

Christopher "Soul" Eubanks

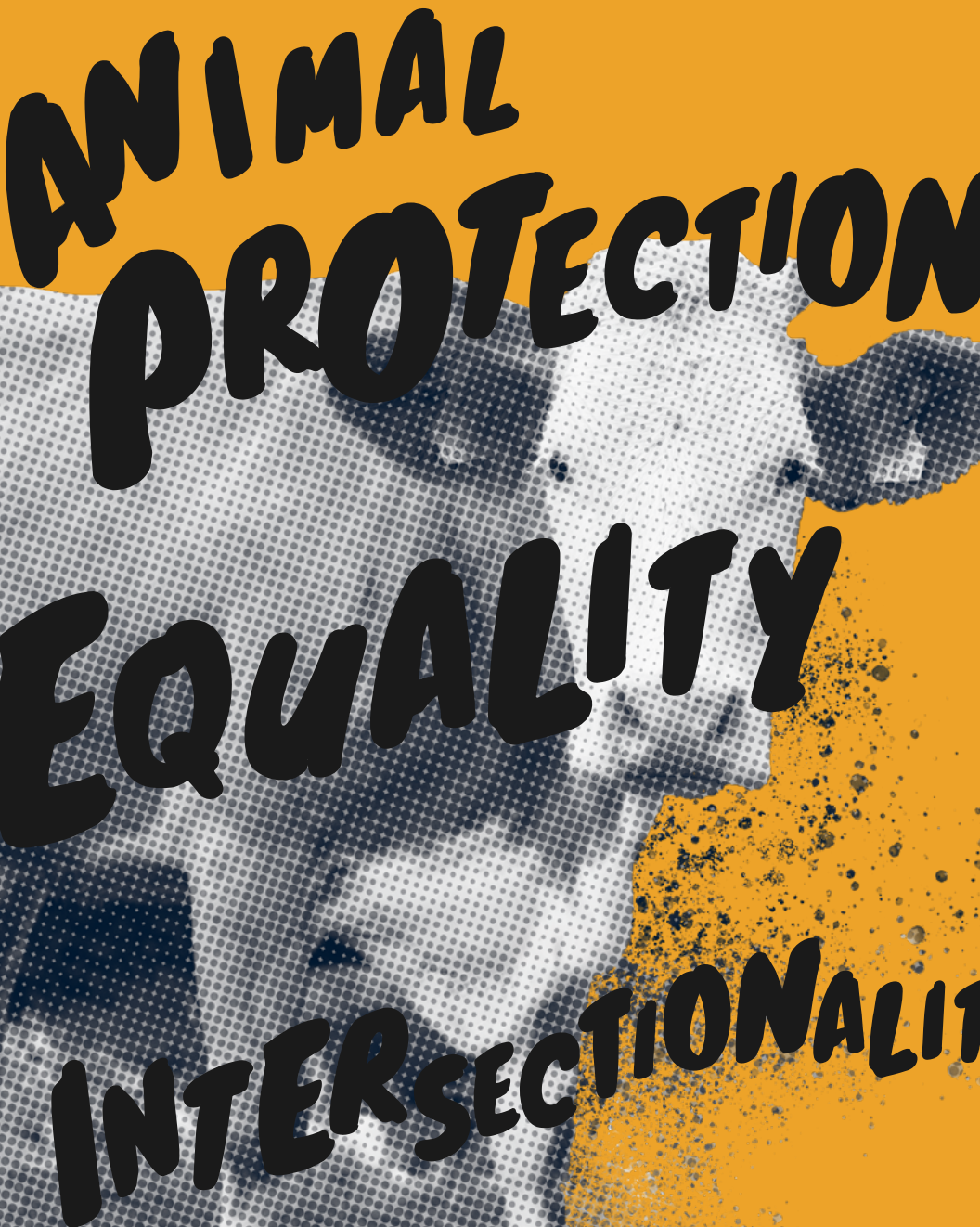


ANIMAL PROTECTION

EQUALITY

INTERSECTIONALITY

**ANNUAL
REPORT
2021**



**ANIMAL
PROTECTION
EQUALITY
INTERSECTIONALITY**

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BIOGRAPHY

Christopher “Soul” Eubanks is a social justice advocate, creative and public speaker raised in Atlanta, Georgia, dedicated to doing advocacy work that combats all forms of injustice. After learning the horrors of animal exploitation, Christopher became vegan, began doing community

organizing and has helped co-organize Atlanta’s first ever animal rights march. He is the founder of APEX Advocacy, a non-profit animal rights organization that uses digital content creation and grassroots activism for animal advocacy.



LECTURES/ PRESENTATIONS



Christopher is an experienced public speaker and specializes in introducing his audience to animal rights activism and the ethics of veganism. The demographic of his audience often includes college students, people new to or interested in activism, and people who would like to learn more about adopting a vegan lifestyle. In 2021, he was invited to speak

at several universities in his local community as well as the Animal Liberation Conference, and gave online presentations. He has also visited corporate settings to educate staff about the dietary and ethical aspects of veganism, and how the vegan philosophy relates to other social justice issues.

PRESENTATIONS

FEB 24

Led Atlanta Animal Activism Workshop

MARCH 15

What Exploitation Really Means Webinar with Animal Activism Mentorship

MARCH 31

Atlanta Animal Activism Workshop on Effective Outreach

APRIL 3

South Hampton University Lecture "The Ethics of Veganism"

APRIL 27

Atlanta Animal Activism Online Workshop

AUGUST 8

Farmed Animal Conference E-Summit (FACES) Presentation on Animal Rights and Anti-Oppression

SEPTEMBER 22

Introduction to Animal Advocacy to Georgia State University Peace Club

SEPTEMBER 25

Maintaining Self Care in Animal Activism Presentation at the Animal Liberation Conference

OCTOBER 26

Introduction to Animal Activism Presentation at Georgia Tech University (pictured on previous page and below)

MISCELLANEOUS

Sentient Media Video Series on Introduction to Activism

Sentient Media Training Course: "How To Repurpose Your Social Media Content"



INTERVIEWS! APPEARANCES



Christopher regularly appears on podcasts to speak about animal advocacy, his non-profit APEX Advocacy, and the importance of diversity and inclusion in the animal rights movement. Podcast appearances effectively enable him to reach an international audience and to connect the global population to his work, values and mission. He is particularly interested in attracting the global majority into the animal rights arena to ensure the movement is diverse and globally representative.

Our Hen House [Podcast](#)

The V Podcast Hosted by Andrea Aronica

[Podcast Interview with Consciously Carly](#)

Lunch Break Live with Jane Unchained

Mercy For Animals, Now and Next Vegan Advocacy [Panel Discussion](#)

Second Opinion Radio with Melody Paris

Afro Vegan Society [Interview to Discuss APEX Advocacy](#)

Animal Liberation Hour [Podcast](#)

Plant Your Seed [Podcast](#)

Live with Trish Roberts, [Author of 12 Mind Blowing Steps to Happiness](#)

Vegan Boss [Podcast](#)

[IG LIVE Interview with JIVINITI/The Virsa Foundation](#)

Vegan Hot Tea

PROTEST



Despite the challenges the grassroots movement faced due to the Covid-19 pandemic, Christopher co-organized and participated in numerous actions throughout the year to advocate for animal rights. He is particularly experienced in tactics such as disruptions, vegan outreach, public speak outs, and bearing witness at vigils. Christopher has also attended the Animal Activism Mentorship Chicago Convergence, which included 8 consecutive days of activism in Chicago, and co-organized the Atlanta Animal Save Tour from Florida to Georgia, consisting of 5 full days of activism.



JAN 10

Vegan Outreach

JAN 13

Atlanta Animal Activist Workshop

JAN 24

Vegan Outreach

FEB 1

Yerkes Primate Research Center
Protest at Emory University

FEB 7

Vegan Outreach

FEB 19

Vegan Outreach

FEB 28

Petco Protest against Marshalls
Lab Research

MARCH 7

Vegan Outreach

MARCH 13

Petco Protest

MARCH 15

Chicken Vigil in Athens, GA

MARCH 19

Vegan Outreach

MARCH 22

Henig Furs Protest



MARCH 28

Saks Fifth Avenue Disruption

APRIL 18

Vegan Outreach

APRIL 19

Henig Fur Protest

APRIL 19

Anthropologie Protest

APRIL 26

Chicken Vigil in Athens, GA

MAY 1

Eating Animals Causes Pandemics Event (Co-Organizer)

MAY 16

Vegan Outreach

MAY 17

Chicken Vigil in Athens, GA

MAY 24

Urban Outfitters Protest

JUNE 6

National Animal Rights Day (Co-Organizer)

JUNE 26

Vegan Outreach in Memory of Regan Russell

JULY 11

Yves Saint Laurent Fur Protest

JULY 25

Animal Activism Mentorship Chicago Convergence

"Fish Feel" Protest

JULY 26

Holding The Powerful Accountable with Slaughter-Free Chicago & Yves Saint Laurent Fur Protest



JULY 27

Vivisection Protest & Yves Saint Laurent Fur Protest

JULY 29

Urban Outfitters, Louis Vuitton, & Yves Saint Laurent Protest

JULY 30

Yves Saint Laurent & Louis Vuitton Fur Protest

JULY 31

Yves Saint Laurent Blood Demo Fur Protest

AUG 1

Million Dollar Vegan Food Giveaway

SEPT 1

Day Against Speciesism Protest at The Georgia Aquarium

SEPT 4

Anti-Fur Disruption at Yves Saint Laurent

SEPT 27

Animal Liberation Conference slaughterhouse shutdown at Foster Farms

SEPT 28

Animal Liberation Conference Mural & Speak Out at State of California Building (ALC)

OCT 15

Atlanta Animal Save Activism Tour (Co-Organizer)

OCT 16

Change My Mind (Vegan Outreach)
Plant Based Treaty Chalking/Leafletting Event
Vegan Outreach



OCT 17

Vegan Outreach

Million Dollar Vegan
Food Giveaway

Vegan Outreach

OCT 18

Critter Creek Farm Sanctuary
Volunteer Day

OCT 19

Vegan Outreach at Georgia State
University

Eating Animals Causes Pandemics
Demo/March

Banner Drop

OCT 20

Chicken Vigil

Sweet Olive Farm Volunteer Day
(Sanctuary)

DEC 2

PETA Protest





APEX ADVOCACY

ANIMAL PROTECTION
EQUALITY
INTERSECTIONALITY



Apex Advocacy is Christopher's brand new non-profit organization. APEX Advocacy's goal is to increase the number of BIPOC individuals that participate in animal activism by advocating for veganism and animal rights, and by raising awareness of the impact animal oppression has on our entire society. The organization specifically focuses on drawing attention to the intersections between the oppression of animals and other marginalized communities.

Christopher believes in the importance of expanding the vegan and animal rights movement by including, involving, and appealing to the vast global majority and works towards building a more diverse animal rights movement. Christopher wants people of the global majority to know that there is a space for them. Within only a few months, Chris successfully launched APEX, onboarded 5 team members, attracted widespread attention to its social media platforms, announced and kick started its first campaign Black Vegan Everything and applied for 501c3 status.

- JULY**
- Launched APEX Advocacy
- OCTOBER**
- Launched APEX social media
- NOVEMBER**
- Launched APEX Advocacy's first campaign Black Vegan Everything
- Applied for 501c3 status





BLACK VEGAN EVERYTHING

Black Vegan Everything is a platform dedicated to showcasing the full spectrum of veganism amongst people of the African Diaspora. This is APEX Advocacy’s first campaign and aims to showcase hundreds of Black-owned vegan businesses and organizations ranging from restaurants, apparel companies, non-profits and more. Black-owned vegan businesses have the potential to close the racial wealth gap, empower Black communities, generate multi-generational wealth, and liberate animals from exploitation.



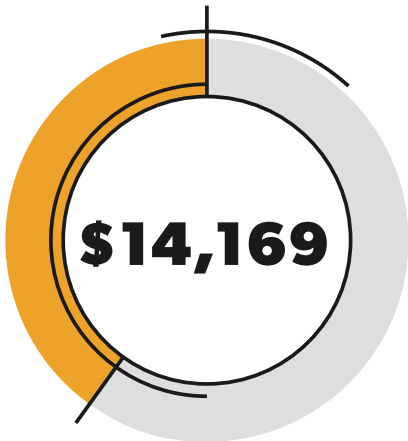
CLICK TO VISIT
BlackVeganEverything.com



FINANCES

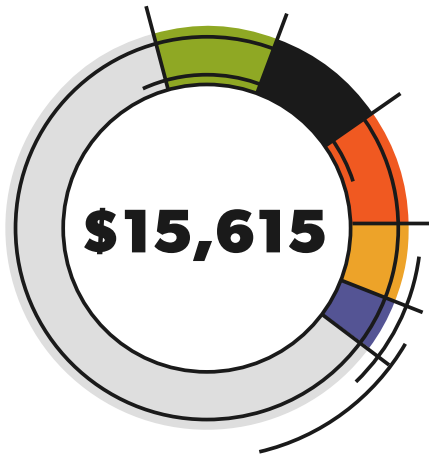
Christopher is a recipient of Mercy for Animals' People's Fund, a grant aimed to assist Black advocates working in the animal advocacy field. He has effectively invested the grant into jump-starting APEX Advocacy. His Patreon account raises additional funds which he directly invests into activism, covering costs such as travel expenses, organizing tours, local activist events and more. Christopher primarily uses his funds to help animals, engage people in activism, empower people of the global majority, and create top quality digital content. He consistently contributes his income into furthering the movement's mission and keeps track of all expenses to ensure transparency of his finances.

INCOME



- Mercy for Animals: \$8,500
- Patreon: \$5,669

EXPENSES



- APEX team budget: \$9,460
- Atlanta Animal Save Tour: \$1,596
- Miscellaneous: \$1,499
- Computer: \$1,413
- APEX Operating expenses: \$1,011
- Animal Liberation Conference Travel & Lodging: \$636

ADDITIONAL ACTIVITIES

In addition to his grassroots activism, Christopher has continued to advocate for animal rights in various ways. He contributed a gripping article for Sentient Media, participated in several advocacy advisory boards, mentored aspiring activists and also fundraised for an animal sanctuary this past year.

WRITING CONTRIBUTIONS

Sentient Media: "As a Black Man I felt Uncomfortable Becoming an Animal Rights Activist" – winner of Sentient Media’s best personal story

ADVISORY BOARDS JOINED

We Animals UnBound Project

Vegan Hacktivists

Encompass Movement

ACTIVISM & LEADERSHIP

Animals First on The Second (24-hour food fast to protest animal slaughter)

Animal Activism Mentorship mentor & ambassador

Manage social media accounts for the Atlanta animal activism community

Organized birthday fundraiser for Freedom Acres Farm Sanctuary

SOCIAL MEDIA IMPACT

Christopher has continued to make a conscious effort to leverage his online presence to advocate for animal rights and collective liberation. His bold quotes and statements are shared globally throughout the movement, spreading the message of animal rights around the world.



@SOUL_EUBANKS

16.5K

followers

444.9K

impressions

104K

likes



@SOUL_EUBANKS

14.2K

followers

2.7MIL

impressions

9.2K

retweets

51.6K

likes

2021 OVERVIEW

11
Lectures/
Presentations

13
Interviews/
Appearances

51
Actions

9
Additional
Activities



2022 GOALS

Apex Advocacy plans to organize inclusive activism spearheaded by BIPOC individuals. The organization will start its first chapter in Atlanta, and organize targeted pressure campaigns, protests, vigils, tabling, vegan food giveaways, film screenings, and more. In order to further APEX's mission to empower people of the global majority to help animals, the organization will focus on ensuring the community is truly diverse, inclusive and globally representative. APEX has already established its aesthetic identity by creating groundbreaking digital content. The goal for 2022 will be to leverage their bold and eye-catching designs to attract further attention to

their message, not only in the online realm but also in the physical activist arena. Their innovative and noticeable banners, placards and signs will represent an intersectional vision and be available in various languages, downloadable for anyone who wishes to engage in animal rights activism and collective liberation. APEX will also be collaborating with like-minded and established organizations and activist groups in order to build bridges and strengthen the animal rights community.

**CLICK HERE TO SUPPORT
APEX ON PATREON**
patreon.com/souleubanks



#ANEWDAYINANIMALRIGHTS

ANNUAL REPORT 2021

Christopher
"Soul" Eubanks

LIBERATION
FOR ALL

SoulEubanks.com | ApexAdvocacy.org

