



\$360K Operational Budget 2025
with ability to absorb up to \$1M

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, social media, phone or email AVS to talk with a real person
- 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
- Vegan Synergy: collaboration with 50 organizations & Vegan Trademark product certification



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
- Pilot projects: culinary school gourmet dining, restaurant menus and showcase dinners
- Membership is open to everyone enjoying and/or learning vegan with dynamic harmlessness

Operational Budget

	2025	2026
<i>Fiscal Year ending:</i>	12/31/2025	12/31/2026
REVENUE		
Program Services	\$35,000.00	\$75,000.00
Inventory Sales	\$12,000.00	\$24,000.00
Grants	\$288,000.00	\$500,000.00
Individual Donors	\$25,000.00	\$50,000.00
Membership	\$10,000.00	\$15,000.00
Solar and Interest	\$8,000.00	\$8,500.00
TOTAL INCOME	\$378,000.00	\$672,500.00
EXPENSES		
Program Services	\$135,000.00	\$161,000.00
Payroll Program Services	\$164,000.00	\$340,000.00
Payroll Administrative	\$26,000.00	\$50,000.00
Payroll Fundraising	\$12,000.00	\$30,000.00
Business Expenses	\$13,000.00	\$15,000.00
Inventory	\$10,000.00	\$18,000.00
TOTAL EXPENSES	\$360,000.00	\$614,000.00
NET SURPLUS	\$18,000.00	\$58,500.00

2025 Let's Do This!

- balanced budget
- over 83% of budget goes to program services and payroll for program services
- learning new ways to fundraise
- transitioning from volunteer-based to professional model
- capacity to absorb up to \$1M will enable goals for 2026 and 2027 to be achieved sooner

2026 Big Increase

- increase reach and effectiveness of program services via more marketing and communications
- raise salaries for our current staff towards the low-average of other teams in the vegan and animal-rights movement
- build a cash reserve cushion for tough years
- increase travel budget for conferences and outreach
- acquire directors' insurance

2027 Plan for the Future

- operational budget similar to 2026
- focus on capital campaign for renovations
- repurpose the headquarters warehouse into a modern event center with a commercial kitchen, new roof, and solar
- our original educational center needs updating such as new electrical wiring, roof, and bathroom accessible to all

Program Services When categorized as Philly/International Program vs U.S. National Program: The American Vegan Center (AVC) program currently utilizes approximately 1/3 of the general operating expenses while the total for National Program is approximately 2/3. We plan for both programs' budgets to increase, allowing the programs to improve and expand.

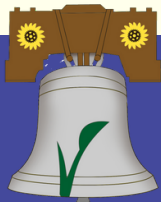
2024 Expenses \$308,811 and Revenue \$279,618. We had a gap due to increases in NJ minimum wage and AVS learning new ways to fundraise.

More details and years of budget are available in the Strategic Plan.



AMERICAN VEGAN CENTER

Discover the vibrant world of veganism today!



The American Vegan Center (AVC) is a welcoming cultural hub in Philadelphia's historic district with reliable information about vegan living and delicious vegan food in the city where the U.S. vegan and vegetarian movements began.



Starting Conversations

The eye-catching signage entices everyone to talk about veganism: from the in-store visitors who get customized personal service to the pedestrians a half-block away remarking how prevalent “vegan” is becoming. Did they also catch a glimpse of a cow in the building, beckoning them in? The Center's presence starts conversations, each creating its own ripple effect.



The American Vegan Center is a Historic National Treasure and is a must visit on any trip to Philadelphia. I especially liked the walking tour which uncovered the rich and largely hidden vegan history of Philadelphia which dates back to the early 1800s!

—Seth Tibbott, Tofurky founder and AVS advisor

Friendly Experts

Are ready to help you find your way along the vegan journey.

- Taste delicious vegan food samples
- Explore a compassionate wardrobe
- Find an ethical compass
- Meet like-minded friends
- Receive restaurant dining advice
- Enjoy events and activities

Visit Us

**Come to Philly for the Liberty Bell.
Stay for the Animal Freedom Bell!**

Join in the fun, learning, and camaraderie in the vegan movement.

**Or visit for one minute
virtually via YouTube**



We Are a Change Agent

Our role is to educate the public, which we do utilizing a friendly, welcoming style. The main barriers to people becoming vegan are education, awareness, resources, and community. AVS serves to alleviate the barriers through our three main programs: the American Vegan Center, Welcome to Veganism, and Building National Vegan Community. Participants learn to eliminate the use of animals from their lives and drive meaningful social change: We are helping people's enlightenment and health, relieving animal suffering, and saving the planet.



Our founder, **Jay Dinshah**, went vegan on the spot when he saw dairy cows at a slaughterhouse in Philadelphia in 1957. He was the first person who toured the U.S. speaking about veganism, and taught people how to say the word vegan and be vegan.

"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, cofounder and executive director
Coalition for Healthy School Food

Your Financial Support Is Vital

You have the opportunity to invest in more than an organization. AVS is a team of kind, hard-working, dedicated people accomplishing a mission.

Together, your money and our energy will reach more people, provide essential resources, and advocate for a compassionate and sustainable world for all living beings. 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



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