

A pig with black and white patches is running through dark soil. The pig has a happy expression, with its mouth open showing its teeth. The background is a blurred green field with some bare branches on the right.

# OUR IMPACT 2025



Rescued pig at The Retreat Animal Rescue Farm Sanctuary.



Libby Peppiatt, CEO

## In 2025, The Vegan Society celebrated 80 years of advocating for a world without exploitation of animals, through helping more people to go and stay vegan.

It was a year that combined scale with substance: reaching tens of thousands of people through policy, campaigns, education and community action, while remaining firmly grounded in compassion and evidence.

Eighty years is a significant milestone that could not have been achieved without the dedicated work of our staff, volunteers and members. An exhibition showcasing the history and future potential of veganism was displayed at Birmingham Library during the summer. *Veganism: Past, Present and Future* explored the progress we've made so far and the exciting possibilities of a vegan future brought to life via our virtual reality experience. The exhibition was opened by The Lord Mayor of Birmingham, Zafar Iqbal MBE and featured the Benjamin Zephaniah Memorial Lecture introduced by his widow, Qian Zephaniah, given by Dr Matthew Cole, Senior Lecturer in Criminology at The Open University.

Earlier in the year, the society contributed to developing a joint policy paper – the Ten Point Plan for Plant-Rich Diets – which was aligned with advice from expert bodies such as the global EAT-Lancet Commission and the Agrifood Network+ and supported by 50 organisations in environment, health and food policy. This is a key part of positioning ourselves as a credible and evidence-based partner to government in the development of its food strategy.

Our other achievements include our Play Fair with Plant Milk campaign. Data shows around one in three people in the UK now consume plant-based milk. And, for many, the surcharge on plant milks is a daily reminder that ethical choices are not always treated equally. The campaign challenged this unfair pricing while, elsewhere, we helped progress official nutrition advice on plant milks to better reflect nutritional evidence and move away from outdated assumptions.

Our advocacy work continued to demonstrate the value of sustained, credible engagement through responses to government consultations, while a parliamentary reception, hosted by Irene Campbell MP, marked our 80th anniversary. We were also delighted to join Sustain, the alliance for better food and farming, strengthening our influence and opportunities to deepen collaborative work across food, farming and public health.

Meanwhile, our nutrition service supported people to thrive on vegan diets while also upskilling dietetic students on vegan nutrition and regularly challenging the media to ensure accurate, balanced information about veganism.

Our community and movement building work continued to grow with community advocates promoting campaigns and supporting local action across the UK. We also extended our free membership for under-26s, supporting the next generation of changemakers.

As always, the Vegan Trademark played a vital role in making vegan choices accessible and visible. A highlight was Forest Green Rovers' launch of their Vegan Trademark-certified playing kit. This world-first demonstrated how vegan principles can be embedded into mainstream culture without compromise.

The end of the year saw the launch of our new, ambitious, three-year strategy to provide clear direction for the organisation at a time of rapid change in public debate, policy and food systems. At its core, the strategy reinforces our role as a trusted, evidence-led organisation – supporting individuals, institutions and decision-makers to move towards more compassionate, sustainable ways of living.

As we look ahead to 2026, our focus is clear. We will continue to challenge misinformation, particularly where it undermines public health, climate action or animal protection. We will keep working with policymakers, professionals, communities and businesses to push for progress, fostering connection with that deep, innate empathy and capacity for change that sits within all of us. In 2026, the challenges we face as a movement remain significant, but so does the momentum.

Thank you for being part of this movement – helping to shape a kinder, fairer future for animals, people and the planet.

*Libby Peppiatt, CEO*

# OUR WORK

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more about





MEMBER

“  
Every new member gets us closer to a vegan world, broadens our reach and enables us to authoritatively represent a bigger group of vegans.”

Kyla Townsend, Senior CRM & Supporter Services Officer and Jasmin Sangha, Supporter Services (Membership) Officer

# MEMBERSHIP

## Members are a crucial part of our aim to help people go vegan and stay vegan.

Through membership, people can access our resources and community to help them continue their vegan journey. Every new member gets us closer to a vegan world, broadens our reach and enables us to authoritatively represent a bigger group of vegans. In 2025 we welcomed over 1400 new members from 44 different countries, bringing our total number of members to 8965 and representing growth of around 18.5%.

“ It is important to be a member of The Vegan Society, as the society is more than just stopping people from eating animals. They really care about how animals are being mistreated. I feel like it is really great how The Vegan Society makes people aware of the animal products used in everyone’s day-to-day life. – Youth Member, The Netherlands

In 2025, our Membership and Supporter Services Team:

- Hosted member-exclusive events at Birmingham Library as part of our 80th Anniversary Exhibition and at Vegan Camp Out.

“ I have been vegan around 40 years now. I went on demos in the 80s and 90s where calves were being exported for veal, and I have kept rescued battery hens for nearly 50 years. We used to buy our soya milk and meat substitutes from a large wholefoods shop in Northampton... My sons are both vegan and one runs Brook Farm Animal Sanctuary. I think that supporting vegan charities

is important to help spread the word and promote veganism. – Life Member, Northamptonshire (80th Anniversary – Member Memories)

- Provided members with exclusive webinars to inform and inspire their vegan journey, including:

- Nutritional Considerations for Older Vegans.

“ This was a really informative webinar. Very clearly presented.

- Winter Cookalong and Chat.

“ Thank you so much. I cooked along and found it a fun way to spend an evening. Thanks also for all the tips. Can’t wait to taste.

- Offered member-exclusive discounts, offers and competitions. A highlight was our World Vegan Month competition in November where members shared with us their acts of animal compassion in words and pictures.

- Collaborated with The Dutch Vegan Society on our Magazine Exchange, hosting its magazine in the Members’ Area of our website, alongside those of the American and New Zealand vegan societies, sharing information and resources with our members.

- Grew our members and supporters newsletter to a total of 37,560 subscribers.

# CAMPAIGNS

The Vegan Society uses campaigns to inform the public, inspire them to choose vegan options and to create a wider landscape that is more supportive of veganism.

For our 80th anniversary year, we promoted a bold, first-of-its-kind campaign, **The Future is Vegan**, where we created a virtual vegan world to show people the positive benefits of veganism and to inspire change for the future. We ensured more people experienced our campaign through billboards, digital and native advertising, paid and organic social media campaigns and inperson public events. As a result, we saw some of the highest reach for any of our campaigns so far, with over:

- 6.3 million social impressions.
- 35,500 page views for the campaign.
- 12 different events around the country attended, including Edinburgh Science Festival, Festival of Thrift in Newcastle, Manchester Sustainability Expo and EarthFest in London.
- 9000 people engaging with our virtual vegan world either on desktop or through virtual reality headsets.

“Walking through **The Future is Vegan**, it opened my eyes to a future where sustainability and empathy go hand in hand, proving that what’s good for the planet can also be good for our health. – Roy

“The **Future is Vegan** shows us it’s possible to have a future that is better for people, animals and the planet. As a vegan, I believe we can all be kinder and small changes can make a big difference. – Filipa

One of our goals is to see an increased number of vegan menu options across public, private and third sector organisations. Our **Vegan Towns** campaign helps members, followers and supporters make their local areas more vegan-friendly, through engaging with independent cafes, restaurants and pubs to make the case for better and well-labelled vegan options. The campaign resulted in more venues requesting business packs to make their menus inclusive and vegan friendly.

The **Vegan Towns** campaign in numbers:

- 166 business pack requests
- 1161 page views
- Reached 57,960 people on social media

2025 saw the latest phase of our **Play Fair with Plant Milk** campaign, which encourages cafes and leading coffee chains to drop the plant-based milk surcharge, to promote inclusion and sustainability. This followed new in-house research that revealed a third of people in the UK drink plant milk regularly, either every day or a few times a week. We also had positive responses from 13 businesses, including Costa and Caffè Nero, who said they would consider removing their surcharge or discussing it with their management.

Finally, our **One Little Switch** campaign continued with a brand-new guide encouraging businesses to make sustainable choices in their products and teams. These guides were distributed at 10 events throughout 2025 including Reset Connect, New Scientist Live, the Labour Party Conference and Regeneration Earth.



“  
**9000 people engaged with our virtual vegan world either on desktop or through virtual reality headsets**”



# RESEARCH

**Our research team continued to build and communicate the evidence base for veganism while our work strengthened our reputation as a thought-leader and as an effective and innovative player in the global vegan movement.**

This included publishing four reports, namely: our Research Day 2024 report, the Vegan and Animal Rights Conference research workshop summary, the Plant-based vs Vegan project summary and Plant-based vs Vegan: A Netnography of Business Labelling Practices and Consumer Sentiments by Dr Jack Waverley. Altogether, our 2025 publications were downloaded 255 times. The Vegan Society also worked closely with Altor Wealth, a financial services group, to gather the views of vegans on a new vegan-friendly investment service.

By the end of the year, we had a total of 93 members in our RAC and Researcher Network. We are grateful to each of them for sharing their academic work with us, providing advice and supporting our mission.

Network member Lauren-Marie Kennedy began a PhD supported in kind by the society:



**My PhD looks at how the vegan movement in Britain developed throughout the 20th century and is a collaborative project between The Open University and The Vegan Society.**

**The Vegan Society is not just a partner in this project but a guardian of the movement's history, and while I'm only a few months into my first year, the society's archives and historical knowledge are already proving invaluable. Their support gives me access to documents, contacts and insights I simply wouldn't have otherwise, and the freedom of the project remaining fully academically independent is very exciting.**

**It's still early days, but I'm already struck by how rich and varied the early vegan movement was. Reading the words and ideas of the society's original members has given me a new sense of gratitude for the courage, commitment and imagination they brought to something whose future they could never have fully foreseen. I doubt they could have imagined the scale and influence the society has today and being able to engage with that legacy so closely is something I don't take for granted.** - Lauren-Marie Kennedy, PhD researcher.



***I'm struck by how rich and varied the early vegan movement was.***

Lauren-Marie Kennedy, PhD researcher



Sunny, Vegan Trademark mascot

# TRADEMARK

The Vegan Society aims to make it easier to go vegan through encouraging the development and use of vegan alternatives, and the Vegan Trademark allows people to make a confident choice in products.

The trademark team hit yet another milestone with more than 72,000 registered products, ending 2025 with a total of 72,958 products carrying our trademark.

A major win this year was our collaboration with Mercedes-Benz on the launch of the first car in the world with a vegan-certified interior. This partnership resulted in 307 media mentions, including in the national press, and firmly positioned the Vegan Trademark in the car manufacturing sector. This landmark achievement goes a long way to positioning our trademark as the premier global vegan certification.

“ At Mercedes-Benz, we don’t take shortcuts – instead, we go the extra mile. The certification of our vegan interior by The Vegan Society underlines this approach. Transparency and trust are very important to us. Our customers can rest assured that our vegan interior materials do not contain any animal products and meet very high testing standards. We are delighted to be able to offer them this assurance through our partnership with an independent and globally recognised certification organisation. - Markus Schäfer, Chief Technology Officer, Development & Procurement and Member of the Board of Management of Mercedes-Benz Group AG.

Trademark customers collaborated with the team, taking part in trade shows and providing samples for a range of Vegan Society events, including the 80th anniversary and the parliamentary event.

“ I have to express my sincere gratitude for all the effort and hard work that went into achieving the vegan certification for our Pink Gummy Bears. It has been a long and challenging process, and I truly appreciate everyone’s dedication throughout the journey.

I want to extend my special thanks to The Vegan Society for their continuous guidance, patience and professionalism throughout the review process. Your constructive feedback and steady support made this certification possible. It’s been a real pleasure working with your team, and we’re truly proud to have earned this recognition under your standards. - Wicked Lab Co Ltd



“ A major win this year was our collaboration with Mercedes-Benz on the launch of the first car in the world with a vegan-certified interior.

# NUTRITION

The Vegan Society aims to see veganism accepted as a healthy choice, and our nutrition team provides guidance and support to anyone following a vegan diet, to ensure they can thrive.

The nutrition service responded to 345 queries from a range of people including members, the general public, prisoners, caterers and health and nutrition professionals, supporting people to optimise health and manage illness while following a vegan diet as well as supporting vulnerable vegans.

“

Ten nutrition outreach sessions were delivered in 2025.

“

Many thanks for your email response today about vitamin supplements and their possible effects on anaesthetics. It was very helpful.

“

Thank you for spending such a long time on the phone with me and for your extremely informative email. I so appreciate your kindness and helpfulness.



“

Thank you so much for the webinar on the menopause and nutrition, which I found very useful! The presenter, Emily, had a warm and engaging style and used clear explanations. As a woman in the early stages of menopause and seeing friends and colleagues experiencing a range of unpleasant symptoms, I was feeling apprehensive and disempowered by the changes this stage of life brings. However, Emily offered some very practical and realistic advice about steps I can take to manage the symptoms more effectively, giving

me back a sense of control. It also really reinforced the fact that a plant-based diet is better not only for animals and the environment but our health as well. - Bethan Wallis

Ten nutrition outreach sessions were delivered in 2025. This included a collaborative webinar with medical nutrition company AYMES to discuss the importance of vegan prescribable nutrition supplements for those needing additional calories and protein as part of a dietetic care plan, which was attended by around 160 UK dietitians.

We forged links with seven additional universities which offer nutrition and dietetics training in the UK. This marks an increase in the UK universities we work with from one to eight, significantly increasing our educational reach and advancing our goal of providing vegan-inclusive healthcare training across the UK. We took on five student placements in 2025 and delivered several teaching sessions on vegan nutrition to student dietitians at universities including universities of Nottingham, Winchester and Worcester and University College Birmingham.

The nutrition team fought misinformation and positively represented vegan diets as healthy and sustainable in the media. We called out vegan-related headlines and addressed misinformation or bias against vegan diets in articles by the Daily Mail, The Telegraph and BBC radio. Our nutrition team featured on two podcasts and wrote pieces for *Leisure Kicks*, *The Grocer* and *Vegan Food & Living* magazine. We also provided quotes and nutritional information for blogs, newspapers, online and print magazines, including *Plant Based News*, *Mancunian Matters*, *BBC Health Editor* and *The i Paper*.

# RIGHTS AND EDUCATION

The Vegan Society fights for the rights of vegans, strives towards a more favourable legal and policy framework for veganism and advocates for vegans in vulnerable situations.

Our aim is to see veganism recognised as a protected belief in all institutions serving the public.

Our education team continued to do fantastic work throughout 2025. We provided Continuing Professional Development-accredited training sessions to 46 education professionals and engaged with 10 schools and education settings on vegan-inclusive practice, school meals and curriculum content.

“ For several years, we tried to secure basic inclusion for our vegan children at school. Both of our sons have shown incredible resilience and compassion – quietly standing by their values, educating others with kindness and tolerating a lack of inclusion far beyond what any child should have to. The Vegan Society’s resources gave us the confidence and clarity to explain why veganism is a protected belief and why it matters so deeply in a child’s daily school life. Their guidance led to real, lasting change at our youngest son’s primary school, including daily vegan menu options, staff education and plans to include veganism in PSHE and assemblies. We are deeply grateful to the Head Teacher and to The Vegan Society for helping create an environment where vegan children are finally seen, respected and included – and we hope this paves the way for change in other schools too and that our story encourages other parents to never give up hope and to utilise The Vegan Society’s fantastic resources. – Carla Evans

Altogether, we supported 16 families navigating vegan inclusion in schools and produced six vegan-inclusive education resources, including template letters and sector guidance.

During the summer we coordinated the Family Area of Vegan Camp Out and had over 1500 attendees camping with us.

Our Know Your Rights service processed 164 requests for support from vegans defending their right to live with compassion in employment, education and as consumers of goods and services in the UK and abroad.

“ I was at a loss when my daughter came home with a colouring book from the Dairy Council from a school field trip that misrepresented the dairy industry entirely. Thankfully, Vegan Rights Advocate, Dr. Jeanette Rowley, was able to provide information about specific rights we have as vegans. I shared these citations with my daughter’s teacher and principal, and this year her principal informed me that the Dairy Council colouring book would not be distributed to the kindergarten class or at the school at all! – Ellen Dent

“ I was overwhelmed and burned out, so I reached out to The Vegan Society for help. I wasn’t in a good place. Jeanette took the weight off my shoulders. Her warmth, kindness, support and understanding were like a mug of hot chocolate on a winter’s day. – Claire C

“ Jeanette is currently supporting me with a workplace issue and gave me helpful information. Her work is ‘priceless’ in every sense of the word! – Sarah

“

*The Vegan Society’s resources gave us the confidence and clarity to explain why veganism is a protected belief and why it matters so deeply in a child’s daily school life.*



Carla Evans and family



***The society is in a more influential position than before, visible in and participating in key consultation processes.***

# POLICY AND GRANTS

**The policy team works to ensure that individuals, decision-makers and public and private organisations understand the links between animal farming and environmental damage, sustainability and food security.**

In 2025, the team worked to position The Vegan Society as a pragmatic voice in food policy, including through communications, and media engagement such as press releases, statements and op-eds. The society is in a more influential position than before, visible in and participating in key consultation processes.

In 2025 the policy team worked in collaboration with several other stakeholder groups in the food, environment and health spaces to develop shared policy proposals – the Ten Point Plan for Plant-Rich Diets – aimed at promoting plant-based foods for the development of the government’s food strategy. This resulted in more than 50 relevant organisations endorsing the plan, showing the breadth of support and opening up opportunities to promote the proposals further.



**After being a supporter of The Vegan Society for more than 30 years, it’s been a pleasure working with your policy team to promote plant-based food and diets in parliament. The reception I hosted in October was a particular highlight and throughout the year they have provided informed and valuable support, especially in**

**regard to the government’s food strategy.** – Irene Campbell MP

Our policy work in numbers:

- 14 government consultation responses submitted.
- 30,000 signatures secured to promote plant-based foods in the UK.

- 180 guests including nine MPs attended our 80th anniversary parliamentary reception.

Our policy team attended the Labour, Green and Liberal Democrat Party Conferences, where we were present at many fringe events, asked questions to ministers and networked with key stakeholders. At the Labour Party Conference we hosted an exhibition stall in the main arena, engaging in many conversations with MPs, councillors, businesses and other stakeholders, where we shared resources, spoke about our policy asks and signposted to relevant campaigns. We also hosted a panel discussion looking at whether the government ‘has the guts’ to drive dietary change where it was agreed a transition towards plant-rich diets is a complex issue that requires fundamental government support.

We ended 2025 on a high as we joined sustainable food alliance charity Sustain, a powerful coalition bringing together organisations building better food and farming systems.

The policy and nutrition teams had a big win in an update to government nutrition guidance on plant milks, which concluded that unsweetened and fortified plant-based dairy alternatives are an acceptable and safe alternative to cows’ milk from age one. This reinforces the advice we give at The Vegan Society and reflects evidence we provided as part of the consultation process. Despite some negative press around the report, which we rebutted, this is a very positive result for our Play Fair with Plant Milk campaign, which asks that dairy alternatives be made available in school and nursery milk schemes – an outcome we will continue to strive for.

# The Vegan Society supports grassroots vegan organisations all over the world, particularly those based in the Global South.

In 2025 we awarded eight grants to projects in Uganda, Nigeria, Somalia, Pakistan, Greece, Kenya and Malawi. With each new grant, we make progress in building the vegan movement globally by providing resources and information for vegan societies and initiatives. Several grant-recipient schemes were completed in 2025, which reached a total of 31,862 people including 19,599 non-vegans. These projects resulted in 9850 non-vegans being open to trying veganism.

In 2024 we funded our first project in Vietnam. This took place in early 2025 in the Buddhist area of Hue City. The project successfully engaged 20 local businesses to promote veganism through co-designing and displaying decorative posters.

“ We created lasting impacts by shifting local perceptions of veganism from a religious practice to an environmentally conscious lifestyle. The digital vegan map will be integrated into the Hue City Department of Tourism’s existing platform, ensuring ongoing visibility and accessibility of vegan options for residents and visitors interested in Hue’s plant-based culinary culture. This partnership will help sustain the project’s legacy and promote a broader understanding of veganism in the community.

– Poppy Fowler (Project Organiser)



Sondu Vegan Outreach Event



Karamoja Vegan Empowerment Initiative



# COMMUNICATIONS

In 2025, our communications team advanced our goal of creating a more favourable portrayal of veganism in the media. We do this by ensuring an active social media presence, new website content, media appearances and podcast episodes.

Our communications work in numbers:

- On World Vegan Day 4113 users visited our website.
- Our total number of followers across all social media channels was 509,463.
- Our blog received 173,349 page views.
- The Vegan Society had over 2800 'print' media mentions.
- We produced 23 press releases and contributed to more than 20 articles, opinion pieces and features.
- We gave 17 broadcast interviews.
- We produced 13 episodes of The Vegan Pod, with a total of 15,647 downloads.

Achieving a more favourable portrayal of veganism in the media is also among our strategic objectives. Each time The Vegan Society appears in an interview, publishes a press release or contributes to an article, we make progress on this essential goal.



**It's been a challenging year for veganism in the media. There's been a lot of negative coverage of the alleged 'demise' of veganism, including the closure of vegan restaurants and the reduction in vegan products on supermarket shelves, despite the non-vegan sector also experiencing similar challenges. We've also logged a number of complaints with the**

**BBC, The Spectator, The Telegraph and even Conservative MP, Andrew Griffith, about what we believe to have been biased or unacceptable comments about veganism. We must be realistic. The media landscape has changed and we're having to be more proactive in securing positive media coverage for our work.**

**With all that in mind, we featured in numerous articles in national newspapers on all sides of the spectrum, from The Guardian to the Daily Mail, and in influential 'trade press', such as The Grocer, which published several Vegan Society opinion pieces. We also had a huge amount of interest in our Vegan Trademark partnership with Mercedes-Benz, which featured in more than 400 international publications.**

**2026 looks set to be just as challenging, but we're ready to step up our efforts to portray veganism in a positive light in what can sometimes seem like the dark corners of the media world.** – Damian Watson (Senior Media & PR Officer)

During World Vegan Month, we launched our new Memorial Wall where individuals can celebrate the life of a loved one, including their companion animals, with the donations going towards our vital work.

We received gifts in wills from nine legators – totalling £222,951.13. Our most heartfelt thank you goes to: Patricia Evans, Christopher Edwards, Carl Greenaway, Mildred Francis, Karen Butson, Gordon Hayes, Alan Batey, Peter Duffell and John Hartley.



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Tikka Masala Naan Pizza, ©yummeewith.amee

## We continued our work to improve diversity and representation in our communications, through commissioned blogs, recipes and videos from a broad range of inspiring and talented creators.

This involved strengthening relationships with established collaborators, as well as welcoming newly engaged contributors.

This content included, among others: [Chow Mein](#) and [Braised Mushrooms with Vegetables](#) recipes by Raw Chef Yin for Chinese New Year, a [Meatless Meatloaf](#) recipe for Easter by Susanne Kirlew, a [Five affordable places to visit as a LGBTQIA+ vegan](#) blog by Calen Otto for Pride Month, a [Palak Tofu](#) recipe for Eid al-Adha by Priyansh Parekh and [A Decade of Vegan Living](#) blog (including a Bean and Yam Pottage recipe) for Black History Month by Nena Ubani.



**Working with The Vegan Society** has been such a special part of my journey as a creator. My content has always been rooted in sharing simple, sattvik, no onion-no garlic recipes inspired by Indian culture. This collaboration gave me the opportunity to bring those values to life on a larger platform.

Creating vegan content around Indian festivals like [Holi](#), [Diwali](#) and [Kartak Purnima](#) felt incredibly close to my heart. These are moments where food is not just about taste – it's about tradition, devotion and togetherness. Growing up, many of these dishes were already aligned with compassion

and mindful eating, so presenting them in a vegan way felt natural, not forced. It was my way of showing that you don't have to change your culture to embrace veganism – you can celebrate it more deeply through it.

At the same time, working on recipes beyond festivals, like [Valentine's Day](#) creations or fun fusion dishes like [Tikka Masala Naan Pizza](#), allowed me to keep things creative and relatable for a global audience. I love making vegan food feel exciting, approachable and something you truly crave.

The Digital Communications Team at The Vegan Society made the entire process so seamless. Their clarity, encouragement and respect for cultural storytelling made me feel seen and supported throughout.

For me, representation is everything. Bringing Indian traditions, Jain-inspired values and everyday home-style cooking into the vegan space helps people see themselves in this lifestyle. And that connection is what truly makes an impact. – Ameer Vora, recipe developer and food stylist.



Ameer Vora

# VOLUNTEERS

As we celebrate 80 years of The Vegan Society, it is important to acknowledge that charities like ours do not get to such a milestone without the groundswell of support from our members, supporters and volunteers.

Our volunteers ensure we make progress on our strategic objectives by supporting the work across the entire organisation, internally and externally, for which we are immensely grateful.

Our 64 internal volunteers, who support us on a range of work, completed 607 tasks and gave us a total of 1048.5 hours of their time in 2025, up from 709 hours in 2024 – representing a 52% increase. These volunteers proofread 910,549 words in 2025, up from 461,829 in 2024, an impressive increase of 97%.

Our Community Network is now made up of 23 Community Organisers and 240 Community Advocates who have been extremely busy promoting five of our campaigns.

The work of our fabulous Community Network in numbers:

- 93 MPs written to.
- 58 local events attended.
- 24 universities and colleges displaying our Live Vegan for Less Student Menu.
- 86 cafes contacted, 80 window stickers placed and 380 flyers distributed for our Play Fair with Plant Milk campaign.
- 1500 Live Vegan for Less Summer BBQ Menu and 1600 Christmas Menu flyers distributed to the public.



**MP Tim Farron came to visit my Vegan Society outreach stall at Kendal library in April, which was wonderful. Tim is vegetarian and very much in agreement with the society's agenda. I gave him my latest The Vegan magazine, a copy of the policy manifesto, a selection of leaflets and a slice of carrot cake from a local vegan cafe to try. We also had some photos taken which were shared on his social media. It was a really positive experience, and I felt very supported by The Vegan Society resources."** – Jules Boswell (Community Network volunteer)



**Promoting veganism in rural counties is vital for building resilient, sustainable local economies. These regions often bear the environmental burden of intensive animal agriculture, including soil degradation, water pollution and biodiversity loss. I attended the Vegan Fayre at Chacewater Village Hall, in Truro, Cornwall, for the second year in a row to promote veganism alongside many new and repeat events across the county. I've also presented to the county council to promote more plant-based catering.** – Chrys (Community Network volunteer)



Our dedicated volunteer, Evie Sier

# OUR VALUES



## OUR VALUES ARE AT THE HEART OF EVERYTHING WE DO

Our values guide us in all areas of our work, from day-to-day activities to major strategy decisions. Since 1944, our commitment to achieving our vision of a vegan world has not wavered. We see our values as our strength as well as our responsibility.

## WE HAVE RESPECT FOR LIFE

All animals have a right to life and freedom and deserve to be valued as individuals. Respect for life means an end to all animal use.



## WE USE A POSITIVE APPROACH

We share everything there is to love about the vegan lifestyle. We maintain a sense of focus which, when combined with positive messages, goes a long way to attract new vegans from all walks of life.



## WE ARE LEADING THE WAY

The word 'vegan' was coined in 1944 by our founding members. The Vegan Society is always looking to the future, providing solutions and celebrating the indicators of progress, which light the road ahead.

## WE EMPOWER PEOPLE

We encourage people to go vegan and support them to stay vegan by giving them the information, guidance and resources to follow a compassionate, healthy and sustainable vegan lifestyle. We celebrate diverse people, ideas, backgrounds and experiences.



## WE PROVIDE FACTS YOU CAN TRUST

We are an evidence-based organisation providing resources, campaigns and solutions based on the latest science.