

# Q3 IMPACT REPORT

JAN - MAR 2024





For the first time since our 2010 founding, New Roots Institute began the new year on solid financial footing. After several stellar new hires, our team is stronger than ever in educating students and running campaigns at schools across the country. Given our increased capacity and efficiency, we've been able to take a breath, revisit our theory of change, and ensure we're measuring—and consequently focusing our energies on—what is most strategic and impactful in the long run. In contrast to FFAC's old buckshot approach of speaking to as many students as possible, New Roots Institute is focused on building well-connected advocacy ecosystems in our hubs that more effectively convert our lessons into Leadership Program recruits who, working with us throughout the year, are able to create true structural changes at their schools.

As we innovate and find the right methods and metrics to build and evaluate these powerful ecosystems, we're delighted to share some of our challenges and opportunities with you. Please connect with us if you have questions or ideas.

Thank you for caring about this work. We are committed to empowering the next generation with the skills and knowledge to end factory farming!

**- Monica Chen, Executive Director**

# NEW ROOTS INSTITUTE LEADERSHIP JOURNEY

*We are building people capacity through a four-part strategy of educating the general population of high school and college students in our hubs, recruiting the most motivated into our Leadership Program, training them to promote behavioral and structural changes in their communities, and positioning them to advocate in mission-aligned and -adjacent organizations, governmental bodies, and corporate spaces.*

1

**Educational  
Outreach**



2

**Leadership  
Academy**



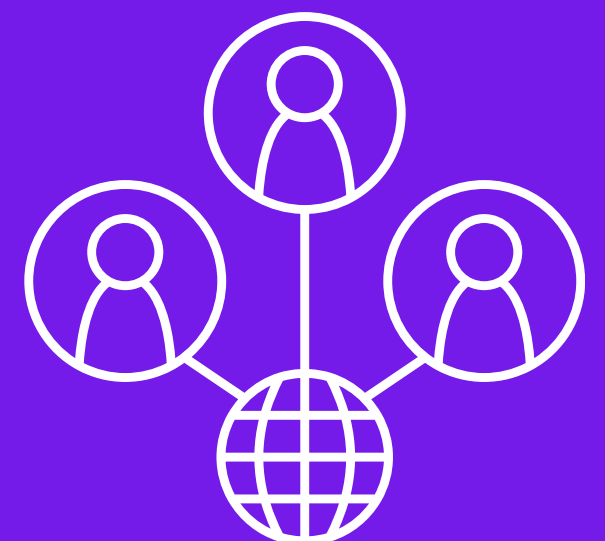
3

**Fellowship**



4

**Alumni  
Network**





# EDUCATIONAL OUTREACH



***Spring 2024***



***Lead Educator Keith Allison  
facilitating a lesson in Cleveland.***

## IN THE CLASSROOM

**“Keith's lectures are informative, interactive, challenging, and enjoyable. Students love them, as do I. I am also impressed by the fact that Keith always innovates his lectures. Every time he comes to my classes I learn something new.”**

**-Dr. Dimitria Gatzia , college professor (Cleveland Hub)**



# CHALLENGES & OPPORTUNITIES

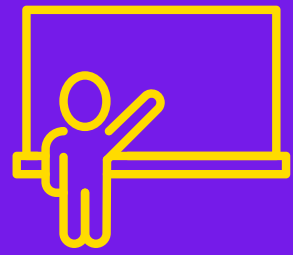
## *Building New Hubs with Top Talent*

### CHALLENGE:

When we were Factory Farming Awareness Coalition, we hired our strongest volunteers and, when they left, tried to continue the legacy they had built in their cities. Unfortunately, our high standards have sometimes made rehiring in those locations challenging.

### OPPORTUNITY:

We have excellent lead educators and know what it takes to succeed. So, in order to hire the best talent with the highest chance of elevating our presence and building effective hubs, we opened the role to candidates across the entire United States and have selected the two most promising to establish hubs in Portland, Maine, and Charleston, South Carolina. We look forward to seeing what they're able to achieve in the coming years!



# 1237

*Lessons in the  
Academic Year  
(Fall 23 - Present)*

# 21%

of students surveyed expressed interest in our Leadership Development programs

# 91%

of students surveyed in spring 2024 actively support the campaign initiatives of New Roots Institute fellows

Spring 2024

# 19

**Schools**

where we have both spring fellows and have given lessons in classrooms this past quarter

# 83

**Lessons**

at schools with active spring fellows

# 500,000+

School community members, including students and faculty, are learning about the impacts of factory farming through lessons or through fellows' campaigns

# CHALLENGES & OPPORTUNITIES



## Diversifying and Fortifying our Networks

### CHALLENGE:

We have long been aware that school administrations, especially principals and superintendents, have the ability to restrict our access to high schools, potentially hindering our efforts to conduct lessons and on-the-ground recruitment.

### OPPORTUNITY:

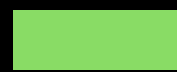
Over the past decade, we have built a strong network of teachers and students, through which we have been able to establish high-engagement schools and train fellows to gain real-world advocacy experience. In the past quarter, our fellows have continued to successfully implement plant-based dining initiatives and large-scale events on campuses.

To both protect and continue building our school networks, we have been diversifying our outreach, cultivating relationships with student organizations, in particular, and beginning to connect with Greek systems on college campuses. This not only fortifies our ability to educate and recruit if confronted with administrative threats but enables us to unite various campus communities on campaigns that fight factory farming.





**LEADERSHIP  
ACADEMY**



***Spring 2024***

# LEADERSHIP ACADEMY

***We are currently recruiting for the Leadership Academy, an immersive, experiential course in sustainable food systems leadership, in which participants learn about the problems and challenges inherent in industrial animal agriculture and take a leading role in co-creating solutions to them.***

**8-Week Leadership Academy**

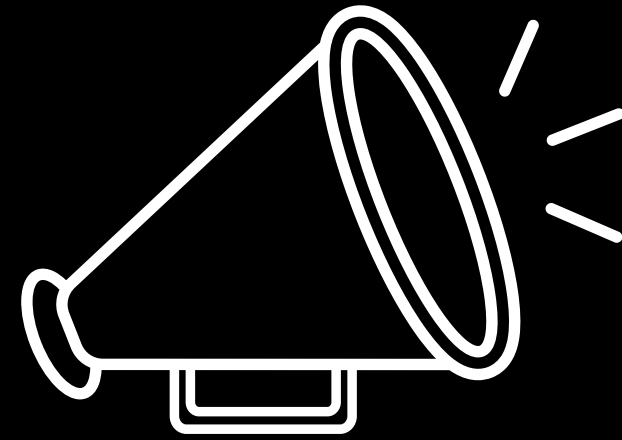
***June - August 2024***

**8-Month Fellowship**

***September 2024 - April 2025***

**10-Week Internship**

***June - August 2025***



# FELLOWSHIP



***Spring 2024***

# COACHING GROUPS

**Students engage in biweekly group coaching sessions led by New Roots Institute staff and connect with peers in a challenging environment to achieve campaign successes.**

## GROUP 1



## GROUP 2



## GROUP 3



## GROUP 4



# FELLOWS MAKING AN IMPACT



## UCLA GOES PLANT-BASED

New Roots Institute fellows successfully won a campaign to achieve 50% plant-based dining at UCLA. UCLA, with a campus population of 60,000 students and faculty, has committed to 50% plant-based dining by 2027 because of their efforts.

[Read more about their work.](#)



## USAID PRIZE COMPETITION

A New Roots Institute fellow was selected among approximately 4,300 applicants as one of the 50 finalists in the USAID Youth Wellness Prize competition. Finalists competed in multiple topics to create solutions for youth and participated in skill development workshops and mentoring.



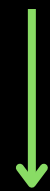
## NEW PLANT-BASED OPTIONS

A New Roots Institute fellow successfully added surcharge-free oat milk and plant-based sausages to the dining hall of Wagner College, which has a total population of 2,300 students and faculty. A lavender oat milk latte was also added to the menu of the Starbucks on campus.

# FY24 LEADERSHIP DEVELOPMENT

## Spring 2024 Fellows

**17 SCHOOLS**



**With a Total  
Student Population of  
271,782**



**A Total  
Faculty Population of  
41,809**

### Successful campaign types included:

Classroom Lessons

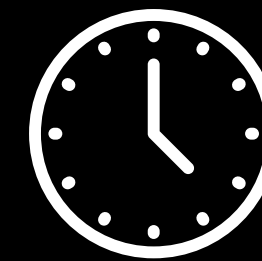
Plant-Based Defaults

Better Food Foundation (Partnering Organization)

Communications Outreach

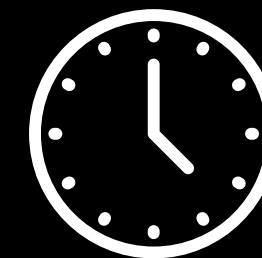
Plant-Based Milk

PCRM (Partnering Organization)



Our 21 spring fellows spent

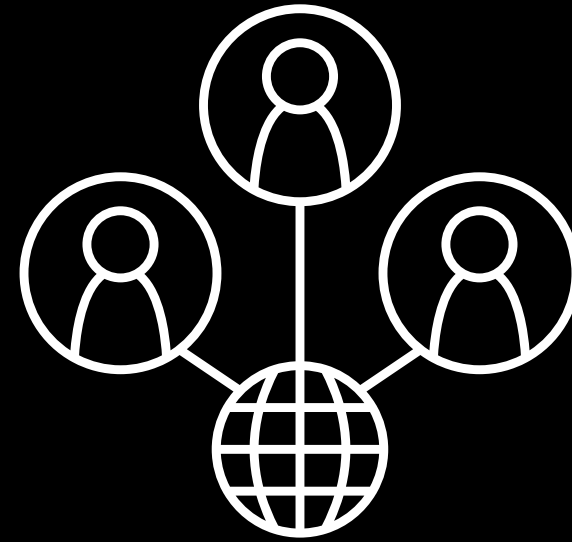
**570** total hours  
working on campaigns



Our 40 fall fellows spent

**627** total hours  
working on campaigns





# ALUMNI NETWORK



***Spring 2024***

**469**

**Total Fellows  
& Alumni**

We are working to create the largest and most effective network of exceptional anti-factory farming advocates and build a large enough base of members to support animal advocacy within all sectors and movements.

## OUR ALUMNI HAVE GONE ON TO WORK IN THE FOLLOWING SECTORS:

### *Sustainability*



### *Health Care*



### *Public Policy*

### *Plant-Based Foods*





*thank you*

