



The American Vegan Society (AVS) promotes a compassionate, healthful, and sustainable lifestyle, empowering individuals through education and advocacy—since 1960.

We envision a world where animals live free from exploitation.

Strategic Goals

Promote Compassionate and Healthful Living

- Empower individuals through education and advocacy
- Encourage a sustainable lifestyle that respects all living beings

Build and Support National Vegan Community

- Foster a sense of belonging among vegans and the vegan-curious via reliable information and jovial celebrations
- Collaborate with organizations to strengthen the vegan movement

Enhance Public Awareness and Accessibility

- Provide resources on veganism and real-life experience
- Increase the visibility and availability of vegan options and support



Key Initiatives

Programs “**Welcome to Veganism**” and “**Building National Vegan Community**” cross-utilize content initiatives for people to learn, try, and stay vegan.



American Vegan Center (AVC)

- A welcoming cultural hub in Philadelphia’s historic district for vegans and pre-vegans, visitors and locals, that offers information about vegan living and delicious vegan food
- This international tourist attraction is a unique combination of museum, information, community center, delicious vegan food, and engaging activities such as cooking demos, open mic nights, lectures, and veg history walking tours



Educational Resources and Advocacy

- Digital and in-person resources welcome people to a vegan lifestyle and enjoy being vegan: *American Vegan* magazine, free e-newsletter, AmericanVegan.org, and social media
- Vegan Synergy: collaboration with 50 organizations & Vegan Trademark certification for products
- Share the legacy of founder Jay Dinshah including *Powerful Vegan Messages* book; Jay’s recorded videos, essays, and speeches; and AI-powered “Jay Suggests”
- American Vegan Speakers Bureau: over 80 speakers



Celebrations and Community Support

- Celebrations including Vegan Cuisine Month, Dynamic Harmlessness Day, and Vegan Synergy Month—all celebrated annually worldwide
- Events such as American Vegan Garden Party at AVS headquarters, Philly Vegan Awards, and outreach at community events
- Vegan Information Points (VIPs): local guides U.S. and abroad
- Membership: open to everyone enjoying and/or learning vegan with dynamic harmlessness





"What I love about AVS is how down-to-earth they are. There is no pretention. They are real people in it for the long haul (since 1960). They are efficient with their funding, and effective. If you are looking for an organization to support, I highly recommend this one."

—Amie Hamlin, executive director
Coalition for Healthy School Food

"I am so grateful for all that the American Vegan Society has done and continues to do to shift the world towards compassionate lifestyles."

—Brenda Davis, RD, Calgary AB Canada

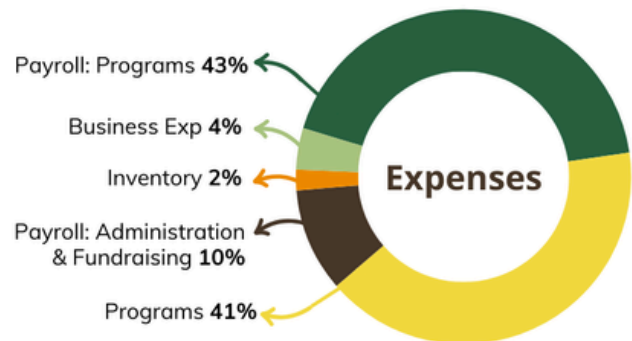
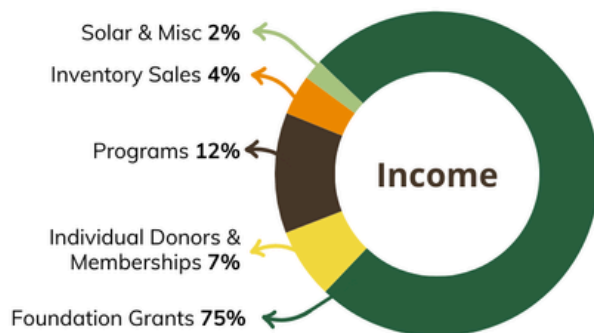
Your Support is Vital

Your generosity helps us reach more people, provide essential resources, and advocate for a compassionate and sustainable lifestyle. With your support, we can continue to:

- Expand our educational programs and resources
- Enhance our community-building efforts nationwide
- Increase public awareness and accessibility of veganism



AVS Annual Income & Expenses



Charts based on 2024 profit & loss statement: income \$279,618. and expenses \$308,811. reviewed by accountant. Budgets for 2025-2027 are available in our Strategic Plan.



Donate Today

AVS has been championing for the animals since 1960. Now we ask your monetary help to propel us for the future.



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AmericanVegan.org
[@AmericanVeganS](https://www.instagram.com/AmericanVeganS)

To converse with a real person:

info@americanvegan.org or 1-856-694-2887