

# '24 & YOU!

Passion, drive, and disruption are in our DNA.

We are fearless, inventive, and effective.

We constantly move the dial on our mission to wean the world off dairy with meaningful, measurable impact.

**But, we couldn't do it without YOU!**

## 2024 Q1

**9,500,000**

touchpoints

**970,000**

engagements

**81,000**

dairy-free conversions

## CHANGING THE WIC GUIDELINES

Switch4Good was instrumental in updating the WIC (Women, Infants, & Children) program guidelines.

- Reduction of the total amount of dairy, including approved alternatives, from 4-6 gallons per month to just 3-4. This means even the people who are consuming milk are getting a lot less.
- Cheese used to be its own category for moms who fully breastfeed. This has been removed to *"reduce saturated fat in this food package and provide more balance among the food groups."*
- WIC is now providing more options within the dairy category, including *"non-dairy substitution options such as plant-based yogurts and cheeses."* This was our main ask, and they listened.



United States Department of Agriculture  
National Institute of Food and Agriculture

## BEING RECOGNIZED GLOBALLY

Switch4Good won Best Vegan Podcast in the Mercy for Animals 25th Anniversary Digital Awards, beating out The Rich Roll podcast and The Plant-based News podcast in this viewer voted contest.

Our podcast has taken over 4 million viewers on a journey to optimal health and stamina through plant-based eating, tallying 240,350 views over 30 minutes and downloads this quarter.



9 Out Of 10 Serial Killers  
Grew Up Drinking Milk.

KillerMilk.com



Our Killer Milk "Serial Killers" billboard that debuted in Los Angeles last year was nominated for a Clio Award in the Health Awareness & Advocacy category.

# LAUNCHING KIDSANDMILK.ORG

We launched phase one of our KiDs + Milk program through a targeted core sponsorship with Today's Dietitian which offers Switch4Good exposure through live event marketing at their Spring CE Symposium, outreach to 60,000 Registered Dietitians on their e-mail list, and web/print magazine ads to 75,000 subscribers.

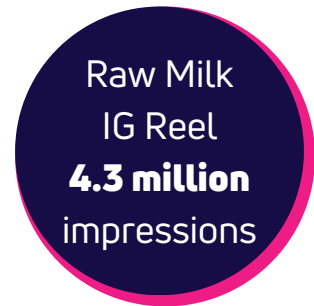
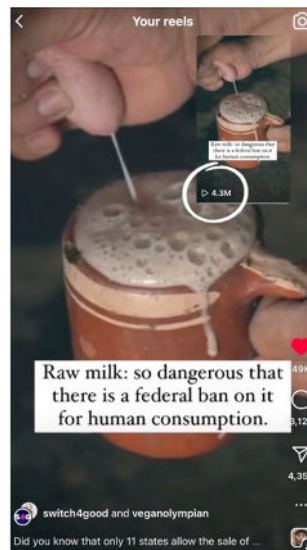
We engaged four Clinical Champions (two doctors and two Registered Dietitians) to serve as not only the leads on, but the faces of the program.



# CREATING ONGOING VIRAL SOCIAL IMPACT

Our "Raw milk" Instagram reel reached 4.3 million impressions in Q1.

In this video, we educated about the dangers of consuming raw and pasteurized milk and encouraged 4.3 million viewers to visit our evidence-based blog post titled "What Is Raw Milk? Claims, Risks, And Alternatives To Raw Milk."



# CONTINUING TO PAVE THE WAY

Reinforcing our commitment to excellence, a full-time Director of Development joined the Switch4Good team along with three new expert consultants.



We launched our Circle of Champions recurring donor program to forecast revenue from invested donors through monthly and annual commitments and expanded monthly donors by 25% in the first quarter of the year.

# MAKING OLYMPIC STRIDES

Switch4Good designed a comprehensive document on plant-milk choices for usage in the athlete dining hall at the 2024 Paris Olympics and Paralympics this summer.

### Nutritional information on non-dairy options to guide athlete selections in the dining hall.

Non-dairy milks are a delicious alternative that are more sustainable for the planet.  
• Less water • Fewer emissions • Less land

Cow's Milk*	Soja Original*	Spécial PTit Déj*	Avoine Onctueuse*
<p>Whole Milk*</p> <p>152 calories 8 g fat 12 g carbs 12 g sugar 0 g fiber</p>	<p>94 calories 7 g protein 4 g fat 6 g carbs 6 g sugar 1 g fiber</p>	<p>110 calories 2 g protein 4 g fat 15 g carbs 3 g sugar 3 g fiber</p>	<p>106 calories 1 g protein 3 g fat 17 g carbs 8 g sugar 5 g fiber</p>
Reduced Fat Milk*	Lait d'Amande Grillée*	Coco Original*	Noisette Gourmande*
<p>122 calories 8 g protein 4 g fat 12 g carbs 12 g sugar 0 g fiber</p>	<p>60 calories 1 g protein 3 g fat 7 g carbs 7 g sugar 1 g fiber</p>	<p>48 calories 0 g protein 2 g fat 7 g carbs 5 g sugar 0 g fiber</p>	<p>70 calories 1 g protein 4 g fat 8 g carbs 8 g sugar 1 g fiber</p>

\*Nutrition per 8 oz



### TASTES LIKE HOME

Soja Original	Avoine Onctueuse	Lait d'Amande Grillée	Coco Original	Noisette Gourmande	Spécial PTit Déj
<p>Soy Milk Leche de Soja Sojowyjé Mleko Doujiang Tampu</p>	<p>Almond Oat Milk Leche de Avena Chaynnyjé mlakko Vanilni ml Oatmilk Tampu</p>	<p>Toasted Almond Milk Leche de Almond Tostada Podpalanyjé mlakko mlakko iz mlakko Kislo xingon ml Tostuvalmononimilku</p>	<p>Coconut Milk Leche de Coco Kokosowyjé mlakko Ya ras Kokosmilk Tampu</p>	<p>Walrus Milk Leche De Avallanas Orkhejnnyjé mlakko Zher ml Nébejé mlakko Tampu</p>	<p>Breakfast Special Desayuno Especial Spetsialnyjé zavrak Tajja zbecan Chaynnyjé supchayru</p>

# PARTNERING WITH CAL STATE

The Switch4Good team implemented a Service Learning program with California State University San Marcos.

Students are educating their classmates and peers on the environmental footprint of dairy.

This is the pilot of a larger program we are in the midst of creating.



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 have a mantra at Switch4Good:  
Educate the unfamiliar.  
Reassure the wary.  
Inspire the progressive.**

Our mantra acknowledges that new ideas make people uncomfortable. The bigger and bolder the idea, the harder it is to persuade people to cross the chasm separating themselves from early adopters. This is a common truism with new and disruptive technologies; it also applies to ideas that challenge people to change their behavior, values, or daily habits. For instance, their diet.

Switch4Good, therefore, proposes a very disruptive idea: Everyone should stop consuming dairy—for the sake of their health; to protect our planet and all its inhabitants, including dairy cows; and for the sake of racial justice.

**Everything we do at Switch4Good is designed to maximize impact.  
To move the needle. To change people's dietary attitudes and behaviors.**

## Our Lifetime Impact

**704,500,000**  
people reached globally

**14,400,000**  
dairy-free actions taken

**2,300,000**  
dairy-free conversions

**4,000,000**  
global podcast listeners