

A photograph of two cows in a field at sunset. The cow on the left is brown with a white stripe, and the cow on the right is light brown. They are both looking towards the camera. The background is a soft, golden sunset sky over a field of tall grass.

# Philanthropy Director

Get to know ProVeg International and discover how you can help transform the global food system.



# Welcome to ProVeg International

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It's wonderful that you want to create meaningful change together with ProVeg International! ProVeg is a food awareness non-profit organization working towards transforming the global food system by replacing animal-based products with plant-based and cultured alternatives. We want to create a world where everyone chooses delicious and healthy food that is good for all humans, animals, and our planet.

We are currently hiring a Director of Philanthropy who will have a substantial impact on the wellbeing and growth of our organization. If you are interested in working with an amazing and highly ambitious team, ProVeg is the right place for you.

This brochure will give you insights into our work and the role. We are looking forward to hearing from you!

**Jasmijn de Boo & Sebastian Joy**



**Jasmijn de Boo**

Vice President



**Sebastian Joy**

Founder and President



**Many of the world's most urgent  
problems share a common cause:  
our food choices**





## HEALTH

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Animal agriculture increases risks for many lifestyle diseases, epidemics and antimicrobial resistance (AMR)

- **30%** of health costs in Germany  
(Leitzmann & Keller, 2010)
- **75%+** of antibiotics in EU and US used for animal agriculture  
(OECD, 2016)
- **10M** AMR-related deaths annually by 2050  
(World Health Organization)



## JUSTICE

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Animal agriculture contributes to world hunger through inefficient use of valuable food resources as animal feed.

- **75%** of soy harvest fed to animals  
(Chathamhouse, 2016)
- **30%** of fresh water  
(Hoekstra, 2014)
- **10 billion** people could be fed plant-based  
(Springmann, Clark, Mason-D'Croz, et al., 2018)



## ANIMALS

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Contemporary factory farming causes great suffering to billions of animals, that are sentient and intelligent creatures.

- **80 billion** land animals slaughtered p.a. (FAO, 2019)
- **2.3 trillion** marine animals slaughtered p.a. (Mood, Brooke, 2019; FAO 2021)
- **70%** of species extinction (Maxwell et al., 2016)





## ENVIRONMENT

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Animal agriculture vastly contributes to climate change, deforestation, biodiversity loss and environmental pollution. Animal agriculture is responsible for:

- **20% of greenhouse gases**  
(Xu et al., 2021)
- **80% of rainforest destruction**  
(Nepstad, Stickler, Filho & Merry, 2008)
- **80% of arable land**  
(Poore & Nemecek, 2018)

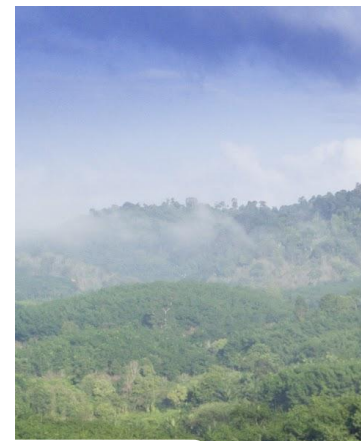
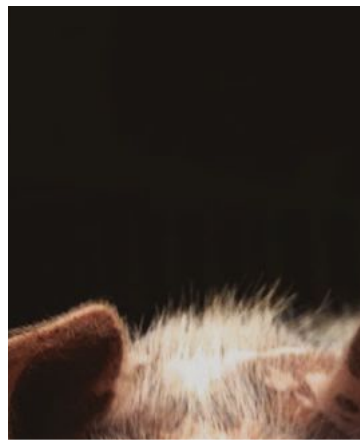


## VEG PREJUDICE

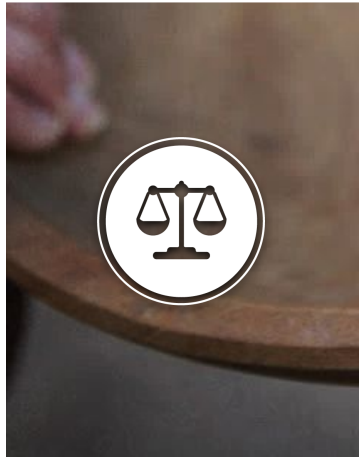
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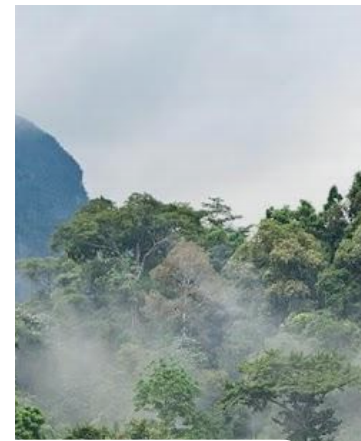
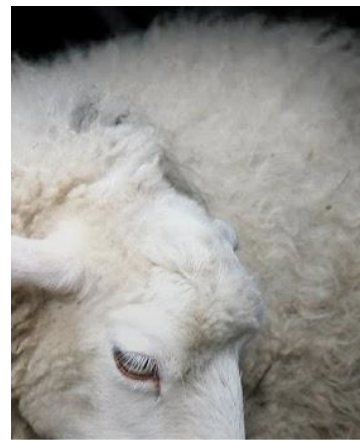
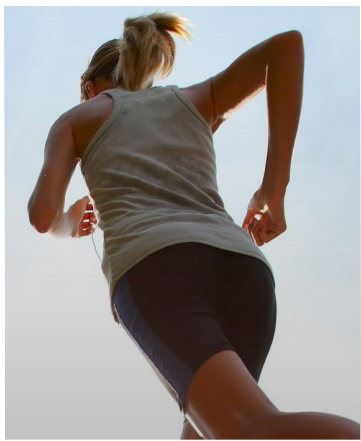
As a key factor aggravating all other problems, “veg prejudice” prevents people from translating their beliefs into actions.





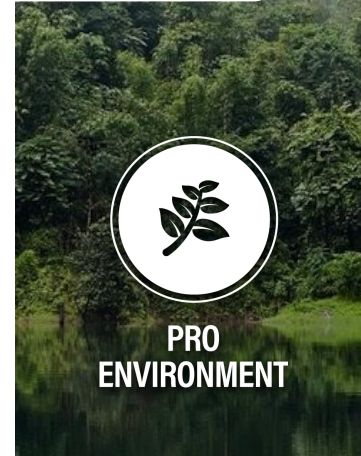
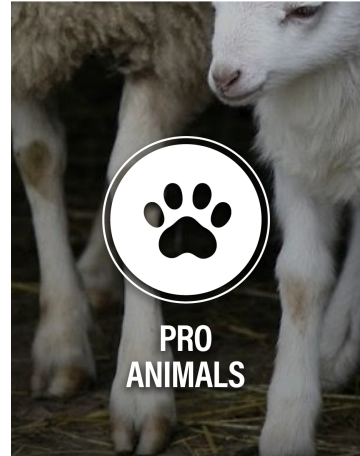
The solution to all of these problems is changing the global food system and making our food choices less reliant on animal products and animal agriculture.





Transitioning towards a more plant-based world comes with a number of benefits.

Therefore, ProVeg promotes 5 PROs of plant-based and cultured alternatives.



# OUR VISION

A world where everyone chooses  
**delicious and healthy** food that is good for **all humans, animals, and our planet.**



**PRO  
TASTE**



**PRO  
HEALTH**



**PRO  
JUSTICE**



**PRO  
ANIMALS**



**PRO  
ENVIRONMENT**

**ProVeg International is a food awareness organisation with the mission to reduce the global consumption of animals by 50% by 2040.**

ProVeg works with decision-making bodies, companies, investors, the media, and the general public to help the world transition to a society and economy that are less reliant on animal agriculture and more sustainable for all humans, animals, and our planet.

ProVeg has offices in nine countries across four continents and is active around the world. ProVeg has permanent observer status with the UNFCCC, special consultative status with ECOSOC, is accredited for UNEA, and has received the United Nations' Momentum for Change Award.

**United Nations Framework  
Convention on Climate Change**

Observer Status



**MOMENTUM  
FOR CHANGE**

**United Nations  
Environment Programme**

Accredited Organisation

# ProVeg's five action areas



## Advancing plant-based and cultured-food innovation

We support and connect startups and global partners in advancing plant-based and cultured-food innovation.



## Institutional and corporate engagement

We influence and support businesses, decision-makers, and institutions in developing, providing, and promoting healthy, compassionate, and sustainable plant-based options.



## Policy and advocacy

We work with governmental and intergovernmental agencies, NGOs, and researchers to create plant-forward policies and practices.



## Movement building

We build strong, collaborative networks by empowering and supporting other NGOs, alliances, advocacy groups, and communities.



## Public education and media

We provide inspiration and support to reduce and eliminate animal-based products from people's diets.

**[Current Highlights & Successes](#)**

# Working with ProVeg

## What we value most at ProVeg

- Self-directed work: We value the expertise of our team members and give them the trust and freedom to apply it at work.
- Pragmatism: All our work is focused on creating the biggest impact and leaving a positive footprint on society.
- Personal and professional development: We are a learning organisation where we want everybody to reach their full potential.
- A healthy work environment and sustainable working habits: Changing the food system requires a lot of work. Our commitment is to create a working environment and encourage habits which allow us all to run not only fast but also to go the distance, together.



# Job Details

As Philanthropy Director, you will be responsible for the acquisition and management of relationships with existing and new major donors, supporters, and relevant stakeholders in the US and beyond, including the corporate sector. You will represent ProVeg as an international organization, manage a small global-development team, and support ProVeg's country-fundraising strategies.

**Location:** Remote

**Hours:** full-time role (40h/week), but part-time is possible as well



# The application process

Please submit your application, including your CV and cover letter, using our [online form](#). The next steps in the application process include:

- A general online assessment
- A first interview with HR
- Job-specific online trial assignments
- An online interview with the President of ProVeg International



# Join us

*Thank you very much for your interest!  
Please contact Nora Winter, our International  
Head of HR if you want to learn more about  
us: [nora.winter@proveg.com](mailto:nora.winter@proveg.com).*



**Nora Winter**  
International Head of HR



**Sebastian Joy**  
Founder and President



**Jasmijn de Boo**  
Vice President



**Tobias Leenaert**  
Founder