2024

YEAR IN REVIEW

VEGAN HACKTIVISTS

VEGAN HACKTIVISTS
compassion. creativity. code.

A Letter from Our Leadership Team

We at Vegan Hacktivists are so grateful for your support on this journey to strengthen and empower the animal advocacy movement. Just 5 years ago, we were a modest, all-volunteer team using our tech skills and our instincts to build tools we hoped the movement would value.

Now, with dedicated staff on our team and insights and testimonials from the most effective organizations advocating for animals, Vegan Hacktivists has grown into **the** capacity-building home for animal advocates who need tech support, web development, fundraising consulting, a new volunteer, and a whole lot more.

In the following pages, you'll discover what we've accomplished in the last year – the amount of money we've saved for the movement, the tools we've built and refined, and the exciting developments on the horizon. This review celebrates our collective impact and offers a glimpse into where we're headed next.

We ended 2024 with a renewed perspective. VH is no longer the same organization it was in its first five years – we're evolving into something bigger. It's a shift that feels both exciting and natural, representing the next step in our journey.

Here's to a future of continued growth and even greater impact for animals everywhere.

— David & James, on behalf of the entire Vegan Hacktivists team
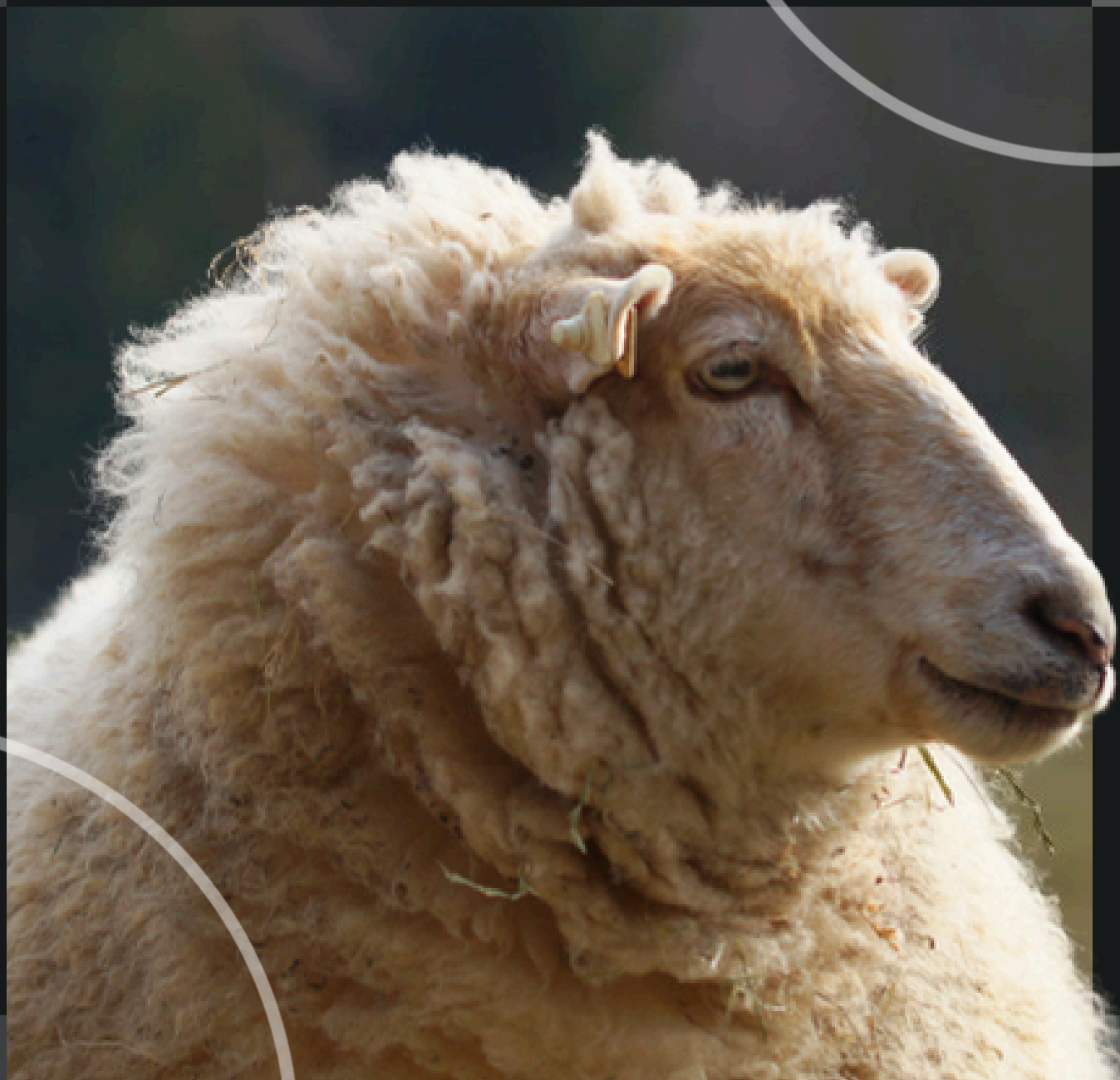
PART 1:
Overview

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About VH

We are a global group of tech-savvy animal advocates who empower organizations by providing expert capacity-building services — including technology and advisory support — at no cost, enabling them to further their impact and drive positive change for animals around the world.

We envision world where every animal protection organization has the tools and support they need to effectively advocate for animals, fostering a global culture of compassion and respect for all living beings.

Values

Commitment to Excellence

We strive for the highest standards in all our services, ensuring that our partner organizations receive top-quality support to maximize their advocacy efforts.

Collaboration and Partnership

We believe in the power of working together and building strong relationships with animal advocacy groups to achieve shared goals and create lasting impact.
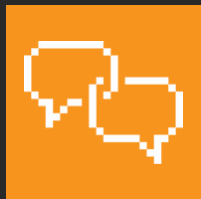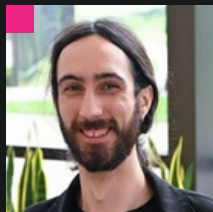
Integrity and Transparency

We uphold honesty, ethical practices, and open communication in all our interactions, fostering trust and accountability within the animal advocacy community.
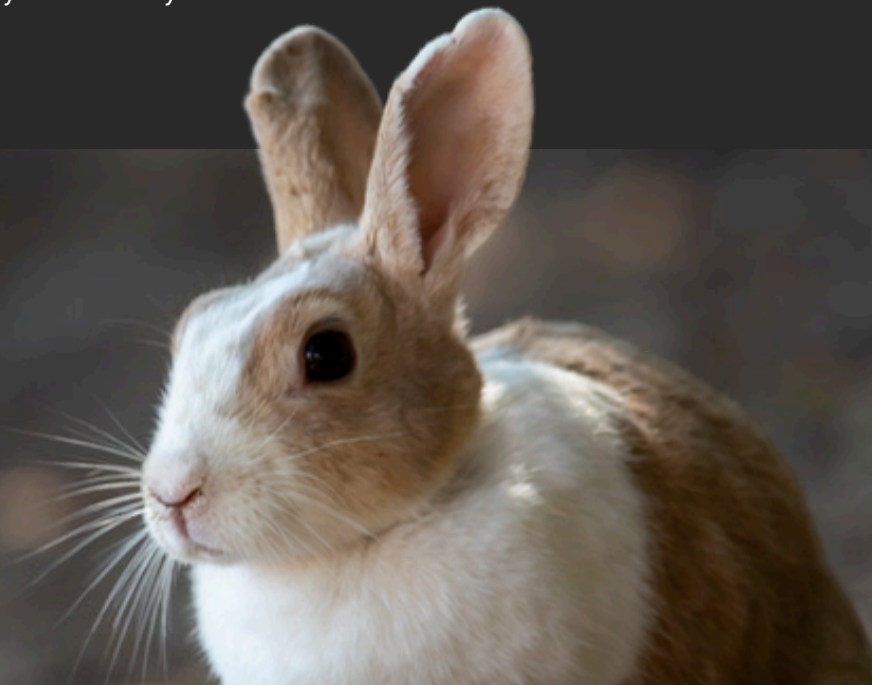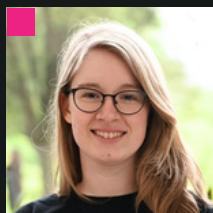
Our Team

David van Beveren 🇯🇵
President, Founder

Vikram Singh 🇬🇧
Product Design Director

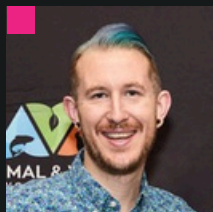**James Morgan** 🇬🇧
Executive Director

Tobias Frohme 🇩🇪
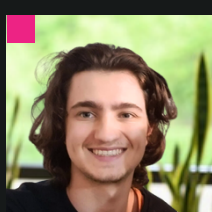Senior Developer

Kate Rodman 🇺🇸
Creative Director

Jérémy Touati 🇫🇷
Senior Developer

Michael Webermann 🇺🇸
Strategic Initiatives Lead

Nick van Verlaten 🇦🇷
Team Lead
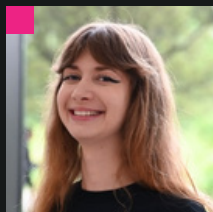
Gabrielė Bernotaitė 🇱🇹
Communications Director

+ Our **amazing** volunteer community

PART 2:
Our Impact

Our Impact in 2024

$172,000
Saved through our capacity building services

130+
Organizations supported with free services

The 2024 impact figures do not include results from our sister organization, Violet Studios.

🐥 🐥 🐥

35+
Countries and regions served – the majority of which have worldwide impact

180+
Services provided – ranging from small advisory to large-scale projects

Some of our impact is difficult to quantify — but still just as significant!

We help organizations save time, money and, ultimately, succeed through our movement-wide technology projects and tailored services. Our support not only helps them make informed, strategic decisions — **we also find it often prevents costly missteps, both financially and operationally.**

This impact includes:

Time saved and processes streamlined for both advocates and grantmakers through our tech tools and advisory support

Sound decisions enabled, missteps avoided, projects course-corrected, and leadership teams reassured through our strategic guidance

Guaranteed access to high-quality tech and services thanks to our free model — including support to emerging or low-budget orgs

Greater effectiveness of our movement-wide platforms and consulting services, as they're driven not by profit but mission

Security risks mitigated and privacy safeguarded through our fast, reliable assistance, preventing hacks and data breaches
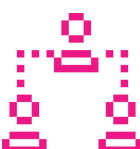
Connections fostered among advocates and volunteers, and **new pathways into activism** created through our platforms and 2M+ member communities

PART 3:
What We Do

Our work focuses on three core areas:

Tech Services

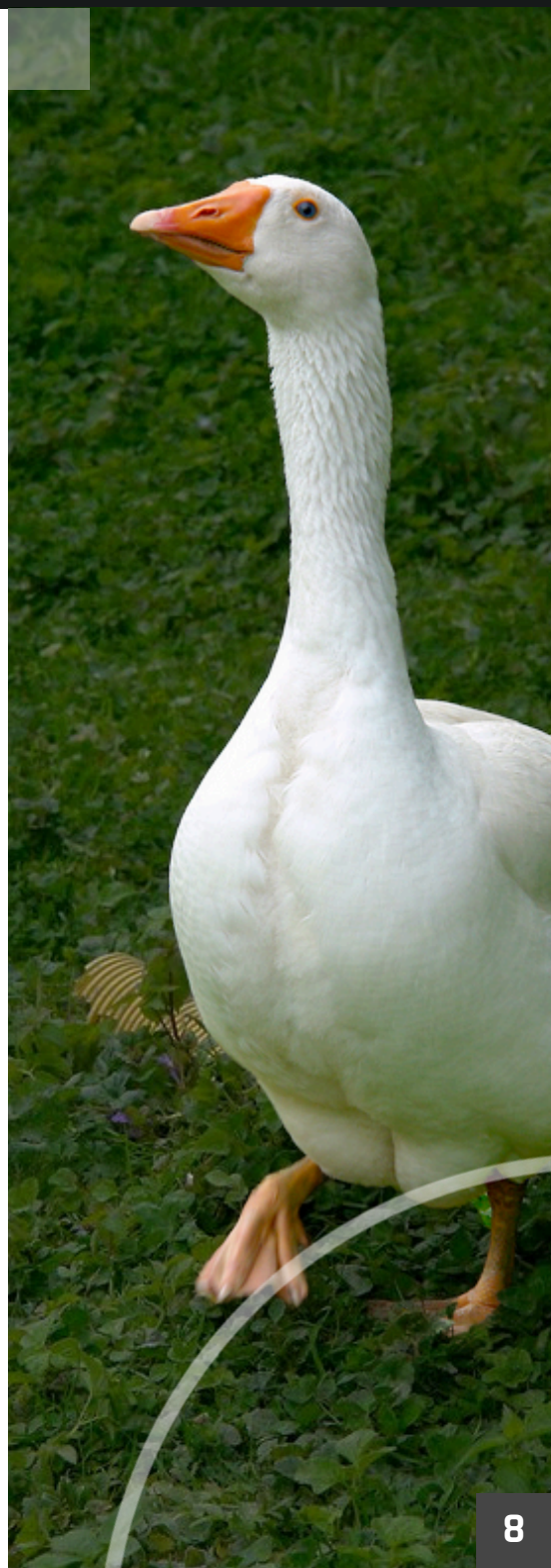We leverage **technology** to help organizations **expand their reach** and **strengthen the impact** of their animal advocacy efforts worldwide. By streamlining processes and increasing efficiency, we help groups **save valuable time** so they can stay focused on their missions. Technology enables us to accelerate the movement's growth, ensuring its efforts are effective, accessible, and sustainable.

Flagship Programs

We build digital infrastructure to strengthen the movement, creating tools that solve shared challenges at scale. From connecting advocates through **Flockwork** (formerly Playground), to streamlining grantmaking with **Granti**, to enabling strategic collaboration via the **FAST Network** — our platforms go beyond individual solutions to support the entire ecosystem. By developing large-scale, cutting-edge tools, we amplify impact, drive collective efficiency, reduce costs, and boost the movement's capacity for change.

Community Support

We manage vegan communities with over **2 million** members, fostering positive spaces for connection, support, and activism. This includes co-managed Reddit communities like **r/vegan**, r/veganactivism, r/animalrights, and r/veganrecipes, as well as the **Animal Rights Advocates (ARA)** Discord server. Our support also extends to strengthening the movement through capacity-building meetups, conference talks, and free tools that boost efficiency and impact—such as our **Tech & Data in the Movement** study and **Productivity for Animal Advocates** ebook.

OUR TECH SERVICES

Website Building & Guidance

We help organizations seeking streamlined website solutions — either by building the site ourselves or guiding them through the process. Our sister organization, Violet Studios, offers advanced custom design websites, while we support orgs whose needs or timelines fall outside their capacity. For other cases, we refer orgs to Flockwork (Playground).

Tech & Organizational Advisory

We offer expert consulting across technology, user experience, and organizational strategy. From choosing the right tools and fixing bugs to advancing tech projects and improving operations, we provide reliable support tailored to the organization's work.

Digital Security Consultations

We help safeguard the movement by strengthening digital security. We advise organizations on best practices, tools, and protocols, and provide guidance during cyberattacks or other digital threats to ensure teams can stay protected and resilient.

AI Workshops & Consulting

We help organizations identify and implement the right AI tools for the right tasks — saving time and boosting productivity. We offer one-on-one consulting and lead workshops on how to use AI effectively, ethically, and strategically within advocacy work.
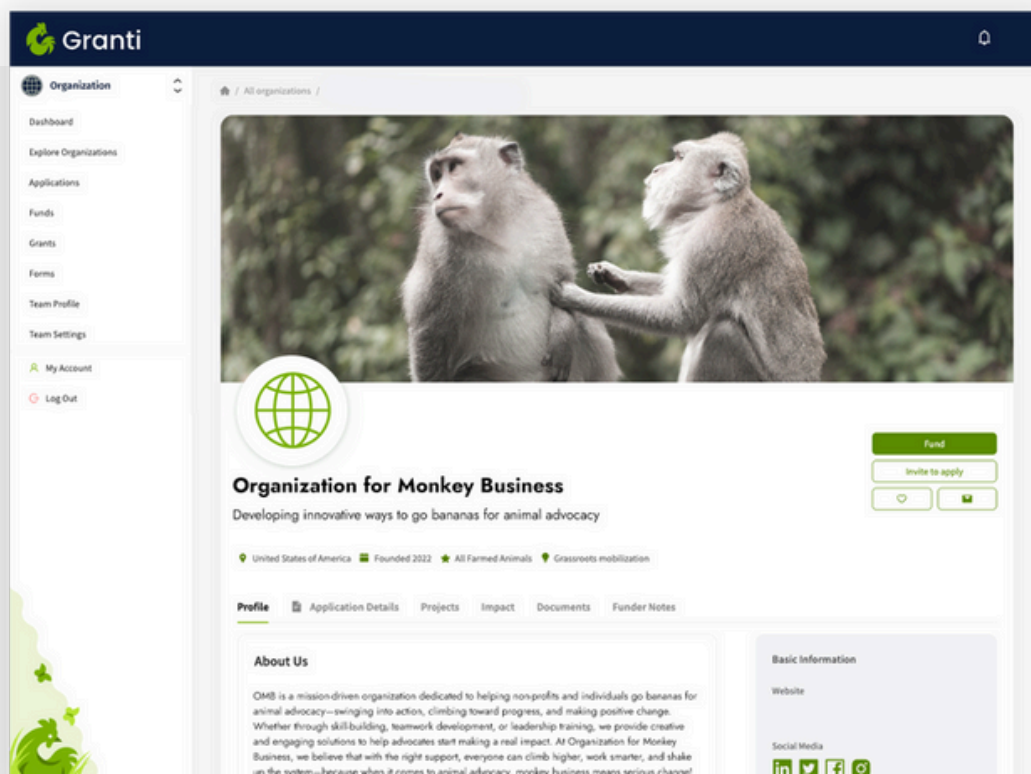
Granti

Grant Portal

> In 2023, we released a grantee-funder tool to **streamline grant management** and **improve the funding process** for animal advocates.

For grantees, keeping track of past and current grants can be overwhelming. Managing follow-ups, submitting impact updates, updating banking or fiscal sponsorship details, forwarding receipts and documents, and maintaining communication with funders all require significant effort. Keeping funders informed about funding gaps, new matches, and relevant initiatives adds another layer of complexity.

Funders also face administrative burdens, often juggling multiple platforms to manage grantee submissions. Accessing key information in a clear, centralized format is rare, making the process inefficient.

Our tool bridges this gap — bringing funders and grantees together in a seamless system that simplifies and optimizes the grant process for everyone in the movement.

Granti

$20M+
Money granted to orgs via Granti
Since 2023

650+
Orgs from our movement on Granti
*Since 2023*

Granti V2

In 2024, after seeing major success with Granti, we explored ways to improve the platform even further. We began working on Granti V2 – an update (released in early 2025) featuring a revamped profile system that saves grantees time and provides funders with easier access to key information, making the entire process faster and more seamless than before.
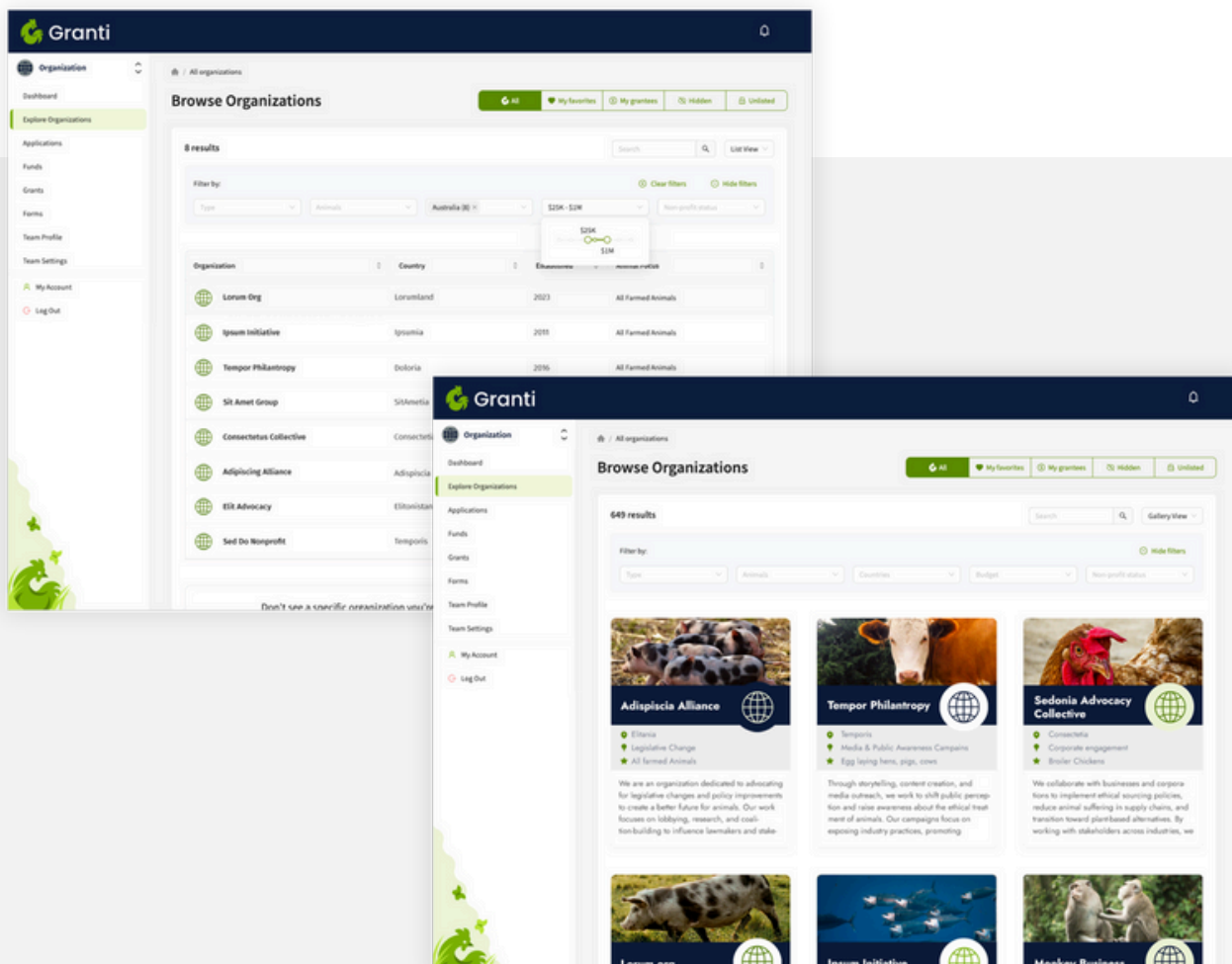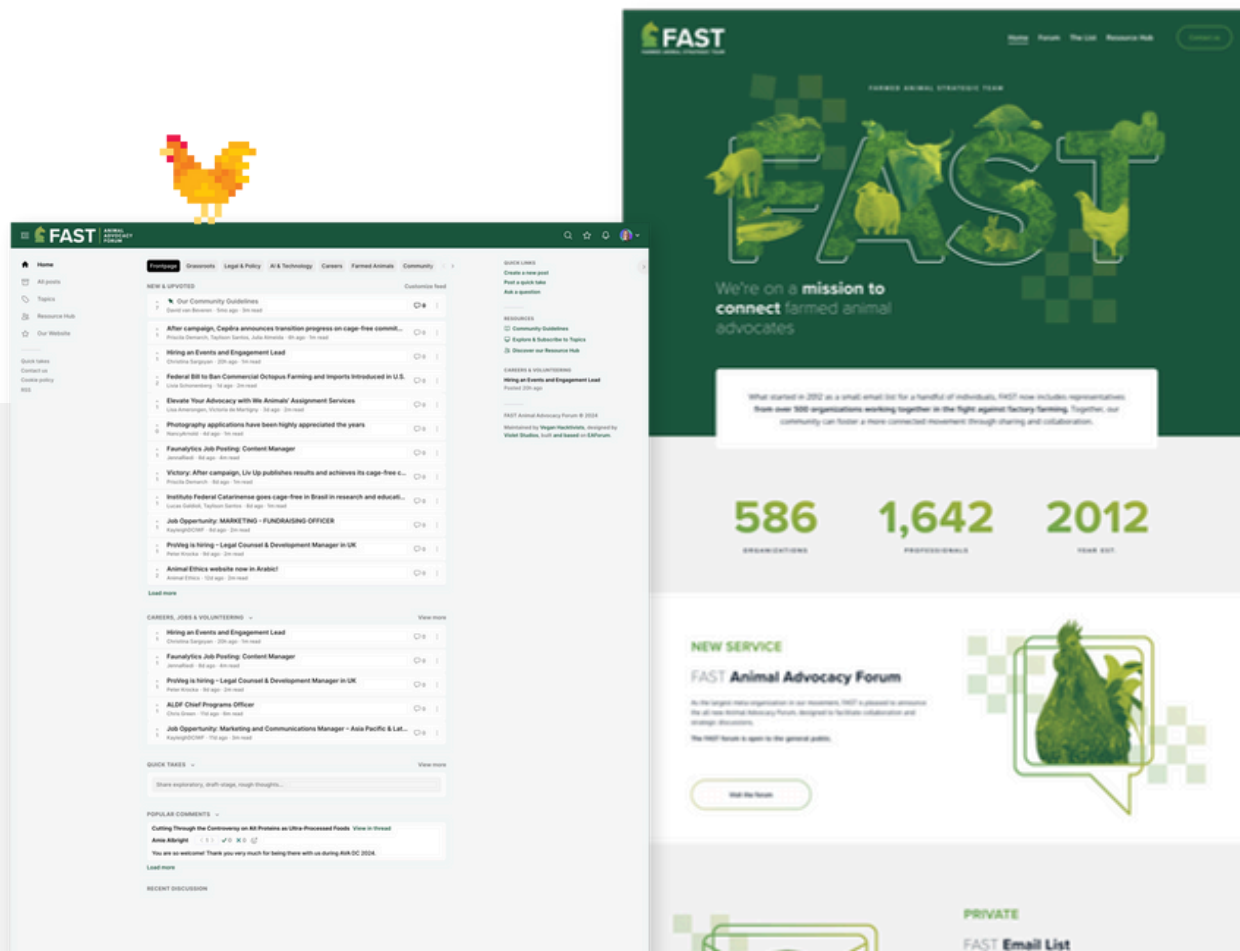
FAST
FARMED ANIMAL STRATEGIC TEAM

FAST Network

What began in 2012 as a small email list for a handful of individuals has grown into FAST, a **network representing over 600 organizations** united in the fight against factory farming.

Over the past decade, FAST was managed by various individuals within the movement until Vegan Hacktivists took on management in 2024. Since then, **our focus has been on expanding and enhancing FAST's value for its members.** This has included updating rules and processes, along with a comprehensive rebrand to reflect the community's evolution. Multiple surveys conducted since have shown strong member enthusiasm for these developments and the continued value FAST brings to the community.

FAST
FARMED ANIMAL STRATEGIC TEAM

What we did for FAST

New Website: We launched a brand-new website to better showcase the services and value our network offers to both current and prospective members.

Member Portal: We secured all private member data and built a dedicated portal where members can access contact details (like emails and phone numbers), connect directly, and engage with one another.

Discussion Forum: We launched a public forum to offer an additional space for members to collaborate and communicate. Plans are already in place to grow engagement and participation.

Our Academy: We developed a centralized hub where all movement-wide trainings and courses can be easily accessed — a feature that members have been particularly excited about!

The FAST community exchanges over 1,100 emails per year, making it **one of the best places to stay informed** about the movement and share your own updates!

FLAGSHIP PROJECT

### Volunteer Matchmaking Platform

On Playground, volunteers bring a wide range of professional skills, from **technology** and **communications** to **design**, **research**, and **more**, collaborating with organizations from all over the world.

As of 2024, the dedicated Playground Discord server was comprised of the following:

VEGAN HACKTIVISTS PLAYGROUND

2,600+ VOLUNTEERS SIGNED UP INCLUDING...

✓ **Developers**   ✓ **Data scientists**

✓ **Writers**   ✓ **Researchers**

✓ **Designers**   ✓ **Translators**
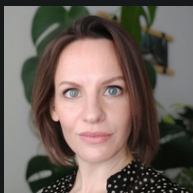
> The platform's user-friendly interface made finding a volunteer effortless. We appreciated the ease of connecting with like-minded individuals without the usual "vegan question" hurdles. A hidden gem that deserves more recognition, it has the potential to match countless organizations with passionate volunteers, furthering the impact of the movement. We highly recommend this platform to organizations and volunteers alike!"

Juliane Priesemeister, Executive Director, The Truth Organization

> VH helped me find volunteers to grow my organization and assist me with our launch and development! From video editing to social media to website development, many Playground volunteers are doing an amazing job, who we are glad to have helping on current projects — and hopefully future ones, too!"

Marine Lercier, Founder, International Centre for Animal Rights and Ethics

FLAGSHIP PROJECT

flockwork

Coming in 2025: Playground Becomes Flockwork

Where professional animal advocates get **matched with skilled volunteers**

We are excited to announce the rebranding and expansion of our volunteer matchmaking platform, Flockwork, previously known as Playground. This enhanced platform will accommodate a broader range of professional skill sets, with volunteers engaging in both unpaid and stipend-based projects that match their unique skills and passions. By screening the applications ourselves, we ensure that the right people are placed on the right projects, all expertly matched to each organization's needs.
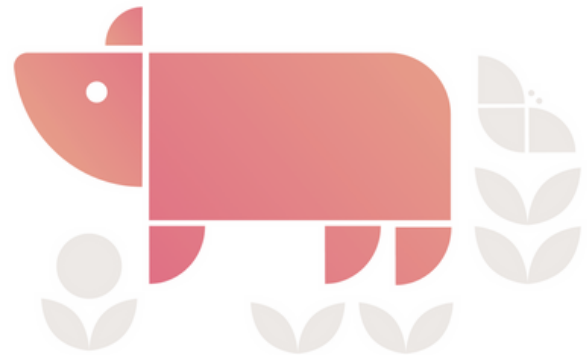
Set to launch in the Summer of 2025, Flockwork builds capacity and conserves resources for animal advocacy groups, enabling everyone involved to focus on what they do best. Volunteers around the world contribute their professional skills in the most meaningful and impactful ways, while organizations save time and money that they can put directly towards achieving our shared mission — helping animals facing systematic exploitation and wide scale suffering in the food system or in the wild.

ONLINE VEGAN COMMUNITY MANAGEMENT

We also support the movement through a variety of programs and community-building efforts!

Reddit

We co-manage a wide range of vegan communities on Reddit, with a combined reach of over 2 million members. We use this platform to support organizations in our movement by helping them find the right volunteers, as well as hosting AMAs (Ask Me Anything), and increasing their visibility. Through active moderation and community-building, we also foster discussion and collaboration across the broader vegan community.

1.9M+ members
on r/vegan

573.8K+ members
on r/veganrecipes

50K+ members
on r/animalrights

Animal Rights Advocates

Founded in 2019, Animal Rights Advocates (ARA) is a platform on Discord for young activists to facilitate animal rights advocacy. The server hosts social events, philosophical discussions and debates, community building, as well as, vegan outreach and activism. With events every week, and a robust system for activists to discuss and perform activism, ARA is a place for anyone interested in helping animals or learning more.

22K+ members
in the community

100,000+ messages
sent per month

24 hours
of continuous voice chatting

COMMUNITY ENGAGEMENT

Conferences & Meetups

In 2024, we spoke at conferences and learned from animal advocates across three continents. The insights we gained guided us in elevating our services to new levels, and we also appreciated the opportunity to connect with advocates in person.

Related blogs:

VARC: Top 10 Tips for Using AI in Your Advocacy
AVA: We can't wait for next year's AVA Summit already. Here's why.
AFAD: Three Lessons Learned at AFAD 2024

Productivity Ebook

In 2024, we released "**Productivity for Animal Advocates**," a free ebook co-written by VH's Founder & President David van Beveren and Executive Director James Morgan. The guide offers strategies for optimizing your workflow with a dedicated focus on email. It's packed with actionable tips and resources to help you work smarter, not harder, and reclaim energy for the work that truly matters.

Read the Ebook

" Vegan Hacktivists provided us with an incredibly helpful security audit that strengthened our data security practices. They not only flagged areas for improvement but also walked us through concrete steps to make those improvements. They were kind, responsive, and generous with their time— answering follow-up questions quickly and thoroughly. They offered high-level expertise pro bono, services we simply wouldn't have been able to afford otherwise. In my 10+ years working in the animal advocacy and effective altruism space, I've seen how transformative this kind of support can be. Vegan Hacktivists empower mission-driven orgs like ours to operate more effectively, and I'm deeply grateful for their work

Erika Alonso, Animal Charity Evaluators
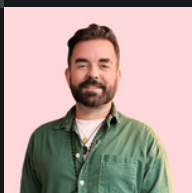
" Working with Vegan Hacktivists has been an incredible experience. From the very beginning, they not only understood our mission with Food Facts but fully embraced it, bringing their expertise, passion, and technical brilliance to the table. Their support has been nothing short of phenomenal. They helped us turn our vision for a fact-checking and media platform into reality, ensuring that every detail aligned with our goals. Their initiative, responsiveness, and ability to translate complex ideas into an intuitive, powerful platform made all the difference. It's incredibly empowering to be part of a community that not only believes in what we're doing but actively backs us every step of the way. I can't recommend them highly enough to any organization looking for a team that genuinely cares and delivers exceptional work.

Robbie Lockie, Founder, Freedom Food Alliance & FoodFacts.org

" Working with Vegan Hacktivists made the process of building our website so much smoother. Their support was invaluable—from introducing us to Squarespace and covering our first year of hosting to offering thoughtful suggestions that helped refine our site. They also guided us through setting up newsletters, donation platforms, and automation tools, making sure everything worked seamlessly. Their knowledge and patience made a real difference, and we're grateful to have had their support along the way.

Sabina Bravo, Animal Law Focus

PART 4:
Our Objectives

Our Goals for 2025-2026

Each year, we aim to meet these impact benchmarks:

$200K+
saved yearly through our capacity-building services

150+
unique organizations served per year

25%+
of our services offered to BIPGM-led orgs

flockwork

100+
requests served per year

In 2024, 71 requests were completed on Playground. While most are smaller in scope than full website builds, some require significant effort. Building on Playground's success — and with the launch of Flockwork in mid-2025 alongside increased marketing efforts — we aim to further grow the number of requests fulfilled through Flockwork.

Forward Fundraising & Diversification

We'd like to aim to fundraise and secure funding for at least 1-2 years ahead for our budget, as well as diversifying our funding sources to minimize the risk of key funders losing the capacity to support us due to unforeseeable events such as economic downturn or a shift in mission priorities.

Yearly Spending Details

$249K – 95%
Salaries

- 3 full time employees
- 2 part time employees

$14.5K – 5%
Operations

- Software
- Insurance
- Travel expenses
- Domains

Note: We've cut costs by 50% through shared operations expenses with our sister organization, Violet Studios.

$263K
Total spending

THANK YOU
FROM ALL OF US!

LEARN MORE

VEGANHACKTIVISTS.ORG

QUESTIONS?

hello@veganhacktivists.org