



GREENER BY DEFAULT

2023 ANNUAL REPORT





MESSAGE FROM THE FOUNDERS

We're excited to share our first Annual Report with you. Before we dive into our progress, here's a look back at how we got here.

Our journey began at the Better Food Foundation, where Ilana played a pivotal role in the inception of the U.S. DefaultVeg campaign in 2019. In 2021, Katie joined the team and created the 'Greener by Default' brand to appeal to corporate audiences. Success quickly followed, with the launch of the first-ever large-scale pilots of plant-based defaults at [LinkedIn's SF office](#) and [NYC Health + Hospitals'](#) 11 public hospitals.

After these pilots proved the tremendous potential of plant-based defaults, the Better Food Foundation and Greener by Default team made a bold decision to launch GBD as a stand-alone organization.

Today, Greener by Default is a driving force in guiding institutional foodservice towards plant-based defaults and other innovative, behavioral science-backed strategies. Meanwhile, the Better Food Foundation continues to transform behavioral and cultural norms around diet and food on a broader scale.

In our inaugural year as an independent non-profit, we have worked to harness the momentum generated by our flagship initiatives in the corporate and healthcare sectors. We've built a solid foundation for our organization, ready to support rapid scaling in the years to come.

We want to thank each one of you for your support this year in helping Greener by Default grow and thrive.

We truly couldn't have done it without you.

Sincerely,

Katie Cantrell
CEO and Co-Founder

Ilana Braverman
COO and Co-Founder



2023 IN REVIEW

- **Grew from two to six employees.**

- Katie Cantrell - CEO and Co-Founder
- Ilana Braverman, MS - COO and Co-Founder
- Robbie Brown - Corporate Engagement Director
- Heidi Fritz, MS, RDN - Healthcare Program Director
- Zoe Novic, MPH - Healthcare Program Manager
- Desman Wilson, MS - Research Coordinator

- **Received an award from the Harkin Institute for our work with NYC Health + Hospitals.**

- **Launched new pilots at five hospitals and two international corporations**

5x  **2x** 

- **Partnered with MeetGreen***

a women-owned sustainable event management agency, to provide training on best practices for implementing plant-based defaults for events, so that they can utilize it as a strategy with their clients moving forward.

2023 IN REVIEW



- **Supported plant-based defaults at 8 events with a total of over 20,000 attendees, including:**

- New York Times Climate Forward Summit
- GreenBiz's four annual conferences
- Model UN Conference at UCLA
- Sustainable Purchasing Leadership Council Summit, via MeetGreen
- Practice Greenhealth's CleanMed Conference, via Meet Green

Climate Forward
The New York Times

GreenBiz



- **Gave presentations to over 500 sustainability and culinary professionals, including:**

- Society for Hospitality in Foodservice Management
- Industry Now QSR Summit
- Menus of Change Conference at the Culinary Institute of America



- **Developed partnerships with three foodservice management companies,** piloting novel strategies, providing training for their leadership and culinary directors, and implementing plant-based defaults across multiple accounts.



**Shifted over
1 million meals**

from meat-based to
plant-based, saving



**over 24,000
animals**

and as much carbon as
providing electricity to



**over 200
homes
for 1 year.**



PLANS FOR 2024

We're making rapid progress towards our vision of implementing plant-based defaults across institutional foodservice. Our current projects in corporate, healthcare, and foodservice management are on track to yield crucial data by Q1 2024.

As more and more companies make carbon reduction commitments, GBD is uniquely well-positioned to ensure that those commitments are met through switching from animal-based to plant-based protein, rather than replacing high-carbon meats with lower-carbon meats and in turn increasing the number of farmed chicken and fish.

We recognize that the dire state of the world – from climate change, to biodiversity loss, to ever-increasing numbers of animals raised for food – demands bold, immediate action.

**WE ARE
THINKING BIG**

in order to transform the greatest number of meals as quickly as possible, creating a sustainable, inclusive food system that allows communities and ecosystems to thrive.



FUNDING OPPORTUNITIES

We exceeded our initial fundraising goal of \$500,000 for 2023, ultimately raising over \$750,000. In order to support our ambitious growth plans, we plan to raise \$1.1 million in 2024. We have an opportunity to kickstart that fundraising with a \$75,000 end of year matching grant between Giving Tuesday and December 31st.

**With your help, we can shift
over 2.7 million
meals in 2024, saving
over 65,000 animals
and as much carbon as driving
over 7.5 million miles.**

GREENER BY
DEFAULT

Please visit www.greenerbydefault.org/donate to have your impact doubled, or contact katie@greenerbydefault.org

THANK YOU FOR YOUR SUPPORT!