

VOLUNTEER IMPACT REPORT *2025*

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Vegans are already brave people; they see a world they want to change and choose to do something about it.

Katy Malkin, Volunteering Coordinator and Kaya Gromocki, Senior Volunteering and Engagement Officer

WELCOME

To volunteer is a beautiful experience. It means taking consistent action to make change in the world. It requires you to look at society and be strategic about what role you will play in changing it.

To volunteer means to have hope, and it means to believe you are making a difference and that you're part of something bigger. In a world which contains so much suffering and infinite causes to support, it's so easy to become overwhelmed and do nothing. Instead, in 2025, 292 people read a role description, filled out an application form and uploaded their CV, in the hope of helping The Vegan Society to create a more vegan world.

Vegans are already brave people; they see a world they want to change and choose to do something about it. Some go a step further and donate hours of their time each week to try to

create the future they want for this planet and all its inhabitants. This report is to celebrate all those brave and generous people who gave up their time to work towards our vision of a world where the planet thrives, animals are free from human exploitation, and everyone has enough food to eat. The volunteering team hopes that every volunteer, member, supporter and staff member who reads this Impact Report comes away with an appreciation for all the time, skills and enthusiasm that volunteers have so generously given to The Vegan Society in 2025.

*Kaya Gromocki
Senior Volunteering and Engagement Officer*

THE IMPACT OF VOLUNTEERS IN 2025

Highlights of the year

- We worked with **64 volunteers**, a 45% increase from 2024.
- Our retention rate for volunteers was **78%**.
- Volunteers completed **607 tasks**, a 47% increase from 2024.
- Proofreading volunteers proofread **910,549 words**, a 97% increase from 2024.
- We received **90 Internal Volunteer Applications**, an 80% increase from 2024.
- Our volunteers gave **1048.5 hours**, a 52% increase from 2024.

Community Network

Our Community Network is a group of UK-based external volunteers who undertake a range of outreach tasks in their local communities. Each month they do tasks such as running stalls at events, writing to their councillors or MPs, sharing our campaigns on social media and contacting local businesses.

A summary of the work of the Community Network in 2025

- **263 volunteers represented the Community Network** and actively promoted 5 of The Vegan Society's campaigns.
- **Volunteers wrote to 93 MPs** and responded to one political consultation.
- **Volunteers attended 58 events** on behalf of The Vegan Society.
- **Volunteers arranged for 24 universities and colleges to display our Live Vegan for Less student campaign posters** and distributed 3,100 leaflets to the public.
- **Volunteers contacted 86 cafes regarding plant milk surcharges** and persuaded businesses to display 80 window stickers.
- **Volunteers held** one cooking workshop, one school talk, sat on one events panel and gave a successful talk at the Vegan Campout festival.



Wai and Gillian-Louise Semple

WHAT DO VOLUNTEERS DO?



Research Volunteers
These volunteers completed tasks for our Policy and Research Team, such as creating a stakeholder map of the Scottish Government, identifying animal-related policies of political parties and making a list of all UK animal sanctuaries.



Celebrity Contacts Volunteer
A volunteer assisted in finding high-profile vegans to interview, researched content creators and contacted celebrities to support our campaign activities.



Education Volunteers
Ten volunteers created resources for vegan learners, families and teachers.



Social Media Volunteer
A volunteer wrote a range of blogs, created social media content and supported our Digital Communications team.



Newsletter Volunteer
A volunteer used a mailing platform to assemble and write a monthly newsletter.



Pharmacy Volunteer
A volunteer supported our dieticians with responding to queries from the public about which medications are vegan. They helped supporters with questions on topics such as HRT, vaccines, blood tests and weight loss medication.



Website Volunteers
Three international volunteers spent 120 hours supporting work on The Vegan Society website in 2025.

A summary of internal volunteer roles in 2025
Internal volunteers support staff directly in their roles at The Vegan Society. They are a global network of remote volunteers, based predominantly in the UK but some are based in countries such as Australia, Zimbabwe, Germany and Japan. Internal volunteers do laptop-based volunteering, using professional or academic skills.



Editorial Magazine Volunteer
A volunteer conducted and wrote interviews, reviews and articles for our magazine.



Vegan Advocacy Volunteer
A volunteer spent 45 hours creating resources for vegans on their legal rights.



Grants Assessor Volunteer
A volunteer who sits on The Vegan Society Grants Panel assessed international grant applications.



Podcast Production Volunteer
A volunteer worked with our PR and Media Officer to plan content for our podcast, The Vegan Pod.



Leaflets Volunteer
Our office-based volunteer sent out 264 leaflet packs to Vegan Society supporters and businesses.



Media Volunteer
A volunteer worked with our PR and Media Officer to identify and log mentions of veganism in the media.



Japanese Translation Volunteer
A volunteer who lives and works in Japan worked with our Business Development team to translate information about our trademark for a Japanese audience.




Festival Organiser Volunteers
Two volunteers spent 58 hours helping our Education Officer to plan and run the Family Area at the Vegan Camp Out festival, which was a great success.



Virtual Reality (VR) Exhibition Researcher Volunteers
Two volunteers conducted historical research for our VR History of Veganism exhibition.

Specialist Grants Advisors
Three volunteers spent 36 hours reviewing and giving specialist feedback to our grants panel on international grant applications. These volunteers offered cultural insight and agricultural expertise on farming projects, as well as a lived experience which was previously missing from the grants panel.



Statistics Volunteer
A volunteer spent several hours every month updating all of the statistics on The Vegan Society website.



Lots of volunteers praised the positive environment and friendly interactions they had with Vegan Society staff

WHY THE VEGAN SOCIETY?

Our volunteers share their experiences of volunteering with The Vegan Society.

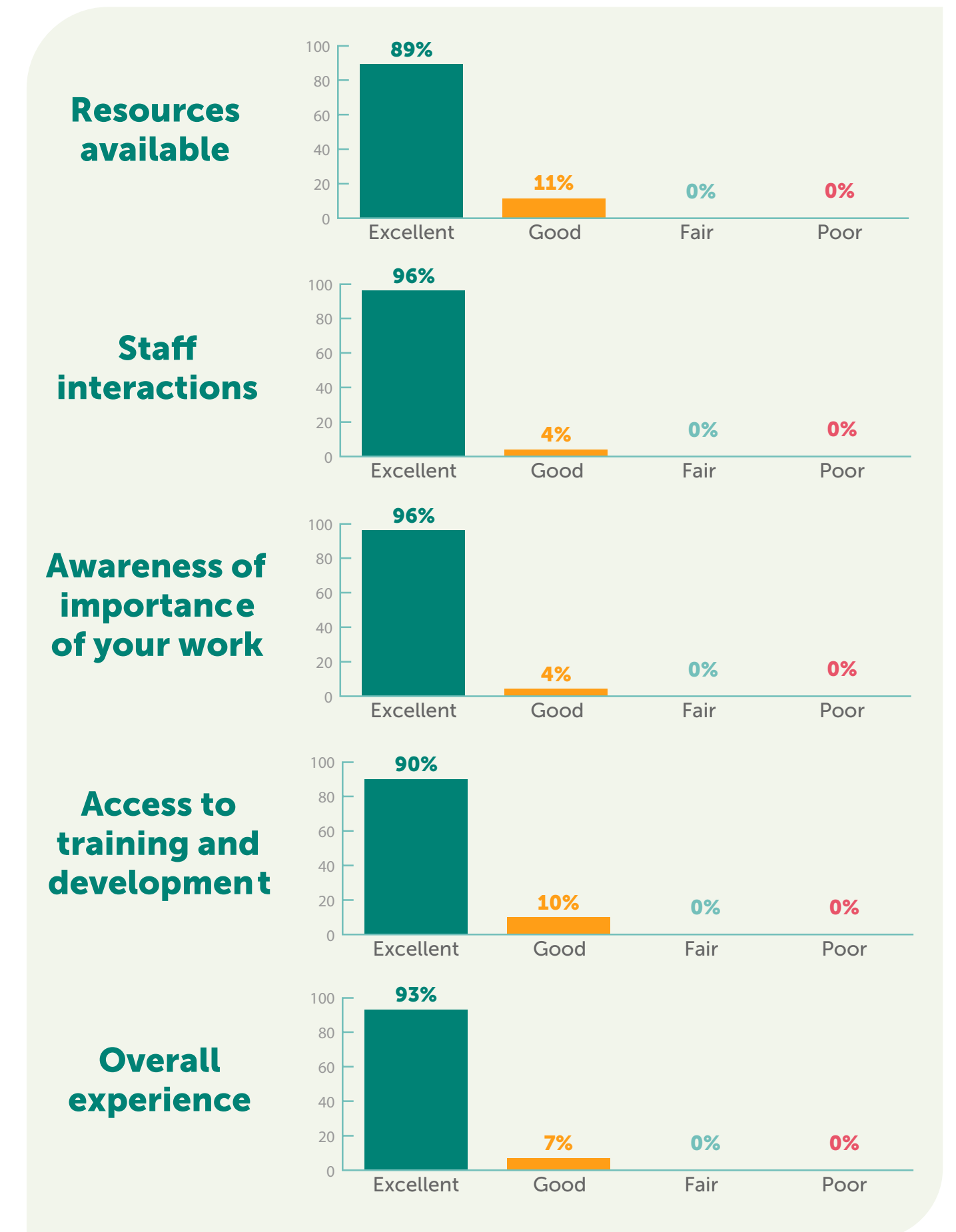
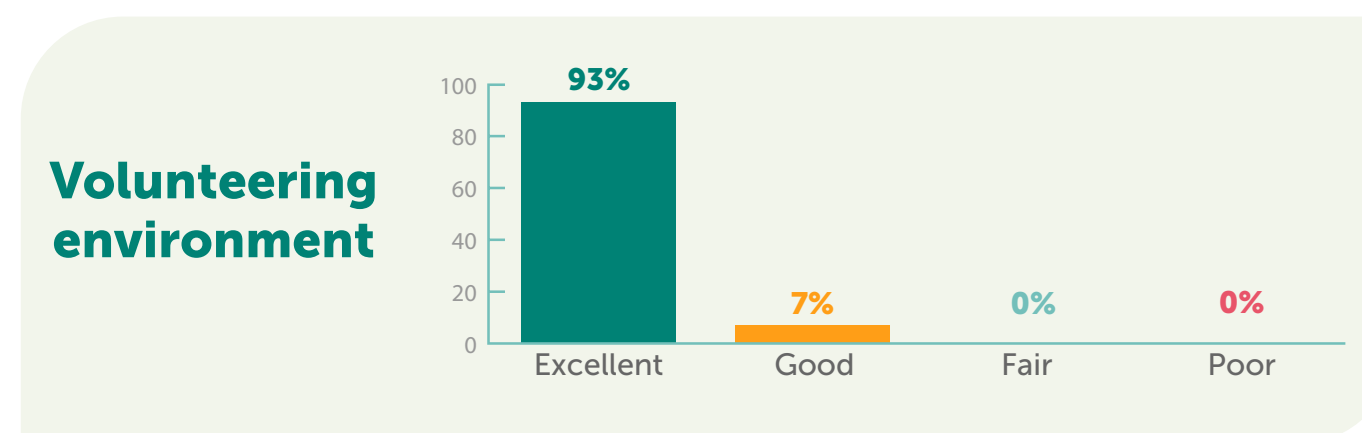
Internal Volunteers completed annual reviews, and they shared with us what was important to them about volunteering in 2025. They said:

“ Helping The Vegan Society communicate clearly supports advocacy, education and positive change.

Many also referenced a strong “sense of community and belonging.” Lots of volunteers praised the positive environment and friendly interactions they had with Vegan Society staff, with words such as “very positive and welcoming, well managed and co-ordinated by Kaya.”

“ Volunteering enabled me to get proofreading experience ... it supported my successful application for Professional Membership.

Volunteer satisfaction by category





Volunteers tell us why they volunteer for The Vegan Society, how it makes them feel and what they're hoping for in the future of veganism.



Lena, Japanese Translation Volunteer



I live in Japan, and I was drawn to The Vegan Society because it was the first in the world to stand up and act decisively for animal rights. Pioneers rarely have an easy task as they invest extraordinary time, courage and resilience to light a path that others may later walk with greater ease. I have deep respect for

those who choose to lead, especially when the road is steep and the headwinds strong. There is something deeply admirable about persisting for a kinder world, regardless of resistance, and I am honoured to lend my energy to such a legacy.

I hope to be a steady, compassionate voice for animals wherever I am. While plant-based eating has long existed within Japanese traditions, rapid modernisation in the twentieth century created distance from those roots. As a result, veganism is sometimes seen as novel or imported, and occasionally I find myself explaining that it is neither a trend nor a mysterious Western invention.

With growing interest, volunteering allows me to offer accessible, thoughtful resources to those who are curious but unsure where to begin. It strengthens my identity not simply as someone who abstains, but as someone who actively contributes to a more informed and gentle conversation.

A pressing global concern is the expansion of highly automated, AI-driven factory farming and its implications for animal rights.

Meaningful change begins with awareness. As one of the most recognised and respected organisations in this field, The Vegan Society is ideally positioned to inform wider audiences clearly about these developments and their impact. If, over the next five years, more people truly understood what is at stake and felt empowered to act, that would be a transformative achievement.



Yvonne McVicar, Community Advocate for Scotland



I chose to volunteer with The Vegan Society because I wanted to encourage people to become vegan but also to offer support and information to new vegans. Having been vegan for 29 years, I felt guilty that I didn't do more to encourage veganism but didn't know

where to start and lacked confidence to approach politicians. I knew extreme activism wasn't for me, but the Volunteer Advocate activities seemed just what I was looking for. I receive information on policies and support to contact MPs and MSPs, giving me the confidence to try to make change at policy level. This is where I feel The Vegan Society could make the biggest changes in the next few years. However, I also get the chance to meet like-minded volunteers which makes me feel less isolated and part of the vegan community. Together we hold stalls to talk directly to new vegans and those considering veganism. Hopefully helping more people to stay healthy and continue or start their vegan journey and most importantly to me, reduce the suffering of animals and environmental decline.



“ **Geeta Trivedi,**
**Education and Social
Media Volunteer**

I have always wanted to help the general vegan movement, and when I came across The Vegan Society, I really loved

the way they spread awareness in a caring and informative way. Having spoken to a couple of people at the organisation it was instantly clear to me that everyone was so easy to work with, and their enthusiasm really inspired me to get involved. I think the people at The Vegan Society are really what makes volunteering so enjoyable and motivates you to keep going!

It makes me feel extra vegan to volunteer (if that makes sense!). I love doing what I can in my own life to minimise harm to all animals. But being able to go out and help others do the same really makes me feel like I'm contributing more to veganism and so it makes me feel like I've levelled up as a vegan! It also places the vegan message at the forefront of my mind as I'm thinking about it more actively. This means I generally talk about it more and try to spread awareness more than I used to.

My volunteer work focuses on spreading awareness at schools and generally helping parents with queries and worries they might have with regards to raising vegan children. So in the next five years, I would love to see

schools give more importance to veganism and it's message and I would hope that they would start to incorporate it more into their curriculum. Ending practises such as dissections and visiting farms/zoos would be a really great step. Understanding how to be kinder to animals from a young age would have such a positive impact upon society and would really help the vegan movement with time.



“ **Ronnie Lee,**
**Community Organiser
for Worcestershire**

I've chosen to volunteer for The Vegan Society because I believe that promoting veganism is essential if we are ever to put

an end to the exploitation and oppression of our fellow animals by the human species. I support many forms of animal advocacy, but unless we can educate a lot more people to become vegan, we will never create the necessary cultural and political change to enable us to achieve widespread animal liberation. Also, in the short-term, I believe vegan outreach has the result of sparing far more animals from suffering and slaughter than any other form of activism. I think it's important not just to identify as a vegan, but as a vegan activist, and volunteering for The Vegan Society is an important way I'm able to do this because of the information and materials that the Society provides me with. In my opinion, the most important outcome

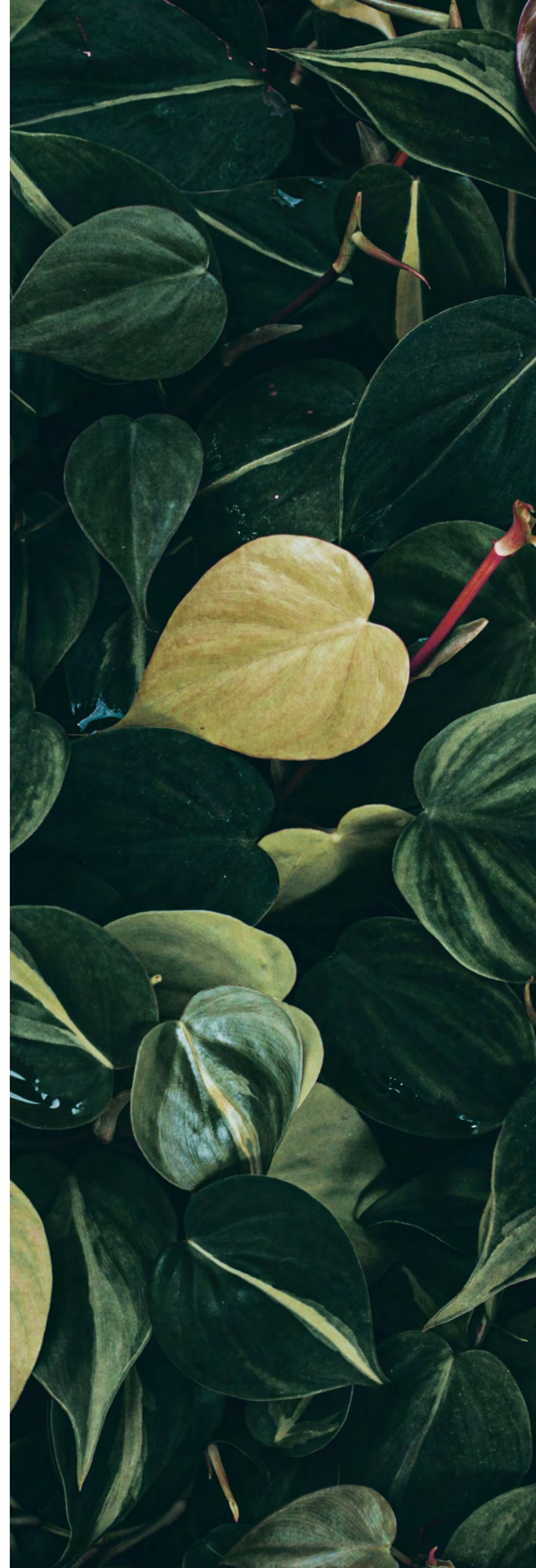
The Vegan Society could achieve in the next five years is an acceleration in the uptake of veganism through helping and encouraging a lot more vegans to become involved in vegan outreach, and I believe the Society's Community Network has a vital role to play in achieving this.



“ **Esha Srivastava,**
**Community Advocate
for Edinburgh**

I'm someone who cares deeply and often overthinks, always asking myself if I'm doing enough. Volunteering has

been the answer to that question. It takes a personal belief and turns it into action. When I join outreach conversations or share recipes, I feel part of something bigger than myself. As a chef, I've seen how a single dish can shift someone's perception. A creamy dairy-free dessert, a comforting plant-based curry and suddenly veganism feels welcoming instead of intimidating. That's why I believe the most important goal in the next five years is to make vegan food normal in everyday spaces such as universities, hotels, corporate events, and public institutions. When plant-based options are delicious, affordable, and visible, change happens quietly but powerfully. Volunteering reminds me why I chose hospitality to bring people together. Now, I want to bring them together around kinder choices, one meal and one conversation at a time.





Many volunteers have stuck with us (...) We wanted to take this opportunity to thank them and celebrate their commitment to building a more compassionate and sustainable world.

LONG SERVICE AND THANK YOUS

We have been lucky to work with some volunteers for many years; receiving their consistent support across the years is a true gift.

Veganism, The Vegan Society and the world we live in have all changed tremendously. But many volunteers have stuck with us across these changing landscapes, holding true to our shared vision for a vegan future. We wanted to take this opportunity to thank them and celebrate their commitment to building a more compassionate and sustainable world.

Community Network

Community Organisers:

Claudia Allen – 7 years
Ronnie Lee – 8 years
Evie Sier – 19 years
Victoria Marshall – 5 years
Chris McLaren – 8 years

Community Advocates:

Rob Sier – 19 years
Tracey Hague – 7 years
Dean Bracher – 5 years

Internal Volunteers

Proofreading Volunteers

Audrey Anderson – 5 years
Justine Jolliffe-Clarke – 5 years
Anna Cook 7 years – Anne Horscroft – 5 years

Research Volunteer: Nick Tuck – 5 years

Grants Volunteer: Ritu Awasthi – 5 years

Magazine Volunteer: Ursula Watson – 6 years

Web Volunteer: Lee Hawkins – 6 years

Special thank-yous to the following volunteers

Tracey, who excelled in our Play Fair With Plant Milk campaign, secured the display of 31 stickers in Coughlan's Bakeries across London.

Bella and Chrys, who gave a successful talk in front of a large audience at Vegan Campout, raising the profile of the volunteer program and the great work that our team does.

Alys Meiriol, who gave 120 hours conducting research for our VR exhibition on The History of Veganism.

Anthony Potts, who completed 33 proofreading tasks.

Richard Cooper, who spent 76 hours working on our website.

Sarah Benn, who spent 58 hours posting out leaflets.

Susanne Collins, who reliably wrote, compiled and sent ten newsletters.

Tal Imagor, who did 42 tasks to support planning Vegan Campout.

Staff offer their appreciation to volunteers

For staff working at The Vegan Society, having the support of volunteers is priceless. They bring fresh knowledge and passion while extending the capacity of our busy teams. Below, a few staff members share their personal experience of working with a volunteer as part of their role.



“ Having a registered Pharmacist Volunteer has been completely invaluable to the Nutrition Team. As well as queries around food and diet, we also receive queries about medications. Our Pharmacy Volunteer helps us to quickly and accurately answer these queries. This is something that would take us significantly more time and would mean referring people to their community pharmacist instead, who often don't have up-to-date knowledge on veganism. Our volunteer's expertise allows us to live up to our reputation of providing evidence-based information and guidance to our supporters. *Emily Angus, Senior Dietitian*



“ I have the pleasure of working regularly with an exceptional proofreading volunteer who is not only highly efficient and experienced, but also incredibly trustworthy. His attention to detail is outstanding, and he consistently provides thoughtful, valuable feedback on provided copy. His support is truly appreciated and makes a meaningful difference. *Harriet Macintosh, Supporter Services Coordinator*



“ Our volunteers have been a fantastic resource for our policy work over the last year. From doing political research and proofreading our materials, to responding to government consultations and engaging directly with their own MPs, they've made a real difference to our impact.

As an organisation, we've got great experience, knowledge and skills around political processes, but nothing is more effective than real people communicating directly and positively with their political representatives. *Alistair Currie, Public Affairs and Policy Manager*



“ I am truly grateful for the ongoing support of The Education Network Volunteers, which continually strengthens and enhances the impact of my work with The Vegan Society. *Laura Diamond, Education Officer*



“ When I stepped in as interim editor for *The Vegan*, my knowledge of the magazine process was limited. Thankfully, the volunteers were on hand to help, answering my (many) queries quickly and taking on tasks willingly, without question. Without them, the magazine – and its content – would not be completed to the high standard it is. I can't thank them enough for their invaluable support over the last few months. *Cat Thompson, Interim Magazine Editor*



“ The dedication of our Web Volunteers has been invaluable to The Vegan Society. Not only are they deeply passionate about veganism, but they're also an absolute pleasure to work with. Their positivity and collaboration has made a real difference to strengthen our online presence. *Emma Parrott, Senior Digital Communications Officer*



Jules Boswell with Tim Farron MP, Member of Parliament for Westmorland and Lonsdale

GOODBYE FOR NOW

Nobody can volunteer forever, and there comes a time when every volunteer needs to end their journey with us.

In 2025, eight volunteers moved on from their roles with us in the Internal Network and completed exit interviews. These volunteers had given years of passion and expertise between them, and we were sad to see them go. However, it was heartening to hear that 100% of them said they would be interested in returning to work or volunteer with us in the future. Reflecting on their time with us, 100% also said they felt valued in their role. And when asked if they would recommend volunteering with us to other people 100% responded yes. Finally, 100% of exiting volunteers rated their overall experience as 'Excellent' or 'Good.'

These departing volunteers left us with some kind words:

“ **The Vegan Society is full of passionate staff members and volunteers who are committed to the growth of veganism and improved animal rights. That shared energy and passion are contagious and spills into other aspects of your personal life. It is impossible to volunteer and not feel the immense sense of purpose that comes from helping such an important mission.** *Kelsey Carlton*

“ **I would recommend volunteering with The Vegan Society because I think it's a great organisation for vegans to help make an impact. The staff are lovely**

and supportive and it offers a great opportunity to develop and share your skills in various areas. *Imani Adeyemo*

“ **You learn a lot, hone some skills and get a sense of purpose and fulfilment from contributing to an excellent cause.** *Ryan Eagle*

In 2026, we'll be aiming to keep satisfaction and retention just as high. We'll be doing this by continuing to run volunteer programmes that treat everyone like the unique and valuable individuals that they are. We often talk to volunteers about what they think volunteering should feel like. At the interview stage, we ask volunteers, 'how do you want volunteering to feel?' 'What do you want to take away from this experience?' We use words like safe, rewarding, inspiring, satisfying and fun. We strive to provide volunteering opportunities that embody those qualities. In 2026, we're going to find new ways to speak to volunteers throughout the year, ask new questions and dig a little deeper to learn how we can keep our volunteers happy and engaged for years to come.

This year we are putting a special focus on our webinar programme, often providing two opportunities for volunteers to meet and learn online each month. Topics will include: Veganism and Mental Health, Veganism Around the World, and Raising Vegan Children.



FINAL THOUGHTS

It is a privilege working with volunteers and we're inspired every day by their generosity and determination, and it is a joy to see the culmination of those efforts recorded in this report.

We wish we could have included everyone's contributions in this report, but as there are over 300 volunteers, there wasn't enough space to list all of your contributions. The Vegan Society has volunteers to thank for its inception, its growth and for helping to create a vegan future. Watch this space to see what volunteers help us achieve in 2026 and beyond.

If you would like to volunteer for The Vegan Society, you can check out our current volunteering opportunities [here](#). You can also join our Community Network [here](#).



Katy Malkin and Arputha Infant Williams



Presha Soogrim



Volunteer Social in Glasgow