

A close-up photograph of two young sheep, likely lambs, looking over a wooden fence. The lamb on the left is slightly behind the one on the right. Both have thick, white woolly coats and dark eyes. The background is a blurred wooden fence and some foliage.

# OUR IMPACT

2024

 The  
Vegan Society



# Welcome to OUR IMPACT 2024



As The Vegan Society's Interim CEO, I am very pleased to introduce the fourth annual edition of *Our Impact*. This important publication highlights the achievements of our organisation throughout 2024. Since The Vegan Society was founded 80 years ago, we have not wavered in our mission to advocate for animals, and to help others to go and stay vegan. Through monitoring and reporting on our impact we can better understand where we are succeeding, and how we can be more effective.

In this issue, you will see highlights from several of our areas of work. Please bear in mind that the projects and campaigns outlined in this report are non-exhaustive but have been selected to give an overview of a few key areas.

This edition has been created with an improved structure and focus to make it more accessible and engaging for you, our members and supporters. We are very interested to hear what you think of this new style – please do get in touch with the Membership Team and share your opinions.

While sometimes impact can be measured through statistics and data, the impact of our work on individuals is harder to quantify but just as important. For this reason, we have sought to bring our work to life through stories and testimonials from just some of the amazing people who make The Vegan Society what it is – whether they are staff members, volunteers, members, supporters or those we have collaborated with.

I would like to thank everyone reading this for your commitment and support. So much of our work would not be possible without your dedication. **Each one of us has a crucial role to play in bringing us closer to a vegan world – one which is kinder, fairer and greener.**

*Abbey Mann, Interim CEO*

*Pete, a totally deaf pig, makes lots of noise as he explores Surge Sanctuary. Surge Sanctuary, Nottingham, Nottinghamshire, England, UK, 2021.  
Credit: Tom Woollard/We Animals*

## MEMBERSHIP

**In November 2024 we reached our highest-ever number of members (8651).**

This was the perfect way to mark our 80th anniversary on World Vegan Day. We welcomed over 1600 new members over the year from 51 different countries.

### A LIFELINE

When I became vegan three years ago, joining a body as authoritative and long-standing as The Vegan Society was an obvious choice. This decision has helped me to feel part of a community who share my same outlook on life and enable me to keep up to date with news and knowledge from the vegan world. I also am glad to give a small financial contribution to a group that made it its mission to promote veganism as an ethical way of life.

Some immediate membership benefits are the discount schemes, which allow me to save money when buying everyday items. I also regularly buy VEG 1, and the Vegan Trademark makes my life easier.

I always look forward to reading *The Vegan* magazine when a new issue is out, and I always find its articles inspiring. I like that The Vegan Society's approach is to present information and not to proselytise.

I consider my Vegan Society membership a lifeline, because knowing I'm part of a wider community of like-minded people helps me greatly in dealing with the inner struggle that I suspect most vegans are familiar with. I'm talking about the difficulty of accepting the fact that the world surrounding us – including our non-vegan loved ones – cannot see what we see in relation to the treatment of non-human animals.

The Vegan Society – a body of people who understand what vegans go through – is there, for individual members to keep a positive mental health state even in the knowledge that we belong to a small minority towards which society largely harbours a degree of hostility.

I would recommend Vegan Society membership to others without hesitation, and I would like to say a big thank you to all staff and all the volunteers who make it possible for The Vegan Society to exist. – *Matteo*

**“Excited to announce that I've joined The Vegan Society as a Youth Member! Thrilled to be part of a community dedicated to promoting compassion, sustainability and healthy living.**

**Looking forward to connecting with like-minded individuals and exploring new avenues for a more ethical and plant-based lifestyle. Here's to a future where every choice we make aligns with our values of kindness and respect for all living beings.** – *Hemamalini Selvaraj on LinkedIn*



*Communications and Supporter Services Manager, Stephen Sanders, promoting membership at London Vegfest*



# CAMPAIGNS

## In 2024 our Campaigns Team:

- Shared the brand-new campaign Conscious Choices, highlighting how veganism goes beyond food. Conscious Choices helps animal lovers to opt for products, such as cosmetics, which are kinder to animals. The campaign was featured in *Elle UK* and *Cosmopolitan UK*.
- Relunched Vegan Towns, our campaign which aims to empower locals to improve vegan options in their areas. We sent out 740 free packs to 120 areas across the UK – a huge 650% increase on the previous year.
- Unveiled Vegan and Thriving billboard ads in London, showing that there is no one way for a vegan to look. These were viewed an estimated 5.5 million times.
- Created The Future is Vegan web and virtual reality campaign in November for World Vegan Month, with a celebratory event to kick off The Vegan Society's 80th anniversary in Camley Street Natural Park.



### CONSCIOUS CHOICES

As the founder of vegan cosmetics range Root Minerals, it was an honour to be invited to work with The Vegan Society on the Conscious Choices campaign. Root Minerals is passion-led rather than profit-driven. We're always saying – make a swap, make a difference. So it was fantastic to work with The Vegan Society on a campaign all about encouraging people to make little, everyday swaps.

A lot of people think of diet when they consider veganism and forget that there are other areas of life to consider. Small choices, like what lipstick you choose, can make a difference when those products are vegan and cruelty-free. In modern times there is no need to hurt animals for the sake of vanity. These steps make the world of difference.

Veganism isn't just a different way of eating. It influences how you live your life completely – for me, in terms of my business and how I bring up my children too. Veganism is a whole lifestyle – a framework of kindness, compassion and empathy. As long as you're acting in alignment with these timeless values, you can't go far wrong. You're living in harmony. – Jay Bharj

(pictured: Jay with his wife Amy)



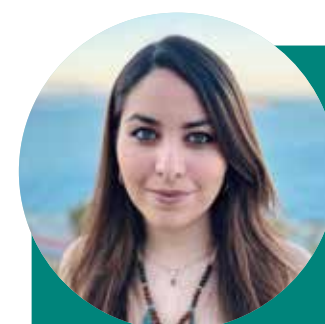
Resident guinea pig at The Base Vegan Retreat Animal Sanctuary, Bristol.

# RESEARCH

## At The Vegan Society we pride ourselves on being an evidence-based charity, grounding our decision-making in robust research.

### In 2024 our Research Team:

- Published a number of new reports, including *Veganism and Masculinity: Challenging Stereotypes and Embracing Change* and a Research Briefing on cultured meat.
- Supported 35 active members of the Research Advisory Committee, and 51 active postgraduate, early career and independent members of the Researcher Network.
- Published 11 Research News articles on a range of academic subjects.
- Launched our Empathy Index on World Anti-Speciesism Day. This original research aims to track levels of UK public acceptance of a wide range of human uses of other animals over time.
- Hosted the third annual Research Day conference in Manchester. The event was rated as 'excellent' by 84% of attendees, with 95% agreeing the event stimulated new discussions and 100% agreeing it provided high-quality information and resources about veganism.



### A PIVOTAL OPPORTUNITY

Attending The Vegan Society's Research Day was a pivotal opportunity to showcase ongoing work on the Donald Watson Archive, a project I am co-developing with Dr Matthew Melsa and Dr Kate Stewart. Merging this archival work with my PhD research on animal rights activism has filled me with a sense of purpose and hope. Presenting on this work felt like a natural extension of my research and a chance to contribute to the community while gaining feedback from like-minded scholars.

The atmosphere at Research Day was electrifying – intellectually stimulating and profoundly inspiring. It wasn't just a day of presentations but a gathering that sparked conversations and ideas that resonated with me for weeks afterwards.

Veganism and animal rights remain underrepresented in mainstream academia. A dedicated space where researchers can meet, collaborate and exchange ideas is essential for driving innovation and advancing this critical field. Events like these nurture creativity and forge the connections necessary to progress our collective vision.

Engagement with the Researcher Network has provided me with boundless inspiration, intellectual stimulation and a renewed optimism for the future. It's a space where I feel truly connected and supported.

I'm profoundly grateful to The Vegan Society for welcoming me into this community during the formative years of my research. Struggling with imposter syndrome has been a recurring challenge for me, and presenting at this network has been nothing short of life-affirming. Thank you for being such an integral part of my journey! – Melda Kelemcisoy



# TRADEMARK AND VEG 1

The Trademark Team registered the 70,000th product in 2024, ending the year with 70,313 products registered.

Almost 1000 clients renewed their trademark licenses with us from across 60 countries. Our calculations suggest that we have now registered over 100,000 products across the lifetime of the trademark since it launched in 1990.

## THE HIGHEST OF STANDARDS

At SUMA we are proud to say that we have a long-established relationship with The Vegan Society, going back decades. It's one thing to say a product is vegan, but we know our customers expect more from us. We want our customers to trust us when it comes to our ethical credentials, and having the internationally-recognised Vegan Trademark on our products is a sign that we've met the highest standards in terms of vegan verification. It makes it easy for anyone looking for vegan-friendly products and also promotes the vegan lifestyle by being seen on everyday products.

The Vegan Trademark is such a useful shorthand, helping us to quickly communicate to consumers that our products are free from animal products and are cruelty-free. It's a mark of our ethics and having validation from a trusted external body like The Vegan Society is important for us. The team are easy to work with and we happily recommend the Vegan Trademark to others. - Rebecca Kinnard, Kate Willis and Giles Simon – SUMA

## Our expert-created multivitamins VEG 1 and VEG 1 Baby & Toddler are a mainstay of so many vegans' lives,

giving them confidence that they are reaching their nutritional targets at a fraction of the cost of many equivalent products. VEG 1 Baby & Toddler was recognised by the prestigious Nourish Awards, known for celebrating the best in healthy and nutritious products.



## PEACE OF MIND

As vegan parents we are intent on raising Arran to be compassionate and knowledgeable about where his food and products come from, so he can hopefully make the best choice for both himself and the world when he is old enough to choose his own path.

While we do give him a healthy and balanced diet, he is just like any other three-year-old and would happily live on chips and air for days on end! VEG 1 gives us the peace of mind that even when he goes through these phases, he is still getting a good dose of vitamins every day, and it doesn't hurt that he loves the taste.

Arran says, "My vitamins keep my body strong! It's got a 'V' on it, so I know it's vegan, like me. I don't eat animals because I want to be a pig when I grow up and I don't want to eat my family." - Niki Trenbath

# NUTRITION

In 2024 the Nutrition Team delivered 15 outreach sessions on health and nutrition to several groups, including health visitors, dietetic students and the general public. One dietetic student said:

*"Loved the session, it has inspired me to commit to the next Veganuary which will hopefully enable me to educate myself more on a vegan diet and have a better understanding of vegan patients I might interact with in the future."*

We also launched the Nutrition Network, a group of registered dietitians and nutritionists who will support The Vegan Society's strategy. Speaking on this exciting development, Dietitian Andrea Rymer says, "We want to spread the word that vegan diets can be suitable for all stages of life, and there is not just one narrative when it comes to health. We know the many health benefits associated with vegan diets, including a reduced risk of heart disease, type 2 diabetes and some forms of cancer. Nutrition and Dietetics is such an evolving practice, and it's exciting to learn from other specialisms, including allergies, school food, oncology and gastroenterology, all with a shared vision of promoting vegan inclusivity within each scope of practice."



## PERSONALISED, INDIVIDUAL SUPPORT

I reached out to the team at The Vegan Society for some nutrition advice. I was prescribed medication for five years during and post breast cancer, which can affect your calcium levels and bone density. I wanted to learn how to care for my bone health, and how to manage my high cholesterol.

I received a response from Dietitian Emily just a few days later. She gave me some really useful links, and helpful advice. I now more consistently snack on nuts and seeds and regularly eat legumes. I also found it very helpful to have concrete references on what constitutes a portion or meaningful amount of specific foods.

The mainstream medical establishment is not well informed enough about vegan diets. Access to personalised, individual support like this is so important for vegans. - Annie

Our Nutrition Team responded to 446 requests for support. Here are just a few quotes from anonymous nutrition service users:

**Thank you so much for your email response and super advice. It was kind, thoughtful and absolutely spot on.** In this frustratingly immobile state, it is wonderfully cheering to focus on things I am only too delighted to bring into a healing diet. I am so pleased I wrote to the Nutrition Team.

**I feel so much better after getting your kind and detailed email.** To receive such a supportive and informative response is invaluable.

Thank you SO much for your prompt and excellent response to my query. I am overwhelmed with gratitude for the detailed and thorough information and advice you have assembled. **You are providing such an amazing service, and I am truly grateful for your help.**



# RIGHTS AND EDUCATION

**Our Rights Team continued to help vegans claim their rights in employment, education and as consumers of goods and services.**

During the year we processed around 250 requests for support. We also ran the International Vegan Rights Conference in Copenhagen.

The Rights Team was instrumental in rectifying NHS counter-terrorism training materials, which linked veganism with extremist behaviour. Legal expert Dr Jeanette Rowley says, "We are pleased that veganism has been removed from the NHS Prevent training materials. This outcome is a critical step towards ensuring that ethical veganism, a protected belief, is not misrepresented or mischaracterised by public institutions."

## INCREDIBLY HELPFUL

I was forced out of my workplace's pension scheme because it didn't have a vegan provision. It's not an area most vegans have thought about, so there's little demand for vegan pensions on the market. In a standard pension, your money may be invested in businesses or schemes which go against your vegan beliefs.

I've reached out to many organisations that would seem like they have an interest in this, but only The Vegan Society has been consistently supportive. Jeanette has been incredibly helpful, offering legal insight on the nature of veganism as a protected belief, legal case references and suggestions for finding legal representation. The legal system is slow, so there's not likely to be an outcome for years, but Jeanette's help has been invaluable to get to this stage. - Jon

**As well as supporting numerous learners and their guardians throughout the year, our Education Team:**

- Managed the Family Area at Vegan Camp Out, welcoming over 1000 families to the event.
- Hosted a panel and delivered a keynote presentation at the Vegfest Annual Conference and led a workshop at the Vegan Kids Festival.
- Created resources to enhance educators' understanding of vegan-inclusive education, as well as practical tools to support vegan families within educational settings.
- Developed professional training which has been delivered at four schools so far.



## A REAL BUZZ

Thank you so much to Education Officer Laura for your presentation at our school today, answering the students' questions and the delicious food demo! There was a real buzz in the school. It really opened up the students' minds to the area of health and food that they had little experience of. It was so great to see so many trying the food and asking questions. - Mrs Cox, Priory Academy

(pictured: Education Officer, Laura Chepner)

# POLICY AND GRANTS

**Our work to promote veganism and support vegans through policy change continued throughout 2024.**

The Policy Team kicked off with a successful All-Party Parliamentary Group for Vegetarianism and Veganism reception event in January, attended by over 20 parliamentarians and their staffers (up 50% from 2023).

We responded to 13 national and international consultations by governments and official bodies, on topics as far-ranging as water pollution from industrial farming, the school curriculum and the safety of plant milks.

In February we published groundbreaking research showing that a nationwide switch to plant-based diets could save the NHS £6.7 billion per year.

We created a Vegan Manifesto ahead of the general election to widely share our five main asks with policymakers and stakeholders. The manifesto was sent directly to election candidates, Secretaries of State and ministers for Health, Education, Farming, Net Zero and more, and we distributed copies at the Labour, Liberal Democrat and Green Party conferences, where we spoke to MPs and one minister. We hosted a well-attended panel discussion at the Labour Party Conference on diets and health. Our members and volunteers wrote to their MPs with the manifesto, resulting in 26 responses. One key win was a supportive response from Gordon McKee MP, who went on to host our vegan parliamentary event in January 2025.

**In 2024 we received a record number of grant applications.**

We awarded six grants to inspiring projects in Kenya, Uganda, Tanzania, Vietnam and the UK, resulting in almost 10,000 non-vegans being introduced to veganism.

## A LEGACY THAT WILL NEVER BE FORGOTTEN

The Vegan Society grant created a legacy that will never be forgotten in the hearts of some of the people of Kasulu, Tanzania. Our community-based project aimed to promote human-animal love by recognising animals as sentient beings through music. We brought non-vegans together, worked on the creation of joint performances and invited artists, musicians and chefs who demonstrated plant-based food skills.

We shared the message that it is absolutely clear that we do not need animal products to eat a healthy diet. There is evidence of this in the growing number of vegans from all walks of life who are easily getting all of their required nutrients without animal products.

Thank you once again for all your kindness, tireless support and inputs since the commencement of our project. We really want to cooperate with The Vegan Society again with the aim to create a world where animals live free of human exploitation, and there are no real or perceived barriers to becoming vegan.

- Nuhu Jacob, Vegan Tanzania Campaign





# DIGITAL COMMUNICATIONS

In 2024 we welcomed over 1.3 million users to our website, an increase of 11% compared to 2023.

We continued our work to improve the diversity of voices shared on our online platforms, with commissioned blogs and recipes from an expanding and talented pool of creators. This work included a blog for Chinese New Year by Yang Liu, a recipe for Pride Month by Ngwafu Tansie and a video for Black History Month by Akil Goin.



## SHARING MY IDENTITY

I first interacted with The Vegan Society when they reached out to me to ask if I wanted to be featured in a blog featuring vegan people who identify as LGBTQIA+. The blog was shared as part of Pride Month.

I was then commissioned to write a piece on celebrating the Jewish festival of Rosh Hashanah as a vegan. I really enjoyed writing this, as it gave me a chance to connect two important aspects of my identity. It was exciting to know that I would be able to give people an insight into how I celebrate Rosh Hashanah whilst also honouring my vegan values.

Writing about my identity is something I find super meaningful as it gives me a chance to reflect on aspects of myself that I often take for granted and gives me the opportunity to share those with others.

My communication with The Vegan Society team was fantastic. They were friendly, kind and responsive throughout all of my interactions. I really felt seen and understood throughout the whole process.

I value the effort that The Vegan Society makes to spotlight all different kinds of people who come from a myriad of different ethnicities and backgrounds. It really makes a difference that the people and voices that are promoted on The Vegan Society platforms are not just straight, white, cisgender voices and that a huge variety of individuals are given the opportunity to share their stories and connections to veganism. - Gal Shomron

# VOLUNTEERS

Volunteers are at the heart of so much of what we do, and we were delighted to work with more volunteers than ever before in 2024.

Here are just a few of our volunteer highlights from the year:

- Volunteers gave a total of 709 hours to The Vegan Society across the year (outside of the Community Network).
- We created new volunteer roles, including a Statistics Volunteer, Pharmacy Volunteer and Education Resource Volunteer.
- Our Community Network promoted seven Vegan Society campaigns across the UK, from the Isle of Skye to Brighton.
- The Community Network spoke to the public about veganism at 39 events and displayed posters in 163 locations.



## THE CONSTANT APPRECIATION REALLY WARMS MY HEART

I have experienced a lot of workplace discrimination and social isolation due to being vegan. I wanted to stop being the outsider all the time, and to connect with people who get me. I was also tired of always complaining about the challenges of being vegan in Zimbabwe and I felt if I engaged with efforts to change the situation it would be more productive. So I searched for volunteer opportunities with various organisations and found one by The Vegan Society that aligned with my skills – and I applied.

In my voluntary role, I have worked on a variety of tasks. I have edited website pages, updating imagery and text to make pages perform better on search engines. I wrote a review on a vegan documentary for the society's magazine. I have also written a blog post on being vegan in Zimbabwe, which was a highlight for me. I am always excited to try new things.

I always look forward to engaging with Vegan Society staff because their communications are very kind and professional. You always feel like they care, are very understanding and make your work very clear so you can perform without uncertainty. I received mail from The Vegan Society with a handwritten note and that personal touch and constant appreciation really warms my heart.

I am currently transitioning to a full-time animal advocacy career and as I explore opportunities in this field, I feel my voluntary role is helping me gain experience. I am also very excited about learning more about tech platforms so I can expand my skills.

I would most definitely recommend volunteering for The Vegan Society. It's a great way to connect with people who are very passionate about veganism, expand your skills and learn new things. - Zuleka Waldman

# 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 PROVIDE FACTS YOU CAN TRUST

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

## 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.



A special heartfelt thank you to our generous legators Dorothy Henry, Lenni Sykes, Alan Duffell, Benjamin Zephaniah, Karen Butson, David Verrinder and John Smith – we are deeply, and forever, grateful for their lasting support.



The Vegan Society,  
Donald Watson House,  
21 Hylton Street,  
Birmingham, B18 6HJ

+44 (0)121 523 1730  
info@vegansociety.com  
vegansociety.com

Cover photo:

*Sheep Benjamin and Estelita spend time together at the farm animal sanctuary Santuario Igualdad in Chile.*

Credit: Gabriela Penela/We Animals