

# 2021 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.

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Hello amazing PAN family!

Thank you for helping make 2021 an incredible year. I hope you are safe and well as we look forward to the new year. Your involvement and commitment to helping us promote a peaceful existence has been instrumental in making 2021 a success and I can't wait to see what we build together in 2022. It has been my honor to lead PAN during these unprecedented times.

The continuing global pandemic hasn't slowed down our commitment to helping others #GoVeganWithUs. We have held eight live virtual Vegan Pledge Programs and we are now helping people #StayVeganWithUs through our brand new Vegan Activist Academy. This year we implemented a new strategic plan, expanded virtual programming by adding panel discussions, a book club, and the new academy that will train vegan activists to do more in their own communities. All these efforts will save more animal lives, protect our environment, and improve people's health.

This year we are proud of so many things, but mostly we are grateful for having shared the year with you. As donors, program participants, volunteers, and joyful people, you make our work rewarding. I am grateful to you, our incredible staff, our giving board, and this beautiful Earth for another year. Please make sure to join us in continuing to promote a peaceful existence in 2022!

Very truly yours,

Deanna Meyler, PhD  
PAN Executive Director

# VEGAN PLEDGE PROGRAM

This year we held 8 virtual Vegan Pledge Programs reaching 186 people and saving numerous animal lives, resources, and land.

We recruited and trained 8 new volunteer organizers.

Our second annual alumni survey confirmed that the majority of our pledges stay vegan after completing the program (with nearly all of them eating fewer animal products) and many consider themselves animal rights and/or environmental activists after their participation.

TOGETHER  
WE SAVED

**5k**  
ANIMAL  
LIVES

**2M**  
LBS OF  
GRAIN

**160k**  
SQ FEET OF  
FOREST

**6M**  
GALLONS  
OF WATER

**100k**  
LBS OF CO<sub>2</sub>

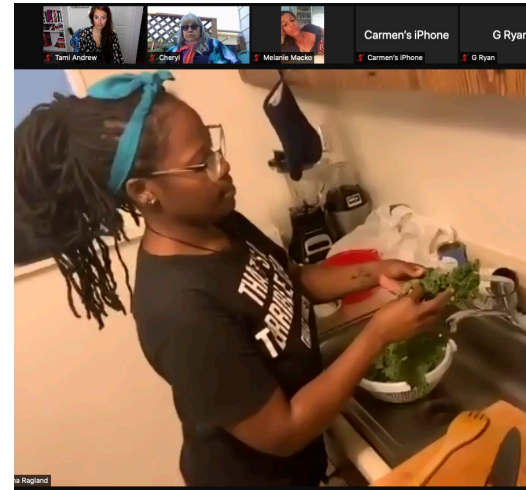
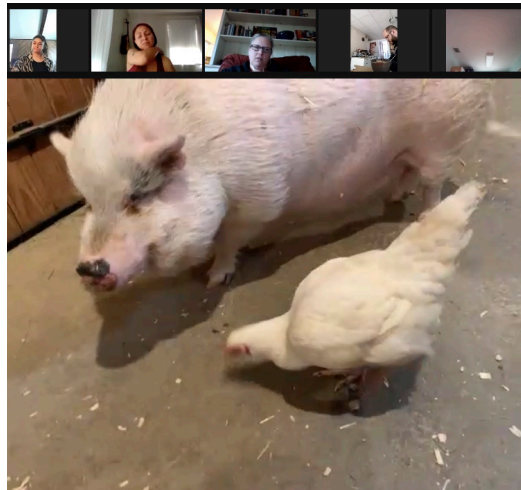
OUR SECOND  
ALUMNI  
SURVEY  
CONFIRMED

**74%**  
OF PLEDGES  
STAY VEGAN

**98%**  
EAT LESS MEAT

**21%**  
BECOME  
VOLUNTEERS

**65%**  
CONSIDER THEMSELVES  
ACTIVISTS AFTERWARD



This year began the creation of an animal activist training program, including the hiring of a part-time Activist Training Coordinator.

This program is our response to so many people going through our program and then becoming activists.

# VEGAN ACTIVIST ACADEMY

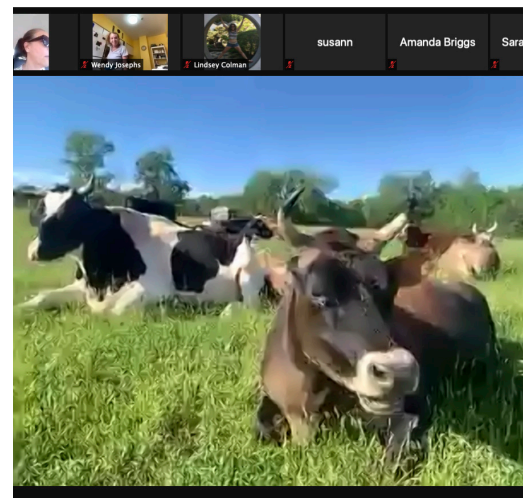
# OTHER PROGRAMS

We further supported our community with 12 additional virtual events that reached over 500 people, including a book club, cooking demonstrations, film screenings, workshops, sanctuary tours, and fitness classes.

We continued to use our virtual sanctuary tours to raise funds for local farm animal sanctuaries.

OUR PROGRAMS INCLUDE

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3	2	1		
BOOK CLUB	WORKSHOPS	SANCTUARY TOURS	PEOPLE REACHED	DONATED TO SANCTUARIES
PANELS	COOKING DEMOS	FILM SCREENING		



We translated our popular Starter Guide and our website into Spanish. Our guide is now widely available and the sister site will be live soon.

Our social media audience grew by 31% and our newsletter audience by 30%.

# COMMUNITY

**veg•an**  
[vee-ghen]

**Noun:** a person who does not eat or use animal products.  
**Adjective:** using or containing no animal product.



**What is it all about?**  
Being vegan is about living compassionately and without harm to all animals—human and non-human alike. A vegan does not eat, wear, or use animals or animal products. Going vegan shows your respect for the environment and the lives of its human and non-human residents.

**Is it hard to be vegan?**  
Most people were not born vegan. Each of us at Peace Advocacy Network looked at our own animal use and decided that it was unnecessary and unethical. We are using our transition experiences to share our most helpful tips with you.

**Most of the time, it's easy!**  
And when it's not... we are here to help. Really! At PAN, we have vegan volunteers who are happy to answer your questions and give you advice tailored to your specific situation.

**Take the free PAN Vegan Pledge**  
Our primary way of helping people go vegan is through our free 30-day Vegan Pledge Programs, which each consist of five weekly in-person meetings filled with cooking demos, lectures, panel discussions, and more. You'll also receive a vegan mentor who will be there to support your transition. For people who want to go vegan but can't join our meetings, give our Self-Guided Remote Program a try. If you still can't join the Program and would like help, follow us on social media or email us at [info@peaceadvocacynetwork.org](mailto:info@peaceadvocacynetwork.org).

**Just remember...**  
**Be positive!** You're doing something great by living your values. Nobody's perfect and you should forgive any transition mistakes you make.

*You've got this!*

**Cómo manejar situaciones sociales y de negocios**

**¿Comiendo en un restaurante?** Consulte el menú con anticipación, no solo para su comida, sino también para ver los ingredientes que contienen. Si el restaurante tiene frutas, verduras, semillas y granos, es muy probable que estén dispuestos a reorganizarlos para que se ajusten a sus necesidades. Si no ve nada en el menú que ya sea vegano, llámelos y pregúnteles si hay algo que puedan hacer. Se sorprenderá de cuántos chefs están, no sólo dispuestos, sino emocionados, de crear un plato solo para usted.

**¿Lo invitaron a una comida?** Hable con el anfitrión de antemano. Si es apropiado, ofrezca llevar un plato vegano para compartir.

**¿Asistiendo a una boda?** Averigüe con la pareja y vea qué es lo que el encargado de la comida puede hacer. Si se siente cómodo, puede ofrecerles hablar usted mismo con el encargado de la comida.

**Para comidas de celebraciones,** usted puede organizar la comida o llevar un par de platos para compartir. Es una excelente forma de introducir a sus colegas al veganismo. Verifique si el proveedor de catering de las reuniones de la oficina puede preparar una comida vegana o por lo contrario traiga su propio almuerzo.

**¿Compartir es demostrar interés!** Considere llevar ocasionalmente un postre vegano para compartir. Es una excelente forma de introducir a sus colegas al veganismo. Verifique si el proveedor de catering de las reuniones de la oficina puede preparar una comida vegana o por lo contrario traiga su propio almuerzo.

**Y por supuesto, sea siempre amable y considerado.**

**Consejos para viajar**

**¡Esté preparado!** Investigue con anterioridad las opciones de comida que tendrá disponibles. Usted puede estar yendo hacia o de paso, por una ciudad que coincidentemente tiene un restaurante vegano increíble.

**¿Viajando en automóvil?** Llene una hielera con algunas de sus comidas favoritas y traiga suficiente comida no perecible en sus empaques originales. HappyCow.com y la aplicación Happy Cow para su móvil le pueden ayudar a encontrar el mejor restaurante vegano o con opciones veganas además de las tiendas con productos veganos en cualquier área.

**¿Consulte con los lugareños!** Muchas ciudades o a lo largo del país tienen un grupo Facebook para los veganos locales del área (ej: "Vegan City Philadelphia" o "Vegans and Vegetarians of Cleveland"). Únase a estos grupos y pregunte por recomendaciones para restaurantes veganos.

**No descarte las cadenas de restaurantes!** Muchos aeropuertos tienen opciones veganas, y si tiene prisa algunas cadenas como Chipotle™, Qdoba™, Baja Fresh™, Taco Bell™, y Moe's™ tienen opciones veganas. Algunas cadenas (como Olive Garden™) incluso muestran la lista de ingredientes para que usted decida.

**¡Sal de la rutina!** Comidas étnicas como las de India, Tailandia, China, Etiopía, Medio Oriente muchas veces tienen deliciosas opciones veganas.

**Bocadillos para atacar el hambre!**  
Tenga a mano bocadillos como nueces, barras de proteínas veganas, frutas deshidratadas y papas fritas para ayudar a controlar su hambre sobre la marcha.