



2023

**Annual
Report**

DEAR FRIENDS AND SUPPORTERS,

Welcome to the 2023 New Roots Institute Annual Report!

This year, we are excited to announce that we've changed our name from Factory Farming Awareness Coalition to New Roots Institute.

Our work has grown far beyond the initial vision of one-off classroom presentations, into an ecosystem of students being empowered to create change in their communities. We wanted a new name that would reflect our growth while allowing us to connect with many different stakeholders impacted by our work.

In the past year, we have made significant progress toward our goals by synergizing the work we do in our leadership program and through educational outreach in classrooms. We have educated over 41,000 students this year about the connections between industrial animal agriculture and current key issues impacting us all—like animal welfare, climate change and environmental sustainability, human rights, and personal and public health.

We could not have done this work without your support. Thank you for believing in our mission and helping us to create a just and sustainable food system for all.

Sincerely,

The New Roots Institute Team

P.S. We invite you to learn more about our work and get involved at <http://newrootsinstitute.org>



OUR VISION

A just and sustainable food system for all.

OUR MISSION

To empower the next generation with knowledge and training to end factory farming.



We empower the next generation with knowledge and training to *end factory farming.*

Factory farming is one of the most harmful industries on Earth, impacting the health of people, animals, and the planet. Billions of animals spend their lives confined, mutilated, and suffering. Our streams and rivers are polluted with waste. Global temperatures are rising. Heart disease is the number one cause of death in the US. But together we're fighting to change this.

It's going to take all of us—you, us, and our next generation—to create a just and sustainable food system for all.





**AS THE MOVEMENT FOR A JUST AND SUSTAINABLE
FOOD SYSTEM HAS EXPANDED AND DIVERSIFIED,
*SO HAS OUR PROGRAMMING.***

We build capacity for the movement to end factory farming by (1) educating the general population of high school and college students (2) recruiting and training the most motivated to promote structural changes in their communities, and (3) positioning them to advocate in mission-aligned and -adjacent organizations, governmental bodies, and corporate spaces.

We plant new roots by preparing our fellows to contribute meaningfully to the movement in myriad ways.



*Our new logo represents the root system that nourishes our movement, creating a groundswell of **energy, knowledge, and commitment.***

OUR IMPACT

EDUCATIONAL OUTREACH

1,747

Lessons Taught

41K

Students Educated in Classrooms

172.5K

Total Individuals Reached*

*Total individuals reached represents post-lesson survey data on the total number of people students will speak to about factory farming

LEADERSHIP PROGRAM

FELLOWS LOCATED IN

23

States

&

13

Countries



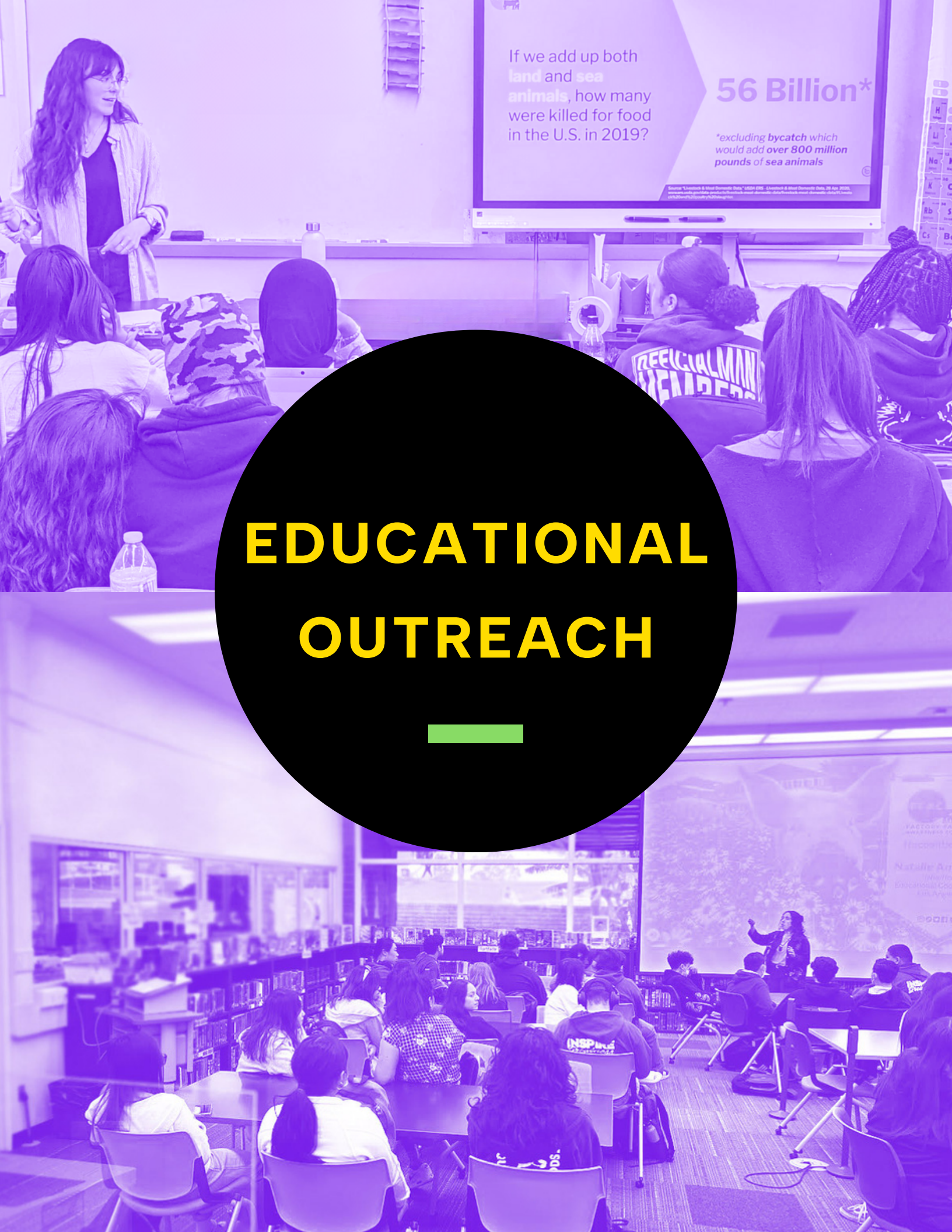


Fellows & Staff Represent New Roots at the **2023 ANIMAL & VEGAN ADVOCACY SUMMIT**

At the 2023 Animal and Vegan Advocacy Summit in Los Angeles, the excitement was palpable as we unveiled our new name and visual identity. Staff, students, and alumni wore purple New Roots Institute shirts with our tagline “For a just food system” on the back.

The most significant way we can achieve our mission is by forming strong partnerships with other organizations and individuals in the movement to end factory farming, and by supplying those organizations with trained leaders who can help it continue to grow. For this reason, we financially supported students to attend the AVA Summit this year. New Roots students served as volunteers for the event, doing everything from helping with AV equipment to working the registration table.





If we add up both
land and sea
animals, how many
were killed for food
in the U.S. in 2019?

56 Billion*

**excluding bycatch which
would add over 800 million
pounds of sea animals*

EDUCATIONAL OUTREACH



Overview



HIGH SCHOOL AND COLLEGE TEACHERS NATIONWIDE INVITE US TO GIVE LESSONS ON FACTORY FARMING.



While emphasizing animal suffering, our educators also discuss the devastating impacts on the environment, marginalized communities, and public health.

Because we can customize our lessons to complement nearly all high school and college curricula, we are able to reach students in multiple grades and courses.



WE WORK WITH STUDENTS IN 113 HIGH ENGAGEMENT SCHOOLS

“High Engagement Schools” are high schools and colleges where we are visiting multiple classrooms and have had at least one fellow in our Leadership Program.

UCLA



The City College
of New York



LOYOLA
UNIVERSITY CHICAGO

UC San Diego



COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK



THE
UNIVERSITY
OF UTAH

Berkeley
UNIVERSITY OF CALIFORNIA



NYU



UNIVERSITY of
DENVER



Santa Clara University



UNIVERSITY OF
SAN FRANCISCO



Bmcc BOROUGH OF MANHATTAN
COMMUNITY COLLEGE



THE COLLEGE OF
WOOSTER



EDUCATIONAL OUTREACH



"Keith Allison has been coming to my classes for a number of years now and always does a tremendous job. His **knowledge and passion** for the subject are amazing. His visit is always a bright spot in the semester. You can't do better than Keith!"

– Michael, high school teacher in Ohio

"Rowdy is so good with my students – he connects with them in such a powerful way."

My class was deeply engaged and continued to talk about his presentation for an hour after he left. He has a real gift for making everyone feel safe. We had a student who was very "flip" about animals, making it obvious that he doesn't care. Rowdy even managed to make him feel comfortable too – and to **engage** him **with humor and non judgement**. That's not easy to do! I appreciate this entire organization and your efforts to educate about this important issue."

– Mary, college professor in San Diego





LEADERSHIP PROGRAM

LEADERSHIP PROGRAM

Overview

New Roots Institute fellowships build capacity for the animal advocacy movement by preparing high school and college students to become effective advocates in the effort to end factory farming.



"New Roots Institute [is] where I discovered that it's not just climate, but the well-being of all species that truly matters... I'm excited to express my dedication and share my research [at] the Climate Justice and Health Lab at NYU."

-Pooja Sharma, New Roots Fellow

From July 1, 2022 to June 30, 2023:

We trained

224 Fellows

We collaborated with

79 organizations

Our fellows reached

3273 People

through campaigns

7,877 individuals

were directly impacted by fellows' organizing through classroom lessons, campus or community events, or stakeholder meetings.





New Roots Fellows at both the University of San Diego and Pomona College successfully advocated for **oat milk defaults** in their campus cafés in Spring 2023.

Their advocacy was featured in VegNews, in addition to other campus publications.

Noa Greene-Houvras worked with **Fridays for Future** to organize a youth climate march that successfully mobilized hundreds of students from across NYC. She was also selected as a **Global High School Fellow** for the Columbia Journal of Science, Tech, Ethics and Policy to focus on climate mitigation through plant-based food systems.



“[I was] honored & very excited to present at the United Nations General Assembly Science Summit on September 21 2023. I presented with other youth leaders on the importance of humanitarian sciences and intersectional drivers that support the objectives of the UN SDG Summit 2023.”

– **Satvika Iyer, New Roots Fellow**





Leadership Program alumni Morgan Greenlaw and Margot Blanco raise awareness about the benefits of plant-based dairy alternatives at Palo Alto High School's **Truth or Dairy** day of action.

Fellow June Ok, leader of GW Veg Out club, campaigned for a Greener by Default **plant-based commitment** at George Washington University in Washington, D.C.



Fellow Yassine Farhani attended Greenpeace's **International Climate Justice Camp** in Lebanon, where he shared the knowledge he acquired during our summer program with campaign leaders and climate activists.



FELLOWSHIP TO EMPLOYMENT



TANWI WANGIKAR

Leadership Program Coordinator

EEMON GHASEMIYEH

Chicago Lead Educator


Eemon and Tanwi are both alumni of New Roots Institute's Leadership Program, where they further developed knowledge and skills about the movement, leadership, and more.

After graduating from the fellowship, they first re-joined New Roots as part-time educators, and now as full-time staff, to continue empowering the next generation.



PLANS FOR 2024

Strategic Goals for 2024

A large, stylized yellow chicken illustration occupies the left side of the page, extending from the top to the bottom. It has a prominent comb and wattle.

Position students to advocate in mission-aligned and -adjacent organizations, governmental bodies, and corporate spaces

Alter choice architecture in students' communities to favor plant-based foods

Shift social norms in high schools and colleges to increase disapproval of factory farming



new roots INSTITUTE DNA

Fierce competence: We focus on achieving the greatest impact by effectively empowering the largest number of people.

Humble self-awareness: We recognize that we don't have all the answers and practice curiosity, listening to others—including those we believe we disagree with—to grow as individuals and as an organization.

Ready adaptation: We understand that social and informational contexts evolve, and seek new knowledge to update our perspectives and optimize our approach.

Inclusive collaboration: We strive to see beyond our egos to meet others where they're at and collectively strengthen our impact.

Caring accountability: We show our commitment to one another and our cause by holding ourselves to a standard no lower than excellence, openly addressing issues with honesty and directness.



OUR TEAM



Our team is united around our shared mission and our shared values — what we call our DNA.

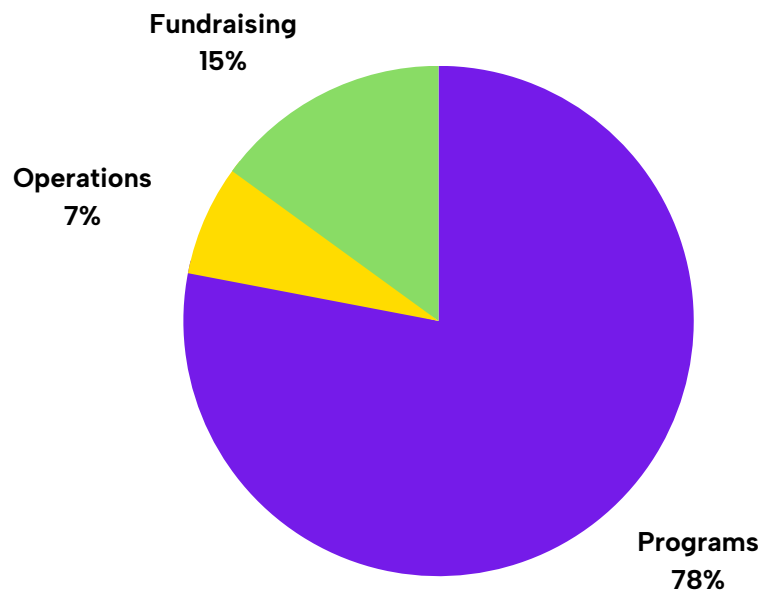
These values guide our culture and our approach to empowering the next generation with knowledge and training to end factory farming. We believe our competence must be as fierce as our compassion. To amplify our impact through collective action, we call people in rather than out, always striving to see beyond our egos to meet others where they're at rather than treat them like they should already be where we are. Because we care deeply about each other and our mission, we elevate accountability, openly addressing issues with honesty and directness and holding ourselves to a standard no lower than excellence. We recognize that we don't have all the answers and will listen to others, including those we believe we disagree with, to grow as individuals and as an organization. The magnitude of the systemic change we're aiming for requires readiness to adapt. As circumstances and information around us shift, we update our approach. Last but not least, we genuinely enjoy our co-workers and have fun despite the tragic nature of what we're up against.



TOGETHER, WE ARE BUILDING THE MOVEMENT TO END FACTORY FARMING

Our mission is supported by a diverse group of individual donors, foundations, and corporations. The majority of our operating budget directly supports our work building the next generation of leaders in the movement to end factory farming through our educational outreach and leadership programs.

Here's how our \$1.36M budget was allocated in FY23:



We have ambitious goals to continue to educate, empower, and serve our growing community.

To inquire about our work and how to further support our mission, reach out to our Executive Director at monica@newrootsinstitute.org.



THANK YOU

to our generous donors

“We love supporting New Roots Institute for the positive changes they drive toward making our world a more compassionate place and frankly a more inhabitable place in the long run. The work that New Roots Institute does is extremely impactful towards driving outreach and education through corporate and other channels to enable us all to make more thoughtful lifestyle choices and care for our only planet. We also stand behind the strong leadership team that ensures every dollar is well spent!” - **Kailash Kothari and Reena Khinvasara**

“My partner and I support organizations with a **meaningful mission** and measurable impact. Over the years, New Roots Institute remains one of the very few organizations that we can unitedly and consistently support.” - **Alicia Jao**

“New Roots Institute is to be highly commended for all its progress and **innovative programs**, done in just a few years! You are on the cutting-edge of a better, more humane future!” - **Bill Manson**

newrootsinstitute.org/support-our-work



for a just
FOOD SYSTEM

2024