



ANNUAL REPORT

2022

APEX Advocacy is building a

COMMUNITY

of BIPOC animal rights advocates

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**Christopher
"Soul" Eubanks**

EXECUTIVE DIRECTOR,
APEX ADVOCACY

Letter from the Director

To be candid, I, alongside APEX's board of directors, primarily have a grassroots background and have mostly organized street protests, community events, and marches, so the business of running a non profit has been a new endeavor for our leadership team.

Even with the many challenges we faced as a small NGO, in 2022 we expanded in so many areas as an organization while simultaneously growing our team and significantly increasing our funding. The feedback we received from our supporters and various leaders within the movement was invaluable and has propelled us to be more strategic in the campaigns we pursue, our advocacy strategies, executing our daily operations and other areas of growth.

Our excitement for 2023 is at a fever pitch as our team is eager to apply the new skill sets we have learned to expand APEX. Everyone on our team from our enthusiastic interns to our dedicated board of directors understands our long term goals and how all of our work connects together to achieve our mission of building a more equitable movement with a rich community of advocates of color.

We aim to do significantly more events this year, bring new advocates into our community and inspire them to collaborate with other advocates in our network.

In 2022, our founder and team participated in a number of events and protests not only advocating for the rights of animals but also working towards a more diverse and equitable animal rights movement. We are proud of the progress we have made and are looking forward to continued success in the future.

OUR ACCOMPLISHMENTS

- We obtained 501(c)3 status which allows us to properly receive donations as a tax deductible organization.
- We received funding for approximately 9 – 12 months, allowing us to continue our important work and hire a full team.
- We obtained free legal aid services through Animal Defense Partnership, ensuring that we can navigate any legal challenges we may face.
- We established our board of directors which is a crucial step in further cementing our position as a promising non-profit organization in the animal rights movement.
- In 2022 we participated in or hosted over 45 events including protests, lectures, public appearances, online community events, etc...
- We continued to work on our three campaigns Black Vegan Everything, No Backyard Slaughter and the Global Majority Caucus that center people of color in the movement.



**OUR YEAR
IN REVIEW**

OUR PROGRAMS

In order to realize our vision of a safe and intersectional animal rights movement, APEX Advocacy handles three main projects – Global Majority Caucus (GMC), Black Vegan Everything (BVE) and No Backyard Slaughter (NBS). All three of them focus on empowering BIPOC animal advocates so they can spearhead animal advocacy, globally.



Global Majority Caucus

Continuing the legacy of Encompass, the Global Majority Caucus (GMC) has functioned to build greater equity in the animal protection movement by providing community, resources, and professional development to BIPOC and advocates of the global majority. Under Brialle's leadership, the Caucus offers events online and in-person to help foster belonging and increase leadership skills for BIPOC animal advocates.

[VISIT THE SITE](#)

40%
community growth

250
members around the world

- This year we grew the Global Majority Caucus community by 40% to now include 250 members from around the world.
- We kicked off a four-part "Fundraising Made Easy" training series in collaboration with organization 50by40, with nearly 200 registered participants.
- Our community consists of incredible advocates who have used this space to connect, collaborate, and grow their skills in the movement. This year they have gained access to job opportunities, collaborated on blogs and initiatives, and started their own organizations.



Black Vegan Everything

An ongoing website and social media project, Black Vegan Everything is an ever growing directory of not just vegan food but everything and anything to do with a vegan lifestyle. The project was created solely for the purpose of highlighting intentionally, Black-owned vegan businesses, ventures and campaigns. BVE now also has its own website, for a more targeted approach that showcases the full spectrum of veganism within the African Diaspora. The website is replete with articles, a vegan food and lifestyle section that is constantly updated by our team.

[VISIT THE SITE](#)



No Backyard Slaughter

The No Backyard Slaughter project works towards raising awareness on the disproportionate effects of backyard slaughterhouses within the BIPOC communities. Through organizing and activism, Apex Advocacy supports Black communities to defend their rights against the massively destructive animal agriculture industry.

The very first case (ongoing) taken up by Apex Advocacy was with the objective of shutting down Bradford Livestock, an unauthorized slaughterhouse located in Lithonia, GA.

Our actions involved:

- Email petition with over 1900 signatures
- Organized protests
- Leafleting events
- Attending county meetings to raise awareness

[VISIT THE SITE](#)



HIGH- LIGHTS OF 2022

We have led an eventful year full of presentations, content creation, protests and much more at APEX Advocacy, getting closer to our goal of reaching more and more BIPOC advocates. Amongst these, the fundraising series, the No Backyard Slaughter protests and sponsoring the Atlanta Animal Rights March were three highlights of our year.

The Fundraising Series

Our four-part “Fundraising Made Easy” series is a joint initiative with the organization 50by40, addressing one of the most common challenges of BIPOC animal advocates – a lack of access to funding their work. With takeaways like personal clarity of mission/vision, connecting with other organizations fruitfully, building relationships by attending events and conferences etc, we eagerly look forward to the second part of our series for more targeted learnings.



Slaughterhouse Protest

Under our No Backyard Slaughter campaign, APEX Advocacy continues to protest against continued operation of two unpermitted slaughterhouses located in DeKalb County in Georgia.



The Atlanta Animal Rights March

Our founder, Christopher “Soul” Eubanks, and our board member Luis Correal were behind organizing the first animal rights march in Atlanta in 2019 and the march’s return in 2022.

This year’s march brought over 100 participants and the keynote speaker was Leah Garces, the president of Mercy for Animals.

OUR SOCIAL MEDIA

2022 was a breakout year for us in terms of our content creation on the themes of intersectional activism, inclusive of animal rights and uplifting marginalized community rights within the AR Movement. We showcased 22 BIPOC animal advocates and highlighted 56 stories on our social media that covered the Jackson Mississippi water crisis, sexual misconduct in animal advocacy, a factual guide to understanding intersectional activism and more. We focused on highlighting the intersectional nature of social justice movements and how it often tends to exclude animals in their advocacy for freedom and justice. Our efforts led to an increase of +88% growth in followers in 2022!

+88%
growth in followers

22
BIPOC animal advocates showcased

56
BIPOC-centered news stories covered



What is intersectional activism? →

What does intersectional activism do?
Intersectional Activism aims to look at the intersecting nature of all social justice issues and create solutions that will be beneficial for everyone.
This means that instead of invisibilizing the struggles of the most marginalized sections in community, they should be recognized and actively alleviated because as anti-apartheid activist, Nelson Mandela put it,
"none of us are free until all of us are free."



Does intersectional activism include animal rights?
While intersectional activism is making waves in being able to advocate for the rights of several intersecting identities, it is often relegated to the realm of human rights; being exclusionary when it comes to animal rights. Speciesism continues to place animals as inferior to humans and thus, not at par with other, human, social justice movements.

↓
[view the post on Instagram](#)



Is Our Diet Causing the Water Crisis in Jackson, Mississippi? →



Who does it affect the most?
The population of 200,000 people that reside in Jackson, 80% of which are Black.



To restore basic human rights to Jackson and a strong, clean water supply network, we must look at the intersectional nature of how our treatment towards animals, humans and nature coincide.

↓
[view the post on Instagram](#)

"This book is likely to both inspire and engage readers across the political spectrum." —*Library Journal*

these masculine foods... So the failure of men to eat meat

The Sexual Politics of Meat

A Feminist-Vegetarian Critical Theory

Carol



↓
[watch the reel on Instagram](#)

OUR MISSION

As we continue to navigate a world reeling from Covid 19, extreme climate emergencies and rampant animal agriculture, it is now more important than ever to build a strong network of individuals working towards total liberation. While the animal rights movement continues to gain momentum across the world, the movement, much like larger society, is afflicted with discrimination and lack of equal opportunities for BIPOC animal advocates. We believe that the grassroots animal advocacy movement must actively involve and amplify BIPOC voices in order to effectively eradicate animal industries and their disastrous effects on our health, climate and animals. To address these very issues, we at APEX Advocacy will heavily **recruit** potential and current BIPOC activists, **embrace** them into our caucus community and motivate them to **activate** their passion for animal rights.

recruit

While APEX aims to be a sanctuary for advocates of color currently in the AR movement, we want to be proactive in introducing animal advocacy to BIPOC outside of the AR movement. We will hyper-focus our recruiting efforts on engaging with BIPOC outside of the movement in other progressive spaces i.e. other social justice movements, public policy, academia, news and media, etc...

embrace

Because the racial composition of the mainstream animal rights movement is largely white, Black, Indigenous, and animal advocates of color sometimes need spaces without white folks to reflect. We will embrace our community by providing them with personal and professional developmental services e.g. monthly social gatherings, career development, multimedia/book club meetings, etc... to build a sense of belonging to increase retention of BIPOC advocates.

activate

After recruiting new advocates and embracing them into our community we will motivate them to collaborate with fellow BIPOC advocates in close proximity to their community to spearhead advocacy efforts collectively led by our network of BIPOC advocates. We will encourage them to take ownership of the advocacy in their community through various actions like protests, vegan potlucks, film screenings, food demos, animal sanctuary visits, vegan outreach, etc...



OUR PEOPLE

At APEX Advocacy our board of directors are intentionally all BIPOC, intersectional and vegan, strongly opposing any kind of animal exploitation. Our staff and team are predominantly advocates of color, and have a diverse range of backgrounds, skills, and life experiences dedicated to advocating for animal, human, and earth liberation.

BOARD OF DIRECTORS



Christopher "Soul" Eubanks
(he/him)

EXECUTIVE DIRECTOR / BOARD MEMBER

"The majority of the world's population consist of people of color so we are going to need a movement that accurately reflects the global population in order to ever achieve an anti-speciesist world, that's why APEX Advocacy exists."



Shriya Swaminathan
(she/her)

BOARD MEMBER

"To create a just and equitable world for ALL, we must create a space that respects ALL. That's why I believe in the work that APEX is championing by encouraging humanity to recognize the inherent worth of all creatures whom we share this planet with."



Luis Correal
(he/him)

BOARD MEMBER

"APEX's vision is one of unity. I believe uniting people from all walks of life within the animal rights movement is paramount. Uplifting the voices of people of color will help us strengthen our movement and help us move forward like we know we need to. Together we can make this world a better place for us and for the animals."

OUR TEAM



Brialle Ringer

(she/her)

GLOBAL MAJORITY CAUCUS DIRECTOR

“Cultivating a community for BIPOC animal advocates to feel seen, heard, and supported is my greatest joy. The connections we are creating help foster belonging and resilience in a movement where folks of color have often felt isolated.”



Alexa Weaver

(she/they)

PROJECT MANAGER

“The mission and values of APEX are the exactly what is needed and are wholly necessary to have a viable and potent animal rights movement. I’m excited to be helping a team who actually prioritize human, animal and earth liberation collectively.”



Madhusree Chatragadda

(she/her)

WRITER

“We need solutions that acknowledge the interconnectedness of social justice movements and no longer come at the cost of animals, climate and BIPOC communities.”



Elizabeth Leach

(she/her)

GRAPHIC DESIGNER

“Designing the visual language of APEX, where I get to elevate a message of collective liberation, has been such a powerful experience for me. I am so proud to be part of a team who recognizes and advocates for the dignity and rights of all non-human animals, wholly and unequivocally, but also extends that same level of understanding and compassion to humans who are fighting parallel struggles.”



Akbar Ali
(he/him)

BLACK VEGAN EVERYTHING LEAD

"The longer I have worked in social justice, the more I realize that all forms of oppression are interconnected. For this reason, advocates of social justice need to understand that none of the causes they care about - be it animal exploitation, human rights, or environmental justice - can be solved in isolation. We need to transform our single issue advocacy movements into a movement of collective liberation."



Chloë Hylkema
(she/her)

NO BACKYARD SLAUGHTER VOLUNTEER

"At the core of any worthwhile animal liberation philosophy must be a commitment to intersectionality. Working with APEX has enabled me to perform meaningful animal rights advocacy geared towards collective liberation and bettering our communities for all individuals who live within them."



Nikki Botha
(she/her)

BLACK VEGAN EVERYTHING INTERN

"The more people know, the more they are empowered. The more they are empowered, the more they can do. Apex advocacy empowers people to be effective intersectional advocates and I couldn't be prouder to be part of this team."



Ketia Johnson
(she/her)

GLOBAL MAJORITY CAUCUS INTERN

"APEX Advocacy is such an incredible organization. They have created a truly special space where I feel included and supported as a BIPOC animal activist. Volunteering with such a creative, collaborative team has been a great experience and I am excited to see where we go in 2023!"

OUR FINANCES

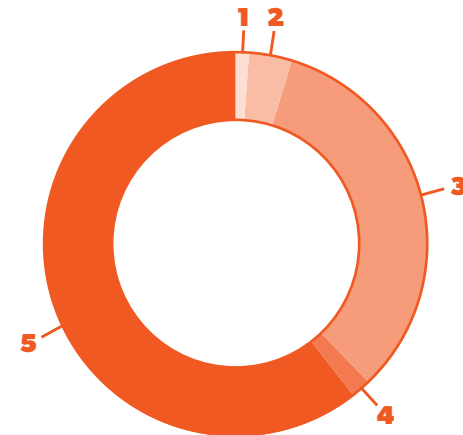
At the end of 2021 our organization was out of funding and our core team were volunteering whatever hours they could as we searched for funding for APEX. Although our funding was low, we were still dedicated to making sure APEX continued to operate. As 2022 started we were extremely fortunate to receive a \$25,000 grant that would allow us to begin paying our staff again. Within a few months into the year we were fortunate again to receive additional funding of over \$100,000 which allowed us to cover our team for appx 9 – 12 months. This took our team from an organization who in 2021 operated on appx \$15,000 to now having 10x that amount in just a year later. This is a brief overview of our finances from 2022 and we invite you to view our 990 via the IRS this year for more details on our finances, food demos, animal sanctuary visits, vegan outreach, etc...

OUR SUPPORTERS

- **The Encompass Movement**
- **The People’s Fund from Mercy for Animals**
- **The Pollination Project**
- **Stray Dog Institute**
- **Jane Unchained**
- **Our Patreon supporters**
- **Individual donors**

TOTAL INCOME

\$168,723.41



TOTAL EXPENSES

- | | |
|--|--|
| <p>1 Total contract & professional fees:
\$2,306.95</p> <p>2 Operating expenses:
\$5,802.67</p> <p>3 Total payroll expenses:
\$55,928.55</p> | <p>4 Total travel:
\$2,740.58</p> <p>5 Reserves & 2023 funding:
appx. \$101,944.66</p> |
|--|--|

OUR GOALS + VISION FOR 2023

After spending 2022 working on our strategic plan, annual budget, quarterly goals, funding proposals, theory of change and many other components to grow our organization, we're committed to performing even more actions and activities in 2023! APEX will always be the space where animal advocates of color will feel welcomed, empowered and supported. For this very purpose, in 2022, our founder intentionally participated in less traditional grassroots actions within the mainstream movement to begin focusing more on participating in animal advocacy work primarily alongside BIPOC individuals and organizations. We believe it is imperative that APEX focus heavily on helping to normalize animal activism being done by people of color in the mainstream animal rights movement. We will focus our efforts on these underrepresented communities by recruiting new advocates, welcoming them into the APEX community and inspiring them to fight for animal rights to achieve collective liberation. See you in 2024!!!



notes/appendix



To our Patreon supporters:

THANK YOU

Elizabeth Green

Mary Britton Clouse

Amanda

Christopher Krull

Jean Louise Engstrand

Tania Luna

Megan Kellums

Toni Frohoff

C Que

Erin Ireland

Almira Tanner

Rachel Mathews

Ashley Frohnert

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