

Compassionate Action for Animals

Annual Report 2012



We advocate for animals that cannot do so for themselves. We speak for the animals that spend their lives in gestation crates, that have their beaks clipped, and those that are taken to slaughter. Animals need us now more than ever, and though great strides are being made, the gruesome reality is that much more must be done.

Thanks to our efforts, along with the efforts of other animal advocacy organizations, we are making progress towards a compassionate world. The Twin Cities has more vegan dining options than ever, vegan cookbooks abound, and more factory farms are being exposed on the national stage for their cruel practices. The demand for meat is in decline, a trend that we hope will continue in the future.

Thank you for joining us on our journey to improve the lives of animals and spread the compassionate message to others. We could not have had such a successful year without you and we hope you'll continue to support Compassionate Action for Animals for an even more successful and exciting 2013.

The Events

This past year was full of fun and education for CAA and the community we serve. From our first-ever Twin Cities Veg Fest to annual events such as our Thanksgiving Potluck and Chili Cook-Off, we held educational and eye-opening events filled with good conversation and delicious vegan food.

Here at Compassionate Action for Animals, we kicked off the year with our 3rd Annual Chili Cook-Off in February and our 8th Annual Banquet in April. The chili cook-off had 12 entrants and more than 200 people stopped by to taste their delicious offerings. The annual banquet began with a reception featuring a selection of delicious hors d'oeuvres and complimentary wine. During the reception we held a silent auction featuring artwork, gift baskets, services from local vendors, and more. The reception was followed by a gourmet vegan dinner.

Our first-ever Twin Cities Veg Fest was a huge success and we are already gearing up for the second annual event in October 2013. More than 1,200 people attended. The first 1,000 people received fun goodie bags filled with vegan swag, including coupons for local vegan-friendly stores and samples of vegan food. Along with tasty food samples, the exhibitor hall also gave attendees many opportunities

to learn about animal advocacy issues and opened up the floor for great conversations among everyone present.



Over 1,200 attend our first Twin Cities Veg Fest held on July 14, 2012 in Coffman Memorial Union (University of Minnesota, Twin Cities)

Compassionate Action for Animals celebrated Thanksgiving this year with our Vegan Thanksgiving Potluck, held on Saturday, November 17. About 150 people attended the event and enjoyed a huge array of delicious vegan dishes. This year's potluck was held in memory of Lauren Hanson, an avid CAA volunteer who died in September. Many people brought their favorite vegan dishes to share and Turtle Foods donated Tofurky roasts and gravy for the event.

Along with these big events, we also held many smaller gatherings including 13 dineouts at local restaurants and 6 vegan cooking classes teaching people how to make tasty vegan food at home.

Community Outreach and Education

CAA also works to educate the community through our outreach and educational initiatives. In 2012 we tried several new forms of outreach as well as continuing on with those activities we've seen work in the past.

Over the course of the year we handed out hundreds of Farm to Fridge DVDs, a video that exposes the horrible cruelty on factory farms and in slaughterhouses. We also advertised an online version of the video via Facebook ads. Visitors to the site were able to watch the video and request a Vegetarian Starter Kit.

In 2012 we embarked on a new "Paid Per View" tabling campaign. With "Paid Per View", we offer passers-by \$1 in exchange for watching the Farm to Fridge movie. This program was a great success. We screened the film to more than 550 people this year. When we were doing paid-per-view at the University of Minnesota, a student who was carrying his lunch with him

told us that seeing the video made him want to throw his lunch away. Another student who watched the video was so moved by what she saw that she returned later with a friend so that her friend could watch it, too. This is a very powerful form of outreach, and we're excited to continue our work on this campaign in 2013.



Viewers watch Farm to Fridge and learn about the cruel realities of modern animal agriculture. More than 550 viewers watched the video in 2012.

Of course, we've continued to leaflet at Minnesota college campuses and local events, including the Warped Tour. We handed out over 12,000 leaflets in 2012. Our yearly Pledge to Be Veg and Veg Week campaign attracted over 450 people who pledged to be vegetarian or vegan for a week.

Our humane education program reached more than a thousand students this year. After a day of workshops during St Cloud's Civic Engagement Day with Youth, we heard "I didn't know animals were treated this bad" from one middle school student. Another student said: "I enjoyed the video. All the information he gave us on how to make small changes was great."

Making it Happen

Of course none of this would have been possible without our amazing staff and volunteers. We saw dozens of new volunteer applications, and 160 people volunteered their time to help plan and execute our work.

All of these efforts, events, community outreach, and education, encourage people to reduce their consumption of animal products and move towards plant-based diets. By showing people why and how to eat plant-based foods, we move our community towards a more compassionate and caring lifestyle.

Financial Report

Income

Category	Amount
Individual Donations	\$106,431
Grants	\$1,011
Programs	\$11,104
Total	\$118,546

Expenses

Category	Amount	Percentage
Administration	\$7,422	10%
Fundraising	\$11,220	15%
Programs	\$58,195	75%
Total	\$76,837	

Program highlights

Program	Amount
Facebook Video Ads Program	\$8,797
Veg Fest 2012	\$7,072
Veg Week 2012	\$2,890
Paid Per View	\$1,079
Tabling	\$440

This year’s fundraising efforts were more successful than they’ve ever been, and as usual, the vast majority of our income came from individual donors like you.

Compassionate Action for Animals budgets very conservatively, allowing us focus on our programs and sustainable long-term fundraising efforts. Because of our conservative spending and your strong support, we’ve accumulated a sizeable reserve. It has always been our goal to have at least six months reserve in the bank at any time. This helps keep our program efforts consistent in the face of economic ups and downs and unexpected but necessary expenses.

Because of our strong economic position, we’ve increased our budget for the Veg Fest this year. We’re adding a concert and will increase our advertising to attract new audiences. We will also purchase additional equipment for our Paid Per View program. This program has been a great success, and with more

video equipment and improved signage, we can show the undercover investigation video to a greater number of people.

With your continued support, we can do even more to help animals. Every time we convince someone to eat fewer animal products, we reduce the number of animals suffering on brutal factory farms. Thank you once again, and we hope you will continue to support our work in the future.

CAA Thanks Our Donors

Compassionate Action for Animals would like to publicly thank our top donors for their support of our work. These listings are based on two years of donation history, from January 2011 through December 2012.

Animal Guardians (\$1,000+)

Dave Chizek	Matt Mackall
Diane and Mark Hanson	Dave Rolsky
Jamee Stasik	Valerie Stoehr
Jared & Joan Rolsky	Anonymous (2)
John Thompson	Lisa Kimball
Godan and Savithry Nambudiripad	

Animal Protectors (\$500-\$999)

Annette Gaudreau	Jeff Johnson
Sharad Deshpande	Suzanne Sorensen
George Christopher Deden	Jan Taksa
Kelly and Mike Clausen	Patrick Tullo
Sarah Hagstrom	Vivek Rau
Harish Sethu	Valerie Tiberius
Joel Kurtzberg	Anonymous (1)
Ginny Messina	

Animal Allies (\$200-\$499)

Barbara Johnson	Rebecca McDougale
Brad Johnson	Scott Likely
Angela Gilchrist	Lois Schadowald
Michael Chutich	Michael Willemssen
Denise Tremblay	Jessica Zeglin
Martha Gorak	Evan Kelley
Kedar Deshpande	Angela Orfield
Jan Gonder	Denise O’Hara
Marly Cornell and Ernie Feil	Uma Kirangat and K.S. Ajan
Justin Leaf	Steven Palacios
Claudia Wondra	Anonymous (2)

Letter From a Volunteer

Dear Supporter,

I first encountered CAA shortly after I arrived at the University of Minnesota. After Googling 'factory farming', I came to the conclusion that I could no longer eat any of that stuff, but I really didn't have any idea how I would do it. For my first two months at college, my diet consisted of pizza, cereal and milk, bacon, and Chipotle chicken burritos. I didn't have a single vegetarian friend or family member. I expected and was determined to wither away and die with honor.

A couple of folks in my philosophy class, Sofia and Andy, recommended I go to CAA's Thanksgiving potluck. This was fortunate because for the first week I had been eating almost nothing but cereal and soymilk, and I was still a little terrified of death from some terrible diet-related illness. I was stunned by what I saw at the potluck. There were so many people! And they all seemed... healthy! Even more shocking was the fact that all of my favorite Thanksgiving dishes had plant-based counterparts that were... delicious.

Many questions were floating around in my head. These strange and exotic people at my table gave me enough answers to survive the coming onslaught of questions from my family members at our Thanksgiving dinner. At the potluck, I saw a thriving community, connected with it, and gained knowledge from it. Without this, the course of my last two years may have turned out very different. Who knows how long it would have taken me to figure out that people like me can live happy, healthy lives or, more importantly, that Chipotle gives free guacamole on veggie burritos?

I volunteer with CAA because it has been a positive force in my life and I want to do my small part in helping it be a positive force for other humans, as well as for animals. I have learned that meat is not the only source of protein on the planet, and I've made some friends along the way.

Sincerely, John Corrigan



LEFT:
Students at the University of Minnesota sample food at our Vegan Food Showcase in September

RIGHT:
New and old friends connect at our annual Vegan Thanksgiving Potluck

Phone:

612-276-2242

Web:

www.exploreveg.org

Campus office address:

Room 226A
Coffman Union
300 Washington Ave SE
Minneapolis, MN 55455

Community office address:

2100 1st Ave South
Minneapolis, MN 55404

Mailing Address:

P.O. Box 13149
Minneapolis, MN 55414

To inspire respect for animals and promote vegetarianism through outreach, education, and community building.