

Financials

Sydney Vegan Club invites contributions from members and the public for our Vegan Education Event program.

100% of money received is spent directly on these events, to cover venue hire, advertising and food that is served on the night.

Please click on the links below to view our financial records:

[2015](#)

[2016](#)

[2017](#)

These events include:

- * A five minute introductory talk by SVC founder Kym Staton
- * Film screening – Currently ‘Food Choices’ film
- * Vegan food tasting
- * Mingle with SVC representatives to answer questions about veganism.

Budget:

We budget \$550 for each event. This covers:

- * Screening license
- * Venue hire
- * Food for the post-film food tasting
- * Advertising in order to attract an audience of around 100 people to each event.

We use a targetted fb ad campaign to advertise the event, as well as listing it on dozens of ‘what’s on in Sydney’ websites for free.

Most of the attendees are non-vegans! These events are highly successful at educating about animal issues and inspiring people to become vegan and sign up to our 30 Vegan Challenge. We find that after hearing a short talk then the 90 min film, people are very keen to have a long chat and have a genuine readiness to learn and really appreciate the support and

guidance that our members can provide in helping make kinder, greener, healthier choices! We have a terrific team of SVC members who help out at these events, with talking to the vegan-curious guests, answering their many questions and giving them encouragement and support in making the lifestyle transition.

So far at each event around 25% of non-vegan attendees sign up to our 30 Day Vegan Challenge on the night! For most attendees, these events are the FIRST time they have seriously examined their choices in relation to animals, our environment and their health.