

**AnimalOutlook.org**

*Exposing Truth. Inspiring Change.*

BEHAVIOR CHANGE  
& VOLUNTEER  
IMPACT REPORT  
**2024**



**March 2025**

About Animal Outlook

Animal Outlook is a national nonprofit 501(c)(3) animal advocacy organization. It is strategically challenging animal agribusiness through undercover investigations, legal advocacy, corporate and food system reform, and disseminating information about the many harms of animal agriculture, empowering everyone to choose vegan.

Website: [animaloutlook.org](http://animaloutlook.org)

Follow us on social media: [@animal.outlook](https://twitter.com/animal.outlook)

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# Executive Summary

## At Animal Outlook we expose the truth and inspire change.

We reveal the harsh realities of animal agribusiness through releasing undercover investigations showing animal cruelty on places like factory farms, holding animal abusers accountable through legal advocacy efforts and working to reform our food system through helping farms transition to plant-based agriculture. Through all this, we are empowering everyone to make compassionate choices by eating vegan.

We focus on empowering the public to eat vegan as a way of advocating for animals, helping the planet, and improving their own health.

Volunteers are integral to the work we do. As a mid-sized animal protection organization, we are able to further our mission with the help of volunteers, extending our reach across the US to save more animal lives.

Through our Outreach and Engagement program, we're creating change by training animal advocates. We empower people to become impactful and effective champions for animals by inspiring them to use their skills and work within their communities, creating a ripple effect to lead to lasting change for animals and our planet.

To ensure our work is as effective as possible, we conducted projects working with the Yale Environmental Protection Clinic and the Center for Public Interest Communications at the University of Florida to learn how we can create the biggest impact through inspiring behavior change. The results have provided the backbone to our outreach and engagement efforts.

We are continuously learning and growing, asking for feedback, and implementing the results. I'm grateful to be able to take a moment to look back and reflect, whilst also using these findings to ensure that our strategy for the coming years is as informed and effective as possible.

It's estimated that every day we eat vegan, we save an animal's life. This is what makes this work so critical. Every VegPledge taken, petition signed, and compassionate conversation started inspires change that is saving animals.

We've come a long way, and more and more people are identifying as vegan, vegetarian, pescatarian, or simply taking their first steps towards reducing their consumption of animal products. All of this is important. Change doesn't happen overnight.

Our job is to inspire a shift towards more mindful and compassionate eating through building a strong and committed movement of advocates, working towards our vision of a world where animals are no longer exploited through animal agriculture.

Onward,

**Jenny Canham**

Director of Outreach and Engagement  
Animal Outlook



# Every voice raised in support of our mission brings us closer to a more compassionate world for animals.

Volunteers are the lifeblood of Animal Outlook—and indeed, of the entire animal protection movement. Your dedication, passion, and selfless contribution of time and expertise enables us to extend our reach and deepen our impact in ways that would otherwise be impossible.

As Executive Director, I'm particularly moved by this truth because Animal Outlook itself emerged from the power of volunteerism. For our first six years, we operated entirely through volunteer effort, and that spirit of grassroots activism remains firmly embedded in our organizational DNA. Today, while we have grown to include dedicated staff members, who always go above and beyond what any job description could capture, we continue to rely heavily on our remarkable volunteer network.

From attorneys preparing legal briefs to students tabling at their college fairs, our volunteers and interns contributed nearly 6,000 hours to animal protection in 2024. This extraordinary commitment deserves recognition and profound gratitude. Every hour given, every skill shared, and every voice raised in support of our mission brings us closer to a more compassionate world for animals.

## Ben Williamson

Executive Director  
Animal Outlook



# Animal Outlook

*Changing the World for Animals*

# 2

## Behavior Change Impact

## a) VegPledge

A key campaign within our Outreach and Engagement program is the VegPledge.<sup>1</sup>

The VegPledge inspires behavior change by asking people to try vegan for a week, a month, or longer, and also provides a tangible way to measure how impactful our work is in creating real and lasting behavior change.

It's estimated that every single day, eating vegan saves:

**One animal life**  
**1,100 gallons of water**  
**30 square feet of forest**

We created the VegPledge in 2009 to encourage people to begin their journey towards more compassionate eating, as part of an annual VegWeek which takes place during Earth Week. In 2023, we transformed this into a year-round pledge for people to take anytime they feel inspired to take action for animals.

The VegPledge is a key action for advocates to use when speaking up for animals. Whether it be recruiting friends or family members to try vegan, or promoting it at public events as a way for someone to take action after watching investigation footage, the VegPledge is a key way we measure the impact we are having as advocates.

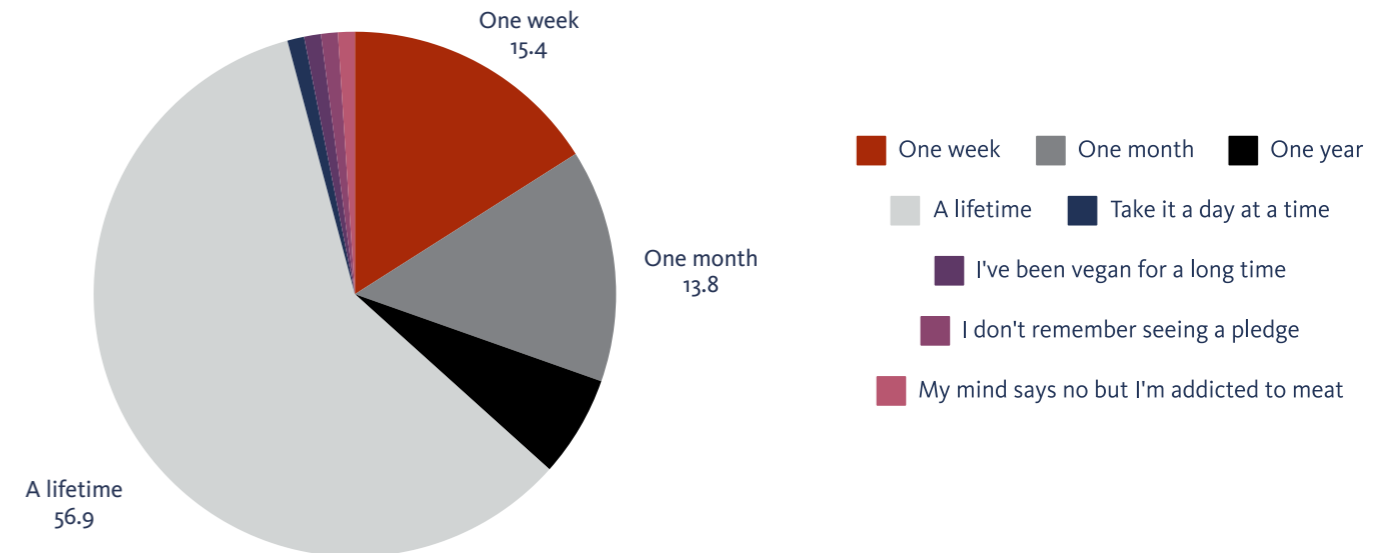
In 2024, our total of VegPledges reached 73,938, each number representing somebody who is committed to taking action for animals through their own lifestyle choices. VegPledges were gained in various ways, including during in-person events, signing up via social media, and via 1-1 interactions, which you can learn more about in section c) "Impact through empowering others."

## b) VegPledge Results

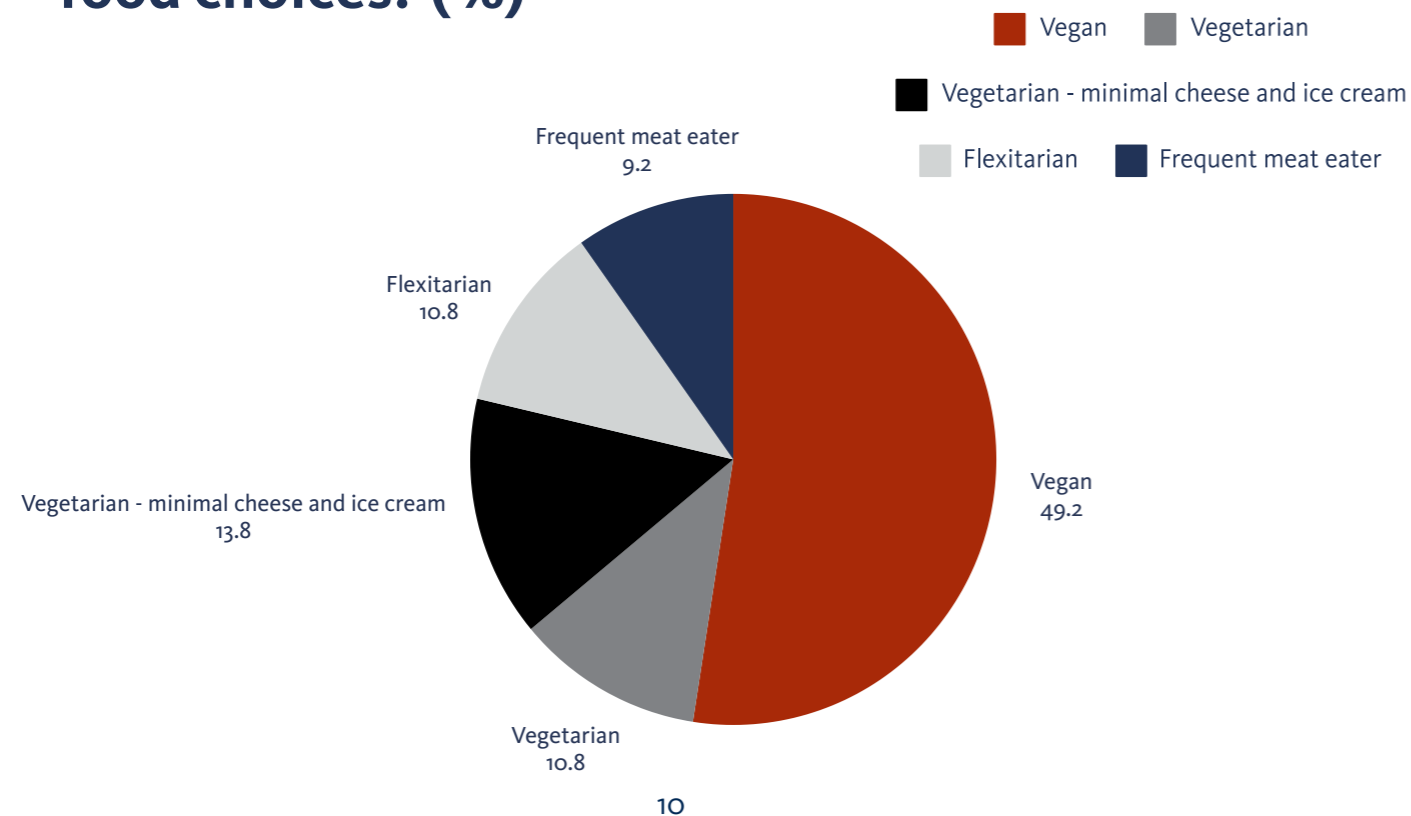
When people take the VegPledge, they begin a digital journey that equips them with facts about animal agriculture and makes it as easy as possible to try eating vegan. At the end of this journey, we ask them how they're getting on, and if they plan to stick with vegan eating.

In 2024, 65 people responded to this survey; here are some of the results:

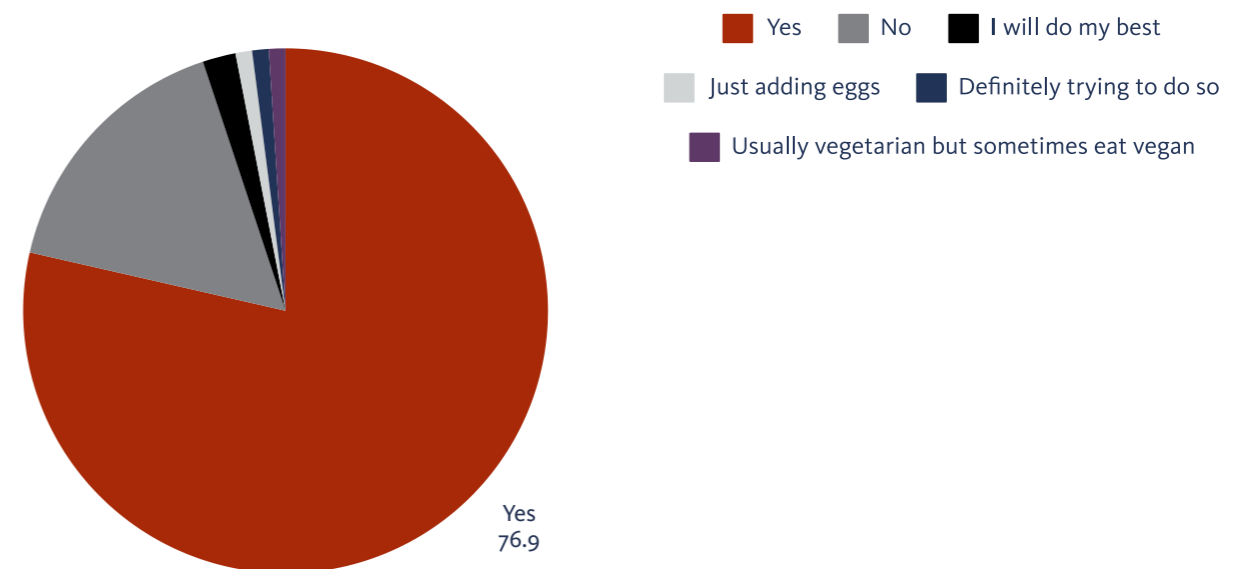
### When taking the VegPledge, how long did you pledge to go vegan for? (%)



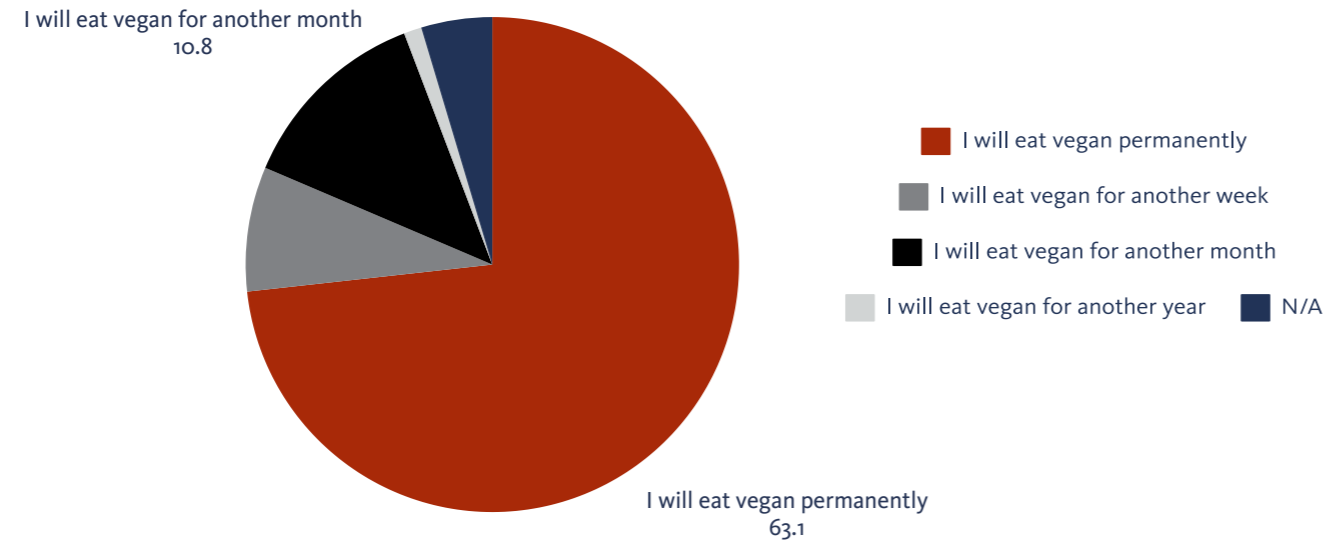
### Before taking the VegPledge, how would you describe your food choices? (%)



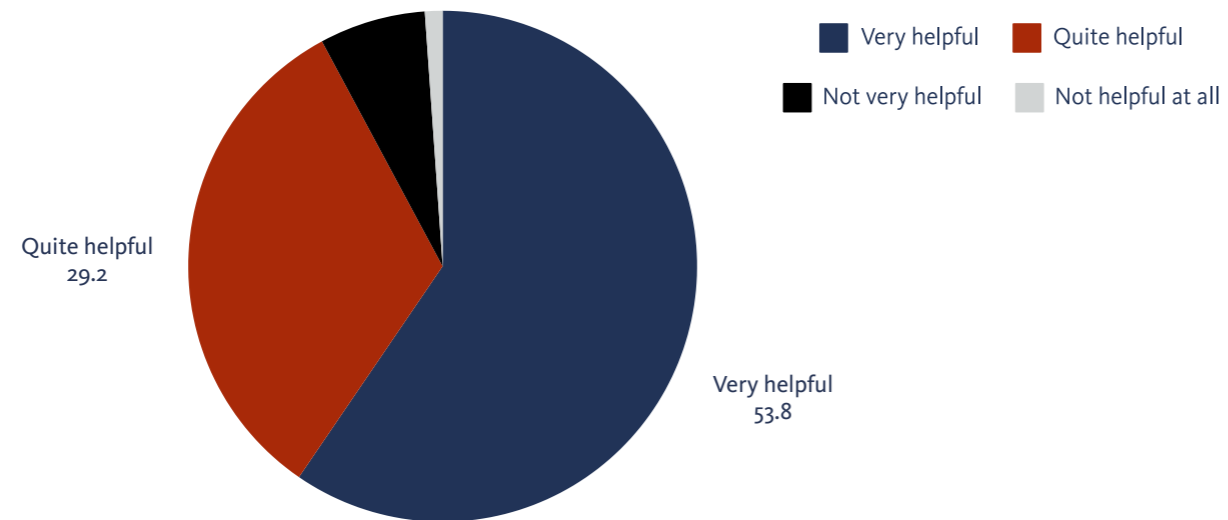
### Once you have finished your pledge, will you continue eating vegan? (%)



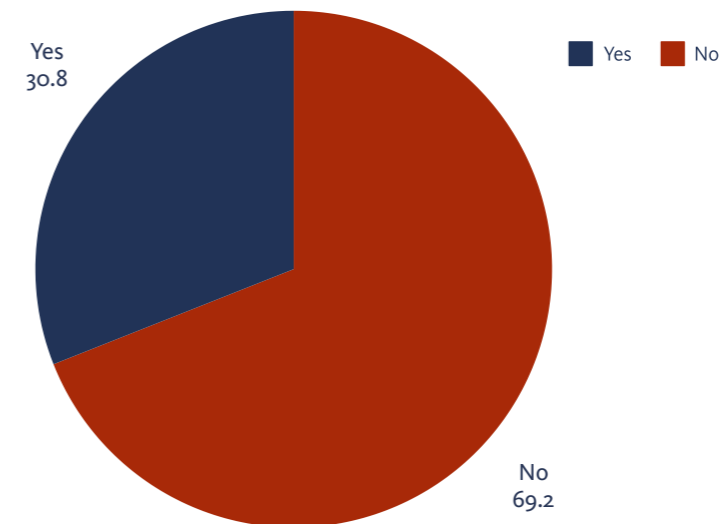
## If you answered yes to the previous question, how long will you continue eating vegan for? (%)



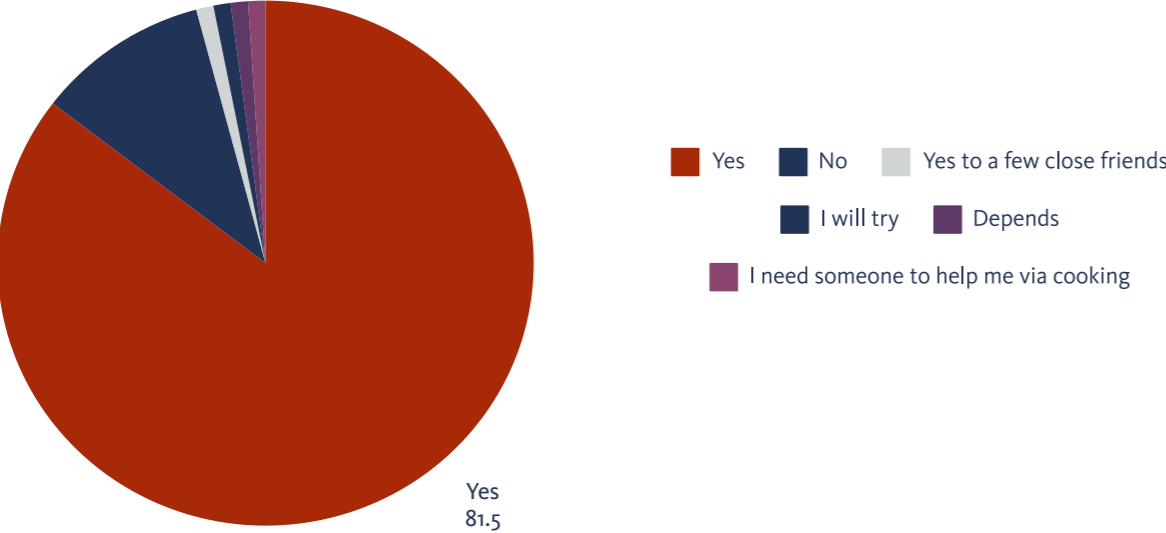
## How helpful have you found the VegPledge and the emails you recieved after signing up? (%)



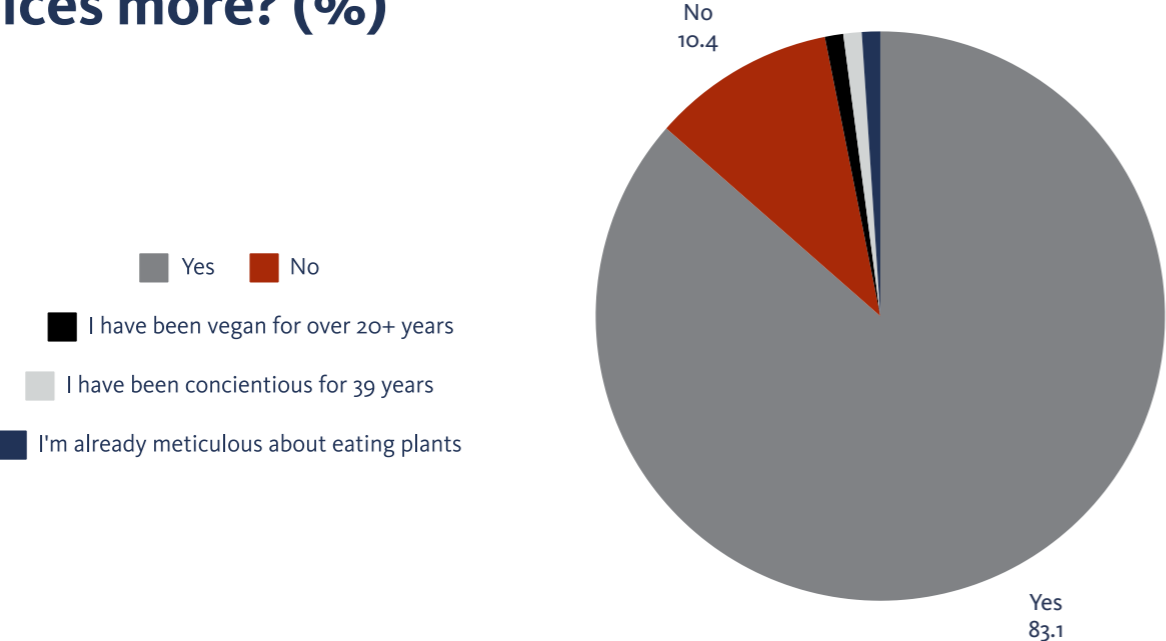
## Did you ask anyone to join you by taking a VegPledge too? (%)



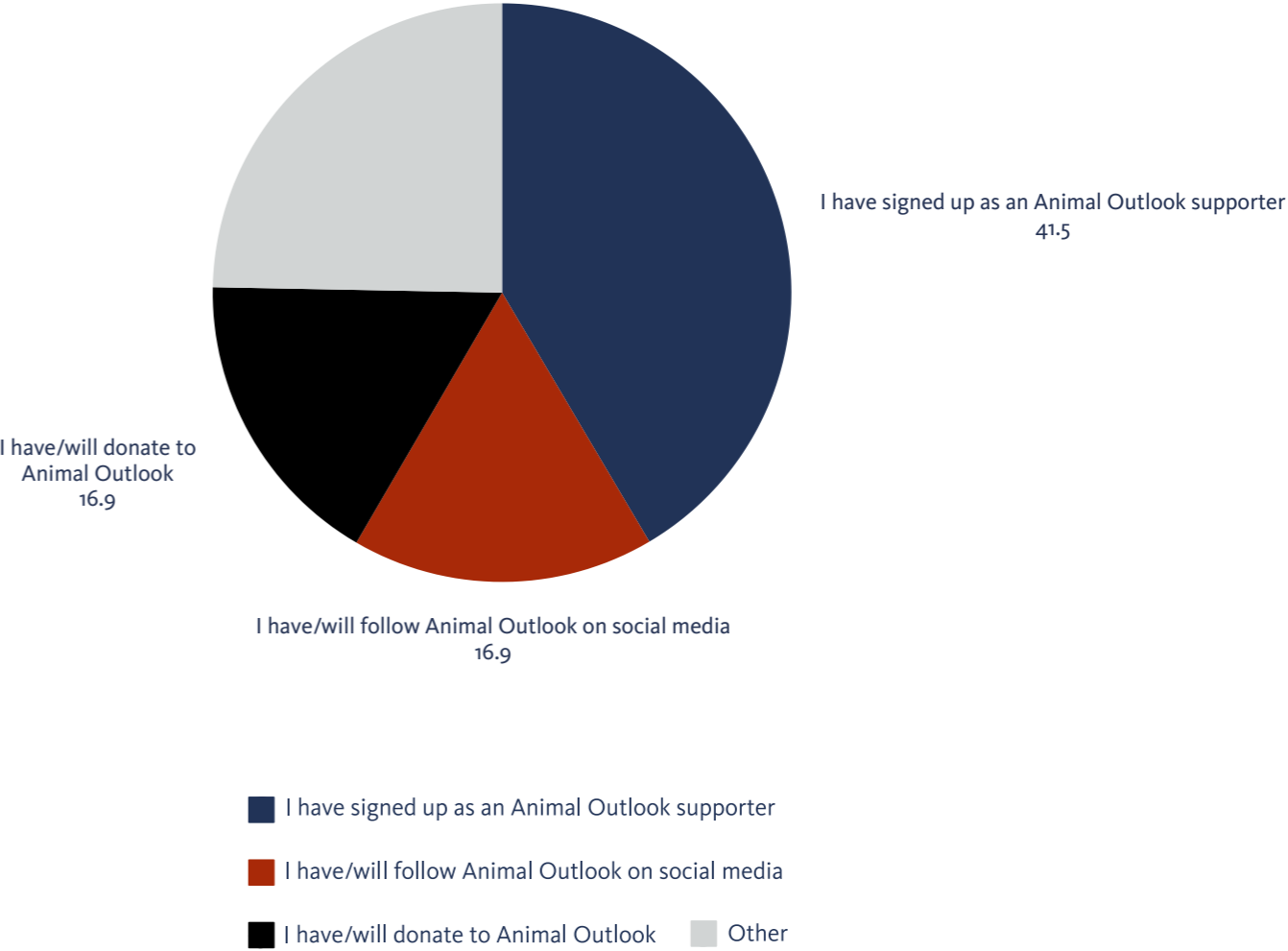
# Will you commit to sharing the VegPledge with others to help them try vegan in the future? (%)



# As a result of taking the VegPledge, do you feel this has made you think about your food choices more? (%)



# Finally, now that you have completed the VegPledge, how will you continue your animal advocacy journey? (%)





# Feedback Summary

Over half (56.9%) of respondents pledged to go vegan for a lifetime, with a further 15.4% pledging to try vegan for a week, and 13.8% for one month.

Over three quarters of respondents (76.9%) claimed that they will continue eating vegan after their pledge is complete, with 63.1% of these people claiming they will eat vegan permanently. Over three quarters of respondents (83.0%) found the VegPledge and email series “very” or “quite” helpful.

While 69.2% hadn’t asked anyone else to join them on their VegPledge journey yet, 81.5% now commit to sharing the VegPledge with others to help them try vegan. 83.1% said that as a result of taking the VegPledge, they now think about their food choices more.

Ways respondents plan to continue their animal advocacy journey after taking the VegPledge include following Animal Outlook on social media (41.5%), joining the Animal Outlook Network (16.9%), and donating to help Animal Outlook’s life-saving work (16.9%).

## How are we actioning this feedback?

While we are encouraged that over half of the people currently taking the VegPledge are not yet vegan when they sign up, we aim to do more to tailor our communications to meet this target audience.

Our aim is to continue reaching this audience via mainstream press coverage, including the VegPledge as an action people can take, organize more events aimed at reaching members of the public, and increase digital advertisements targeting those who already care about animals and other social justice issues but perhaps have not yet thought about the impact their food choices are having.

There is more we can do to empower people to share the VegPledge with friends and family members; this is discussed further in the following section.

## c) Impact Through Empowering Others

In 2024, we launched a separate pledge that people can take to commit to sharing the VegPledge with friends and family, as behavior change science teaches us that we can have the biggest impact through working within our own communities.

By the end of 2024, 1,026 people signed up to share the VegPledge, and 215 people listed a specific person as encouraging them to take the VegPledge when they took the pledge themselves.

The objective of this work is to grow veganism and to give those who are already vegan a clear action to take, as these people are still a core part of the VegPledge campaign.

As an animal protection nonprofit, a large part of our audience are vegans and vegetarians, so we are continuing to explore ways to empower people to have conversations about veganism within their own networks. Find out more about how we are doing this in the next section.

**“I enjoyed immensely participating in the VegPledge campaign and plan to do so again soon, each and every time it commences.”**

Anonymous VegPledge participant

**“I will remain a vegetarian, but now use plant-based milk & plant-based cheese via the VegPledge.”**

Anonymous VegPledge participant

**“Thank you for encouraging people to become vegan. I have been vegan for more than 35 years and, thanks to organizations like yours, it’s easier for people to become vegan today than it was back when I made the switch.”**

Karen Jacques, volunteer



## Animal Outlook Network

## Behavior Change Science

The world is evolving. Over the past couple of decades, how we communicate and interact with one another has dramatically changed. This also extends to the ways we are advocating for animals.

As of 2024, approximately 97.1% of the US population accessed the internet, equating to over 331 million people.<sup>2</sup> 68.8% of millennials used social media in 2024, with 35% of Gen Z using it for more than two hours per day.<sup>3</sup>

A 2020 study from the UK Safer Internet Centre showed that 34% of 8-to-17-year-olds say the internet has inspired them to take action about a cause, and 43% say it makes them feel their voices matter.<sup>4</sup>

With this in mind, in September 2024, Animal Outlook launched a new online activism platform called “The Animal Outlook Network,<sup>5</sup>” a first-of-its-kind tool that combines the wisdom of experience with the science of change to create impactful and effective animal advocates.

This new tool encompasses Animal Outlook’s focus on a cultural shift to mainstream vegan eating as the most powerful way to protect animals, and trains advocates on how to amplify this message through proven social science principles.

During several years of research and development, Animal Outlook conducted projects working with the Yale Environmental Protection Clinic and the Center for Public Interest Communications at the University of Florida. The research provides proven social science principles that we can incorporate into both our online and offline animal advocacy efforts, as in-person interaction still plays a key role in advocating for animals and influencing behavior change.

While still only a new tool, we’re seeing some promising results and feedback so far about the Animal Outlook Network.

The Training Hub on the Animal Outlook Network equips advocates with science backed principles for having compassionate conversations to inspire others to make positive changes. These include:

## Self-efficacy

We need to know that our actions are going to make a difference in order for us to act.

## Community

We need encouragement plus connection in order to stick with a behavior change.

## Identity

Aligning our actions with our values can be a key driver in changing behavior.

## Story-telling

Sharing our story can be helpful for others to hear and may even plant a seed of compassion.

In 2024, we trained 60 people on the key issues with animal agriculture and the key principles of behavior change via online courses that advocates gain access to after signing up to the network.

## Jenny Canham, Director of Outreach and Engagement at Animal Outlook:

“It’s essential that our advocacy training program is based on science rather than opinion. That’s why we’ve worked with two leading programs to unlock the science of behavior change.

As consumers, the most impactful way we can help animals, humans, and the planet is by eating vegan and empowering others to do the same, so we decided to create a training and action website around this.

## Action Center

We started building our online community of advocates by sending action emails with a task to complete each month. Now, the Animal Outlook Network includes an Action Center where people can take action for animals at a time most convenient for them, and the monthly email actions continue.

In 2024, our online advocates took 1,912 online actions for animals as a result of these emails, including contacting their local city council and asking for a VegWeek proclamation, sharing the VegPledge to influence diet change, and signing petitions including calling for the upcoming 2028 Olympics in Los Angeles to be vegan.

## Impact for Animals

Every single action is incredibly important; whether it be signing a petition, sharing an investigation, or contacting a local representative, this all adds up to amplify our collective voice in speaking up for animals.



## Here are just some of the highlights our digital community of advocates helped us to achieve in 2024:

- Sharing the VegPledge with friends and family members to help us reach a total of 73,938 pledges, each representing someone who has committed to trying vegan for a week, a month, or longer.
- Encouraging more people to join the Animal Outlook Network, helping us to secure a total of 1,820 sign ups.
- Contacting local representatives online and helping us reach a total of 20 VegWeek proclamations<sup>6</sup>, where cities commit to supporting and promoting VegWeek to residents and businesses.



“I’m delighted that I have secured the important achievement of a VegWeek Proclamation from my city and I’m grateful to the City of Palm Springs for endorsing Animal Outlook’s VegWeek, an important action that will make a real difference for animals by encouraging others to try vegan. Thanks to Animal Outlook for always giving me the tools to take impactful actions to help animals.”

Tiffani LoBue  
Animal Outlook Network Member

# 4

## Internship Program



Our Internship Program has been incredibly valuable for various departments within Animal Outlook. Interns are always current students (including law students), and each internship lasts for three months during different parts of the year.

We devise a Mentorship Program for each intern who works with us, including learning objectives and focus areas that are beneficial to the student.

As a result, internships provide a unique work experience—bridging the gap between academic learning and professional practice. Students gain hands-on experience within their chosen area, develop essential workplace skills, and build a network of professional connections.

Beyond technical knowledge, interns learn crucial soft skills like communication and time management. This practical experience not only enhances their resumes but also helps students make informed decisions about their career paths, giving a valuable insight into working within the animal protection movement.

The projects that interns undertake are of tremendous value to Animal Outlook, and we're grateful to have worked with 19 students who undertook internships in 2024.

Find out more about their impact below.

# Intern Hours and Departments

## Outreach:

Number of interns: 5  
Total hours: 816  
Key tasks: Project management, organizing events, company research, and graphic design

## Legal Advocacy:

Number of interns: 11  
Total hours: 2,240  
Key tasks: Legal research and support for new and ongoing litigation

## Communications:

Number of interns: 2  
Total hours: 96  
Key tasks: Social media and blog content production

## Farm Transitions:

Number of interns: 1  
Total hours: 85  
Key tasks: Business plan development and cultivation research

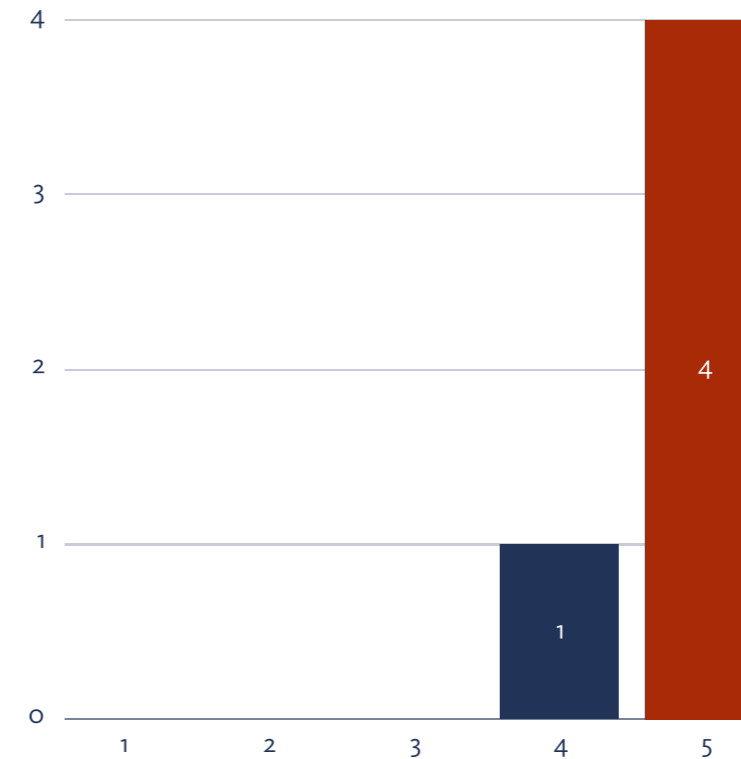
Total internship hours in 2024: **3,237**

## Feedback

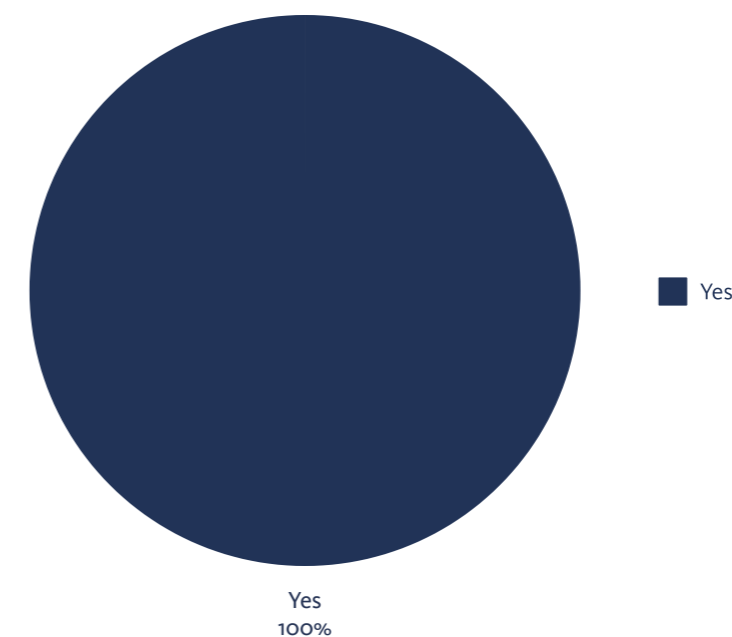
In September 2024, we created an intern offboarding survey that we invite students to take part in after completing their internship with us to share feedback about their experience.

So far, **5 people have submitted an internship feedback survey** (three interned with our Legal team, one interned with Outreach and Engagement, and one with Farm Transitions). Here are some highlights from these results:

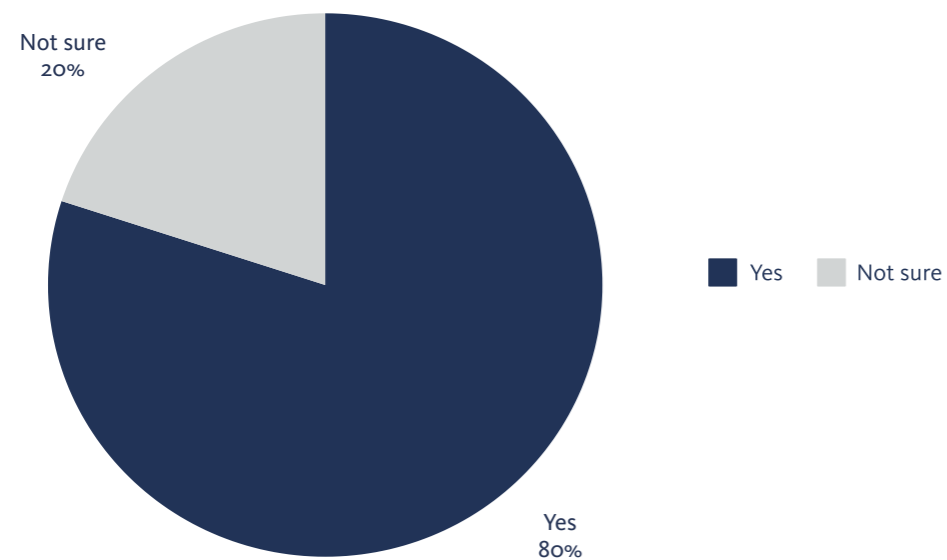
## How happy were you with your experience interning with Animal Outlook? (Rank 1-5 / 5 responses)



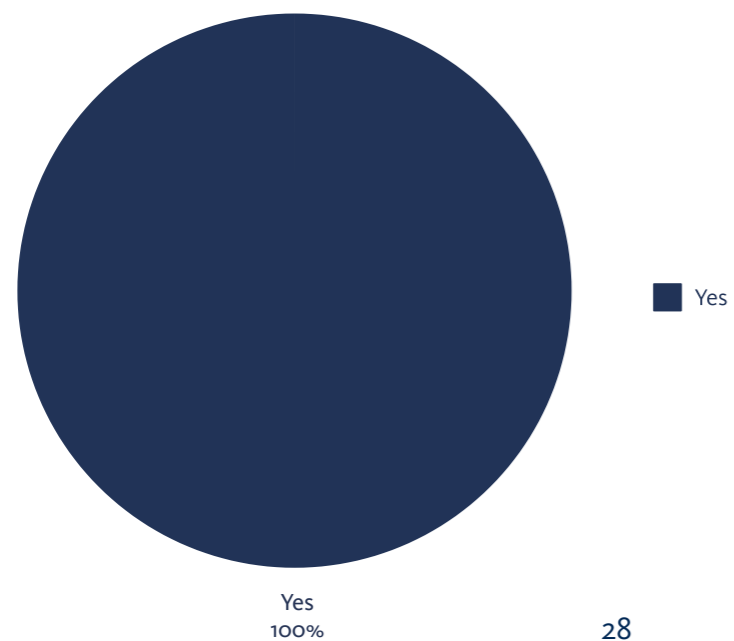
## Did this internship meet your educational goals? (5 responses)



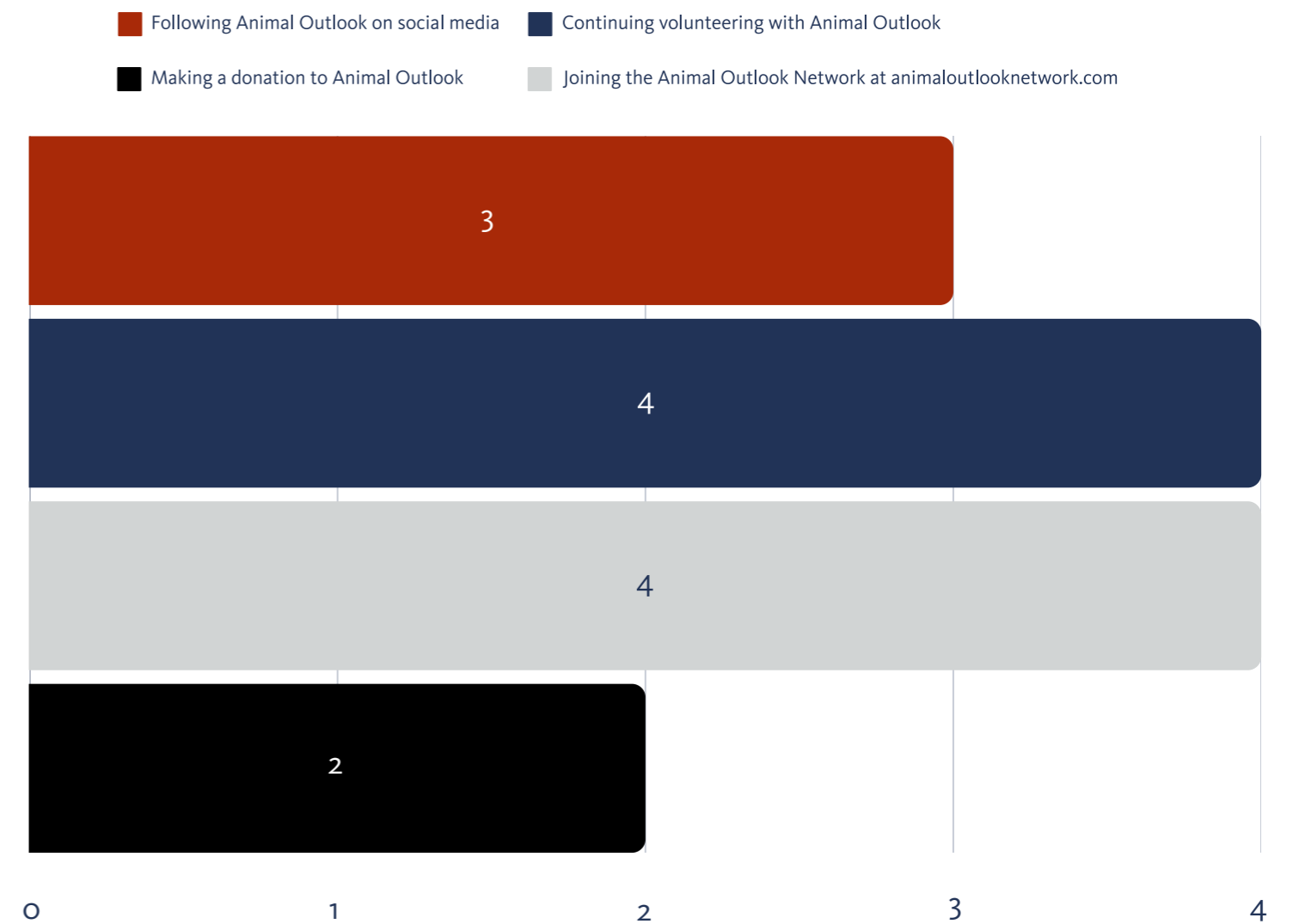
## Do you plan to continue being involved with Animal Outlook? (5 responses)



## Do you plan to continue your involvement in animal protection? (5 responses)



## How do you plan to continue your involvement in animal protection? (select all that apply)



# Feedback Summary

Overall satisfaction of Animal Outlook's internship program was either 4 or 5 on a scale of 1-5. Willingness to recommend it to a friend, and thoughts on the program meeting educational goals was 100%.

When asked what they found most valuable, two respondents mentioned mentorship from specific staff members: "I found my organizational relationship with Jenny Canham to be the most valuable. She was an extremely helpful mentor throughout this process." and "The time and dedication that Jareb puts into running the legal internship program was invaluable in helping me develop as a student in the animal law field."

Key skills that interns were able to practice, and that they feel would be beneficial for future interns to also practice, include research, creating and drafting arguments, social media, legal writing, and giving and receiving feedback.

In terms of feedback on how we can improve this experience for future interns, one respondent noted that communication with other departments and the organization as a whole would be beneficial.

80% of respondents felt sure they will continue their involvement with Animal Outlook, with ways of staying engaged including volunteering, joining the Animal Outlook Network, following Animal Outlook on social media, and making a donation.

100% of interns asked said they were sure they will continue their involvement in animal protection.



## How are we actioning this feedback?

We're happy to see that people are finding our internships a worthwhile experience. We are always looking for ways we can improve, so will continue to send this feedback survey to those who complete an internship with us.

Mentorship and coaching are an extremely important part of our strategy as a mid-sized team, as it enables us to further our reach and be active throughout the country. We will continue to invest in building these important relationships, training and empowering the next generation of animal advocates.

We will also continue to find more opportunities where interns can engage and learn from other departments. Interns are invited to join weekly team calls, and we offer one-to-ones with department heads to learn about other areas that interns may be interested in pursuing a career in.



## c) Impact For Animals

**While all the work completed by interns is valuable, here are some examples of where specific interns made a particularly impressive impact.**

Interns researched and prepared a memorandum addressing false and deceptive advertising in the dairy industry's "Beat the Lag" campaign. Based on this research, interns helped draft a complaint to the Federal Trade Commission.

Interns researched and prepared a memorandum addressing mechanisms, under Pennsylvania law, to file private criminal prosecutions. Using this research, Animal Outlook won a seminal ruling in Pennsylvania's appellate court.

Interns played a major role in researching and supporting the drafting of an appellate brief in the Second Circuit Court of Appeals, for a case against the USDA for deregulating slaughterhouses.

Interns researched and helped our lawyers to prepare memorandums for law enforcement, which led to criminal cruelty charges against the owner and manager of a broiler facility in Virginia.

An intern worked with local organizations and a family farm to develop a business plan with income and expense projections to facilitate decision making of the farmer, with the result of the farmer deciding to transition from poultry to vegetable production.

An intern planned, organized, and carried out a "VegWeek" event at the University of California, Los Angeles, and gained approximately 200 VegPledges from students who committed to trying vegan.

An intern personally secured a VegWeek proclamation from Alameda County in California. They then joined us to be presented with the proclamation in-person at a Board Meeting in Oakland, where we gave a presentation to the Board and members of the public about why VegWeek is important.

"Interning with Animal Outlook taught me so much about communications, outreach, and proclamation work in vegan advocacy. I developed tools and knowledge on different ways to contact politicians, public figures, and celebrities, as well as guidance on angles and approaches with asks. I would absolutely recommend this to any student interested in advocacy and the movement as a whole, so they can have the same kind of unforgettable experience."

**Marielle Williamson**

Former Animal Outlook Outreach Intern



"Interning with the Outreach Department at Animal Outlook has been an amazing experience. I appreciated the positive support and consistent communication that allowed me to plan a successful event on my college campus."

**Harper Dunn**

Former Animal Outlook Outreach Intern

"My experience interning at Animal Outlook taught me invaluable skills within my field of study that I could not have learned in a confined classroom. I sincerely enjoyed getting the opportunity to work with a nonprofit organization that is passionate about the purpose and goal they work towards. I enjoyed participating in weekly meetings and hearing what other departments were focusing on, and seeing the diverse perspectives it takes to work towards true animal protection."

**Maeve Smith**

Former Animal Outlook Farm Transitions Intern



# 5

## Project Volunteers



As well as interns, we also work with volunteers on in-depth projects throughout the year.

Volunteers dedicated to specific projects bring focused energy and specialized skills—maximizing our impact for animals. These project-based volunteers often contribute fresh perspectives and innovative solutions, drawing from their diverse backgrounds and experiences.

By taking ownership of specific projects, volunteers can help us meet our goals while allowing us to focus on other important work for animals.

The projects that volunteers undertake are so important to Animal Outlook, and we're grateful to have worked with 17 volunteers who led specific projects in 2024.

Find out more about their impact below.

## Project Volunteer Hours and Departments

### Outreach:

Number of volunteers: 4  
Number of hours: 40  
Key tasks: Marketing and company research projects

### Legal Advocacy:

Number of volunteers: 10  
Number of hours: 100  
Key tasks: Legal research projects

### Farm Transitions:

Number of volunteers: 3  
Total hours: 2,404 hours  
Key tasks: Architectural design and research projects

**Total volunteer hours in 2024: 2,544**



# Impact For Animals

**Here are just some of the key projects that were made possible due to the time and dedication of project volunteers in 2024:**

A group of professional architects and designers volunteered to research and design the retrofitting of a poultry house into a grow house for vegetable production. They created a one-of-a-kind model for how to repurpose poultry houses. They researched and sourced materials and technical equipment for production and advised the farmer on options available to him throughout the process. The model they created can be used for future farm transitions and will greatly expedite future transitions.

A marketing consultant volunteered with Outreach and Engagement to create all marketing materials for the Animal Outlook Network and the new campaign “Fight for Our Future,” where we are working with organizations and events to incorporate vegan policies. These are valuable assets that we have used in social media posts and on our websites to promote the campaign and publicize this area of work.

A volunteer completed a research project looking into the top 100 highest earning companies in the US and found that while 57 of them have a publicly-available sustainability in place, none are currently addressing the impact of animal agriculture on climate change. This research was published in Vegconomist<sup>2</sup> and used to launch the Fight for Our Future campaign.

# 6

## Conclusion

Due to the severity and extent of the suffering of farmed animals taking place throughout the country, our job is by no means a small one. However, by dedicating our time and energy to the areas where we have the biggest impact, we believe that we can maximize our output and have a greater impact for animals.

Using proven social science principles to inform our strategy and train advocates is key to achieving this. We know there is strength in numbers, and the more people we train to become impactful and effective animal advocates, the more hearts and minds we can change.

Volunteers and interns are imperative in helping us to grow our work and achieve our goals. At the time of writing, Animal Outlook has 11 full-time employees, one part-time employee, and three Board Members. We rely on the passion and dedication of interns and volunteers to help build our programs, grow our reach, and help more animals.

All of this combined makes us a strong, unwavering force for animals. We now plan to continue to grow our impact throughout 2025 and beyond.

We are immensely grateful to everyone who volunteers or interns with us, takes online actions, participates at our in-person events, and donates to help us continue our lifesaving work.

# For the animals.

# Looking Ahead

Here is an overview of some of the ways we are growing our work in the years ahead:

## **In 2025, we are celebrating Animal Outlook's 30th anniversary.**

As we celebrate 30 years of fighting for animals together, we're setting our sights on even bigger goals for the next 30 years. We'll continue to expose truth, inspire change, and fight for a world where all animals are treated with the respect and dignity they deserve.

We are also building our volunteer efforts to create Animal Outlook Network Chapters across the country, with three chapters in Washington, D.C., Portland, OR, and Nashville, TN, created so far.

We are coaching Chapter Leaders to host impactful events that result in behavior change, taking our message of compassion through diet change further across the country.

Finally, we are planning more investigations to expose the cruel realities of animal agriculture and building a community of advocates that is stronger than ever.

# References

- 1 <https://www.vegweek.com>
- 2 <https://www.statista.com/statistics/209117/us-internet-penetration>
- 3 <https://sproutsocial.com/insights/new-social-media-demographics>
- 4 <https://www.bbc.com/worklife/article/20220803-gen-z-how-young-people-are-changing-activism>
- 5 <https://www.animaloutlooknetwork.com>
- 6 <https://vegweek.com/proclamations>
- 7 <https://vegconomist.com/sustainability-environment/study-highlights-gap-sustainability-policies-addressing-animal-agricultures-climate-impact>



# Get Involved

A heartfelt thank you to everyone who dedicates their time to advocating for animals. If you'd like to join our advocacy community, here are some actions you can take:

- Join the Animal Outlook Network at [animaloutlooknetwork.com](http://animaloutlooknetwork.com).
- Email [outreach@animaloutlook.org](mailto:outreach@animaloutlook.org) if you'd like to undertake specific volunteer projects.
- Follow us on social media to be kept informed on our latest updates.
- Consider donating to help continue this impactful work for animals.

