



May 28, 2019

Dear Supporters,

After co-founding Better Eating International and spending two and a half years as managing director, **I will be leaving my staff position on June 5.** My experience working at Better Eating has been deeply rewarding. I'm particularly proud of the high-performing team I helped lead, our progressive HR policies, strong financial management, and diversity & equity commitments I stewarded.

Better Eating's accomplishments to date are exciting and auspicious. In recent months we've aired two successful digital media campaigns unlike anything this movement has done before. While we continue to run these existing campaigns, we are working to develop more content to reach more audiences. You can expect to see an announcement of our latest video series early next month!

In the coming years, these digital campaigns have the potential to educate large swaths of people across the country on the merits of vegan eating. In fact, just last month we reached our millionth unique viewer! Early results suggest our campaigns have positive impact on viewers' eating behavior. We are gearing up to run subsequent tests, measuring effectiveness in different ways and over time.

Your generous support of Better Eating has made it possible to develop and launch this innovative strategy, bringing us closer to our goal of widespread understanding and adoption of vegan ethics. Against the odds, **you've helped us build an organization with progressive values and integrity** rooted into our structure and every action and decision. With your continued generosity, I know that the Better Eating team will continue to thrive and reach new heights.

Thank you for the pleasure of partnering with you in this audacious undertaking. I look forward to continuing to support Better Eating in an advisory role after my departure. **I will join Encompass as its new managing director on June 17, where we will provide much needed equity development and support services to our AR community,** allowing us all to be more effective in our advocacy for animals.

Onwards!



Michelle Rojas-Soto
Governance Advisor &
outgoing Managing Director
Better Eating International