

## What does the St. Louis Animal Rights Team do?

START has a commitment to ongoing education and advocacy on behalf of all species. Part of what we do every year – with your help – is:

- ✿ Research and respond to weekly phone calls, e-mails, and social media messages requesting help and advice on everything from cruelty situations, missing pets, and legal matters; to vegan referrals, wildlife conflicts, and farming inquiries;
- ✿ Assist students with school papers, projects, and interviews pertaining to animal rights and welfare issues;
- ✿ Plan, prepare for, and staff informational and/or vegan food booths at over a dozen important community events, like *PrideFest St. Louis* and the *Natural Living Expos*;
- ✿ Provide speakers for community and school events;
- ✿ Maintain a website and social media pages with a broad range of general and local animal rights resources and up-to-date information;
- ✿ Organize and hold demonstrations, protests, and informational leafleting for dozens of local events and issues, including circuses, fur, and laboratory animals;
- ✿ Plan, prepare for, and hold two public vegan dinners – the *New Year's Day Buffet* and *Turkey Free Thanksgiving*;
- ✿ Research, design, and finance animal advocacy billboards, and the novel rickshaw ads against horse carriages;
- ✿ Send regular e-newsletters to inform and alert free subscribers about needed actions and upcoming events;
- ✿ Coordinate with local, state, and national groups on campaigns, such as carriage horses and Wash U animal labs;
- ✿ Plan, prepare for, and hold six bi-monthly meetings, which are always open to the public.
- ✿ Our newest endeavor is the *Tiger Truck*, a mobile video tool, which will put animal abuse directly into the public eye.

### Literature Distribution

While it is impossible to track the exact amount of free literature distributed each year, we do know the following:

- ✿ At least 500 vegan starter guides and 600 vegan recipe booklets have been taken by attendees at community events;
- ✿ Over 300 additional animal rights materials have been taken;
- ✿ Over 200 kids freebie packets have been given to children at these events;
- ✿ Close to 1,000 animal rights stickers have been distributed;
- ✿ Hundreds of leaflets and pamphlets have been handed out at leafleting events.

The mention of stickers above may seem frivolous, but it is kids and teens who show the most interest in using stickers to demonstrate their support for animals, persuade friends to join them, and spread the word. These "mini ads" go on notebooks, envelopes, backpacks, lockers, and folders. You couldn't *buy* better advertising.

We have seen a definite increase in the number of people seriously interested in vegetarianism and veganism. The fact that so many people *freely take* this literature, as well as make the effort to ask us questions, offers hope that we are making headway.