

# Compassionate Action for Animals Annual Report 2015



## Financial Report

by Dave Rolsky, Treasurer

### Income

Category	Amount
Individual Support	\$90,835
Grants	\$9,254
Programs	\$15,022
Merchandise	\$1,853
Other	\$276
<b>Total</b>	<b>\$117,240</b>

### Expenses

Category	Percentage	Amount
Infrastructure	18%	\$24,492
Fundraising	14%	\$18,129
Programs	68%	\$89,926
<b>Total</b>		<b>\$132,546</b>

## Financial Year in Review

As usual, individual support accounted for the vast majority of this income. The rest mostly came from program income, primarily Twin Cities Veg Fest sponsorship and exhibitor fees.

We have two full-time staff members, Justin Leaf and Unny Nambudiripad, both of whom spend significant amounts of time on program work. Between the two of them, they've been able to coordinate dozens of community-building events, our annual Vegan Chili Cook-Off, Twin Cities Veg Fest, pay-per-view video screenings, and many more ongoing programs and one-time events.

This year, we're moving Twin Cities Veg Fest to an outdoor park. The exact location is yet to be confirmed, but we do know that taking the festival outdoors is a necessity since we've outgrown a suitable indoor venue and we'd like to keep getting bigger. This move will make the festival significantly more expensive. We're hoping to make up some of these increased costs with more sponsorship and slightly increased exhibitor fees, and we'll be turning to our supporters for additional funding.

The infrastructure category in our expenses table includes insurance and rent for our office space. These expenses are vital to our mission and allow us to do the best work we can on behalf of animals.

I'm hoping that Compassionate Action for Animals can grow significantly in the coming year. There is more that we'd like to be doing on behalf of animals. These goals include increasing the number of leafleting events and pay-per-view screenings, developing a vegan mentorship program, and providing financial support to animal advocates throughout the region. As always, we cannot do this work without your support. We thank you sincerely and look forward to what we can accomplish together in 2016.

# Programs, Events, & Activities in 2015



At CAA, we strive to spend our time in the best ways we can to encourage others to embrace their empathy and move toward a plant-based diet. To do this, we not only share information about why moving toward a plant-based diet is important, but we also show how it can be done. Then, we make a priority of offering community-building activities to sustain participation and grow our team of animal advocates for the Twin Cities region. Here's the spectrum of what we offered in 2015:



## Twin Cities Veg Fest

We hosted our fourth annual Twin Cities Veg Fest on November 1. Drawing over 2,500 people to experience the fun of compassionate living, the festival continues to be our largest annual event, offering vegan food samples, informative cooking demonstrations, inspiring speaker presentations, and other eye-opening activities for vegans, vegetarians, and omnivores alike.

## Bridges of Respect

Founded in 1999, Bridges of Respect provides interactive humane education presentations for middle schools, high schools, after school programs, colleges, and community groups in the Twin Cities metro area. In 2015, Bridges reached more than a thousand students with a message of compassion for animals and the environment.



## The 13th Annual Vegan Thanksgiving Potluck

On November 21, we came together as a community to enjoy a turkey-free Thanksgiving celebration. With more than 150 people in attendance, the event drew one of its largest crowds ever, all of them expressing gratitude for having a thriving community of individuals who care about animals.



## The 6th Annual Vegan Chili Cook-Off

Our annual cook-off gave hundreds of people the opportunity to enjoy an evening of vegan chili and lighthearted competition. Many of those in attendance were previously unfamiliar with plant-based food, allowing us to reach people with our message of compassion in the context of a fun, crowd-pleasing event.

## Leafleting and Pay-Per-View

These primary forms of outreach allow us to share information about animal agriculture with thousands of people. Along with shedding light on the plight of animals, we engage in dialogue with participants that includes fielding frequently-asked questions and sharing tips on plant-based eating.





## Food Giveaways

In 2015, we gave away more than 6,000 food samples at five different vegan food giveaways. Featuring free food, these events are the perfect way to make new connections with the general public, showing how delicious plant-based cuisine can be. Along with sharing the food, we engage in conversation and offer people literature about vegan nutrition and food options.

## Tea, Cookies, & Conversation

In 2015, we offered three of these events for those involved in the animal protection movement to come together have fun, informative, and focused discussions about relevant topics, including how to talk to friends and family, intersections among social justice movements, and a Q&A for those new to plant-based eating.

## Veg Week

In April, we hosted this annual week-long celebration of all things veg, which included a vegan pancake feed-in, a film screening of Speciesism: The Movie, a vegan food giveaway, a dine out at Pizza Luce, and more. Veg Week also features an opportunity to take the veg pledge, giving individuals a chance to try out a plant-based diet.

## Online Communications

We continue to share information to support our community through various online platforms for communication, including our Weekly Update email newsletter, Facebook pages, Twitter, Instagram, websites, and blog. Through all of these formats, we engage tens of thousands of people both near and far that are interested in our message of compassion for animals.

## Research Evaluation

In 2015, we published the results of our biggest initiative for evaluating the effectiveness our outreach methods. The study was based on surveys administered at the 2014 Twin Cities Veg Fest and took a look at how effective the festival is at influencing people to take action for animals. This initial study gave us substantial insight into how to proceed in evaluating our work.

## Monthly Dine Outs and Potlucks

Our monthly dine outs and potlucks continue to serve as vital community-building activities. The dine outs give us a chance to explore veg-friendly dining options throughout the Twin Cities, and the potlucks have us experimenting with different vegan food, exploring fun themes ranging from “I Can’t Believe It’s Vegan” to “Your Favorite Vegan Dish.”




## Twin Cities Veg Living

In March, we published the first issue of this annual 12-page magazine. This magazine featured articles about our campaigns, programs, values, and mission, including an article about a pig who was rescued from a factory farm, a profile of two vegan business-esses, a review of four veg-friendly restaurants in the Twin Cities, information about plant-based nutrition, and a recipe.

## Special Events

Some of our other events included three Volunteer Training Classes, a summer Camping Trip at Clearly Lake Regional Park, and an Ice Cream Social that included a forum for community feedback. We also hosted appreciation parties for our donors and volunteers, honoring all of the individuals who generously support our programs throughout the year.



# Thanks to our Donors!

Compassionate Action for Animals would like to thank our top donors for supporting our work. The top categories include contributions from January of 2014 through December of 2015. The Hall of Fame recognizes those people who have donated every year from 2011 through 2015.

## Animal Champions (\$5,000+ cumulative)

Carole and Stan Feldman • Matt Mackall • Godan and Savithry Nambudiripad • Dave Rolsky • Jared and Joan Rolsky • Anonymous (2)

## Animal Guardians (\$1,000+ cumulative)

Alex Bury • Dave Chizek • Craig Gustafson • Christine Homsey • Joel Kurtzberg • Ned Mohan • Matt Schroeder • Valerie Stoehr • John Thompson • Uma Valeti • Anonymous (2)

## Animal Protectors (\$500-999 cumulative)

Mary Carr • George Christopher Deden • Shared Deshpande • Ram Gada • Annette Gaudreau • Susan Gretz • Jeff Johnson • Ochen Kaylan • Ginny Messina • Gutan Nambudiripad • Jake Nath • Vivek Rau • Adam Reinhardt • Harish Sethu • Suzy Sorensen • Jennifer Swick • Jan Taksa • Myra Taksa and Joe Salvina • Valerie Tiberius

## Animal Allies (\$200-499 cumulative)

Natasha Anik • Thomas Bohl • Glenn Bottomly • Donna Byrne • Michael Chutich • Kelly and Mike Clausen • Marly Cornell and Ernie Feil • Stirling Cousins • Russell DeFauw • Kedar Deshpande • Tamra Falk • Martha Gorak • Eva Grunspan • Sarah Hagstrom • Dana Hallstrom • Kayla Hamdi • Tabitha Hartstein • Michele Heupel • Evan Kelley • Uma Kirangat and K.S. Ajan • Rhona Leibel • Scott Likely • Cari Lombardi • Michael Maddox • Phil Martens • Ivan Martino • James Maxon • Leila Midelfort • Denise O'Hara • Amy O'Malley • Angela Orfield • Michael and Debra Pleasants • Paul Shapiro • Liz Sias • David Smith • Patrick Tullo • Lisa Vague • Charles Wilcox • Michael Willemsen • Claudia Wondra • Anonymous (1)

## Hall of Fame

Dave Chizek  
Ruth Conley  
George Christopher Deden  
Kedar Deshpande  
Sharad Deshpande  
Lynette Dobler  
Tamra Falk  
Sharon Fortunak  
Ram Gada  
Jan Gonder  
Martha Gorak  
Sarah Hagstrom  
Karen Jakubowsky

Evan Kelley  
Joel Kurtzberg  
Scott Likely  
Matt Mackall  
Ginny Messina  
Godan and Savithry Nambudiripad  
Unny Nambudiripad  
Krishnan and Usha Nambudiripad  
Denise O'Hara  
Marie Quam  
Dave Rolsky  
Jared & Joan Rolsky  
Matt Schroeder

Harish Sethu  
Suzy Sorensen  
Barbara and Peter Stasz  
Valerie Stoehr  
Jan Taksa  
Myra Taksa and Joe Salvina  
John Thompson  
Valerie Tiberius  
Patrick Tullo  
Lisa Vague  
Charles Willcox  
Michael Willemsen  
Claudia Wondra  
Anonymous (3)