



Dear Leslie,

Not long ago, I came across a news story about piglets who got loose after a truck crash.

The transport truck fell on its side and the piglets it was carrying were ejected. One hundred piglets died, and the rest—nearly 3,000—were rounded up and sent on to what the article vaguely described as “their destination in Indiana.”

My heart broke when I pictured these piglets enduring the crash. And when I learned they were put back on the truck after being caught, it wrecked me. I know the misery and violence that awaited them at their “destination.”

If this story upsets you—if the way we treat farmed animals upsets you—please help me stop this violence. You can take an important action right now to fuel outreach for animals all year.

By donating to our Team Vegan campaign, you'll make twice the impact in spreading veganism this year. Your donation will be matched dollar-for-dollar—up to \$250,000—to motivate and help twice as many people go vegan!

Will you join with other Vegan Outreach supporters and give a matched donation of \$100, \$150, or \$200? The campaign ends May 31st, so please don't delay!

Please see next page

In the news coverage of the accident, I saw disturbing footage. Workers carried piglets by their hind legs, tossing them into the truck as if they were bags of garbage.

Sadly, this is how pigs and other farmed animals are treated regularly. From tail cutting and castration to confinement and slaughter, pigs spend their lives in misery.



Jo-Anne McArthur / We Animals

Seeing a news story like this was harrowing. But it also re-energized me to create more vegans than ever—through leafleting, giving out delicious vegan food samples, having impactful one-on-one conversations, and signing people up for 10 Weeks to Vegan, a free program that helps participants move toward vegan eating. **That's exactly what your donation to Vegan Outreach will make happen.**

Your donation means more vegans. And for each one, there's a group of friends, a family, classmates, and coworkers who also learn about veganism. The changes you make will ripple out, bringing us closer to the tipping point for a global shift toward compassion for animals.

But we won't get there without you. What we raise this month determines how much we can do for animals this year. This letter is an important part of the campaign. Please respond!

Your donation could mean the difference between a college being leafleted, or not. Our ability to hand out vegan food samples at a Comic Con, or not. Someone getting the motivation they need to go vegan, or not.

Please, will you take a simple action for farmed animals and make twice the impact?

Make a generous donation for animals today!

Thank you,

A handwritten signature in blue ink that reads "Jack Norris".

Jack Norris, R.D.
Executive Director

*P.S. The deadline to have your donation matched is May 31st.
Will you make a matched donation now to end end violence towards
animals as soon as possible?*