SWITCH4GOOD

IMPACT REPORT

2025 QUARTER 2

'25 & YOU!

Passion, drive, and disruption are in our DNA.
We are fearless, inventive, and effective.
But, we couldn't do it without YOU!

2025 IMPACT

1,300,000,000
touchpoints

1,700,000
engagements

125,700
dairy-free conversions

Our FISCAL Act Is Poised To Change U.S. School Lunch Forever

Perhaps one of the most unsettling examples of the government doing backbends to accommodate the most far-fetched wishes of the dairy lobby is the "milk mandate" in the National School Lunch Program (NSLP). Under the current NSLP, the government denies local school districts reimbursement for the costs of the entire breakfast and lunch offerings unless the school places cow's milk on the trays of every student receiving nutrition assistance, whether the child wants the milk or not. **Pure insanity and unacceptable!** We could not allow this to continue, so Switch4Good teamed up again with the Center for a Humane Economy and on April 1st, Pennsylvania Senator John Fetterman [D-PA], along with his colleagues Sens. John Kennedy [R-LA] and Cory Booker [D-NJ], introduced the **Freedom in School Cafeterias and Lunches (FISCAL) Act**, formerly titled the ADD SOY Act in the 118th Congress. This bipartisan bill will grant schools more flexibility to serve beverages that are nutritionally equivalent to dairy milk for students who are lactose intolerant or have an ethical reason why they don't want to consume cow's milk.

Three-time Olympic weightlifter Kendrick Farris, Rep. Raja Krishnamoorthi (D-IL), and Switch4Good Founder Dotsie Bausch

"There are over 30 million food-insecure children in this country, yet current school lunch policies waste $400 million worth of food each year. Feeding our kids and keeping them healthy isn't a red or blue issue. I hope my colleagues can all agree with that and work with us to get this signed into law this Congress."

- Pennsylvania Senator John Fetterman

Switch4Good Founder Dotsie Bausch, Rep. Troy Carter (D-LA), and Three-time Olympic weightlifter Kendrick Farris

On June 4th, in a significant win for taxpayers and for children's health and choice in school nutrition policy, the U.S. Senate Agriculture Committee passed a bipartisan compromise bill that merges key provisions of the Whole Milk for Healthy Kids Act (S. 222) and the Freedom in School Cafeterias and Lunches Act (S. 1236), creating a landmark shift in how milk and milk alternatives are handled under the NSLP.

"Forcing children to drink milk that makes them sick is not nutrition—it's neglect," said Dotsie Bausch, executive director of Switch4Good and an Olympic silver medalist in cycling. ***"This bipartisan bill ensures our school lunch program is inclusive, evidence-based, and humane."***

At the end of this quarter, FISCAL is now en route to passing in Congress and will up end the 79-year old cow's milk mandate in our nation's schools.

Showcasing Kids + Dairy Symptoms (KiDS) To Over 650 Registered Dietitians

We attended and exhibited at the Today's Dietitian Spring Symposium, one of the largest gatherings for registered dietitians, providing a different, and important, perspective from the event's biggest sponsor, The National Dairy Council. We were in front of over **650** registered dietitians who thanked us for our work, noting ***"I work with a lot of kids and always need more resources to help parents navigate a dairy-free diet! These are integral in my practice."*** We were able to share our resources with a healthcare audience and saw **183** direct engagements making **133** total conversions of dietitians who signed up to get our resources for their practices.

We Published A Continuing Education Course for 115,000 Nutrition Professionals

This quarter, we released our first continuing education unit (CEU) course for registered dietitians and dietetics technicians. Our CEU course is an accredited source of information for the **115,000** nutrition professionals who need this education to maintain their license. One RD noted, "***I am so happy this course exists, so professionals have an alternative to the dairy industry's materials that are always saturating the nutrition space***."

Course

Understanding Dairy's Impacts on Children's Health and Strategies to Lead a Healthy Dairy-free Lifestyle

Enroll Now

8 Chapters 22 Lessons

The course covers dairy's impacts on children's health, as well as professional strategies to lead a healthy dairy-free, plant-forward lifestyle.

Revealing The Grisly Truth About Processed Meat and Dairy To Americans

As we continue our groundbreaking counteroffensive against the relentless propaganda of Big Meat and Big Dairy, our nonprofit stands uniquely alone in proactively challenging the industry's damaging narrative through creative and innovative digital campaigns. This quarter marked the second phase of our **Chemicals in Animal Food campaign**, where we took an unconventional and provocative approach to highlight the serious health risks hidden within animal-based products. Leveraging bold creativity, we remixed iconic advertising imagery—transforming symbols like the **Marlboro Man and Lunchable snack packs** into compelling visual critiques. Our ads delivered a powerful, evidence-based message about the carcinogens and harmful chemicals present in processed meats, underscoring their potential lifelong harm, particularly to children.

The campaign's immediate success on Meta platforms (Facebook and Instagram) provided clear, measurable evidence of our impact. Detailed analytics from these platforms confirmed that our messaging resonated strongly with key audience segments, demonstrating that our innovative and proactive strategy is effectively shifting the conversation around animal-based foods.

This is exactly the kind of cross-movement, collaborative sharing that the recent GFI "Shaping a Plant-Rich Future" convening was designed to inspire. **Except we're actually doing it—now—not at some hypothetical point in the future.** We are proud to be the only nonprofit organization within our movement taking this bold and necessary stand.

Shaping a Stronger, More Collaborative Plant-Focused Future

Towards the end of this quarter, Switch4Good joined a distinguished cohort of plant-based movement leaders in Washington, D.C. to draw a line in the sand and stop Big Ag from continuing to spread misinformation and outright lies about plant-based foods with their toxic narratives, such as: "all plant-based foods are ultra-processed." Switch4Good attended the event, hosted by Good Food Institute (GFI), and made sure to be the loudest voice in the room for dairy-free alternatives. GFI convened over **50** leading plant-based researchers, food brands, and NGO leaders in Washington, D.C. for a very specific purpose: to co-develop powerful counter-narratives that will shift consumer sentiment in favor of healthy, sustainable, plant-rich foods. **Enough is enough.**

Together, we are all working on a variety of strategies and campaigns, and we are building a dedicated team with infrastructure and resources to make this initiative successful and sustainable for the long road ahead.

Pressing The Limits with Mainstream Media Coverage

We earned coverage of **266** stories in the news media, some of which reached global audiences, with our news stories collecting a total of **320,452,678** potential views throughout this quarter.

Thanks to the wealth of subject matter experts at Switch4Good, we placed many stories in popular outlets with global reach, including Newsweek, Eat This, Not That!, Men's Journal, Food & Wine, Yahoo! Life, EatingWell, Prevention Magazine, and Woman's World, even getting published four times in some outlets!

Prevention
Newsweek
yahoo!life
Eat This, Not That!
EatingWell
FOOD & WINE
MEN'S JOURNAL
Woman's World

Astounding Expansion To Our Campus Action Now Program

We brought on a Campus Education Coordinator for our Campus Action Now (CAN) program to help deepen and craft our relationships with schools, students, and educators to grow our partnerships. With the help from our new team member, we reached **132 school programs as part of our outreach effort to create new relationships for the Fall 2025 semester**.

Our Campus Action Now program (CAN) continued to grow, resulting in opportunities for the Switch4Good team to incorporate the hard work of our **40** service learning students into our campaigns and featuring their recipes on our website. In this quarter, we welcomed **three** interns to help guide them to dive deeper into Switch4Good campaigns and projects while gaining new experiences and skills by embedding themselves within the organization.

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: Health & Performance, Food Justice, The Plight of the Dairy Cow 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