



COMPASSIONATE
ACTION FOR
ANIMALS™

2017 FINANCIAL REPORT

BY CHRISTINE HOMSEY

Individual support continues to be the largest source of CAA's income. Sponsorship and exhibitor fees from Twin Cities Veg Fest (TCVF), along with grants, make up a significant portion of other revenue.

CAA's reserve funds covered the difference in income and expenses. In order to expand our program reach and shore up our financial position for future years, the Development Committee is focused on increasing income to cover expenses and grow our reserves. In addition to expanding CAA's donor base, we have plans to develop new revenue streams from larger programs such as TCVF and the Vegan Chili Cook-off.

As in years past, CAA's biggest expense will be Twin Cities Veg Fest. The move to an outdoor venue increased costs but also enabled us to increase attendance by 75%. Wow! We could not have done it without you, and we appreciate your ongoing support as we continue to turn compassion into action.

INCOME

Individual support \$98,913
Grants \$19,606
Programs \$20,961
Merchandise \$5,222
Other \$73
Total \$144,774

EXPENSES

Fundraising \$25,254
Infrastructure \$22,882
Programs \$118,077
Total \$166,213

THANKS TO OUR DONORS!

Donations made in 2016 and 2017

ANIMAL CHAMPIONS (5,000+)

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

ANIMAL GUARDIANS (1,000-4,999)

Dave Chizek
Annette Gaudreau
Craig Gustafson
Chris Homsey
Joel Kurtzberg
Matt Schroeder
Jennifer Swick
Andrew Tasi
Anonymous (4)

ANIMAL PROTECTORS (500-999)

Linda Kenning
Glenn Bottomly
Jason Brandvold
Sharad Deshpande
Tamra Falk
Ram Gada
Susan Gretz
Sarah Hagstrom
Evan Kelley
Phil Martens
Ginny Messina
Gregory Moen
Jake Nath
Amy O'Malley
Joseph Quarion
Alice Robrish
Abraham Rowe
Suzanne Sorensen
Steven Sventek
Claudia Wondra
Anonymous (2)

ANIMAL ALLIES (200-499)

John Bengtson
Erik Bengtson
Anna Blommer
Thomas Bohl
Betsy Born
Sanchez Brown
Mary Carr
Andi Casaus
Marly Cornell and
Ernie Feil
Stirling Cousins
Jessica Dawson
Russell DeFauw
Kedar Deshpande
Britt Dougall
Ben Eht
Linda Kenning
Ashley Elitter
Sharon Fortunak
Ann Frisch
Derrick Gall
Martha Gorak

Nayla Hamdi
Laura Larsen
Chris Luhman
Ashwin Madia
Laura and Sarah Matanah
Leila Midelfort
Casandra Mulenburg
Denise O'Hara
Leslie O'Leary
Brian Ottens
Hannah Patzer
Adam Reinhardt
James Rowe
Nina Shimmin
Dyne Stephenson
Valerie Stoehr
Kelleen Tope
Uma Valeti
Trent Waite
Joseph Wexler
Richard Wicklund
Charles Willcox
Theresa Zingery
Michael and Deb Pleasants
Anonymous (2)

HALL OF FAME (DONATED 2013-2017)

Natasha Anik
Thomas Bohl
Glenn Bottomly
Mary Carr
Dave Chizek
Ruth Conley
Kathy Coughlin
Russell DeFauw
Kedar Deshpande
Sharad Deshpande
Kathy Dunn
Tamra Falk
Stan and Carole Feldman
Sharon Fortunak
Ann Frisch
Ram Gada
Jan Gonder
Martha Gorak
Sarah Hagstrom
Chris Homsey
Evan Kelley

Joel Kurtzberg
Scott Likely
Michelle Lore
Matt Mackall
Phil Martens
Ginny Messina
Godan and
Savithry Nambudiripad
Jake Nath
Jack Norris
Denise O'Hara
Marie Quam
Dave Rolsky
Joan and Jared Rolsky
Matt Schroeder
Suzanne Sorensen
Barbara and Peter Stasz
Jennifer Swick
Charles Willcox
Claudie Wondra
Anonymous (10)

2017 ANNUAL
REPORT

2017: A LANDMARK YEAR

With a new executive director at the helm, we continued our core activities and laid the groundwork to expand program offerings and broaden our reach for years to come.

*Along with establishing a new strategic plan that focuses on increasing awareness of farmed animal suffering, building community, and nurturing advocates, we laid the groundwork for **Wholesome Minnesota**, a new program that creates change at an institutional level, bringing more plant-based food to cafeterias.*

Let’s take a look at what you’ve made possible.

Twin Cities Veg Fest

On September 9, we hosted our sixth annual **Twin Cities Veg Fest** for the first time ever outdoors. More than 7,000 people joined us at Como Park for this festival featuring vegan food, cooking demonstrations, speaker presentations, and more. Our 2018 festival is already scheduled for Sunday, September 16. To accommodate the festival’s continued growth, we’ll be moving it to the even more accessible Harriet Island Regional Park.

Bridges of Respect

In 2017, CAA’s humane education program, **Bridges of Respect**, introduced more than 1,200 students to a variety of animal protection issues. These free presentations are offered to students throughout Twin Cities metro area. View our new video created for teachers at bridgesofrespect.org.

Direct Outreach

Leafleting, pay-per-view, and vegan food giveaways continue to be key ways that CAA regularly reaches new people and open hearts and minds to the reality of factory farming and vegan food options.

In 2017, we added **virtual reality** to our outreach toolbox and gave participants an even more immersive experience, allowing them to fully embrace their empathy.

Community-Building Activities

Our community-building activities are a vital aspect of our work because they inspire people to move toward plant-based eating and become animal advocates. We host a minimum of two each month. This year’s activities included:

- The 8th Annual Vegan Chili Cook-Off
- A film screening of *The Last Pig*
- The 15th Annual Vegan Thanksgiving Potluck
- Our Annual Banquet
- A vegan pancake feed-in
- A camping trip at Elm Creek Park Reserve
- A tour of Spring Farm Sanctuary
- December Potluck & Holiday Party
- Our monthly dine-outs and potlucks

Student Groups

Our student group at the University of Minnesota continues to grow, serving even more young adults with weekly meetings, student-centered activities, and leadership development. CAA is establishing another student group at Augsburg University in 2018.

Advocate Training

More than **300 volunteers** helped to implement our programs, and their support is instrumental in our impact. To help our volunteers become more effective animal advocates, we offered **trainings, orientations, and staff support** throughout the year. Several core volunteers and staff attended the **Animal Rights National Conference** in Washington D.C.

Communications

Online communication continues to be important for outreach and advocate support, including email newsletters, social media, websites, and our blog. We also gave our bulk email communications a huge upgrade, switching over to the MadMimi platform.

In March, we published the third issue of **Twin Cities Veg Living**, our annual twelve-page magazine that serves to support the growth of plant-based eating in the Twin Cities region.

In May, we revealed the winners of our second annual **Twin Cities Veggie Awards**, which recognizes local busi-

nesses that support the compassionate community through providing excellent vegan products.

In December, we started work with a designer to create **new visual brand identities** for our programs. These fresh looks will better engage the diverse Twin Cities community with our mission. The new designs for Twin Cities Veg Fest and Bridges of Respect will be revealed later this year. Enjoy seeing the new look for CAA in this report!

Infrastructure and Staff

We maintain rented **office space** that provides a venue for committee meetings, volunteer trainings, and community-building activities. We operate with a **staff of three**, including a part-time bookkeeper and two full-time employees: the executive director and the communications and events coordinator.

*“ Another great event!
I loved the cooking demos
and all the food we tried
was absolutely amazing!
This festival shows that
the world is moving in the
right direction!”*

-Twin Cities Veg Fest attendee

A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends,

Together in 2017, we opened people’s eyes to what farmed animals endure each day. Then we supported their movement toward compassionate living by inviting them into our community.

They’re joining us in droves! The growth of Twin Cities Veg Fest exceeded our expectations by thousands, and participation in all of our programs is on the rise. As you look over the past year’s accomplishments, I hope you’ll take a moment to savor your role in making them possible.

Our new virtual reality program is changing eating habits. A recent study by Faunalytics demonstrated that over half of those who watch the video about pigs decrease their pork consumption.

Bridges of Respect, led by volunteer Shannon Kimball, is our humane education program. It helps students understand the impact of their everyday choices on animals. Both Bridges of Respect and our expanding campus activism reach young people as they’re forming their values. This has long-lasting impact on our state.

We’re changing Minnesota by developing an ever-growing community of animal advo-

cates. For example, Richfield schools adopted a Meatless Monday program thanks to the work of volunteer Julie Knopp with support from the national Forward Food program. In collaboration with our staff, Julie is now taking the lead in training others to conduct similar work through a new CAA program called Wholesome Minnesota.

This active collaboration between staff, volunteers, and national organizations stretches

the impact of each dollar you give. Together, we’re expanding our outreach and advocacy throughout the Twin Cities and the state, sparing animals from needless suffering.

Laura Matanah
**With the animals,
Laura Matanah**