

PAN 2020 ANNUAL REPORT



Peace Advocacy Network is a 501(c)(3) that promotes a peaceful existence through veganism, social justice, and respect for the Earth's inhabitants and resources. Founded in 2010, PAN is a grassroots group that strives for the absence of violence in the lives of animals—human and non-human alike.

PeaceAdvocacyNetwork.org

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Greetings, PAN family!

We hope this letter finds you safe, well, and, like us, looking ahead to another year of spreading PAN's message and mission to as many people as we can. 2020 has been a hard year world-wide. It's now more vital than ever to focus on global wellness, protecting the environment, and promoting health, peace, and safety for all sentient beings.

Because of the pandemic conditions, we had to adjust our goals and expectations for the year. Restrictions on in-person gatherings meant that all meetings, outreach, and even our Vegan Pledge Program had to be reimagined to have a successful year. And we are so proud to share that we were able to meet that challenge! Through the use of Zoom and other platforms, and a lot of hard work by our team, we reached folks across the country, in further and different areas than we had planned or projected, ultimately reaching more people than ever this year.

And in other positive news? PAN celebrated its ten-year anniversary in 2020!

Take a look at what else PAN has accomplished, with your help, in its tenth year:

What We Created

- 8 Vegan Pledge Programs with pledges in 28 states; 7 of which were entirely virtual
- 15 virtual events including sanctuary tours, film screenings, and a vegan magic show
- A new self-guided program
- A plan to expand all future programming with virtual options for worldwide reach
- More than 140 new vegans

What We Gave

- 400 vegan meals to those in need
- 100 vegan meals to essential workers
- More than \$4,000 to local vegan restaurants

What We Saved

- 6,000 animal lives
- 7,000,000 gallons of water
- 190,000 square feet of forest
- 2,500,000 pounds of grain
- 130,000 pounds of carbon dioxide

As this year draws to a close and we reflect on our work and community, we're all feeling grateful for the strides PAN has made over the last twelve months. We're grateful for the generosity of our donors, for the energy and effort of our volunteers, for the flexible, innovative minds of our team, and most of all for the opportunity and privilege to provide a little more light, and a call for peace in this big beautiful world.

Thank you all for being a part of the PAN family and mission. Wishing you continued peace and wellness in the New Year.

Leila Vaughan, President and Co-Founder

VEGAN PLEDGE HIGHLIGHTS

8 in **24**
PLEDGE PROGRAMS STATES

reaching

140
NEW VEGANS

PAN held eight Vegan Pledge Programs, seven of which were entirely virtual. We also launched our self-guided remote program.

Even with adjustments due to COVID-19, PAN successfully held eight Vegan Pledge Programs, seven of which were entirely virtual. Holding programs online allowed us to attract people in many new cities, and even expand outside of the United States. While the future of in-person events remains uncertain through 2021, PAN will continue to run virtual programs. Our success reveals how much our virtual program is valued and we look forward to offering them in conjunction with our regular programming in the future.

PAN also launched a self-guided program for those who want to #GoVeganWithUs but can't make it to live meetings. This option includes recorded video lectures and downloadable resources.

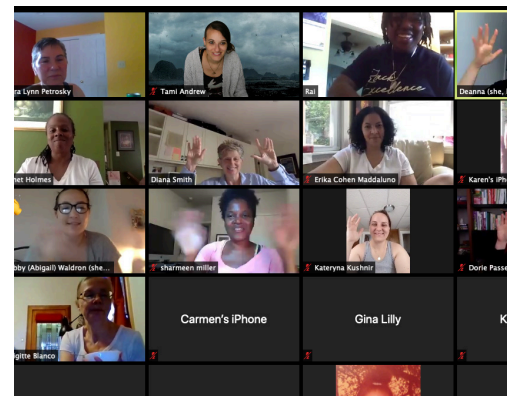
6K **7M**
ANIMAL LIVES GALLONS OF WATER

190K **2.5M**
SQ FT OF FOREST LBS OF GRAIN

130K
LBS OF CO2

saved during the programs

Over the course of the Pledge Programs we helped over 140 people go vegan for at least 30 days. Just during their 30 days, our pledges saved thousands of animal lives and millions of gallons of water.



50%
OF FORMER PAN PLEDGES ARE STILL VEGAN

94%
EAT FEWER ANIMAL PRODUCTS THAN BEFORE TAKING THE PLEDGE

40%
WOULDN'T HAVE GONE VEGAN WITHOUT PAN

Results of our first alumni survey revealed that 97% of past participants either stay vegan or eat significantly fewer animal products following the end of the program.

This year we launched our first alumni survey as well as an outreach plan to engage with our former pledges and mentors beyond their 30-day program. Our social media also continues to expand and serve as a resource for those who are already vegan or interested in making the shift.



COMMUNITY ENGAGEMENT

15

NON-PLEDGE
EVENT

including

3

SANCTUARY
TOURS

2

FILM
SCREENINGS

1

MAGIC SHOW

1

YOGA CLASS

PAN engaged in vegan outreach through a number of virtual events this year, with our best-attended event reaching over a hundred people in one Zoom room! Each event combined our goal of veganism with fun and engaging ways to stay involved with our community.



Plans to remain virtual through the beginning of 2021 will include even more screenings, cooking classes, seminars, and other fun contact-free events to continue to engage our community.

400

VEGAN MEALS DONATED TO
THOSE IN NEED

100

VEGAN MEALS DONATED TO
ESSENTIAL WORKERS

\$4K

DONATED TO VEGAN
RESTAURANTS

70

FINANCIAL DONORS

This year was a hard one for everyone, but our community showed their unending compassion by helping us raise money for local vegan restaurants and animal sanctuaries, feed essential workers, and donate meals to those in need.

PAN is in our tenth year as an organization. Because we had to cancel our 10-Year Anniversary Celebration we held a 10-Year Anniversary End of Year campaign—which included a Giving Tuesday fundraiser, as well as a birthday fundraiser for our co-founder. The campaign has secured over 50% of our goal with the help of over 70 generous donors.

