



**Earthsave Canada**

SAVE THE EARTH ONE BITE AT A TIME

# **Annual Report**

# **2018-2019**

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# MISSION

Earthsave Canada is a non-profit, educational organization promoting awareness of the environmental, ethical and health consequences of our food choices. We advocate the move towards a more whole food, plant-based diet for environmental sustainability, better health, and compassion toward all animals.



## LETTER FROM OUR PRESIDENT

Earthsave Canada has had an excellent and fulfilling year. We have several new faces on our increasingly expert and committed Board of Directors. In November of last year, Brianne Riehl became President of the board, and David Steele became Vice President. At the same time, Michelle Jendrel joined the board as Secretary, Darrel Yurychuk took on the role of Treasurer to replace Stacy Taylor, and Sheri Lucas joined the board to replace Elizabeth Pope-Moore as Director of Volunteers. In January of this year, Jennifer Flood joined the board as Treasurer, and, because Michelle had left the board, Darrel took on the Secretary position as well as his previous role of Director of IT. The board now includes a range of expertise and experience from environmental science, climate policy, molecular biology, nutrition, philosophy, ethics, law, and animal behavior and welfare.

We at Earthsave Canada are proud to be at the forefront of educating the public about the impact of our food choices. We've attended many events this year, including Veg Expo and the Wellness Show, among others, to share our information, expand our community, and discuss the many benefits of a plant-based lifestyle. We also participated in the Vancouver Vegan Resource Center in January, and have given many talks over this fiscal year, to high school classes and university students, at community centres, and to various workplace staff.

Importantly, we committed to sponsor and began organizing the first Vancouver Vegan Festival. This festival is to become an annual event for celebrating veganism with our community of supporters and local vegan businesses, while spreading our message to the wider public. We also committed funding to sponsor the first Vancouver Vegan Film Festival.

In addition to our local outreach - which includes continual update and distribution of our very popular online Veg Directory of Metro Vancouver - we have a major presence on social media. We have over 16,000 followers from across the world on our Facebook pages and nearly 4,300 followers on Twitter. We also began an Instagram account in July 2018 that has over 300 followers. We post several times daily to these platforms and generally reach tens of thousands of people each week.

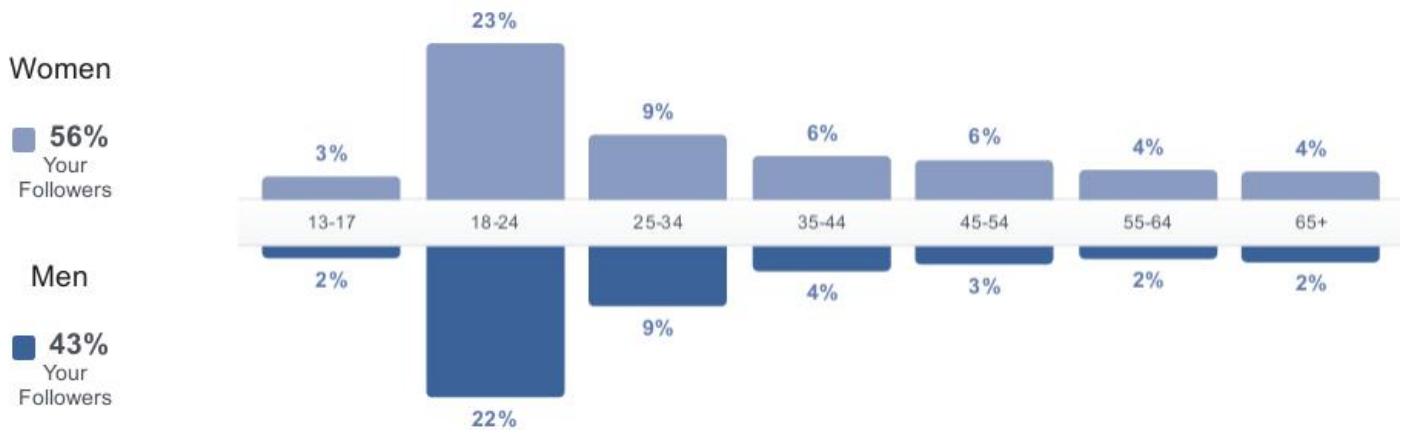
We continue to offer informative brochures and well-researched articles. Our website is a significant resource to the public, where people can easily access articles, brochures covering a wide range of environmental and ethical and health concerns related to our food choices, and an online version of our Veg Directory. We restarted our newsletters in December, and added an additional brochure all about iron intake to our resource portfolio.

To accomplish all this, we had the support of our Organizational Assistant, Danielle Ferrari-Beach, to help us with our administration and organization, which has allowed us to be more efficient and have greater reach. With Danielle leaving at the end of this fiscal year, we began the process of hiring a new Organizational Assistant. The rest of our Board is entirely volunteer-run. Because of our work, people are becoming ever more aware of how food choices affect the environment, the lives of animals, and our own health. Earthsave Canada works from the premise that by working together, we can change the world. We are very grateful for our volunteers and donors, who by empowering us, allow us to continue to build and strengthen this community. We look forward to continuing to work together to make positive change.

**Brianne Riehl, President of Earthsave Canada.**

## Highlight: Demographics Are Changing

We see promising trends in the demographics of those who follow us on social media.



**This is a summary of the age and gender make-up of the people who follow our main Facebook page.**

**Note that the majority of our followers are young. Note, also, the difference in the gender balance between the younger and older cohorts. It is almost even for those aged 34 and under and roughly 2:1 women to men in the older group.**

**It appears that interest in ethical eating is increasing in society, especially among younger people. And, unlike the past - where vegan women routinely outnumbered vegan men by a ratio of roughly 2:1. If liking the Earthsave Canada Facebook can be taken as a proxy for interest in veganism, then this difference may be disappearing among the young. While we cannot be certain, this indicator is very promising indeed!**

# OUR BOARD OF DIRECTORS in 2018/19

**Our volunteer board is a very active group of concerned humans who donate their time and talents to help run our organization. Faces come and go but the contributions they make stay with us and strengthen our efforts each year and for years to come.**



**Brianne Riehl** - Our President since November 2018, Brianne is an environmental scientist with a Masters in environmental policy from the London School of Economics and Political Science. She works for a clean energy think tank in Vancouver helping to inform Canada's clean energy transition. She recently joined Earthsave Canada as a dedicated vegan concerned about the negative environmental impacts of animal agriculture.



**Dave Steele** - Earthsave's Vice-President holds a Ph.D. in Genetics and Molecular Biology from Emory University in Atlanta, and is a retired molecular biologist from the faculty of the University of British Columbia. He has held faculty positions at Cornell and Queen's Universities. Dave is a frequent public speaker and a regular contributor to Earthsave Canada's publications. He is also an occasional contributor to other publications.



**Jennifer Flood** - Our treasurer, Jennifer is a lawyer with a J.D. from UBC and a B.Sc. in physics from Queen's University. A vegan for over a decade and an avid cyclist, she joined Earthsave Canada in 2018.



**Darrel Yurychuk** - Our Secretary and IT director has over 25 years of experience in the IT profession, most recently as a trainer and consultant. He has served as the Facility Coordinator and Site Manager for the 2014 European Festival and Post-Festival Transportation Coordinator for the 2017 Vancouver Folk Music Festival.



**Sheri Lucas** - Our Director of Volunteers, Sheri's creed is philosophy as the love of wisdom. She has an MA in Philosophy through Queen's University, and hopes to complete her PhD in the not-too-distant future, also from Queen's. Her academic interests include feminist philosophy and its critics, animal ethics, parenting ethics, disability ethics, environmental ethics, and academic ethics. Sheri has been vegan since 2000 and is the mother of a teenage son who is a lifelong vegan. She is an experienced public speaker and has published work in Hypatia and in the Encyclopedia of Motherhood. She works as a writer for Untapped, helping neurodiverse people succeed at school, work, and in general. She is in the process of founding her own intimate school of philosophy: the Vancouver School of Philosophy. Its motto is philosophy for all.

# OUTREACH

Our info tables at various community events are a great place to connect with the public and share our message. We distribute our educational brochures and veg directory as well as answer questions and connect the public with appropriate organizations and resources. Thanks to donations, loyal members and amazing volunteers, we were able to provide information and raise awareness about how our food choices impact the world we live in.

## School & Community Outreach

Earthsave Canada's community outreach continues to be a major thrust of our work. Talks were given at local high schools, community centers, and social service organizations. Our speakers include experts in scientific matters and in philosophy/ethics.

Among the highlights, among many others, of 2018-19 were two talks at the Vancouver School Board's Sustainability Conference, two talks to Simon Fraser University students and a talk to the staff at Herschel Supply.



## ONLINE

Our website is optimized for both computers and smart phones. We continue to post articles and routinely update our online Vegan Directory as well as the print version of that guide.

[earthsave.ca](http://earthsave.ca)



Here are some of the other places you can connect with us online and get the latest news from us.



[facebook.com/earthsavecanada](https://facebook.com/earthsavecanada) - Plant-based news

[facebook.com/earthsavecanadafriends](https://facebook.com/earthsavecanadafriends) - News, recipes & more



[twitter.com/earthsavecanada](https://twitter.com/earthsavecanada)



[Instagram.com/earthsavevancouver](https://Instagram.com/earthsavevancouver)

# METRO VANCOUVER VEG DIRECTORY

Earthsave Canada continues to publish the Metro Vancouver Veg Directory. This directory lists veg and veg-friendly businesses in Metro Vancouver and beyond. Restaurants, bakeries, food stores, product retailers, and more can be found in this handy resource.

First published in 2012, our online, searchable Veg Directory was totally overhauled for 2016 and now features mapping integration. The online veg directory is an incredible resource for those looking to find healthy and cruelty-free options. Search over 250 veg and veg-friendly vendors, with more being added all the time.

[earthsave.ca/vegdirectory](http://earthsave.ca/vegdirectory)



# EARTHSAVE CANADA'S EDUCATIONAL BROCHURES

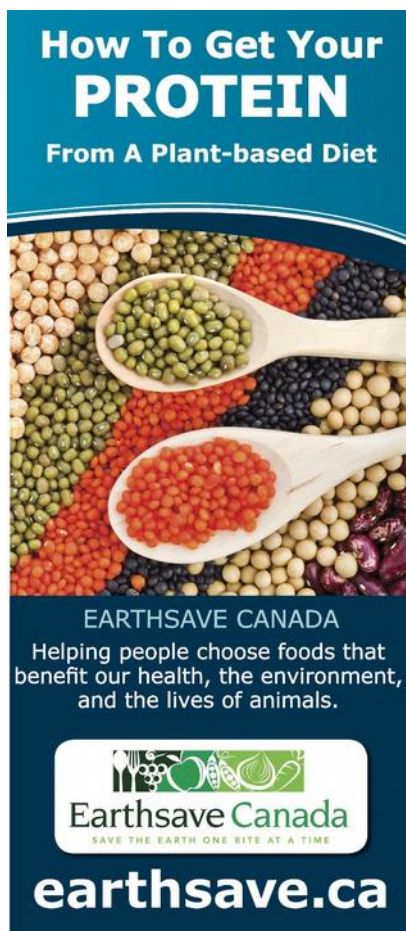
Our Earthsave-branded educational brochures help to answer some common questions people face when considering a plant-based diet. These colourful brochures are easy-to-read and easy-to-share. This year we introduced our latest nutritional pamphlet, How to get your Iron from a Plant-based diet.

**How to get your Protein from a Plant-based Diet**

**How to get your Calcium from a Plant-based Diet**


**How to get your Iron from a Plant-based Diet**

Downloads and more at: [earthsave.ca/resources](http://earthsave.ca/resources)

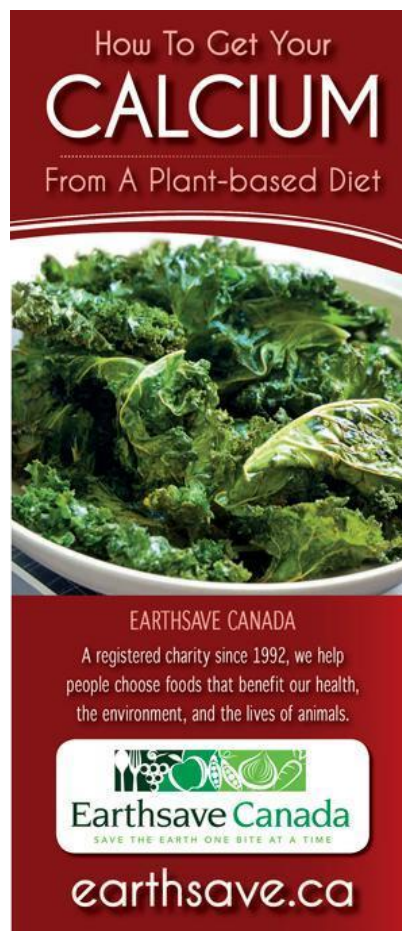


**How To Get Your PROTEIN**  
From A Plant-based Diet

EARTHSAVE CANADA  
Helping people choose foods that benefit our health, the environment, and the lives of animals.


  
Earthsave Canada  
SAVE THE EARTH ONE BITE AT A TIME

[earthsave.ca](http://earthsave.ca)

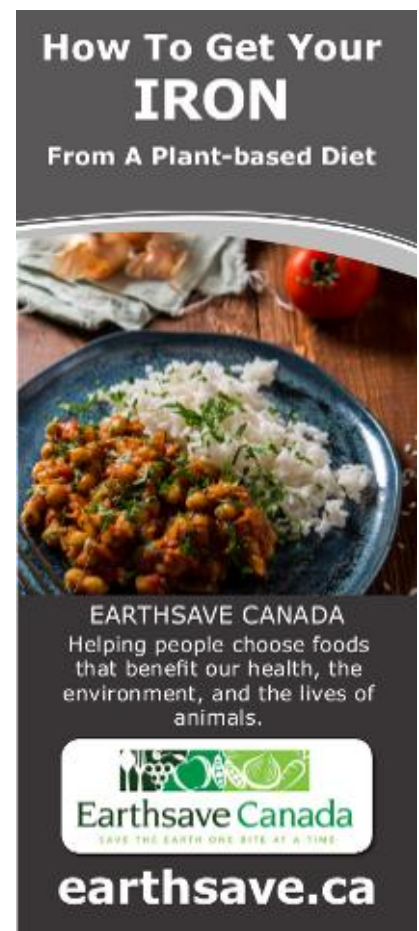


How To Get Your  
**CALCIUM**  
From A Plant-based Diet

EARTHSAVE CANADA  
A registered charity since 1992, we help people choose foods that benefit our health, the environment, and the lives of animals.


  
Earthsave Canada  
SAVE THE EARTH ONE BITE AT A TIME

[earthsave.ca](http://earthsave.ca)



**How To Get Your IRON**  
From A Plant-based Diet

EARTHSAVE CANADA  
Helping people choose foods that benefit our health, the environment, and the lives of animals.

  
Earthsave Canada  
SAVE THE EARTH ONE BITE AT A TIME

[earthsave.ca](http://earthsave.ca)

# Wondering how you can help? Glad you asked...

Simply by changing our food habits, we can make an incredibly huge difference to the problems facing the people, animals and environment on this planet. As an individual, it is very likely the single biggest impact you can make. There are currently more animals being raised for food on the planet than there are people - and yet millions go hungry, and many more are sick or obese. Current methods of feeding ourselves are failing to feed our future. But there is hope if we all move towards a more whole foods, plant-based diet. It's not necessarily about going completely vegan, it's about getting on the path to a more plant-based diet. Help us get the message out there.

**EDUCATE:** Help us bring educational tools into schools and workplaces by suggesting us to teachers and employers. Our talks are universally well received and will reach the audience with powerful facts and suggestions on how they, too, can so easily have a big positive impact on the world.

**DONATE:** Become a member and donate one-time or monthly. Whether it's \$5, \$15, \$50 or more, your support will help us to budget and plan for the future. It's easy!  
**[earthsave.ca/donate](https://earthsave.ca/donate)**

**DOUBLE YOUR DONATION:** Ask your employer to match donations and/or start a fundraising drive at your workplace. **[earthsave.ca/donate](https://earthsave.ca/donate)**

**EAT GOOD FOOD:** Check out, download, distribute, and let everyone know about our Veg Directory. **[earthsave.ca/vegdirectory](https://earthsave.ca/vegdirectory)**

**HELP US, HELP YOU** Promote your veg business by adding your listing to our directory and updating your information regularly. **[earthsave.ca/vegdirectory](https://earthsave.ca/vegdirectory)**

**CREATE:** Do you have artistic talents? Create your own poster, meme or video to help get the message out there! Dream up your own campaign and share it with us.

**GET INVOLVED:** Volunteer your skills to help with fundraising, social media and events. Remember, YOU are Earthsave.

**LIVE ON:** Leave a legacy fund to Earthsave Canada and ensure that your commitment to this cause lives on. What an incredible way to be remembered and your chance to change the future for the better.

Contact **[office@earthsave.ca](mailto:office@earthsave.ca)** with queries on any of the above items. We would love to hear from you.

# FINANCIALS - 2018-2019 Fiscal Year

## PROFIT & LOSS

April 1, 2018 - March 31,  
2019

### Revenues

Donations	22,729.82
Public Funding	0
Interest & Other	39.58
<b>Total Revenue</b>	<b>\$22,769.40</b>

### Expenses

Office Expenses & Supplies	797.61
Postage and Delivery	321.30
Telephone and Internet	700.46
Rent & Storage Costs	1,562.40
Insurance	1,281.25
Bank, Credit Card, PayPal, service charges	584.68
Dues & Membership Fees	40.00
Event Costs	1478.21
Web Expense	684.37
Advertising	691.53
Printing Expense	3,167.36
Employee Payroll	3,641.47
Contract Wage Payment	1,921.49
Uncategorized Expense	20.00
Reconciliation discrepancies	-2.38
<b>Total Expenses</b>	<b>\$16,892.13</b>

**\$5,879.65**

Excess of Revenues Over Expenses

## BALANCE SHEET

April 1, 2018 - March 31,  
2019

### Assets

Cash	\$56,286.12
Accounts Receivable	0
<b>Total Assets</b>	<b>\$56,286.12</b>

### Liabilities

Other Liabilities	55958.16
Accounts Payable	\$327.96
<b>Total Liabilities</b>	<b>\$56,286.12</b>