



Peace Advocacy Network is a 501(c)(3) that promotes a peaceful existence through veganism, social justice, and respect for the Earth's inhabitants and resources. Founded in 2010, PAN is a grassroots group that strives for the absence of violence in the lives of animals – human and non-human alike.

PeaceAdvocacyNetwork.org

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 [@peaceadvocacy](https://www.instagram.com/peaceadvocacy)

 [@peaceadvocacy](https://twitter.com/peaceadvocacy)

 [@peaceadvocacynetwork](https://www.facebook.com/peaceadvocacynetwork)

 [/Peace-Advocacy-Network](https://www.youtube.com/Peace-Advocacy-Network)

2019 Annual Report: Letter from the President

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

6 in **5**
PLEDGE PROGRAMS CITIES
reaching
215
NEW VEGANS
saving

6K **7M**
ANIMAL LIVES GALLONS OF WATER
190K **2.5M**
SQ FT OF FOREST LBS OF GRAIN
130K
LBS OF CO2
during the programs

36K **42M**
ANIMAL LIVES GALLONS OF WATER
1M **15M**
SQ FT OF FOREST LBS OF GRAIN
780K
LBS OF CO2

if half of our pledges remain
vegan for at least 1 year

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

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



We estimate that around half of our pledge participants remain vegan after the program ends, saving countless lives and resources in the process.

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

12

NON-PLEDGE
EVENTS

engaging

20

VOLUNTEERS

distributing over

500

STARTER GUIDES

10

GRANTS AWARDED

43

IN-KIND DONORS

78

FINANCIAL DONORS

of which

16

DONATED MORE
THAN ONCE

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.

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BOARD
MEMBERS

6

PART-TIME STAFF

2019 Annual Report: PAN Team

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
 Jeeseely 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

