Thank you for being a member. You’re part of a special community that stands together and tells us what’s most important to vegetarians.

In this annual review, you can read about what you made happen over the last year. Thanks to you, thousands of people tried veggie food during National Vegetarian Week, school children learnt how veggie food helps the planet and community groups enjoyed vegetarian Christmas dinners for the first time.

As we all know, eating a vegetarian diet is one of the biggest ways to help the environment. That’s why the Vegetarian Society works with everyone, no matter what they eat. Your support and the money you give means even more people can eat to beat climate change.

Thank you.

New Veggie Happy Meal

Kids across the nation are jumping for joy! Thanks to your help, McDonald’s now has a vegetarian Happy Meal. In 2018, the Vegetarian Society community came together to sign a petition encouraging McDonald’s to give vegetarians more choice.

Three years ago, Paolo Black, a Vegetarian Society member, started the petition. Thousands of you got behind the cause and McDonald’s chose to work with the Vegetarian Society to develop the new recipe. McDonald’s even gave Vegetarian Society members the exclusive opportunity to visit their headquarters in London, where they took part in a taste test and picked the final veggie option.

After the launch of the new Happy Meal, like many other children across the UK, Mr Black’s kids were “over the moon”. Now young people can enjoy eating vegetarian food while out and about with their friends!
Your donations meant 18,400 children can now eat a variety of veggie meals at school. The Vegetarian Society funded 46 schools to teach how eating more veggie food helps the planet, helping them achieve their Eco Schools Green Flag award.

You asked us to get you better veggie options, and we’re delivering this through the UK Food Plan. Getting children used to eating veggie food at school is a great place to start.

Together with award-winning school chefs Lyndon McLeod (pictured left, seated) and Tony Mulgrew, we developed a range of tools to help school chefs get veggie meals on the table. Our training package includes hands-on instructional videos and a term of student-approved veggie and vegan recipes, so even more schools can eat to beat climate change.
Thousands try veggie food during National Vegetarian Week

Over 13,000 people tried veggie food at events across the country, as part of the National Vegetarian Week grants programme. Here are two stories from the week:

Newquay Cricket Club held a vegetarian mid-match afternoon tea for 50 players, umpires and spectators. Colum Taylor, on the club’s fundraising committee, said: “The cricket world is a bit set in its ways, as a rule, so this made a real change”.

The Youth Hostel Association of Northern Ireland hosted two evenings of veggie cookery at its Belfast hostel. Guests from around the world shared a menu of traditional Kenyan and Italian cooking and swapped food stories from home. Programme co-ordinator, Annette Feldmann, said: “It was wonderful seeing everyone gather in our kitchens to talk about food and vegetarianism”.

National Vegetarian Week went underground

Thanks to the money donated by you and to our crowdfunder campaign, millions of commuters and tourists spotted National Vegetarian Week posters across London. For the first time, 550 posters were displayed in 100 London Underground stations, showcasing National Vegetarian Week and a fantastic variety of vegetarian and vegan products.
How do you get people to give up turkey for Christmas?

It’s a time of year when many still think about a traditional turkey dinner. We know this doesn’t have to be the case. Last December we gave grants to a range of community groups, including kids clubs, support groups and welfare associations. Thanks to your generous donations to our Crowdfunding campaign, 1,220 people came together to share a delicious festive meal and try a new tradition – a veggie Christmas dinner.

‘Everyday English’ in Northampton is a group supporting people who speak English as their second language to integrate into their community. They said their shared veggie dinner was a brilliant success. People enjoyed the prepping and cooking and, most of all, the eating. One of the festive feasters said, ‘I’ve always wanted to try to cook a vegetarian Christmas meal – but was too scared – now I’m going to try.’

Cooking around the campfire with the Scouts

Thanks to a generous member leaving a legacy to the Vegetarian Society we are able to offer workshops for young people to make and prepare food, giving them vital skills for their future.

In October our Cookery School joined a group of Scouts aged 6-14 from Wythenshawe in South Manchester at their camp in nearby Dunham Massey forest.

The Scouts were excited to try new flavours and to handle fresh fruit and vegetables. They started off by tasting two kinds of soy sauce, sesame oil and hot Sriracha sauce.

Next they chopped, fried, stirred and sizzled, creating a colourful stir fry packed with delicious veg, topped off with crispy shallots.

The Scouts left camp excited about the skills they had learned and the foods they’d enjoyed.

They even awarded our cookery tutor some Scout badges of her very own.

With your support, voluntary and community groups like the Scouts have the opportunity to learn and discover the amazing world of vegetarian food!
How we spent your money

You might notice our expenditure was more than our income. This is thanks to generous members who have made big donations and left us a gift in their wills. We have spent this money on last year’s work. This makes your future donations even more vital.

Income

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<td>Cookery school</td>
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<td>Investment and other income</td>
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Expenditure

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<td><strong>Total expenditure</strong></td>
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Future Plans

• You asked us for more veggie options. The UK Food Plan will give you three veggie options wherever you go by 2025.

• We will bring more vegetarian food into workplaces through Default Veg.

• Our chefs are working on new recipes so even more children can eat veggie school meals.

• The UK will see National Vegetarian Week 2019 on small screens across the country with our first crowdfunded TV ad.

• The cookery school is going digital. Can’t visit us in Altrincham? You’ll soon be able to cook-along with our tutors online with our brand new digital courses. Get your aprons on!

• You asked us to bring restaurants up to scratch. We will launch the first ever veggie training course for waiting staff.

• Calling all students, we’ll be at Freshers Week 2019 handing out boxes jam-packed with veggie goodies.

You can make even more happen next year if you:

• Throw in some extra cash with your membership

• Treat someone to a gift membership

• Roll up your sleeves and come to a cookery class

• Play the Veggie Lotto to win a cash prize

• Shop through the Amazon link on our website and we’ll get a donation.

• Leave a gift in your will to help future generations go veggie

Thank you!