



SWITCH4GOOD

IMPACT REPORT

2025 QUARTER 1

'25 & 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!



2025 IMPACT

665,300,000
touchpoints

1,200,000
engagements

53,500
dairy-free conversions

SWITCH4GOOD

THE DOMINOES CONTINUE TO FALL AT BIG COFFEE CHAINS

BREAKING NEWS

TIM HORTONS ENDS PLANT MILK UPCHARGE

Switch4Good asked Tim Hortons to drop the plant milk upcharge in the U.S.—and they did! After personally meeting with Paul Yang, Head of Global Sustainability, the coffee giant made this positive change for human health, our planet, and the cows. Thank you, Paul!

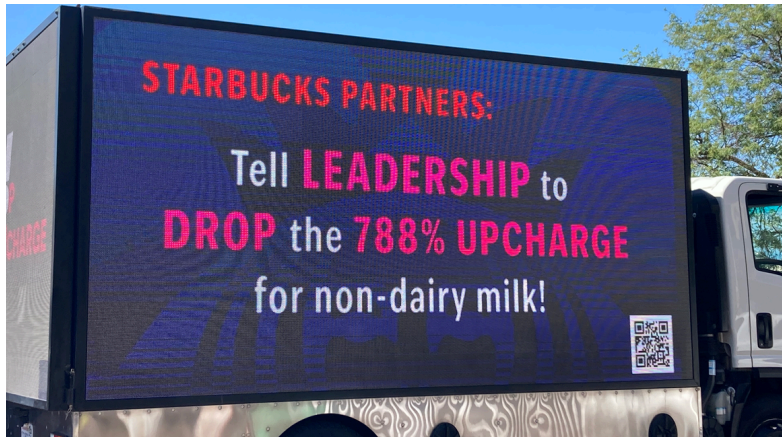
With gratitude,
Dotsie Bausch
Founder, Switch4Good



The first quarter of 2025 resulted in multiple historical achievements for Switch4Good which paralleled the momentous announcements of coffee giants removing their non-dairy surcharges.

This quarter, Switch4Good made strides towards breaking through to the general news media. Media outlets included Axios and Vox, who acknowledged us as the driving force behind the elimination of non-dairy surcharges at Dunkin' and Tim Hortons.

Read all about our three-year pressure campaign against Starbucks in our comprehensive [case study](#), *Holding Big Coffee Accountable*. This helpful guide can serve as a playbook for activists campaigning corporations of all sizes, from billion-dollar conglomerates to local mom and pop shops.



"Switch4Good relentlessly driving Starbucks to drop their non-dairy upcharge was the most impactful accomplishment to advance non-dairy options since the actual advent of plant-based milk. In the short term, the ramifications are obvious: within a few short months, several of the remaining global coffee chains followed suit. In the broader context, Dotsie Bausch and the organization have provided advocates working across several industries a playbook for effective advocacy that pushes businesses of any size to adopt more sustainable, ethical policies."

— **Josh Balk, activist, CEO of The Accountability Board**

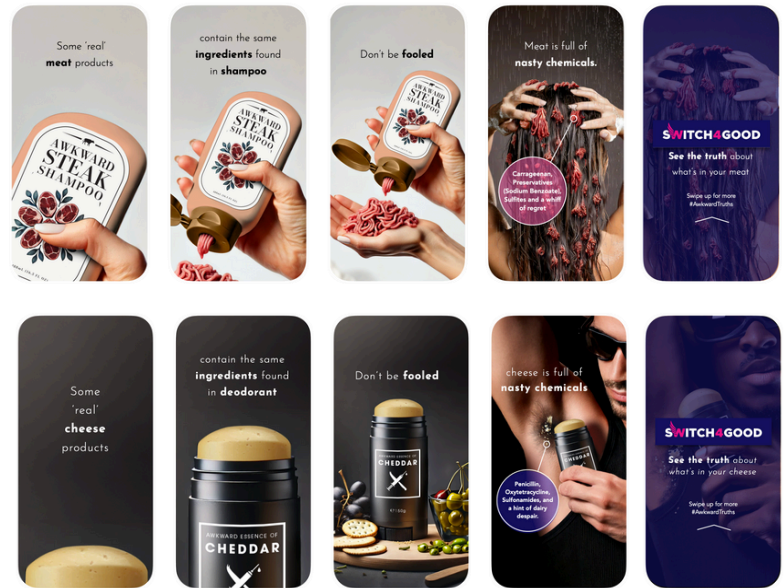
THE HIDDEN DANGERS OF MEAT AND DAIRY DIGITAL AD CAMPAIGN

Hot on the heels of our incredibly successful digital ad campaigns from last year, we began 2025 with our newest ad campaign, aimed directly at bringing more awareness to the health dangers of ultra-processed animal foods, including meat and cheese products. After the last six years of attacks from BIG MEAT and BIG DAIRY, we launched a five-week test campaign to highlight the many toxic chemicals and dangerous antibiotics present in commercial animal-based food products. We targeted three distinct audience segments:

- the general population
- vegan/vegetarian/dairy-free/plant-based
- “meatheads”

Our initial results from the test phase look very robust with **868,151** post engagements, **871,962** accounts reached, **1,847,181** ad views, **1,685,598** ad impressions, **12,169** total clicks, and an average CPM of **\$4.64**.

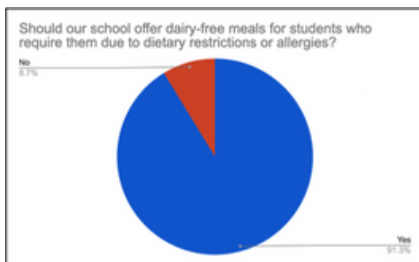
Our ultimate plan with this campaign is to test the digital ads with multiple audiences/demographics until we see maximum impact and engagement. We will then package the entire marketing campaign and partner with for-profit brands in the plant-based industry that have endured a downturn in business so that we can have a movement-wide counteroffensive against BIG MEAT and BIG DAIRY.



CREATING GREATER IMPACT WITH CAMPUS ACTION NOW

Our Campus Action Now program (CAN) hosted **40** service learning students working on **13** projects at **seven** schools, including Northeastern University, Western Michigan University, and the University of California. Through our CAN program, we have cultivated strong relationships with collaborating educators that will continue into future semesters.

Please let us know if you have any connections or relationships with your local high school or university campus.



In a survey done by our CAN students at Cedar Falls High School in Iowa, we learned that overall a large percentage of high school students feel that dairy-free options should be provided in their schools. Of **103** high schoolers, **91%** think the school should provide dairy-free options for students who cannot digest dairy, and **75.7%** think it should provide dairy-free options for students who just want them.



"I think [the students] are learning not just research skills, but the project also opens their eyes to a topic they were not familiar with before."

- Dr. Angela Chang of Northeastern University discussing the value of the CAN service projects

MAKING A BIG IMPRESSION AT OUR 1ST LA MARATHON



In our first year at the LA Marathon, we amassed **70,000** total impressions, and began our push towards a plant-based Los Angeles 2028 Olympic Games. Sharing our resources with a diverse audience, we handed out nearly **1,300** education cards and saw **1,720** direct engagements, making **318** total conversions.

We made these connections through our giveaways, including S4G visors and sunglasses, as well as plant protein bar samples from our product sponsor, Mezcla.

ENGAGING OUR NEW ATHLETES AND DEDICATED VOLUNTEERS



We welcomed **four** new athletes to our team of 600+ athletes including **two** athletes who had podium finishes and **one** who ran the LA Marathon in S4G gear.

We welcomed **three** new volunteers to our team of 31 volunteers and had a total of **30+** volunteer hours this quarter. Our volunteers assisted with remote research for future 2025 projects and in-person assistance at the LA Marathon expo.

NEW VIEWERSHIP DRIVES CONSISTENT SOCIAL MEDIA GROWTH



Our growth and impact on social media continue to trend upward. Through the first three months of 2025, we've seen a total of **191,636** views, **6,909** likes, **1,802** comments, **1,329** shares, and **668** saves from our content on Instagram, Facebook, and LinkedIn. Meanwhile, on our YouTube channel, we garnered **96,505** video views, **6,908.70** total hours of watch time, **627** new channel subscribers, with **66,346** unique viewers watching our content.

Our videos captured **1,099,713** viewer impressions, leading to **50,050** video views from those direct impressions and a robust average watch time of **4:27**, which means our viewers are fervently engaged and consuming much longer durations of our video content. This points to the efficacy and importance of longer-form content on YouTube driving new viewership.

VegNews

Dunkin' to Drop Non-Dairy Surcharge: "The Era of the 'Milk Tax' Is Ending"

Dunkin' is set to eliminate its non-dairy milk surcharge next month, joining Starbucks and Tim Hortons in fostering inclusivity and addressing consumer demand for equitable pricing.

by VEGNEWS EDITORS
FEBRUARY 20, 2025

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Popular doughnut chain Dunkin' is poised to eliminate its surcharge for non-dairy milk alternatives next month, a source with the advocacy group Switch4Good confirmed to VegNews. The move aligns with recent policy changes by major competitors such as Starbucks and Tim Hortons. The surcharge will be eliminated on March 5th.



Our efforts this quarter resulted in the largest total potential readership in Switch4Good's history, as stories published in mainstream media and vegan news media alike totaled **631,552,638** potential readers using a conservative formula to estimate potential readership. March alone proved to be the most remarkable in our organization's history, in terms of the sheer number of stories placed in general news outlets within the first two weeks alone.

The relationships built, as well as the placement of stories in far-reaching general news outlets, sets the organization up for continued success throughout the remainder of the year.

AXIOS

Dunkin' joins Starbucks in dropping nondairy milk fee



Kelly Tyko

Switch4Good founder and executive director Dotsie Bausch tells Axios that "global coffee chains are finally relenting on their non-dairy surcharges after years of Switch4Good campaigns" as well as activism and outreach.



Newsweek

THE HILL

vegconomist
- the vegan business magazine -



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 four 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 start with removing dairy from their diet—
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 science-backed and designed to maximize impact. We constantly move the needle by advancing plant-rich diets via governmental policy shifts, global corporate reform and widespread behavior change.

Our Lifetime Impact

3,100,000,000
people reached globally

25,700,000
dairy-free actions taken

4,100,000
dairy-free conversions

4,000,000
global podcast listeners