



“...dead chickens, hundreds of them, lodged against people’s fences, stuck in the tops of bushes, lapping up against front porch steps.”

- Michael Graff, The Guardian
September 22, 2018



Dear Kumar,

Are you haunted by the images of pigs, cows, and chickens abandoned in Hurricane Florence? Trapped on porches, surrounded by rising water—or lying lifeless in the aftermath of the storm?

Are you tormented to know that animals are seen as expendable? When we know the emotions they feel, the intelligence they possess, and the desire they have to simply survive?

If you’re outraged, like I am, about how animals are treated, and discarded, as unfeeling objects, as commodities, as “stock”—I urge you to join me today in fighting for them.

Whether facing death in a hurricane or being slaughtered for food, the root cause is the same. It’s speciesism, and it’s what your donation to Vegan Outreach fights against.

You hold in your hands right now a way to make twice the difference for animals.

A small group has pledged to match your donations dollar-for-dollar—up to \$300,000! Your donation to Vegan Outreach today will be **doubled, inspiring twice as many people to go vegan** in the coming year.

Will you give a matched donation of \$100, \$150, or \$200 by December 31?

Please see reverse

I'm appalled by the violence we inflict upon animals—thinking, feeling beings who deserve to live free from pain and suffering.

I need your help to change the system—to shut down slaughterhouses and end violence towards animals once and for all.



By donating today, you'll make so many powerful changes happen for animals.

- Your donation will pay for the leaflet that opens a student's eyes to the cruelty of animal agriculture.
- You'll fund the virtual reality headset a passerby will put on and be inspired to become vegan.
- You'll guide curious non-vegans to vegan eating via our supportive 10 Weeks to Vegan program—filled with recipes, nutrition tips, and vegan product recommendations.

We see this outreach change individual behavior time and time again. And these changes scale up to entire schools, communities, and food systems! We don't need everyone to go vegan—we only need to reach a tipping point to see a global shift toward compassion. And you'll know your action today helped make it happen.

Together, we have tremendous power—and as a Vegan Outreach donor, you play the decisive role. Your donation today determines how much will be done for animals in the coming year.

After seeing the photos from Hurricane Florence, I'm more motivated than ever to put an end to the industry that causes so much suffering every single day. All of us who believe deeply in compassion and justice must come together and fight as hard as we can.

I'm asking you now to take a simple action for farmed animals with double the impact. I hope you'll join with me today to stand against speciesism—to stand against violence towards animals.

Can I count on your generous donation for animals today?

Thank you,

A handwritten signature in blue ink that reads "Jack Norris". The signature is fluid and cursive.

Jack Norris, R.D.
Executive Director

P.S. As you read this, an animal is terrified, in pain, and on her way to slaughter. Will you make a donation now to end speciesism as soon as possible? It will be matched dollar-for-dollar!