



**ANNUAL REPORT**

**2014**

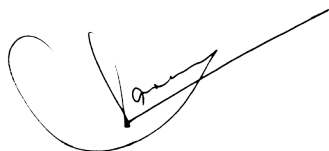
# President's Address

*In 2014, the community came together to realize the society's biggest project to date - the **Why Love One but Eat the Other?** MRT campaign. From 27 March to 9 April 2014, our posters filled the City Hall MRT station and brought attention to the plight of farmed animals. Some commuters ignored the posters, giving them only a cursory glance. But many others were actively engaged - reading the texts, taking photos and pointing out certain sections to their friends.*

*The initial idea for the campaign started in 2012. Back then, the prospect of raising tens of thousands of dollars to fund it seemed very unlikely. But thanks to a handful of major donors, and the generosity of a great many who came forward with contributions, our fundraising goals were not just met, but exceeded. Our deepest gratitude goes out to all our donors.*

*The campaign garnered lots of interest in both the traditional as well as online media, with reactions ranging from passionate support to ridicule. There was even a mock poster - created to poke fun at the campaign - appearing on the satirical Facebook page, SMRT Feedback. The campaign certainly made waves, but what really warmed our hearts were the emails from people who were inspired, shocked or otherwise moved by the posters to reduce or completely cut out meat.*

*I am grateful to have been given the chance to helm the society during such an exciting time. It has been a great pleasure meeting and working with so many passionate, like-minded people. What is equally exciting is that Dr. George Jacobs has agreed to return to lead the society. Under his wise leadership, we can all look forward to more meaningful projects and groundbreaking campaigns from VSS.*



**Clarence Tan, President  
Vegetarian Society (Singapore)**



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# Minutes of the 15th Annual General Meeting

**Date:** Saturday, 2 March 2013  
**Time:** 2:00pm to 3:30pm  
3:30pm to 5:00pm (Refreshments & Debate)  
**Venue:** National Volunteer and Philanthropy Centre (NVPC)  
MPH Room, 6 Eu Tong Sen Street #04-88  
The Central, Singapore 059817

**Number of members present:** 40

**Number of observers/non-members:** 21

## PRESIDENT'S WELCOME

1.1 Mr. Clarence Tan, VSS President, took the chair, welcomed and thanked everyone for coming to the 15th VSS Annual General Meeting, and gave his opening address.

## TO RECEIVE & ADOPT MINUTES OF THE 14th ANNUAL GENERAL MEETING

2.1 Mr. Tan asked everyone to look through the minutes of the 14th VSS AGM.

2.2 Dr. Jacobs moved that the minutes be accepted and Mr. Sivakumar Arumugam seconded. The minutes of the 14th AGM were received and adopted unanimously.

## TO RECEIVE & ADOPT THE 2013 ANNUAL REPORT OF THE MANAGEMENT COMMITTEE

3.1 Mr. Tan invited everyone to go through the 2013 Annual Report and welcomed any questions, comments, suggestions and/or disagreements.

3.2 Mr. Tan opened the floor for members to accept and adopt the Annual Report. Mr. Michael Broadhead proposed that the Annual Report be accepted and Dr. Jacobs seconded. The Annual Report was adopted unanimously with no opposition.

## TO RECEIVE & ADOPT THE FINANCIAL REPORT FOR 2013

4.1 Mr. Tan invited everyone to go through the 2013 Financial Report and welcomed any queries and comments.

4.2 With no further questions on the finances, Mr. Tan invited members to receive and adopt the Financial Report. Mr. Sivakumar Arumugam proposed that the Financial Report be adopted and Mr. Michael Broadhead seconded. The Financial Report was adopted unanimously with no opposition.

## TO ELECT TWO HONORARY AUDITORS FOR THE YEAR 2014

5.1 Dr. Jacobs thanked last year's auditors for their work. He then invited members present to stand as the coming year's auditors.

5.2 Mr. Michael Broadhead and Mr. Sivakumar Arumugam volunteered. They were elected unanimously, with no opposition and no abstentions.

## ANY OTHER BUSINESS

### 6.1 MRT Posters Campaign

Mr. Tan referred to the MRT poster campaign in Canada, “Why love one but eat the other?” by which the present campaign was inspired. The VSS MRT Posters Campaign is slated to begin on 27 March 2014 lasting two weeks. It was estimated to cost about S\$50,000. VSS was initially not optimistic that donations would be enough to cover the costs, but at the time of reporting, the target was close to being reached.

Upcoming donation drives will be conducted through the 8Treasures dinner (22 February 2014) and Guan Yin Zhai’s takings of the day (19 March 2014). Everyone was encouraged to support these events. Mr. Tan also added that a dedicated website, [www.loveustoo.sg](http://www.loveustoo.sg) will go live in about a week’s time, as well as a short promotion video.

### 6.2 Manpower & Volunteers

Mr. Tan invited anyone with any other business to raise them. He began by raising the issue of manpower shortage. VSS is run entirely by volunteers so what VSS needs are volunteers who can initiate, manage and take charge of projects independently. Mr. Tan gave an example where a school asked VSS to give a talk but we had no one available during office hours. The core of VSS is education and awareness; thus, we need to conduct events to achieve outreach. VSS is therefore very happy to help volunteers in this aspect.

Mr. Gerald Hong suggested hiring a retiree in a permanent office space. Mr. Tan explained that VSS had paid staff and interns in the past, but most of the time, although support staffing is possible, initiating and carrying through ideas has had low success rates.

Mr. Gerald Tay, a life member, called for volunteers to come forward to help with the updating of the database of veg restaurants and getting brochures to restaurants, for example.

Dr. Jacobs added that there were several upcoming events where VSS could benefit from volunteers manning a booth – Kampung Senang’s Sunday morning event at Bishan Park and an eco run organised by NTUC at the end of April. Ms. Bhavani Prakash also highlighted that Green Drinks Singapore holds regular events for eco awareness. Ms. Prakash was also invited to introduce her website, [www.ecowalkthetalk.com](http://www.ecowalkthetalk.com).

Mr. Nava Neminathan suggested that people who are interested to work with VSS can start with volunteering and decide later to take on some committee positions. Mr. Tan invited anyone interested to approach any VSS volunteers to leave their name and contact details.

### 6.3 Earthfest

Mr. Tan invited Mr. Michael Broadhead to speak about Earthfest, which aims to be Singapore’s regular sustainable weekend market in support of community building and vegetarian businesses. Updates on EarthFest’s development can be found on its Facebook page and website.

### 6.4 End of AGM

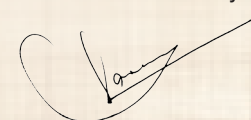
Mr. Tan thanked everyone for their presence and participation. Dr. Jacobs then declared the AGM closed at 3:30pm and invited everyone to help themselves to refreshments and to stay for the last segment of the day’s programme, the GMO debate, “*Genetically Modified Food: Harmful or Helpful?*”, with Dr. Jacobs as moderator, and two speakers, Professor Paul Teng and Mr. Wong Kee Yew leading the debate for and against, respectively. The final segment ended at 5:00pm after a genial and informative debate, followed by a Q&A session.

Recorded By



Pauline Menezes  
Honorary Secretary

Vetted & Confirmed By



Clarence Tan  
President

# A Campaign That Moved a Nation

**WHY LOVE ONE BUT  
EAT THE OTHER?**



Inspired by a campaign run in Toronto, the VSS decided to attempt a bold local campaign that would showcase a series of posters explaining animal cruelty in farming practices.



## Singapore Edition - Type

- For about \$50,000 we could have...

*Bus Ads = 4 buses for 12 weeks*

*Taxi Ads = 50 taxis for 12 weeks*

*MRT Platform Ads = 96 doors for 2 weeks*

*Bus Stop Ads = 100 bus stops for 2 weeks*

After speaking to marketing experts and the original campaign organiser from Toronto, we decided to run a local version and explored various options in advertising these posters.

## Singapore Edition - Type

- MRT Platform Ads were chosen because:
  - Two-week campaign from **27 March to 9 April**
  - Full length ads on **96 train platform doors**
  - Final price quoted by SMRT (service provider)

**= \$49,220**

We first mooted the idea publicly at the 2013 Annual General Meeting (AGM) to some energetic debate and comprehensive clarifications. Thereafter, we decided to use the original poster focusing on the cruelty aspect, with minor amendments.

## WHY LOVE ONE BUT EAT THE OTHER?



Pigs are every bit as loving, sensitive, and full of personality as the animals we call "family".

Pigs dream, recognize their names, and form loyal bonds with each other and other species, including humans.



Yet every year, hundreds of millions of pigs endure a life of misery, denied everything that is natural to them before heading for slaughter. They are crammed into dark warehouses and forced to live in their own urine and feces. Piglets have their tails cut off, teeth clipped, and are castrated, all without any anesthetic. Mother pigs are kept constantly pregnant and confined in 2-foot wide metal crates so small that they are barely able to move.

**THINK BEFORE YOU EAT.**

[www.loveustoo.sg](http://www.loveustoo.sg)



## WHY LOVE ONE BUT EAT THE OTHER?



Like the animals we cherish as our companions, chickens are curious, affectionate, and sociable.

Chickens will fight foxes and eagles to protect their family members and they mourn the loss of a loved one.

Baby chicks are very playful, and love human attention and praise. They can be taught to do many tricks, such as "play dead".



Yet each year, 50 billion chickens raised for food live and die in nightmarish conditions. They are crammed by the thousands into filthy windowless sheds. They get trampled and suffocated from overcrowding and have their beak tips cut off without any anesthetic. Egg-laying chickens are packed so tightly together into cages, they're barely able to move for their entire lives. Male chicks have no value to the egg industry, so within hours of being hatched, are either ground up alive or tossed into bags to suffocate.

**THINK BEFORE YOU EAT.**

[www.loveustoo.sg](http://www.loveustoo.sg)



## WHY LOVE ONE BUT EAT THE OTHER?



Just like the animal we call "best friend", cows by nature are loving, sensitive, and full of personality.

These gentle giants are deeply loyal to their families and human companions and mourn the death of those they love.

Cows are smart and curious animals who enjoy intellectual challenges and sometimes even jump with excitement upon solving a problem.

A mother cow will frantically bellow and search for her baby for days and even weeks after her calf is taken away.



Yet each year, tens of millions of cows live their short lives crammed into barren, muddy feedlots. Hot fire irons are pressed into their flesh, their horns are cut or burned off, and male calves are castrated, all without any anesthetic. The dairy cow is forced into a brutal cycle of continuous pregnancy, only to be made into hamburger meat when she becomes "spent" at 3-4 years of age. Her newborn male calf is killed soon after birth or ripped away and chained in a dark crate for 1-3 months before being slaughtered as veal.

**THINK BEFORE YOU EAT.**

[www.loveustoo.sg](http://www.loveustoo.sg)



# WHY LOVE ONE BUT EAT THE OTHER?



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**THINK BEFORE YOU EAT.**

[www.loveustoo.sg](http://www.loveustoo.sg)



SMRT did not have any objections but the Ministry of Communication and Information (which oversees the Media Development Authority of Singapore) objected to the graphic depiction of factory farming.

# WHY LOVE ONE BUT EAT THE OTHER?



Just like the animal we call "best friend", cows by nature are loving, sensitive, and full of personality.

Cows are smart and curious animals who enjoy intellectual challenges and sometimes even jump with excitement upon solving a problem.

These gentle giants are deeply loyal to their families and human companions and mourn the death of those they love.

A mother cow will frantically bellow and search for her baby for days and even weeks after her calf is taken away.

**CENSORED** These photos were deemed too graphic and may upset the public. For the full poster, please visit [www.loveustoo.sg](http://www.loveustoo.sg)

Yet each year, tens of millions of cows live their short lives crammed into barren, muddy feedlots. Hot fire irons are pressed into their flesh, their horns are cut or burned off, and male calves are castrated, all without any anesthetic. The dairy cow is forced into a brutal cycle of continuous pregnancy, only to be made into hamburger meat when she becomes "spent" at 3-4 years of age. Her newborn male calf is killed soon after birth or ripped away and chained in a dark crate for 1-3 months before being slaughtered as veal.

VSS decided to 'roll with the punches' and used a tongue-in-cheek approach to censor the images and indicate they were censored due to pressure from authorities.



We surpassed our target by raising almost \$55,000 in total donations from individual and corporate sponsors which enabled us to cover the full cost of the campaign.

The campaign was a huge success - it was featured in several newspapers and in the online media, and brought awareness of the issues involved to the larger community.

Some who were interviewed by the media said they would reduce meat or turn veg, and many others have sent us emails to thank us for conducting the campaign.





# CONNECTING WITH THE COMMUNITY

In the year of review, the VSS had the opportunity to engage with the community in a slightly different way - by tying in all our activities to our headline project for the year.

## 22 February Shaving George at Eight Treasures



To help raise funds for the MRT Poster Campaign, George Jacobs, our immediate past president, agreed to 'bare all', LIVE at Eight Treasures. Sacrificing his trademark beard and fluffy hair, the event raised \$6,000 in donations! In addition to the great food, there was also a short video screening about cross species communication.

## 19 March Charity Day at Kwan Inn Vegetarian



Kwan Inn Vegetarian Food located at Blk 134 Geylang East Avenue 1 graciously donated their entire day's takings of around \$6,000, which were added to the funds for the MRT Poster Campaign.

## June VSS Website in Assessment Book

Pearson Education contacted the VSS to seek permission to reproduce the society's homepage in an assessment book that was being prepared. The snapshot was to appear as a case study on website design to reference different aspects of the layout. It was an unexpected opportunity to have our branding and cause reach the eyes of people not particularly looking for information on vegetarianism or veganism.



## 01 March Annual General Meeting

Another great session of lively debate was witnessed at the AGM held at NVPC. A great turnout of activists and members of the public participated in the first-ever public debate on GMO between Professor Paul Teng and Mr Wong Kee Yew. The entire debate was also recorded on film and many volunteers stepped forward to offer ideas and their help for the movement.



### August 'Happy' Veg Parody Video

Some of our members caught the 'Happy' craze and decided to produce a 'Singapore Veg' version featuring some of our local eateries and veg friends. The resulting video clip coordinated and produced by Kwok Ying Chen is quite well done and has received lots of positive comments online.

### September Candid Veg Interview - Daphne Lim

In our ongoing ad hoc series of interviews with different people on their lifestyle as a vegetarian or vegan, we turned the interviewer into the interviewee for one video. Daphne Lim, who is a producer/presenter at 938LIVE, was put in the spotlight to tell us why she's vegetarian and what her favourite eateries are. The resulting lively and articulate 5-minute interview was well received by those who watched it.



### 01 November World Vegan Day Dinner at Annalakshmi

The VSS organised a World Vegan Day lunch at Annalakshmi and facilitated a Skype interview with Dr. Michael Greger, the well-known physician, author, and internationally recognized speaker on nutrition, food safety, and public health issues, who answered questions from the participants 'live'. Nutritionist Carel Lim, trained in the fields of human nutrition, food science, and health promotion, also shared her wealth of experience in the field of natural healing with the audience.



### November Consumer Feedback Initiative

The VSS initiated a pilot consumer feedback project where members can pool together to write emails to companies to encourage vegan options to be added. The idea behind the initiative is to enable businesses to respond positively to the consumer power exercised through social media. When a suitable company to engage is identified, a schedule will be planned so that different people write a message to the business each week. As every little action accumulates towards a large impact, the campaign could become an effective tool to influence Singapore towards becoming a more vegan-friendly society.





**26-28 November  
VSS at 6th SEAVC in Laos**

VSS representative Heng Guan Hou attended the South-East Asian Vegetarian Congress at Vientiane, Laos, from 26-28 November. At the conference, he presented on two topics – raising awareness on the burgeoning veg movement in Myanmar, and sharing on the successful MRT poster campaign in Singapore earlier this year. Both presentations were well received by the audience.

**25-30 November  
VSS at 42nd World VegFest**

VSS was also represented at the IVU World Vegfest which was held across Dubai and Chennai. The Chennai event saw the official launch of the International Tamil Vegetarian Union – with plans for a Singapore branch, as well as the Nepal Vegetarian Association which already has 10,000 members. Dr George Jacobs who represented VSS at the Chennai event also witnessed the opening of Chennai's first vegan restaurant called VeganeR.



# BEING HEARD

The main driver of our growing presence was the MRT Poster Campaign, which brought some good publicity. The society meanwhile continued to gather momentum on social media in the year under review and pushed its Facebook fan page close to the 10,000 mark in terms of fans.



**Some responses to the MRT Poster Campaign...**



*"I saw your advertisements at City Hall MRT station and have abstained from eating meat (with exception to Seafood). I may not be able to impact the world on my own effort but would like to thank all of you for sharing with the rest of us the harsh reality of animals' fate for our consumption. I truly hope such appalling conditions be removed and that your campaign will continue to bring awareness to farms that practice cruelty."*

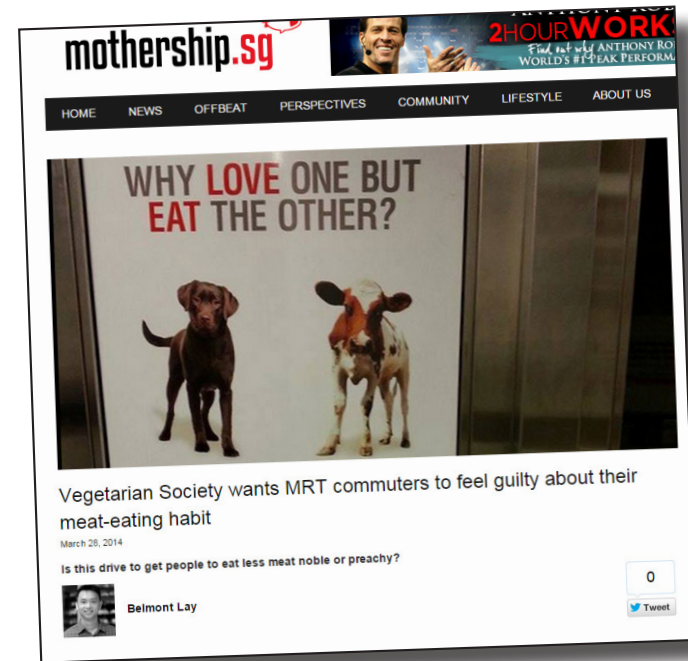
*~ Khoo Lishan, via email ~*

*"I am emailing with regard to the recent posters that were plastered around City Hall MRT station. I would like to thank the team for having the guts to display the posters, as I feel that it sends out a really strong message not only on vegetarianism, but also on cruelty and unfair treatment towards animals in general. Upon visiting www.loveustoo.sg, I realised the importance of vegetarianism and I am planning to become vegetarian (and maybe vegan) in the future."*

*~ Ron Tan, via email ~*

*"I met a primary school teacher at a conference earlier this week. When I commented on her vegetarian lunch, she explained that she loves pigs, and a few months back she decided to go veg after seeing a poster at City Hall MRT pairing a piglet and a puppy. Then, she visited the VSS website."*

*~ Dr George Jacobs ~*



# ACCOUNTING REPORT

A photograph of a desk with various items. In the foreground, a black calculator with a small screen and several colored buttons (yellow, red, green) is placed on a yellow sheet of lined paper. A silver pen lies to the left of the calculator. In the background, there are several stacks of papers, some of which are open, showing text. A black stapler is visible on the left side of the desk. The background wall is a solid blue color.

In terms of funding, the Society is proud to report a healthy 22.4% growth in our positive financial position in 2014 due to the passionate support of the community, bringing the balance to \$131,234 for the year.

# Financial Report

for the period 1st January 2014 to 31st December 2014

## Financial Report Income & Expenditure Statement for the year ended 31 December 2014

for the period		\$	%
1 <sup>st</sup> Jan 2014	<b>Income</b>		
to	Donations in Cash	80,417.71	86.3%
	Programme Fees	7,700.00	8.3%
31 <sup>st</sup> Dec 2014	Membership Fees	4,330.00	4.6%
	Sales of Work	774.00	0.8%
	<b>Total Income</b>	<b>93,221.71</b>	<b>100.0%</b>
	<b>Expenses</b>		
	Rental of Equipment	243.00	0.3%
	Supplies and Materials	5,857.26	6.3%
	Transport	26.41	0.0%
	Communications	3,151.81	3.4%
	Professional Fees	7,500.00	8.0%
	Public Education	51,829.81	55.6%
	Bank Charges	583.00	0.6%
	<b>Total Expenses</b>	<b>69,191.29</b>	<b>74.2%</b>
	<b>Net Surplus / (Deficit)</b>	<b>24,030.42</b>	<b>25.8%</b>

*Heng Guan Hou*

Honorary Treasurer  
Heng Guan Hou

*Michael Broadhead*

Auditor  
Mike Broadhead

*V. B. Arumugam*

Auditor  
Sivakumar Arumugam

## Financial Report Balance Sheet as at 31 December 2014

for the period			
1 <sup>st</sup> Jan 2014	<b>Assets</b>		
to	Current Assets		
31 <sup>st</sup> Dec 2014	Cash On Hand	131,353.19	
	Inventory	364.73	
	Total Current Assets		131,717.92
	<b>Total Assets</b>		<b>131,717.92</b>
	<b>Liabilities</b>		
	Current Liabilities		
	Other Current Liabilities	483.23	
	Total Current Liabilities		483.23
	<b>Total Liabilities</b>		<b>483.23</b>
	<b>Net Assets</b>		<b>131,234.69</b>
	<b>Equity</b>		
	Prior Year's Surplus/Deficit	107,204.27	
	Current Year Surplus/Deficit	24,030.42	
	<b>Total Equity</b>		<b>131,234.69</b>

*Heng Guan Hou*

Honorary Treasurer  
Heng Guan Hou

*Michael Broadhead*

Auditor  
Mike Broadhead

*V. B. Arumugam*

Auditor  
Sivakumar Arumugam