

2016 Financial Report

BY DAVE ROLSKY, TREASURER

INCOME	
Individual support	96,605
Grants	12,920
Programs	25,459
Merchandise	6,286
Other	79
Total	141,349
EXPENSES	
	% of total
Fundraising	28,829 18%
Infrastructure	17,224 11%
Programs	117,187 72%
Total	163,240

Individual support continues to account for the vast majority of CAA's income, with the remainder largely coming from Twin Cities Veg Fest sponsorship and exhibitor fees.

You may notice that expenses exceeded income. Don't worry! Because of our prudent financial management, CAA has built a substantial nest egg that we've been intentionally spending down in the past several years. We're now focusing on growing our income to match our expenses.

Looking ahead, our biggest expense will be Twin Cities Veg Fest. We've put a deposit down to rent Como Park, and we're excited about the move outdoors, which will allow us to reach more people. Of course, an outdoor event will be more expensive, so we will appreciate your continued support as we move forward in 2017 and beyond.

Compassionate Action for Animals 2016 Annual Report



Thanks to our donors!

The first four categories are based on donation history from January 2015 through December 2016. The Hall of Fame recognizes those individuals who have donated every year since 2012.

Animal Champions (\$5,000+ cumulative)

Joan and Jared Rolsky
Carole and Stan Feldman
Matt Mackall
David Rolsky
Anonymous (1)

Animal Guardians (\$1,000+ cumulative)

Dave Chizek
Michael Chutich
Miguel Danielson
Annette Gaudreau
Craig Gustafson
Christine Homsey
Joel Kurtzberg
Ned Mohan
Godan and Savithry
Nambudiripad
Matt Schroeder
Valerie Stoehr

Jennifer Swick
Andrew Tasi
Uma Valeti
Anonymous (2)

Animal Protectors (\$500-999 cumulative)

Glenn Bottomly
Mary Carr
Sharad Deshpande
Tamra Falk
Sarah Hagstrom
Evan Kelley
Phil Martens
Ginny Messina
Guptan Nambudiripad
Jake Nath
Amy O'Malley
Adam Reinhardt
Anonymous (3)

Animal Allies (\$200-499 cumulative)

Kathleen Acaso
Natasha Anik
Thomas Bohl
Betsy Born
Jason Brandvold
Donna Byrne
Marly Cornell and Ernie Feil
Stirling Cousins
Jessica Dawson
George Christopher Deden
Kedar Deshpande
Ashley Flitter

Sharon Fortunak
Ann Frisch
Ram Gada
Martha Gorak
Dana Hallstrom
Nayla Hamdi
Jill Johnson
Ochen Kaylan
Uma Kirangat and K.S. Ajan
Laura Larsen
Scott Likely
Ashwin Madia
Ivan Martino
Leila Midelfort
Casondra Mulenburg
Seema Nambudiripad
Denise O'Hara
Brian Ottens
Kathryn Quam
Joseph Quarion
Harish Sethu
Paul Shapiro
Nina Shimmin
Valerie Tiberius
Patrick Tullo
Trent Waite
Charles Willcox
Claudia Wondra
Anonymous (4)

Hall of Fame (Donated every year for the last 5 years)

Dave Chizek
Michael Chutich

Ruth Conley
George Christopher Deden
Russell DeFauw
Kedar Deshpande
Sharad Deshpande
Kathy Dunn
Tamra Falk
Sharon Fortunak
Ram Gada
Jan Gonder
Martha Gorak
Sarah Hagstrom
Cesia Kearns
Evan Kelley
Uma Kirangat and K.S. Ajan
Joel Kurtzberg
Scott Likely
Michelle Lore
Matt Mackall
Ginny Messina
Godan and Savithry
Nambudiripad
Denise O'Hara
Marie Quam
David Rolsky
Joan and Jared Rolsky
Matt Schroeder
Harish Sethu
Barbara and Peter Stasz
Valerie Stoehr
Patrick Tullo
Charles Willcox
Claudia Wondra
Anonymous (10)





A message from our new executive director

What has CAA been up to in 2016?

At CAA, we strive to be effective with the time and resources that we have so that we can make the world a kinder, more compassionate place for as many animals as possible. Recognizing that the vast majority of animals exploited are those used for food, we focus on advocating for farmed animals.

Through a strategic combination of outreach, education, and community building, we encourage others to embrace their empathy and move toward a plant-based diet. Here's an overview of all that our community accomplished in 2016:

Twin Cities Veg Fest

On October 29 and 30, we hosted our fifth annual Twin Cities Veg Fest at Coffman Memorial Union. This year, the festival was offered on not just one but two days to make more room for the anticipated crowds. More than 4,000 people on the spectrum from vegan to omnivore joined us for this celebration of compassion featuring vegan food, cooking demonstrations, speaker presentations, and more.

Big news!

We've already secured Como Park for the 2017 Twin Cities Veg Fest. Join us on September 9 for our first-ever outdoor festival!

Humane education

Bridges of Respect, CAA's humane education program, continues to provide presentations for middle schools, high schools, after school programs, colleges, and community groups in the Twin Cities metro area. In 2016, Bridges of Respect increased its reach by fifty percent, giving more than 1,700 students an introduction to a variety of animal protection issues.

Outreach

While each of our programs could be considered a form of outreach, leafleting, pay-per-view, and food giveaways are really just that: a way for us to share our mission with the general public. In 2016, our outreach programs reached thousands of individuals and opened their eyes to the harsh realities of animal agriculture and the compassionate choices they can make.

Through leafleting and pay-per-view, we showed what happens behind those closed doors of factory farms. Through vegan food giveaways, we were able to give people the

experience of delicious plant-based food. These activities often led to a dialogue that included fielding frequently-asked questions and sharing tips on plant-based eating.

Throughout the year, we also offered trainings, orientations, and one-on-one mentorship to give our volunteers the opportunity to cultivate the skills needed to be most effective when engaging with the general public through these outreach activities.

Community building

Studies have shown that many who adopt a vegan diet return to eating animals largely due to a lack of community. In this way, our community-building activities are a vital aspect of our work. All of the following activities could also be considered forms of outreach, as they are open to the general public and offer an opportunity to try vegan food and learn more about our movement:

In February, we hosted our 7th Annual Vegan Chili Cook-Off at Coffman Memorial Union. The new location allowed for increased attendance, and more than 250 people came out to sample vegan chili and rate their favorites. The crowd-pleasing event showed all participants how fun and delicious plant-based living can be.

In November, the 14th Annual Vegan Thanksgiving Potluck offered community members an opportunity to come together for a stress-free, turkey-free celebration of gratitude. The event was hosted in the gym at Matthews Park Recreation Center, giving ample room for the more than 150 who attended to enjoy a Thanksgiving meal with the compassionate community.

Throughout 2016, we offered monthly dine outs and potlucks to give our community an opportunity to socialize and explore a variety of vegan food. The dine outs showcased restaurants that offer the best vegan dining options in the Twin Cities, and the potlucks featured fun themes to give participants a chance to expand their vegan palate.

Our December Potluck: Holiday Party (and Farewell Party!) honored our outgoing executive director, Unny Nambudiripad, and welcomed Laura Matanah as his replacement. More than sixty community members joined us at the Powderhorn Park Recreation Center for this extra special potluck.

In 2016, we offered two facilitated community discussions, also known as Tea, Cookies, & Conversation. Topics included "how to talk with friends and family" and "how vegan is vegan enough." Participants had a safe space to discuss sensitive issues and explore a variety of perspectives.

Other community-building events for 2016 included our Annual Banquet, a camping trip, a tour of SoulSpace Farm Sanctuary, and two volunteer appreciation parties. Also, staff and core volunteers attended the Animal Rights National Conference in Los Angeles in July, making connections with others in the movement and picking up new skills from the global community.

Communications

In March, we published the second issue of Twin Cities Veg Living, our annual twelve-page magazine that serves to support those moving toward a plant-based diet who live in the Twin Cities region.

Our various online forms of communication continue to be important pathways for reaching both existing community members and the general public. These platforms include our email newsletter, social media, websites, and blog.

In 2016, we also established the Twin Cities Veggie Awards, an annual program that recognizes Twin Cities businesses that support the compassionate community by offering outstanding vegan products. In May, five winners were chosen, and many other local vegan-friendly businesses considered finalists were recognized with honorable mention.

Infrastructure

CAA maintains a rented office space that provides a venue for committee meetings, volunteer trainings, and occasional community-building activities. Other equipment includes tablets for pay-per-view outreach and office computers.

Staff and volunteers

We operate with a staff of three and a large team of volunteers. The staff includes a part-time bookkeeper and two full-time employees, an executive director and a communications and events coordinator. In 2016, more than 200 volunteers helped implement our programs. We are grateful for their support.

After five years in his role as executive director, Unny Nambudiripad announced in July that he would be stepping down from the position by the end of the year. Unny is one of CAA's founding members, and his impact on the organization has been outstanding, especially as regards to volunteer engagement and effective communication. From August through October, a hiring committee comprised of staff, board members, and core volunteers set out to find a replacement. After receiving numerous applications and conducting extensive interviews, the committee chose Laura Matanah to lead CAA into the future.

I think the change in leadership is a chance for all of us to look at the organization with fresh eyes. Here are some questions I'm considering:

- How well do our programs and mission align?
- How effective are we at getting people to change their diets?
- Are there new strategies we want to incorporate?
- Do we want to engage in other types of animal advocacy or talk more about the impacts of animal agriculture on wild animals, people, and the earth's ecosystems?
- How much do people from a range of racial and cultural communities feel welcome, participate, and share their talents?

I think it's my job to support the community in developing processes to examine these questions, gather data, and make plans. Next steps toward these long-term goals include upcoming surveys, town hall meetings, and development of our next strategic plan.

In the short-term, my first priority has been to maintain and grow CAA's wonderful programs. Along those lines, I'm excited to share that we'll soon be including a virtual reality technology in our pay-per-view outreach program.

Also, it's been clear that we need to expand our donor base, our board of directors, and the Twin Cities Veg Fest planning committee. We've already been successful in expanding the festival planning committee. With your help, I know we'll expand our board and donor base as well.

Lastly, in light of current events, welcoming our multicultural community seems more important than ever. For us at CAA, this means creating space for everyone in our community, no matter their race, ethnicity, or income level, to participate in our programs, have a voice in leadership, and make compassionate choices helping to engender a kinder world for all beings.

With the animals,
Laura Matanah