Entering its 10th year, it became clear that PAN could best benefit the animals it saves, the environment it protects, and the human communities it serves by standardizing the Vegan Pledge to allow for quick expansion. Upon receiving grant funding from Animal Charity Evaluators’ Effective Advocacy Fund and Women Funders in Animal Rights, PAN began a strategic planning process.

As a result, PAN hired Deanna Meyler as Vegan Pledge Program Director and Tami Lynn Andrew as Vegan Pledge Program Manager. As Program Director, Deanna has been working to standardize PAN’s systems to optimize efficiency for the Vegan Pledge. That means PAN’s resources will go further; each donation and each minute spent will save more animal lives.

As part of our growth plan, PAN is improving its online and social media presence. Tami has boosted PAN’s reach, which in turn increases enrollment in the Vegan Pledge programs. Her efforts in this vein continue to fuel PAN’s rapid growth.

Together, Deanna and Tami have been training and supporting a group of new Vegan Pledge Coordinators. PAN hired Vegan Pledge Coordinators to organize some of the Vegan Pledge programs. While some programs are volunteer-run, hiring local coordinators facilitates the efficient and effective growth PAN envisions.

For 2020, our plans include 12 Vegan Pledge programs in and around Philadelphia, New York and New Orleans. We hope to save 72,000 animal lives and 1,560,000 pounds of carbon dioxide, and to help 430 people achieve their goal of becoming vegan.

Our program saves lives, but it also changes lives.

Thank you for your continued support.

Sincerely,

Leila Vaughan
President
2019 Annual Report: Vegan Pledge Highlights

PAN held 6 Vegan Pledge Programs that spanned 5 cities and 3 states.

- Bala Cynwyd, PA (Winter)
- New Orleans, LA (Winter)
- Center City Philadelphia, PA (Summer)
- Phoenixville, PA (Fall)
- Brooklyn, NY (Fall)
- West Philadelphia, PA (Fall)

Our 2020 plan includes Pledge Programs in all of the above cities with the addition of at least 6 more pledges in 3 new cities, for a total of 12 programs. With a dedication to focus on regions that have fewer vegan options, the new year will see us expanding our reach to many areas we have never previously held programs in and covering entirely new demographics. As usual, the programs will remain 100% free and accessible to all participants.

Over the course of 6 Pledge Programs we helped 215 people go vegan for 30 days each. Just during the length of the programs, our pledges saved thousands of animal lives, hundreds of thousands of square feet of forestry and pounds of carbon dioxide, and millions of gallons of water and pounds of grain.

This year saw us revamping our social media, even adding an Instagram account, to grow our presence and increase our advertising for our programs. With an addition of 5 new programs and a newly developed PR plan for 2020, these numbers are set to double.

Every person that successfully completes a PAN Vegan Pledge is already making a difference but we estimate that at least half of our participants remain vegan for life. With every year they stay vegan and every person they motivate to make the change, the number of lives and resources saved multiplies.
2019 Annual Report: Community Engagement

PAN engaged in vegan outreach through a number of events this year, which included

- Phoenixville Vegfest
- Tabling at markets and festivals
- Vegan Quiz Night
- Meatless Mingle
- Pizza party meetups
- Animal rights marches
- Volunteer nights

Our volunteer engagement continues to grow with each event and we’re so delighted to have such a dedicated community. The future has us planning plenty more of the events above with the addition of our 10 year anniversary party, film screenings, roller skating nights, and more.

Our donors are more engaged than ever! Both recurring financial donors as well as our community of in-kind donors who support us through their food and products have stepped up this year to help make our programs a complete success.

This year we engaged in a remarkable Giving Tuesday campaign, aided by the support of a few of our amazing local restaurants; implemented a customer relationship management (CRM) system so we can begin better tracking our success rates; and acquired a unique text code for mobile donating! PAN is a powerful resource that is making changes for humans, non-humans, and the environment, but we can’t do it alone. Our community of amazing supporters enables us to run exceptional programs that are 100% free to all participants.
For the first time in 10 years, PAN was able to hire part-time staff: 5 organizers and 2 regular employees to help oversee the Vegan Pledge Program and implement streamlined efforts for success.

**Board of Directors**
Leila Vaughan, President and Co-Founder
Dara Lovitz, Vice President and Co-Founder
Brandon Gittelman, Director of Fundraising and Co-Founder
Meredith Clayton, Secretary
Christopher-Sebastian McJetters, Social Media Manager
Carmella Giardina
Krishna Lisojo
Elaine Packer
Jeesyly Soto

**Staff**
Tami Andrew, Vegan Pledge Program Manager
Deanna Meyler, Vegan Pledge Program Director
Rachel Black, Phoenixville Pledge Program Organizer
Danielle Powers, Manhattan Pledge Program Organizer
Farah Siraj, West Philadelphia Pledge Program Organizer
Krystal Valentin, Brooklyn Pledge Program Organizer