



VOLUNTEER **IMPACT REPORT** 2024

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EXECUTIVE SUMMARY

This report highlights the important work that The Vegan Society volunteers do. We want to recognise and celebrate our volunteers because, as staff, we benefit from their support and expertise on a daily basis. We also want our members and supporters to understand the value volunteers bring, and for volunteers to know how integral they are to achieving our charitable aims.

It's important that volunteers get the recognition that they deserve so that our volunteer programme can continue to grow and thrive, benefitting both the volunteers themselves and The Vegan Society while we all work to achieve our common goal of creating a more vegan world.

We have two groups of volunteers working with The Vegan Society. The first group comprises the Community Network. These are our activist volunteers, made up of local groups across the UK who promote our campaigns through outreach, event stands, letter writing, social media campaigning and much more. These volunteers are passionate people with strong communication skills who give up their time throughout the month to support our campaigns. There are 104 active volunteers in the Community Network, a number which continues to grow.

The second group are known as our internal volunteers. They work directly with staff to support them in a variety of areas including research, proofreading, social media, admin, PR and website work. These volunteers have strong professional skills which they offer to the cause because they share The Vegan Society's vision for a world free

from animal exploitation. They volunteer mostly remotely and offer their skills from around the world. We have had internal volunteers living in countries such as Australia, America, India, Italy, Germany and Zimbabwe. There are around forty volunteers in our internal network.

Volunteers help us to achieve our strategic objectives by expanding our capacity and reach. Through the Community Network, volunteers are often the public's first touchpoint with The Vegan Society and therefore represent the organisation amongst local communities. They allow us to be present in smaller towns and villages in which we might not otherwise have a presence. They also promote our resources to existing vegans, supporting them in living a sustainable and joyous vegan lifestyle.

Without volunteers, our campaigns would reach fewer people and we would produce fewer blogs, articles and research. Our staff would need to devote more time to proofreading, with volunteers currently proofreading an average of 42,961 words per month for staff. Our leaflets programme would need to be taken on by staff as it is currently entirely volunteer-run, with a volunteer spending approximately 10 hours per month sending out resources and responding to enquiries from our supporters. Our grants panel would have only the collective knowledge of our staff instead of the valuable insight of our international grants volunteer who has spent approximately 40 hours to date assessing grant applications. Our historical archive would not be maintained, with a volunteer spending 57 hours looking after our valuable Vegan Society history in 2022. We would also lack the capacity to attend smaller events, such as town vegan fairs and eco fetes. With volunteers placed in many diverse areas across the UK, we have the opportunity to write to a number of MPs and influence political change.



VOLUNTEER ROLES

The Vegan Society owes itself to the hard work, dedication and vision of volunteers. The society was founded in 1944 by Donald Watson and, for the first few years of its existence, was entirely operated by a committee of volunteers. In 1947, The Vegan Society hired its first full-time employee and now has over 60 full and part-time employees. Volunteers have always been at the heart of The Vegan Society and remain a key resource in all areas of our work.

Volunteer roles and opportunities have changed over the years as the needs and activities of The Vegan Society have developed. Early roles included providing administrative support in our office space in Birmingham and sorting mail correspondence. Over the years, there was a need for more specialist roles such as translation volunteers for producing materials in other languages. Today, The Vegan Society works with a range of specialist volunteers including proofreaders, researchers, photographers, graphic designers and writers.

Proofreaders are the largest group of internal volunteers and the majority of our website content, articles, reports, handbooks and social media content is initially reviewed by them. These volunteers are students, working professionals and retired people who have backgrounds in fields such as publishing, translation and content editing.

Research volunteers support our research team by exploring topics around health and wellbeing, society, culture and animal ethics and environment & sustainability. They come from backgrounds in academia, teaching, the third sector and think tanks.

There are specialist volunteers including a PR volunteer who scans mainstream news for mentions of veganism, and a specialist grants volunteer who contributes to our grants panel. We have a Japanese translation volunteer who translates the Vegan Trademark documentation from Japanese to English for our international team.

Community Network volunteers support our Campaigns team. Many of them come from communications and marketing backgrounds, with skills in public outreach and speaking. These volunteers are often students, part-time workers, retired people and passionate vegans who want to introduce veganism to their local area.

According to our estimate of the amount we would have paid a freelance proofreader (excluding agency or staff costs), volunteer proofreaders saved The Vegan Society £33,381.57 in 2022.

In 2023, volunteers proofread 503,675 words – a 12% increase on 2022.

In 2022, internal volunteers (volunteers outside of the Community Network) gave 713 hours to The Vegan Society. In 2023, they gave 792 hours which is an 11% increase.

In 2023 we worked with 37 volunteers (outside of the Community Network, Research Advisory Committee and Researcher Network). In 2023, they completed 385 research and proofreading tasks, which is a 9.37% increase on our 2022 number of 352.



October 2023 marked a highlight month for the Community Network. Volunteers collectively wrote to 16 MPs for our Catering for Everyone campaign, organised 14 static displays in libraries, and created 18 posts on social media. Our volunteers also secured a permanent display in St Austell Climate Centre to promote our environmentally focused campaigns.

You can see many of our volunteers featured on our website, [here](#).

SURVEY RESULTS

For this report, a survey was sent out to our volunteers asking questions about their experience of volunteering for The Vegan Society. The survey was live from 12 July to 12 August 2023. We received 27 responses out of a possible sample of 40, representing the views of 68% of our volunteers. We received 21 responses from our volunteers and five responses from our Community Network organisers.

The breakdown of volunteer roles are as follows*:

Proofreader: 17

Organiser: 4

Research: 2

Leaflet coordinator: 1

Specialist grants adviser: 1

Translator: 1

*Audience of 27. 1 skipped.

After determining the roles of the volunteers, we began to gather information on their volunteering experiences starting with the following open-text question.

What do you enjoy the most about volunteering at The Vegan Society?

Question audience was 27. 2 skipped. 1 answered 'N/A'. After going through the 27 responses, we found that answers to this question fell under three categories:

1. Making a difference

2. Benefits of volunteering for The Vegan Society

3. Sense of belonging

These three categories were arrived at after a process of coding the open-text responses using an inductive coding method for open-text analysis. This was done by reading each response in turn and assigning a code once a new theme emerged. After completing the process, three themes had emerged: (1) Making a difference, (2) Benefits of

volunteering for The Vegan Society, (3) Sense of belonging.

These categories align with the findings from [NCVO's Time Well Spent 2023 report](#), which is based on its annual national survey of the volunteer experience. The findings show that 'wanting to improve things and help people' is the most common motivation for volunteering (40%). The cause being important to the volunteer is the second most common reason (34%).

For Vegan Society volunteers, looking for a sense of belonging is also one of their top motivations, higher than the national average (14%). This correlates with the assumptions of our volunteering team – that many vegans are in need of community and a sense of belonging, to support them in what can be an alienating lifestyle due to being in a minority. Many of our volunteers reference this in their applications and explain that they are hoping for volunteering to alleviate this feeling.

MAKING A DIFFERENCE

Fifty-two percent (14) of our volunteers gave answers that fell under the category of making a difference:

"Feeling like I'm contributing to the vegan cause by working with a well-established vegan organisation."

"Feel like I'm helping to transition the world to vegan, just a little bit."

"Being able to contribute to a cause I believe in."

"Supporting veganism, a cause very close to my heart."

"Feels like I'm doing something directly useful."

BENEFITS OF VOLUNTEERING AT THE VEGAN SOCIETY

Thirty-seven percent (10) of our volunteers mentioned the benefits of volunteering at The Vegan Society, such as the flexibility of the work, the ability to develop useful skills, or volunteering in a friendly environment.

"Friendly staff. Getting to read interesting articles before they're published."

"I enjoy the flexibility of it, that I can do it easily from home, and that I feel like I'm helping an organisation whose aims I fully support."

"Everyone is very friendly and appreciative of what I do. It's a great cause to volunteer for."

"I love the values TVS upholds and as an advisor I love reading the grants application and different perspective on veganism."

"Feeling that I am helping the vegan cause. I also enjoy proofreading the varied articles that I get to do."

SENSE OF BELONGING

Nineteen percent (5) of our volunteers also expressed the sense of belonging or community that comes with the volunteering role. Volunteering at The Vegan Society can be a great way to connect with other passionate vegans.

"Meeting like-minded people and feeling less isolated in belief. Learning how to campaign effectively."

"The support and sense of community."

"Sharing ideas with other activists."

"Being part of a community and helping a charity I am passionate about."

"Being able to stay up to date on cutting-edge advances, emerging trends and the latest movements."

We are also interested in getting to know how volunteering at The Vegan Society could be improved, or what issues our volunteers may be facing in their role. We asked the following question.

What do you enjoy the least about volunteering at The Vegan Society?

Question audience was 27. 3 skipped. 3 answered 'N/A'. Answers to this question largely fell under the following four categories:

- 1. Nothing**
- 2. Frustration at progress**
- 3. Non social**
- 4. Tight deadlines or time-consuming**

NOTHING

Forty-eight percent (13) of respondents did not have anything negative to report about their voluntary experience with The Vegan Society. This is of course an encouraging result, and we will continue to encourage our volunteers to express any issues they face in their volunteer roles.

FRUSTRATION AT PROGRESS

Eleven percent (3) of our volunteers expressed feeling frustrated with the lack of progress in advocating for veganism or getting more people involved. While these frustrations are shared by The Vegan Society staff, it is our hope that this report and the continued work of our current volunteers inspires others to sign up to volunteer with us.

"Hitting walls or having no responses when trying to campaign or get feedback from councils, MPs or businesses."

"Not enough other volunteers, especially in my local area."

We have worked hard to grow the Community Network since receiving this feedback. Our Community Network Coordinator has had our role featured on 74 different platforms and 68 vegan related Facebook Groups at the time of writing.. They targetted this recruitment towards the geographical areas with the smallest volunteer presence.

NON SOCIAL

Eleven percent (3) of our volunteers mentioned the lack of socialising opportunities, largely due to the nature of the roles being remote. We will strive to offer more opportunities for social interaction between our volunteers and staff to improve the sociability of the roles.

"Not being able to socialise in person with other members."

"Nothing really. It has limitations in that I don't feel very connected and it's not very social, but I don't expect it to be."

To address these comments, we have reintroduced our monthly online talks for volunteers, which feature different staff who share their work with our volunteers. Our Community Network Coordinator has also set up a WhatsApp group for the Community Network volunteers, and re-invigorated the Facebook Group with regular posts, social opportunities and helpful resources. We have also secured budget for an in-person social for our internal volunteer network in 2024, although we acknowledge that most of our internal roles are remote, and by their nature are not best suited to people looking for a sociable volunteering experience.

TIGHT DEADLINES OR TIME-CONSUMING

Seven percent (2) of our volunteers said that the tasks are often time-consuming or that the tight deadlines on some tasks are not suitable for them. Our staff are usually flexible when it comes to deadlines but due to the nature of some tasks, it isn't always possible for staff to give much notice.

"The tight deadlines, meaning that many tasks are unsuitable for me."

"Sometimes the tasks do not feel aligned to the research role and can prove to be very admin heavy/time-consuming."

We acknowledge that our task deadlines can be tight. Although it won't always be possible to change this, to address these comments, we gave a short speech at our most recent in-person, all staff meeting. This outlined the feedback we had received from volunteers regarding short deadlines

Our volunteers were then asked a selection of single-choice questions to better understand how valued they feel as volunteers, how well their skills are being utilised and how satisfied they are with the staff at The Vegan Society. Overall, the results were extremely positive.

96%

of volunteers feel **highly valued** by their main point of contact at The Vegan Society

76%

of volunteers feel **highly valued** by The Vegan Society in general

92%

of volunteers either **agreed or strongly agreed** that their skillset is being used well in their current volunteering role

96%

of volunteers either **agreed or strongly agreed** that their work has an impact on the broader work of The Vegan Society

72%

of volunteers described their interactions with The Vegan Society as **excellent**



CASE STUDIES

Our very first Research Briefing was published in June 2023. The [Research Briefings](#) are designed to directly inform our campaigns work by providing a succinct overview of a particular topic and making recommendations for professional practice. This report worked towards Strategic Objective 4.2: The Vegan Society acknowledged as a key resource for vegan societies and initiatives, providing resources and developing high-quality information.

The Briefing has since been used to inform the next research stages involved in the Vegan and Thriving campaign. The Briefing is also available to read and use on [The Vegan Society's website](#).

To more easily manage the workload involved in producing this Briefing, two Research volunteers were enlisted to help. The volunteers were Sarah Prescott-Smith and Isabel Doraisamy, who were given the following tasks respectively:

1. Find and report on any examples of campaigns which specifically encourage men to go vegan.
2. Summarise a selection of 10 academic articles.

"I found it really interesting to work on. I particularly enjoy being able to apply the skillset I've acquired from my day-to-day job as a social researcher to a cause I really care about, and that's what makes it feel really rewarding."

– Sarah Prescott-Smith

"For this particular task, I also enjoyed learning about an area of veganism I otherwise might not have explored in depth, and it was really great to see how the research I helped with was used by The Vegan Society."

– Sarah Prescott-Smith

"I found volunteering for the masculinity report to be fascinating. I loved having the opportunity to contribute to this organisation which I care about supporting, while also learning much about the intersection of western masculine ideals with veganism. I felt supported in terms of delivery, and I always know how valued my time is."

– Isabel Doraisamy

"The research team recently worked with volunteers Sarah Prescott-Smith and Isabel Doraisamy to produce a Research Briefing on veganism, men, and masculinity. Sarah helped us by conducting background Research into what campaigns existed that specifically encouraged men to go vegan. Isabel's task was to read and summarise 10 academic articles, pulling out the key points and evidence to inform our Briefing. Their support was invaluable, saving our team over 16 hours of working time by using their specialist research skills effectively and efficiently. This is just one of many examples of how Vegan Society volunteers have helped us meet our goals, and I'm very grateful to them for their time, effort, and support. I look forward to continuing to work with this very valued group of people on future research projects and developing our positive, mutually beneficial working relationship. Thank you!" – Dr Lorna Fenwick McLaren (Research & Impact Manager)



'Green Website': Making The Vegan Society's website more environmentally friendly

At The Vegan Society we are always on the lookout for ways that we, as an organisation, can be more environmentally conscious and make choices that benefit our planet. This project worked towards Strategic Objectives 1.2 and 4.7: (1.2) the environmental case for veganism shifts the mainstream environmental movement towards veganism and thereby consolidates the surge in veganism; (4.7) our internal systems supporting effective working with minimal wasted effort and all staff working efficiently and in alignment with the strategy.

In May and June 2021, our website volunteer Dr Lee Hawkins was tasked with looking into The Vegan Society website to find ways to make it more environmentally friendly, including design and implementation decisions to reduce its carbon footprint. Lee dedicated 50 hours of his time to this project.

"I looked at the 'green' credentials of the website and then explored some ways in which the carbon footprint associated with running and consuming the website could be reduced, in line with good industry practices in this area."

"Sustainable web hosting is an obvious place to start and making use of optimisations such as server caching and content delivery networks resulted in some quick wins. A focus on designing pages with reduced image, video and overall page size in mind helps to reduce the energy used both in transmitting the data and in displaying the page on the user's device."

"The research has directly led to improvements in the footprint of the website. The new website will be hosted on Microsoft's Azure cloud, which is a carbon-neutral platform (and, even better, will be powered by 100% renewable energy by 2025). Based on the improvements made so far, the website's carbon footprint is demonstrably smaller. The [Website Carbon Calculator](#) estimated that



0.94g of CO₂ was produced every time someone visited The Vegan Society homepage in June 2021, whereas it now estimates 0.66g per visit to the homepage."

"This was a very interesting research task, and I learned so much while doing it. It's great to see the society actively implementing elements of this research to reduce the carbon footprint of its website."

"Our web volunteer Lee has been a fantastic asset to our team. Over the past year alone, Lee has assisted us with a variety of tasks including reviewing content on the

website, user testing, and research. More recently, Lee has also started contributing to our blog. Lee's blog post on [aquafaba](#) is a great example of his research and writing skills and it has been a huge hit with our followers!"

"Having a reliable and enthusiastic volunteer on board really does make a difference as we are a small team. Lee's experience has been invaluable to us. He is always willing to use his knowledge to assist with improving our website, and he gives us an insightful and fresh perspective on any website projects that we set." Emma Parrott, Web Officer

The Vegan Society Archive

The Vegan Society keeps an archive of artefacts related to the history of the organisation. As the oldest vegan organisation in the world, best known for coining the word 'vegan', it is crucial that we preserve our unique and pioneering history. This is working towards KPIs 4.1 and 4.2.

- 4.1 The Vegan Society recognised as an effective and innovative player in the global vegan movement.
- 4.2 The Vegan Society acknowledged as a key resource for vegan societies and initiatives, providing resources and developing high-quality information.

Alice Wibberley was our Archive Volunteer for several years and below she shares her story:

"I have been involved with The Vegan Society since September 2019, and since then I have had a few different roles. My first was as volunteer archivist, working amongst filing cabinets and storage boxes to organise historic materials and create a digital record of the society's history. I often found myself encircled by piles of old newsletters or accounting reports, strategising on their ordering or thinking of creative solutions for storage in limited space.

The Vegan Society arranged for me to visit a nearby theatre archive so that I could implement some of their spatial organisation solutions. This enabled me to have a vision of what the 'finished' archive could look like, and having this bigger picture in mind was incredibly valuable when I was arms deep in very dull financial statements!"

"In January 2020, I was named 'Volunteer of the Season' which was really rewarding. The Vegan Society provides excellent support to its volunteers and always makes their impact and value known."

"When COVID-19 hit I started online research for a timeline of the society's history. A shortened version of this was published in the January 2022 issue of The Vegan. Since then I have worked on smaller projects such as Spanish

translation and short market research tasks as I moved to the US and then to Sheffield for my MA, so couldn't continue with the archiving project."

"I started volunteering in my second year at the University of Birmingham, alongside studying for my BA History degree. It was my interest in history and the chance to get experience in the heritage sector that interested me in the role, alongside my enthusiasm to support The Vegan Society. The opportunity to have a part in preserving history – a passion my degree really nurtured – as well as making it more accessible to those interested in researching the history of the society was really compelling. I am really proud of the work I did to further these aims."

"Though I was supported by everyone at The Vegan Society, I was self-managing all of my projects. It was up to me to prioritise and plan, making it a really valuable addition to my CV. My work on the timeline project complemented and built upon my existing research skills. I undertook this alongside writing my BA dissertation, so it also taught me a lot about time management. Since my time volunteering, I have gone on to do an MA, and I have drawn upon these skills to help with group work, heavy workloads and my dissertation. It has also helped me secure work experience and given me a lot to talk about in future graduate job interviews."

"I am really grateful for the multiple opportunities I have had to work with The Vegan Society. Not only have my projects helped me to develop key skills, but I feel that the work I have done has been important in protecting and making more accessible the interesting history of The Vegan Society."

Testimony from staff: "It was a dream to work with Alice on our timeline project. This kind of work is difficult for staff to fit into our day-to-day activities and so working with a dedicated and knowledgeable volunteer was a great fit. The final piece came together into a beautifully designed graphic, which was included in our magazine The Vegan." Elena Orde, Senior Campaigns and Communications Officer



The Vegan Society Grants Programme

The Vegan Society International Grants Programme is open to individuals and grassroots organisations. It exists to support projects which will encourage non-vegans to go vegan and stay vegan. The projects are based across the globe, with a particular emphasis on those based in economically developing countries. In 2023, we awarded grants to 24 projects giving approximately £22,000 in funds. This is working towards KPIs 1.1. and 4.1

- 1.1 More people become and remain vegan.
- 4.1 The Vegan Society recognised as an effective and innovative player in the global vegan movement.

Since 2021, Grants Volunteer Ritu Awasthi has been helping us to assess international grants in her role as advisor. Below she shares her experience:

“I love my volunteering role with The Vegan Society as it’s the most unique work I have ever done. Reading the applications has allowed me to witness the incredible diversity of approaches to veganism around the world. It’s not a one-size-fits-all movement; rather, it encompasses a rich tapestry of perspectives and practices. From plant-based cuisine rooted in South Asian traditions to vegan



adaptations of Western classics, I can see how veganism is a bridge between cultures, fostering understanding and appreciation for the planet’s resources.”

“I stumbled upon this role during a period of profound despair in my life. After spending eight years as a stay-at-home mum and accompanying my partner abroad, navigating the pandemic and struggling to establish myself in the UK, I was desperately searching for an avenue to apply my skills. Having earned a PhD and previously worked as a university lecturer in India, I yearned for a meaningful way to contribute my expertise. This volunteering opportunity became a turning point, allowing me to rekindle my professional journey and chart a new path in my life. I upskilled myself by studying to be a health coach and fulfilled the long-cherished dream of getting teacher training certification in yoga.”

“My personal transformation from being a stay-at-home mum to a health coach and yoga trainer has deepened my understanding of the interconnectedness of all life. I’ve come to appreciate how yoga’s principles of non-violence and non-hoarding align perfectly with the values of veganism. It’s not just about what we put on our plates; it’s about cultivating a mindset of compassion and sustainability in everything we do.”

“My profession has allowed me to guide others on a holistic journey toward greater wellbeing. Through yoga I help people connect with their bodies their minds and the world around them. It’s a practice that extends far beyond the yoga mat, encouraging mindfulness in every aspect of life, from dietary choices to daily interactions.”

“For me, veganism is a powerful expression of this mindfulness. It’s about making choices that reflect our commitment to not only reducing harm to animals but also nurturing our own health and protecting the planet we call home. Every day, I’m inspired by the positive changes I see in individuals who embrace this lifestyle, and it reaffirms my dedication to this important cause.”

“In essence, my work with The Vegan Society has not only given me a sense of purpose but has also allowed me to



blend my cultural heritage, academic background and personal passions into a meaningful and fulfilling journey of advocacy, education and transformation. Through this work, I hope to continue inspiring others to embrace a more compassionate and sustainable way of living, one choice at a time.”

Testimony from staff: “The thing I love the most about my job is matching volunteers to our unique roles. In the past I would be asked, ‘Do you think we can find a volunteer to help with this?’ I would not give staff an assurance that I could, as I was aware I was looking for a skilled individual with experience in a niche area of interest, who was usually also vegan and willing to volunteer their time. However, over the years I have been shown time and time again that there are talented, compassionate and willing vegan volunteers in every professional field. Finding Ritu was a wonderful example of this. Recruiting someone with a knowledge of international vegan issues in communities in economically developing countries was like striking gold for us. Ritu has educated me in my role and filled gaps in our collective knowledge with her insights and observations that have been, and continue to be, invaluable.” Kaya Gromocki, Senior Volunteering and Engagement Officer

IMPACT OF VOLUNTEERS ON THE VEGAN SOCIETY'S STRATEGIC OBJECTIVES

Statement on the impact that volunteers have for achieving our strategic objectives

As this report demonstrates, volunteers play a key role in helping us to reach our strategic objectives (SOs). Below are some specific examples to illustrate this:

SO 1.1. More people choose to be vegan or at least use vegan alternatives

- Proofreading our website and social media copy, blogs, articles and research reports and helping to get these to a publishable standard.
- Researching broader audiences for our work, e.g. LGBTQ+ vegan groups, international vegan societies.
- Creating social media content which encourages people to go vegan.
- Translating information about the Vegan Trademark into other languages so that consumers have better access to information about vegan alternatives.
- Increasing numbers of Community Network volunteers mean we can access smaller communities, such as towns and villages who may not have knowledge of veganism.

SO 2.2. A more favourable legal and policy framework for veganism and vegan products and services

- Checking our statistics for accuracy and collating and analysing research findings which feed into our legal and policy work.
- Researching topics such as international vivisection laws or lab grown meat legislation.
- Assisting with freedom of information requests to UK councils.

- Quickly responding to our campaigns with political elements and writing to local MPs on related issues to encourage change.

SO 3.3. Wider society increasingly recognises the ethical, environmental and human justice problems with animal farming and other uses of animals for human purposes

- Collating media coverage of Vegan Society mentions so that our media team can improve our PR.
- Writing to MPs about our campaigns in order to encourage change at a local level.
- Supporting staff in meetings with MPs about regional and national issues, such as medicine labelling.
- Distributing petitions that encourage policy change, such as the Catering For Everyone Petition on Change.org.
- Setting up temporary and permanent displays in public areas, such as in St Austell Climate Centre and local libraries.

SO 4.4. Strong global organisation that is competent and proactive in addressing vegan issues in an efficient and appropriate manner

- The Community Network is able to quickly mobilise in local areas to promote Vegan Society campaigns through a variety of means, such as social media, letter writing and face-to-face stalls.
- One volunteer organises leaflets to be sent to supporters through an efficient process. In 2024, our leaflets volunteer sent leaflets for 55 outreach stalls and events.



OPPORTUNITIES FOR GROWTH AND IMPROVEMENT



As this report demonstrates, volunteers have always played a key role in our success at The Vegan Society. The way they support us to achieve our mission to promote veganism for the benefit of people, animals and the environment has evolved along with the society, and the volunteer team envision that this will continue to happen. We see a future in which volunteers are recognised across the organisation as key stakeholders. We recommend that volunteers should be considered alongside members, supporters and clients when we are planning our work.

The Vegan Society holds a unique draw internationally for vegans wanting to volunteer. We have observed a keen and specific interest in volunteering with the society from people around the world, across a plethora of industries and backgrounds. Those who want to support the society in a voluntary capacity cite our unique position as the world's oldest vegan organisation and an educational vegan charity using peaceful messaging. For many, when it comes to creating a more vegan world, we are the only

charity that fully aligns with their values. As such, for them we are the only organisation they would like to support with the precious gift of their time. Our eighty-year history of successfully advocating for veganism using positive messaging and branding means volunteers trust us enough to publicly align themselves with us and donate their skills and time to our mission. This is no small compliment, and, as such, one of the key recommendations of this report is that we harness this trust and endorsement to a greater extent.

Volunteers are able to support staff across all departments. For example, we currently have a Japanese translation volunteer supporting the International Trademark Team, a marketing and social media volunteer supporting the Trademark Marketing Team, and we're recruiting for a pharmacy volunteer to support the Dietetics Team. We believe this could go so much further, with every willing member of staff working directly with a volunteer or team of volunteers who specialise in their area of work. There is also scope for the Community Network to lend

their support across multiple departments. This could involve supporting staff at larger scale events to promote membership, the Trademark and merchandise sales.

A volunteer-run speakers programme for small vegan events, a volunteer-run international representative programme, a volunteer-run support helpline, collaborative outreach events, and relaunching our work placement programme are just some of the ways which The Vegan Society could re-imagine and expand volunteering.

Finally, and most importantly, as we are currently updating and developing The Vegan Society's overall strategy, we believe it is key that volunteers are considered and involved throughout. It is recommended that The Vegan Society continues to consider our volunteer program as a key asset and entwines its great work in all future strategies and plans, wherever possible. This will support our shared vision of a more vegan world.

CONCLUSION & FURTHER INFORMATION

Volunteers made The Vegan Society possible. Today, the effort of volunteers remains integral to our charitable goals and objectives.

In this report, we've demonstrated the impact that our volunteers have on the full range of our work. It is our intention that this report exists as testament to the brilliance and dedication of our community of selfless volunteers. We'd like to end this report by saying thank you to all those who give up their time to support us. We are incredibly grateful, and we hope you will continue to volunteer with us for years to come.

Further Information:

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](#).

