
| Steven Gutman | Lisa Kilborn | F. Matica | Marcia Pearson | David Shaffer | Zoe Verkuynen |
| Dana Hagan | William Kilrain | Bill May | Alexandra Perez | Anuj Shah | John Vias |
| Caroline Haigh | P. T. King | Julie A. McConnell | Marilyn Peterlin | Raju Shah | Vani Vijayakumar |
| Robert Haley | Scott Kinzie | Maura McCormick | Sandra Petroski-Pollard | Brian Sharkey | Sabrina Villarreal |
| Christina Hall | Robert Kirkland | Maureen McCullough | Lula Phillips | Judy & Jene Shaw | Eleni Vlachos |
| Holly Hall | Joanne Klawe | William McDavid | Rebecca Pille | Suzanne Shealy | Susan Voisin |
| Calley Hardin | Julie Klukan | Barbara McDonald | Rebecca Pille | Deborah Sheetz | Heather Waddell |
| Stephanie Hargrove | Nathan Knoerl | Tamara McFarland | Pamela Pisano | Jonathan Sheriff | Laura Wakeman |
| Helen Harrah | Brenda Knox | Mike McKeehan | Wendy Pollack | Gregory Shindler | Greg Waldron |
| Amy Harris | Joshua Kol | Carol McKinney | Ginger Pomiecko | Robert Shultz | Jason Warner |
| Robert Hartmann | Ron Korajczyk | Rhonda McMullins | Jane Ellen Poss | Lisa Siegfried | Chantal Warnock |
| Christy Heitsch | Kimberly Korona | Courtney Meador | Alyson Powers | Larry Siegler | Greg Watson |
| Shawna Herbold | Amore Krasner | Steve Meck | Amanda Preuss | Theodore Simmen | Mike Weinberg |
| Patricia Herkal | Lauren Krause | Kris Medanic | Alexander Puma | Jerry Simonelli | Evan Weiner |
| Dan Herman | Allyson Krefit | Belinda Melanson | Jonathan Pyle | Debra Simpson | Helen Wells |
| Abbey Hertel | Pam Krenovsky | Lisa Melian | Lawrence Quinnett | Andrew Singer | Peter Wells |
| Anna Hertzberg | Jacqueline Krieger | Paul Melnikow | Mathew Rabb | Susan Sivananada | Jamey West |
| Nancy Hey | Cynthia Krueger | Carol Merrick | Adam Ramos | Jane Smiley | James Wheeler |
| Alan Heymann | Sara Kubersky | Virginia Messina | Dawn Ratcliffe | L. E. Smith | Greg Whipple |
| Dorothy Himes-McGinnity | Pamela Kurp | Ron Mink | Susan Rattenbury | William Smith | Cynthia Whitt |
| Kevin Hoffman | Dan Kuzma | Gerry Morgan | Jesse Reddomb | L. Kerby Smithson | Michael Whittle |
| Lisha Bodi Hofmann | Linda Kwallek | Ava Morgenstern | Derek Reed | Zachary Snipe | Ana Wieman |
| Darlene Holloway | Tom Laeske | Sue Moynihan | James Reho | Eric Snodgrass | Joan Wiinblad |
| Jordan Holt | Kim Lamarine | Wendy Mudis | Nancy Reifler | J. Sorrentino | Andrea Williams |
| Linda Hone | Joe Lamoureux | Christina Murphy | Patrick Reilly | Russell Stahl | Bergen Williams |
| Emily Hood | Olivia Lane | Ginger Muttschall | Lydia A. Reimers | Alison Stanley | Tonk Williams |
| Julia Hsieh | Rhonda Larabee | Michael Muzzi | Lucia Reina | Jan Stanley | Jeff Wilson |
| F. S. Huang | Jeff Larson | Duncan Myers | Judith Reynolds | Erin Stathis | Lish Witt |
| Wendy Huang | Heather & Matt Larson-Paul | Harry Naille | Regina Rheda | R. Steinau | Benjamin Wolf |
| Tim & Sue Huesken | Karen Laski | Unny Nambudirapad | Janet Rhodes | Maria Stellato | Michael Worsham |
| A. J. Hughes— <i>in memoriam</i> | Kate Lattanzio | Michael Nemeth | Wayne Rice | Carolyn S. Stephens | Moni Woweries |
| Linda Humphreys | Mary Lawrence | Stephen Nepi | Amie Richards | Holly Stewart | Audrey Wright |
| Jackie Hutchinson | Linda Leas | Jennifer Nguyen | Michelle Richardson | Corynn Stollenberg | Jason Wrobel |
| Carol Hutson | Jeannette Ledoux | Trung Nguyen | Lisa M. Ritchie | Elise Straub | Kai Wu |
| Jose Iglesias | Clinton Lee | Susan Nicola | Michele Roark | Angela Summerlot | Portia Yiamouyianno |
| Donovan Inch | Gary Leming | Mike Nicosia | Louisa Roberts | Kristen Sund | Elizabeth Yoder |
| Leena Isac | Christopher Lenassi | Kari Niensstedt | Marti Roberts | Charles Suter | Carolyn Zaikowski |
| Mike Israelski | Heather Leughmyer | Danielle Nixon | David Robinette | Christ Svetanoff | Edward Zapala |
| Keith Jackson | Holly Lewis | Vernon Roy Nofziger | Mark Robinson | Chuck Swanson | Rosanna Zanic |
| Kristine Jaekel | Rebecca Lewis | Jonathan Norris | Juan Rodriguez | Karen Syzdek | Julia Zhabbarbergenova |
| Sam Janis | Ken Libowicz | Emily Northrop | Andrea Roussos | Bill Takacs | Jill Ziegler |
| Charles Jarowski | Noel Linback | Francine Novakoff | Arthur Rowe | Marco Tamez | Jeff Zito |
| Tom Jenkins | Elenor Lindsay | David Novelo | Renate Ruderisch | Elizabeth Tampe | Gail Zwicker |
| | Jennifer Lobato Church | Maddy Nye | Dorothy Ruge | Gregory Tarver | |
| | | Laurie O'Hanlon | Steve Russell | | |

"For about a year or two, I was debating the idea of becoming vegetarian. But I kept thinking, 'It'll be so hard, I won't be able to eat out, my boyfriend will be upset,' etc. I stayed in denial because I was raised a meat eater like everyone else.

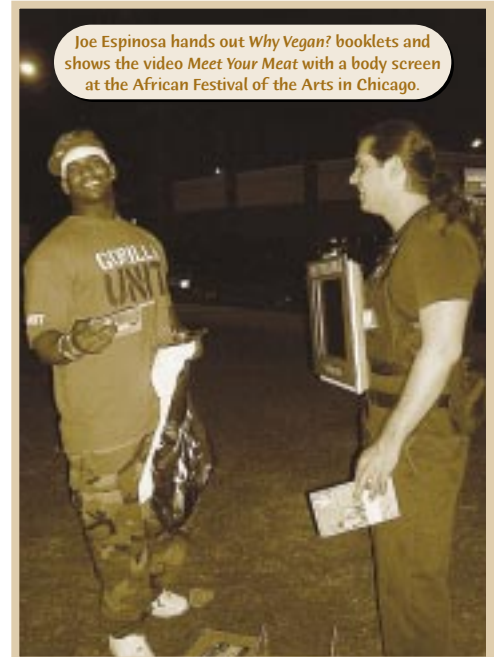
"Every so often I would look things up about being vegetarian on the net, close the site, and go back to my old excuses. But then I stumbled onto Vegan Outreach's web site. I learned enough about veganism/vegetarianism and cruelty to animals here to finally make the change. At first I thought I'd just 'try' Boca Burgers, substitutes, etc. Before I knew it, I was a full-fledged vegetarian!...

"Being vegetarian is easier than I thought. I started feeding vegetarian food to my boyfriend, and both he and I discovered that [many] substitutes are uber-tasty! I bet some of them could fool carnivores. He doesn't miss the fact that there's no meat in the house anymore. Plus, I talked to him about what I learned here (tail dockings, beak searing...chickens being boiled alive...all the new stuff I learned). And I think he listened.

"Later I asked him, 'I know you're supporting my being vegetarian, and I love you for that, but can I ask—what do you really think about it?' He said he was proud of me, and that he doesn't believe the animals should be tortured, too. So I responded, 'Really! Well then why don't you want to be vegetarian with me?' The response was no longer, 'Hell no!' It was 'Hmm, it would be good, but I don't think I could!'

"Familiar sounding—just like me a month ago! There is hope. I believe your web site has started a chain reaction!"

KG, 8/8/04



"Thank you to the outreach workers who passed out flyers at the Chill Festival at the YMCA in Chicago. I try to eat as little meat as possible... but reading the flyer made me cry so bad and renewed my commitment to be kind to animals. I am eager to start eating a vegetarian diet... It really hurt to read the pamphlet—I was crying on the train—but I'm glad I did!"

AN, CHICAGO, IL, 8/23/04



Ellen Green leaflets at Carnegie Mellon University in Pittsburgh

"I love the Adopt a College program. I live in Los Angeles and can do several colleges. I'd like to distribute *Why Vegan?*; I became vegan instantly when someone handed me one about five years ago!"

AL, EL SEGUNDO, CA, 10/5/04

"I recently agonized over the acquisition of a new car. The price was right (they were trying to get rid of it before the end of the month), it fit our needs, it was exactly what we were looking for. But it has a leather-covered steering wheel. The alternative was \$2,000 more. After consulting the Vegan Outreach site and rereading some of your articles, I finally decided that the money we saved could be donated and would do more good than avoiding a leather steering wheel!"

JS, 9/17/04

Vegan Outreach Financial Statement

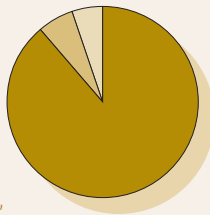
Fiscal Year: July 1, 2003 - June 30, 2004

| | |
|---|-----------|
| Total public support, revenues, and gains | \$260,591 |
| Program expenses | 246,835 |
| Fundraising expenses | 17,035 |
| Administrative expenses | 14,480 |
| Total expenses | 278,350 |
| Net assets, beginning of year | 62,926 |
| Change in net assets | (17,759) |
| Net assets, end of year | 45,167* |

*Includes \$3,211 in inventory and \$7,136 in equipment

Total Expenses

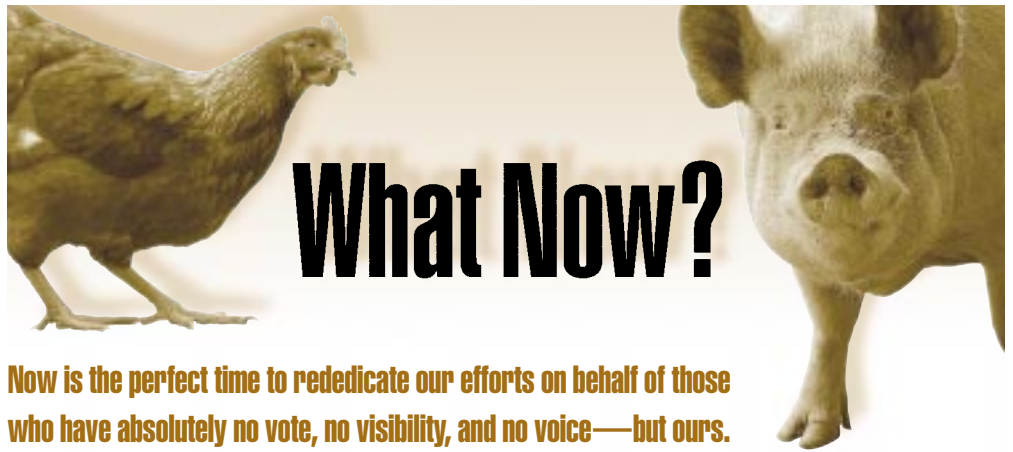
- Program 88.7%
- Fundraising 6.1
- Administrative 5.2



To receive a full annual report, send a self-addressed, stamped envelope.

"I always knew that this stuff about animals dying cruelly happened, but I just kind of pushed it to the back of my mind, and it didn't really matter to me. Now that I've seen pictures and read more about it, I have decided veganism is the right choice for me!"

NA, 7/27/04



Now is the perfect time to rededicate our efforts on behalf of those who have absolutely no vote, no visibility, and no voice—but ours.

Through Vegan Outreach's Adopt a College (AAC) program, each of us can save hundreds or even thousands of animals from tremendous suffering—every school day.

As of this writing, AAC leafleters have distributed over 70,000 booklets this semester—over 150,000 total since the program began! Thanks to the participants' hard work and your support, the AAC program has saved an estimated 6,000,000-plus animals from a life of misery (please see page 8 for details).

A number of people have commented that they aren't in a position to leaflet at colleges because of job, location, or other factors. And understandably, there are many who are very uncomfortable leafleting the general public. Some of these people have asked what else they can do to help the animals.

Although it may sound trite, your financial support is truly vital. Only because of your donations in the past, more than 3,200,000 copies of *WHY VEGAN?* and *TRY VEGETARIAN!*

have been distributed in the United States and around the world. We've already broken last year's distribution record and hopefully will pass 600,000 for 2004.

The money you contribute goes right to showing more people the animals' plight. Your support allowed Vegan Outreach to hire Jon Camp (below) part time this semester. Every school day, he is getting a copy of *WHY VEGAN?* into the hands of hundreds of students! So far, Jon has directly reached over 20,000 people this semester alone!

Often, we don't know what our various donations will accomplish, if anything. But you can know that money donated to Vegan Outreach will go toward making the animals' case to more people—people who would not have learned about the cruelties of factory farming without your contributions!

Please support those on the front lines, speaking for the animals every day. Simply put: your donation will save animals.



While in Massachusetts last month, Jon Camp leafleted eight Boston-area campuses in five days, handing out over 2,500 Vegan Outreach booklets! Here, Jon gives a *Why Vegan?* to an MIT student.

Photos: Matt Ball (left); Kim Nienstedt (right); Cathy Evans (Jon Camp)

ADOPT A COLLEGE

Leaflet a Local College & Reduce Suffering – It's Not Just for Students!

Visit the AAC web site at
VeganHealth.org/colleges
 for the latest information!

Spring 2004 Leafleting Leaders

| | STATE | SCHOOLS | FLYERS |
|-----------------------------------|-------|---------|--------|
| Josh Balk* | MD | 26 | 7,255 |
| 1 Joe Espinosa | IL | 22 | 6,451 |
| 2 Jon Camp | NJ | 12 | 5,304 |
| 3 Gabe Quash | CA | 10 | 4,758 |
| 4 Greg Oschwald | MN | 5 | 3,808 |
| 5 Eugene Khutoryansky | FL | 3 | 3,675 |
| Jack Norris* | CA | 17 | 3,669 |
| 6 Camilla Kendall | CA | 12 | 3,467 |
| 7 Julie Eyrich | MN | 8 | 2,826 |
| Matt Ball* | PA | 13 | 1,893 |
| 8 Linda Bower | FL | 2 | 1,100 |
| Compassionate Action for Animals* | MN | 2 | 1,040 |
| 9 Ellen Green | PA | 3 | 885 |
| 10 Kathryn Kovach | SC | 5 | 786 |
| 11 Marsha Forsman | IL | 5 | 779 |
| 12 Gil Schwartz | MN | 4 | 710 |

*Animal advocacy group/animal advocacy group employee

Distribution Totals: August 1, 2003 - November 25, 2004

| | |
|---|-----------|
| Schools Leafleted | 227 |
| Brochures Distributed | 152,165 |
| New Vegetarians* | 3,804 |
| Mammals & Birds Now Spared a Life of Suffering per Year* | 133,144 |
| Mammals & Birds Now Spared a Life of Suffering over 50 Years* | 6,657,219 |

*Theoretical (see calculations at VeganHealth.org/colleges/calc)

