

2016 ANNUAL REPORT



**ANIMAL  
RIGHTS  
COALITION**

because animals matter



## 2016: A Year of Continued Growth & Innovation



2016 was a year of continued growth and innovation for ARC. We saw victories in individual programs and campaigns to help animals, continued to innovate and explore new forms of outreach, and expanded our community of animal advocates. Through outreach and education that raised awareness about the plight of animals and encouraged ethical choices, we made a difference in animals' lives.

**Through outreach and education...  
we made a difference in animals' lives.**

Our priorities in 2016 were:

**Expanding our community of animal advocates**, mailing out our activist e-newsletter to an ever growing audience, and providing many low-pressure opportunities for people to learn about animal rights and connect with other like-minded people through our meetup groups, one of which grew by over 600 people in the past year to 2,400 members!

**Opening minds and hearts in our community to the plight of animals** through outreach at community events, film screenings, leafleting, speaking engagements, and demonstrations at locations where animals are abused. We created lots of opportunities to not only learn about animal issues, but also find support and community, removing as many barriers as possible to people making ethical choices for animals.

**Supporting a rapidly growing network of people who want to make compassionate choices.** ARC helped thousands of people reduce or eliminate their consumption of animals with our Vegan University workshops, grocery shopping tours, cooking classes, and weekly recipe e-newsletter.

**Cooperating on efforts to promote real sustainability** that goes beyond the narrow definition used these days that often excludes the negative effects of animal agriculture on animals and the planet.

**We have come a long way and the public is starting to listen.**

It's more important now than ever that we continue to deliver a consistent message to the public about what they can do to stop animal abuse in animal agriculture, in intensive breeding operations, on fur farms, in laboratories, and in the many other institutions that abuse animals.

A handwritten signature in black ink that reads "C Youngquist".

Chelsea Youngquist  
ARC Program Director



## New in 2016

- Convinced the Minnesota Lottery to drop their sponsorship of Extreme Race Day at Canterbury Park. This ridiculous event featured camel, ostrich, and zebra races.
- Introduced our *Feed Me Vegan* cooking show, which demonstrated how accessible and affordable plant-based eating can be, enabling us to reach even more people. The show won an award for “2016 Top Program” on local cable TV.
- Made our first appearance at the Minnesota State Fair to give out information at the Eco Experience Building about the sustainability of plant-based eating.
- Held 7 special large Cuddle Coats prep sessions including an extremely well attended one on Fur Free Friday.
- Expanded our popular plant-based cooking classes into a second coop, Eastside Coop.
- Did outreach and plant-based food sampling at new Open Streets events: Northeast, West Broadway, and Nicollet, and did more days of weekend outreach at Midtown and Linden Hills Farmers Markets. Recognizing the intersectional nature of social justice, we organized several events where staff and volunteers packed vegan meals for “Feed My Starving Children” and we served a vegan meal to parents of ill children staying at the Ronald McDonald house.
- Held new workshops to help activists be more effective for animals including: *Advocating for Animals on Social Media*, *How to Answer Questions about Veganism like a Pro*, and *Representing Veganism during Non-vegan Occasions*.
- Organized volunteer days at Chicken Run Rescue and SoulSpace Farm Sanctuary for people to meet the animals they’re working so hard for.

## 2016 Program Highlights

- 11,528** Pieces of literature distributed at 31 different large outreach events such as the Healthy Life Expo, Green Expo, MCTC Sustainability Fair, Longevity Expo, I Love My Pet, Minnesota Pet Expo, Cleveland Gardens Work Days and Cleveland Neighborhood Spring Cleanup, May Day Festival, Twin Cities Book Festival, Birth and Baby Expo, India Fest, and the Pride Festival.
- 101** Events held by our Vegan Meetup group for people interested in learning more about a plant-based diet, including 29 dineout meetups, 13 workshops, and 59 other events.
- 4,000** Samples of vegan food given out at 25 events.
- 6** Locations where we showed a short video about the lives of animals used for food and then had powerful conversations about the realities of animals used in agriculture through our Pay Per View program: MSU, Mankato, Century College (2 days), Healthy Life Expo (2 days), MCTC Sustainability Fair, and the GLBT Pride Festival (2 days).
- 350** Furs donated through our Cuddle Coats program and almost 1,000 pieces of prepped fur sent to our growing network of wildlife rehabilitators to provide comfort and warmth to orphaned and injured wildlife.
- 11** Workshops about plant-based eating (Help, I'm Going Vegan, Plant-based Nutrition, and Vegan Meal Planning), 7 vegan grocery shopping tours, and 17 introductory plant-based cooking classes through our Vegan University program. We also maintained the Vegan Community Circle private Facebook group, currently at almost 200 members, where we offered support and ideas to help people with challenges they may face in adopting a plant-based diet.
- 6** Free screenings of feature-length films about animal issues such as Cowspiracy, Peaceable Kingdom, Vegan: Everyday Stories, Speciesism, and Sonic Sea.
- 94** Meetups, workshops, and other events held through our Minnesota Animal Rights Meetup group which has grown to 329 members.
- 8** Demonstrations at the Safari Club Minnesota Convention to protest trophy hunting, Petland and Har Mar Pet Stores to educate the public about animal mills, Hennepin County Medical Center to expose their use of animals in emergency medicine training, and the Shrine Circus to highlight the plight of their animals.
- 8** Presentations at local high schools, colleges, and churches such as Social Justice Classes at St. Catherine's University, six classes at Fridley Middle School, and a Washburn High School Green Team Event.
- 500+** Attendees at our 3 signature annual events: Turkey-free Friendsgiving Dinner, Vegan Hot Dish Cook-Off, and Vegan Waffle Party

# Volunteers & Staff Working for Animals

We want to thank our volunteers and donors for your gifts of time, funds, materials, and services. You are the backbone of the work we do. **None of what we accomplish for animals could be done without you.**





## 2016 Financial Report

ARC is a non-profit, tax-exempt 501(c)(3) corporation. We strive to use our funds in the most cost-effective and efficient manner possible, a commitment illustrated by the fact that 88.82% of our operating expenses went directly to programs fighting animal exploitation in our community.

We expended only 5.76% on fundraising efforts that drive our operations and 5.41% on administrative expenses.

### INCOME

Individual donations: \$125,867.00  
 Programs: \$2,188.00  
 Other: \$17,689.00  
 Total: \$145,744.00

### EXPENSES

Programs: \$102,476.00  
 Fundraising: \$6,645.00  
 Administrative: \$6,244.00  
 Total: \$115,365.00

# ANIMAL RIGHTS COALITION

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