# **'23&YOU!**

#### SWITCH4GOOD ANNUAL REPORT HIGHLIGHTS

Passion, drive, and disruption are in our DNA. We are fearless, inventive, and effective. We moved the dial this year on our mission to wean the world off dairy with meaningful, measurable impact! **But we couldn't have done it without** you.



#### **CHANGING FOOD POLICY**





Released PLANT-BASED
PLAYBOOK (co-developed with International Olympic Committee) to over 50,000 Pro, Olympic & University trainers, coaches, and dietitians.



Delivered unprecedented CEU WEBINAR to the Academy of

Nutrition and Dietetics
debunking baseless
claims about the
negative health effects
of soy and cultural
biases embedded in the
Dietary Guidelines for
Americans.



KIDS kids + dairy symptoms

Created KiDS PROGRAM to reprogram healthcare professionals and teach parents the health risks of dairy, including fatal anaphylaxis.



Advising Paris'24 & LA'28

OLYMPIC PLANNING

COMMITTEES on how to incorporate plant-based, dairy-free options into athlete and audience meal planning.





PARTNERED with Green Sports
Alliance (GSA) and Association for
Advancement of Sustainability in
Higher Education (AASHE) to
promote plant-based nutrition to
Sports and Higher Education as a
core sustainability strategy.



Introduced the ADD SOY ACT in the House (March) and Senate (September) to make plant milk available to 51 million school children. When the bill is passed, it will be the single biggest improvement to the **National School Lunch Program since its** inception in 1947!



Marielle Williamson Dotsie Bausch









#### **EXPOSING BIG DAIRY'S LIES**



**Launched TWO NEW WEBSITES** to amplify public awareness of Big Dairy's strategic misinformation and disinformation campaigns.

#### killermilk.com



#### kidsandmilk.org





#### **Launched TWO BILLBOARD CAMPAIGNS in multiple cities:**

Two waves of Killer Milk billboards in LA &

Atlanta garnered 40 million impressions.

Cow's milk is now the most common fatal food allergy in kids. Is your child next? REGENCY IVAC I **Three Chicago Marathon Ditch Dairy billboards** garnered over 4 million impressions.



## SCIENTIFIC RESEARCH

### Completed and defended 3 CLINICAL STUDIES to be released in 2024:



- PILOT STUDY WITH THE UNIVERSITY OF SYDNEY
  - examining short-term effects of cow's milk versus soymilk consumption on hormonal responses following intense resistance training in male weightlifters.
- **EATING DISORDERS**& VEGANISM:
  qualitative research
  on how veganism
  influences the
  relationship with
  food in the context
  of eating disorder
  recovery.
- BULLETPROOF COFFEE: analysis of health claims of bulletproof coffee, butter, and MCTs.
- Released CLINICAL PATHWAY AND EDUCATIONAL TOOL via St.

Jude's for brain injury support incorporating plant-based nutrition.

#### **LIVE EVENTS**



#### **Completed**

**4 LIVE IN-PERSON EVENTS:** 

- Planted Expo (Vancouver, Canada)
- Orange County Marathon (Orange County, CA)
- SoCal VegFest (Costa Mesa, CA)
- Chicago Marathon (Chicago IL)









# **2023 IMPACT**

This year alone, we reached 240 million people, had 5.8 million engagements and 571,000 conversions, via our Google grant, social media, ads, the Podcast, our websites, campaigns, and other programs.

# LIFETIME IMPACT

Since January of 2019, Switch4Good has reached 640 million people from all over the world. We have engaged with 12.8 million people. And we have converted 2.2 million people to a dairy-free, plant-forward diet. We host an award-winning Podcast with 4 million viewers.

## WHO IS SWITCH4GOOD?

Founded by Olympic silver medalist Dotsie Bausch in 2018, Switch4Good takes a multi-pronged approach to attacking the problem of Big Dairy by creating widespread change through our 4 Pillars: IMPROVED HEALTH, ENHANCED EVERYDAY PERFORMANCE, FOOD JUSTICE AND PLANETARY RESPONSIBILITY.

We've come a long way in 5 years.
From a modest start—urging athletes to
ditch dairy and improve performance—we've
added clinical research, social justice advocacy,
climate change activism, food policy lobbying, and so
much more to our wheelhouse. And guess what? Because
of the approach we take, respected organizations—many with
a track record of dairy industry endorsement—started inviting
us to talk. The Academy of Nutrition and Dietetics. The
American Academy of Pediatrics. The International Olympic
Committee. The Wall Street Journal. The Paris'24 and LA'28
Olympic planning committees. The United States Congress. And
others we can't yet announce.

Our mission—to wean the world off dairy—requires a wholesale shift in mindset, values, and behavior among the general population. We always knew we could only catalyze that paradigm shift from the inside—sitting at the table where food policy decisions are made. In 2023, that started to happen.

Thanks for your continued support.

We can't do this without you.

