



COMPASSIONATE
ACTION FOR
ANIMALS™



2018

ANNUAL
REPORT

2018: A YEAR OF GROWTH

This year, following our strategic plan, we continued to build on the success of our outreach and community building events and expand this work with the addition of two new programs.

Following the establishment of our institutional food advocacy program, **Wholesome Minnesota**, we laid the groundwork to launch our new **Explore Veg Mentor Program** in 2019. The program connects veg-aspiring mentees with experienced vegan mentors in an effort to help individuals looking to make their dietary change for the animals smooth and sustainable.

Let's take a look at what your commitment and generosity made possible in 2018.

TWIN CITIES VEG FEST

On September 16, we hosted our seventh annual **Twin Cities Veg Fest**, moving to Harriet Island Regional Park to accommodate a growing attendee base and increase accessibility for attendees. More than 9,000 people attended the festival, now the largest in the Midwest, enjoying vegan food, cooking demonstrations, speakers, a brand-new 21+ after-party, and more. Our 2019 festival is already scheduled for Sunday, September 15 and we will return to Harriet Island Regional Park.

BRIDGES OF RESPECT

CAA's humane education program, **Bridges of Respect**, introduced over 1,100 students to a variety of animal protection issues in new and familiar classrooms. These free presentations are offered to teen and young adult students throughout the Twin Cities metro area. More information is available at bridgesofrespect.org.

"I feel supported by CAA through their events and tips, and support from friends has really strengthened my effort to live more compassionately."

- Maddie, U of M CAA Member

WHOLESOME MINNESOTA

In January 2018, we launched the **Wholesome Minnesota** program, our institutional food advocacy program developed in collaboration with the Humane Society of the United States – Minnesota and Forward Food. Wholesome Minnesota educates and empowers volunteers to connect with representatives of cafeterias in schools, hospitals, and other institutions they are affiliated with to add more plant-based meal options. We had a successful first year, with two volunteer trainings and 10 institutions contacted. Toward the end of

2018, the Wholesome Minnesota program received a grant from A Seed of Change for us to expand our work in 2019.

EXPLORE VEG MENTOR PROGRAM

In December of 2018, we launched the **Explore Veg Mentor Program**, a free mentor program serving the Twin Cities. The judgment-free program meets folks where they are and connects them with an experienced vegan mentor excited about supporting them on their veg journey.

DIRECT OUTREACH

Leafleting, pay-per-view, cooking demos, speakers, film screenings, and vegan food giveaways continue to be key ways that CAA regularly reaches new people and opens hearts and minds to the reality of factory farming and vegan food options. **Virtual reality**, which was added in 2017 as another video outreach tool, has been well received as a more immersive, empathetic experience. We conducted at least one, and often several, direct outreach events each month, providing critical information about the lives of farmed animals to over 10,000 people in the metro area, as well as tools to embrace a plant-based diet. A number of these events were designed to meet the needs of specific ethnic or age-based communities.

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Hello Friends,

2018 was an incredible year for animal rights, veganism, and Compassionate Action for Animals, and we like to think that's no coincidence!

The national magazine *Veg News* named Minneapolis Veg City of the Year in 2018. Considering the number of new vegan businesses across the Twin Cities metro this year and growing attendance at Twin Cities Veg Fest, it's no wonder.

Thanks to many years of hard work by staff and volunteers, Twin Cities Veg Fest—which we organize—became the biggest vegan festival in the Midwest. We're excited to see the festival's growth

continue in 2019, when we anticipate we'll draw over 10,000 attendees to Harriet Island Regional Park on September 15.

The festival—and the awakening to compassionate living that it represents—has led to a flowering of local veg food offerings and farm sanctuaries, which you can read about in this year's issue of our annual magazine, *Twin Cities Veg Living*, which opens the hearts and minds of readers throughout the metro area.

Our work to raise awareness about the realities of animal agriculture and achieve animal liberation continues through our e-news, social media presence, Bridges of Respect humane education

COMMUNITY-BUILDING ACTIVITIES

Our community-building activities provide critical support as people embrace plant-based eating and become animal advocates. We hosted a minimum of two events each month, and this year's activities included:

- The 9th Annual Vegan Chili Cook-Off
- Our 20th Anniversary Banquet
- Our vegan Pancake Feed-In
- The 16th Annual Vegan Thanksgiving Potluck
- Cycling Out Dairy and Cut the Cheese, in partnership with Switch4Good
- Our monthly dine-outs, potlucks and more!

STUDENT GROUPS

In 2018, we established a student group at Augsburg University, which joined our student group at the University of Minnesota. An increasing number of students have connected with these groups through weekly meetings, leadership development, and student-centered activities, which include our annual documentary screening, food giveaways, bake sales, and more. To increase reach to their peers, our U of M student group started an Instagram account. You can follow their updates @umn_veglovers!

ADVOCATE TRAINING

324 volunteers helped to implement our programs, and their support is instrumental to our impact. To help our volunteers become more effective animal advocates, we offered **training**,

orientations, and staff support throughout the year. In July, several core student-group volunteers and staff attended the **Animal Rights National Conference** in Washington D.C.

COMMUNICATIONS

Throughout 2018, we worked with a volunteer team and designer to rebrand the visual identity of CAA, Twin Cities Veg Fest, and Bridges of Respect.

In March, we published the fourth issue of **Twin Cities Veg Living**, our annual 12-page magazine that serves to support the growth of plant-based eating in the Twin Cities area.

"I met you at VegFest in St. Paul when I watched a video and wept into your arms proclaiming an official vegan lifestyle... I have happily and successfully had a vegan lifestyle since!"

- A message sent to volunteer AmyLeo by a Twin Cities Veg Fest attendee

In July, we bid a fond farewell to Justin Leaf, our **Communications Coordinator**. In September, we were pleased to hire his

successor, Emily Nyberg, bringing design and video skills in-house.

Our **online communications**—which include email newsletters, social media, websites, and our blog—continue to be important for outreach and advocate support. We implemented Buffer to manage our main social media channels on Facebook, Instagram, and Twitter.

INFRASTRUCTURE AND STAFF

Our rented **office space** in Minneapolis has continued to serve us well as a venue for committee meetings, volunteer trainings, and community-building activities. We are looking to remodel it to better serve large volunteer committees and events in the coming years. Our **staff of three** includes a part-time bookkeeper and two full-time employees: the executive director and the communications coordinator. The growth of this past financial year has brought us further along in our work toward **hiring a full-time community organizer** in the next few years. 🍷

program, sanctuary tours, leafleting, video outreach, films, speakers, Twin Cities Veg Week, and more. Thanks to your generosity, and the monthly support provided by our Circle of Care members, we reached over 32,000 people in 2018.

Equally important is our work to help people take the next step in changing their diets by building community. In addition to our potlucks, dine-outs, and large events such as the Vegan Chili Cookoff, we've started adding events to meet the needs of specific communities, such as our cooking demo with Coco and Lala at Breaking Bread Cafe in North Minneapolis in 2018. These will expand in 2019 thanks to your support and that of Veg Fund.

As we head into 2019, we're expanding that work and also launching a brand-new Explore Veg Mentor Program providing one-on-one diet change support. We're also using our momentum to draw more volunteers into the Wholesome Minnesota program, saving thousands of animals through introducing plant-based food into cafeterias.

I'm pleased to report that not only is our programming growing, but our donor and foundation support base is as well. We brought in over 80 new donors in 2018, and we're grateful for the support A Seed of Change is providing for Wholesome Minnesota. You can see in our financials that we're now beginning to build a reserve that will eventually be used to hire a third staff member.

Our work is truly made possible through your generosity. Thanks so much for standing with us and creating change for animals.

Laura Matanah

With the animals,
Laura Matanah

2018 FINANCIAL REPORT

BY CHRISTINE HOMSEY, TREASURER

2018 was a year of significant growth for CAA, with total revenue increasing by 46%. Individual support continues to be the largest source of CAA's income, with a one-time large donation accounting for about half of the 48% increase in individual support. Program revenue doubled, largely due to the expansion of Twin Cities Veg Fest, with income from exhibitor fees more than tripling.

The increase in revenue bolstered our reserve funds, giving us solid financial footing as we extend our program reach. One of CAA's goals is to add a staff position of Community Organizer, which will allow us to connect even more people to our current and future programs.

Twin Cities Veg Fest continues to be CAA's biggest program and attendance grew yet again in 2018 by almost 30%! Thank you for making TCVF and all of our programs possible which, at their essence, are all about making the world a more compassionate place for animals.

INCOME

Individual support	\$145,932
Programs	\$41,910
Grants	\$20,332
Merchandise sales	\$2,718
Other	\$210
Total	\$211,102

EXPENSES

Programs	\$131,014
Fundraising	\$29,313
Infrastructure	\$22,523
Total	\$182,850

THANKS TO OUR DONORS!

Donations made in 2017 and 2018

ANIMAL CHAMPIONS (5,000+)

Anonymous (2)
Stan and Carole Feldman
Chris Homsey
Matt Mackall
Dave Rolsky

ANIMAL GUARDIANS (1,000-4,999)

Anonymous (3)
Dave Chizek
Linda Kenning
Joel Kurtzberg
Godan and Savithry Nambudiripad
EG Nelson
Sheri Olson
Alice Robrish
Abraham Rowe
Matt Schroeder
Suzy Sorensen
Valerie Stoehr
Jennifer Swick
Andrew Tasi
Joan and Jared Rolsky

ANIMAL PROTECTORS (500-999)

Cottonwood Foundation
Sharad Deshpande
Tamra Falk
Ram Gada
Susan Gretz
Craig Gustafson
Sarah Hagstrom
Gina Kovach
Zachary Kruger
Phil Martens/G-Werx Fitness
Sarah and Laura Matanah
Ginny Messina
Micron Technology, Inc.
Gregory Moen
Jake Nath
Amy O'Malley
Joseph Quarion
Vivek Rau
Dyne Stephenson
Steven Svontek
Theresa Zingery

ANIMAL ALLIES (200-499)

Katie Arndt
Yunuén Ávila
John Bengtson

Mark Berkson
Thomas Bohl
Jason Brandvold
Ruth Conley
Jessica Dawson
Russell DeFauw
Kedar Deshpande
Ashley Flitter
Sharon Fortunak
Ann Frisch
G-Werx Fitness
Nathan Gaut
Robert Gibbons
Jan Gonder
Martha Gorak
Nayla Hamdi
Evan Kelley
Luann Kleppe Kintree
Sal Kravik
Zachary Krueger
Alicia Landucci
Jordan Leick
Chris Luhman
Michael and Debra Pleasants
Unny Nambudiripad
Denise O'Hara
Hannah Patzer
Michael Pleasants
James Rowe

John Sandor
Nina Shimmin
David Smith
Thomson Reuters
Joseph Wexler
Charles Willcox
Claudia and Michael Wondra

HALL OF FAME (DONATED 2014-2018)

Anonymous (7)
Joan and Jared Rolsky
Michelle Bell
Thomas Bohl
Mary Carr
Dave Chizek
Ruth Conley
Kathy Coughlin
Kedar Deshpande
Sharad Deshpande
Kathy Dunn
Tamra Falk
Sharon Fortunak
Jan Gonder
Martha Gorak
Craig Gustafson
Sarah Hagstrom
Nayla Hamdi
Chris Homsey

Chris Luhman
Matt Mackall
Phil Martens
Godan and Savithry Nambudiripad
Jake Nath
Amy O'Malley
Dave Rolsky
Matt Schroeder
David Smith
Suzy Sorensen
Jennifer Swick
Jason Wittenberg
Claudia and Michael Wondra

CIRCLE OF CARE (MAKING MONTHLY GIFTS)

Yunuén Ávila
AmyLeo Barankovich
Elizabeth Barrett
Brita Bengtson
Mark Berkson
Thomas Bohl
Sanchez Brown
Kathy Coughlin
Jessica Dawson
Sharad Deshpande
Kedar Deshpande

Nathaniel Gaut
Craig Gustafson
Sarah Hagstrom
Nayla Hamdi
Evan Kelley
Liberty Kirkeide
Luann Kleppe
Gina Kovach
Alicia Landucci
Chris Luhman
Laura Matanah
Sarah Matanah
Jake Nath
Matt Mackall
Amy O'Malley
Sheri Olson
Hannah Patzer
Joseph Quarion
Dave Rolsky
Abraham Rowe
Matt Schroeder
James Sophocleus
Dyne Stephenson
Janet Taksa
Andrew Tasi
Tess Venn
Aubry Walch
Theresa Zingery