



# 2025

## Year in Review

*Reversing chronic disease and  
advancing health equity through  
whole-food, plant-based nutrition.*



## The Foundation is Set: Great Health and Vitality Lie Ahead!

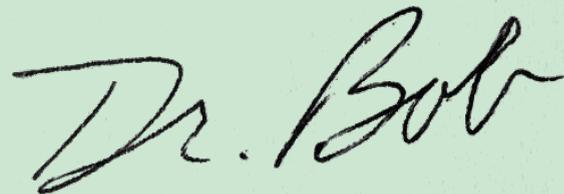
It is my honor to serve as your Plant Based Support Board Chair. As a Lifestyle Medicine Family Physician privileged to serve the Ann Arbor community for four decades, I am continually inspired by what I witness in our now internationally recognized Plant Based Support community. For nearly fifty years, I have personally followed a whole food, plant-based lifestyle, and I have seen—both in my own life and in the lives of thousands of my patients—the extraordinary power it holds to restore and sustain health.

Over these years, I have witnessed countless individuals transform their lives, often reversing chronic diseases they were told would remain forever. These successes are not isolated; they represent the collective momentum of our members, who choose nourishment, movement, hope, optimism, and connection over dependence and gradual decline every day.

Our mission at Plant Based Support is grounded in empowering people with evidence-based knowledge, compassionate support, and practical tools to pursue better health and vitality at every age. It is a joy to see members not only improve their labs, but rediscover energy, confidence, and a zest for life—sometimes after decades of struggle.

What gives me the greatest hope is the way this community lifts one another up. Health is much more than the absence of disease; it is a shared journey, and here, no one walks alone. As we look to the year ahead, let's keep supporting each other, embracing the science, and sharing the healing message of whole food, plant-based living with all who aspire to a brighter future.

Thank you for being the heart and soul of this movement. YOU make Plant Based Support who we are. Together, we will take the strong foundation we've built to even greater levels of health and vitality! With gratitude and optimism for our shared future,



**Robert Breakey, MD**  
**“Dr. Bob”**  
Chairman of the Board,  
Plant Based Support

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# Our Mission

*Together, we transform health through plant-based nutrition.*

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# Our Vision

A world where healthy, plant-based living is accessible to all,  
and where preventable diseases are a thing of the past,  
creating vibrant communities where health equity is a reality.

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We focus on **evidence-based nutrition** that can reduce the burden of conditions like heart disease, diabetes, and obesity, while also tackling disparities in access to healthy food.

# Voices from Our Community

*"Plant Based Support has been an incredible partner... a supportive community where sharing and caring go hand in hand. I've never felt more supported on the path."*  
- James T



*"I believe there is a healing aspect of kindness... I have felt so much kindness from the community and staff. Anytime I asked a question, I received kind, thoughtful, and helpful information."* - Mary E



*"What began as a goal to lose weight quickly turned into a complete lifestyle transformation"* - The Krocks



# Phil's Journey to Healing Through WFPB living



## The Power of 'Why'

After decades of using the Standard American Diet to cope with personal loss and health struggles, including a diabetes diagnosis and a stint with high-fat diets, Phil faced a life-altering wake-up call three years ago following the sudden passing of his son from a heart attack.

Realizing he needed a radical change to honor his son's memory and his own health, Phil transitioned 180 degrees to a Whole Food Plant-Based (WFPB) lifestyle. Since making the switch, Phil has reversed his kidney protein issues, stabilized his A1C, and seen remarkable healing in his vision.

*This group is a gift for me... a port in the storm. Feeling the energy of people walking the WFPB talk beats ice cream and pizza any day.*

Today, he views WFPB not as a set of restrictions, but as a series of empowering choices supported by a community that keeps him grounded.

*I made the choice to honor my son and myself. My eye doctor was amazed that much of my scarring was gone—she told me my eyes look younger, as do I.*

Read Phil's full story at

<https://www.plantbasedsupport.org/post/phil-s-journey-to-healing-through-whole-food-plant-based-living>

# The True Impact: Personal Transformations



Members often report life-changing outcomes after engaging with Plant Based Support:

- One member reversed her type 2 diabetes and stopped taking insulin within months
- Another lost 65 pounds and lowered blood pressure, gaining energy to play with grandchildren
- 95% of event attendees report feeling more hopeful and in control of their health

“

*“Our support groups are a safe haven where compassion and understanding flourish. Knowing I’m not alone in this journey is priceless.”*

”

“

*“Plant Based Support gave me back my future. My doctor confirmed I’ve reversed my diabetes — I never thought this was possible.”*

”



# A Clear Pathway Into Plant-Based Living

**Explore (Free)**

Podcasts, YouTube, and public education content.

**Passport (\$3/month)**

12 curated expert speakers annually.

**Community (\$10/month)**

Full speaker library plus support groups.

**Vanguard (\$35/month)**

**COMING SOON**

In-person events, exclusive access, curated perks, and member recognition.

Leadership engagement and mission advancement.



**Scalable Growth Engine**  
Low-friction entry builds awareness. Recurring tiers sustain impact.



**Volunteer-Powered by Design**  
Trained volunteers deliver high-quality programming efficiently.



**Responsible Stewardship**  
Transparent operations protect long-term mission access.

# Our Core Values

Our work is guided by four pillars that define who we are and how we operate. In 2025, we lived these values in everything we did, from our programs to our internal practices.



## Inclusivity

We welcome and support individuals from *all walks of life*.



## Education

Evidence-based education is at the heart of our programs.



## Empowerment

We inspire and empower people to take charge of their well-being.



## Transparency

We are being open and honest about our operations, decisions, and finances, building trust through clarity.

# 2025 by the Numbers



# 274

**Virtual Events Hosted**

274 live gatherings where people learned, cooked, asked, and felt less alone in the process.



# 91,651

**Social Media Followers**

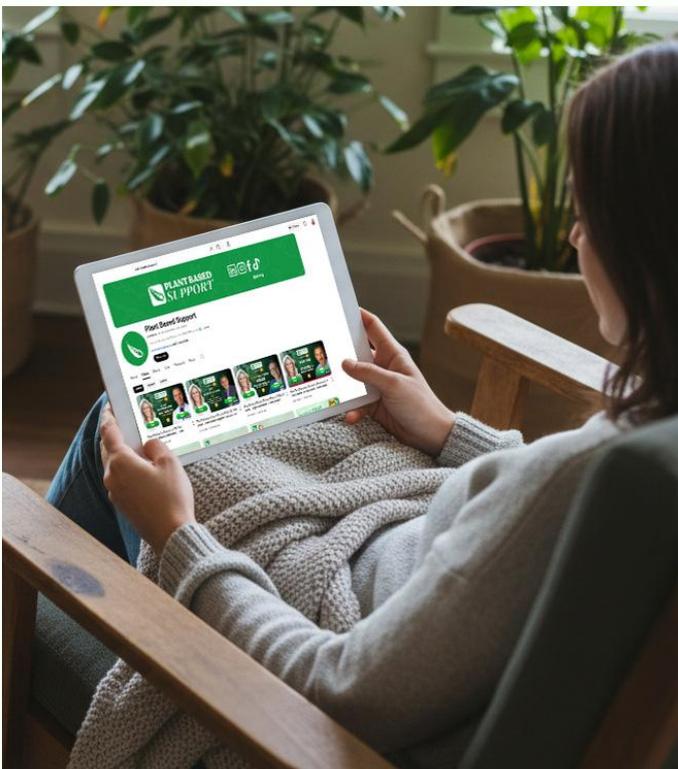
91,651 people chose evidence-based encouragement in their feed, small steps, shared daily.



# 28,300

**Youtube Subscribers**

28.3k are subscribed for youtube videos, including step-by-step recipes, expert insight, and real-life support.



# 295k

**Youtube Views**

295k times someone hit play to learn something helpful, and take one more step toward better health.

*Each figure represents real people and meaningful connections behind our mission.*

# Volunteer Power & Financial Stewardship

**\$77,825**

Plant Based Support operated on approximately **\$77,825 in total revenue** in 2025.

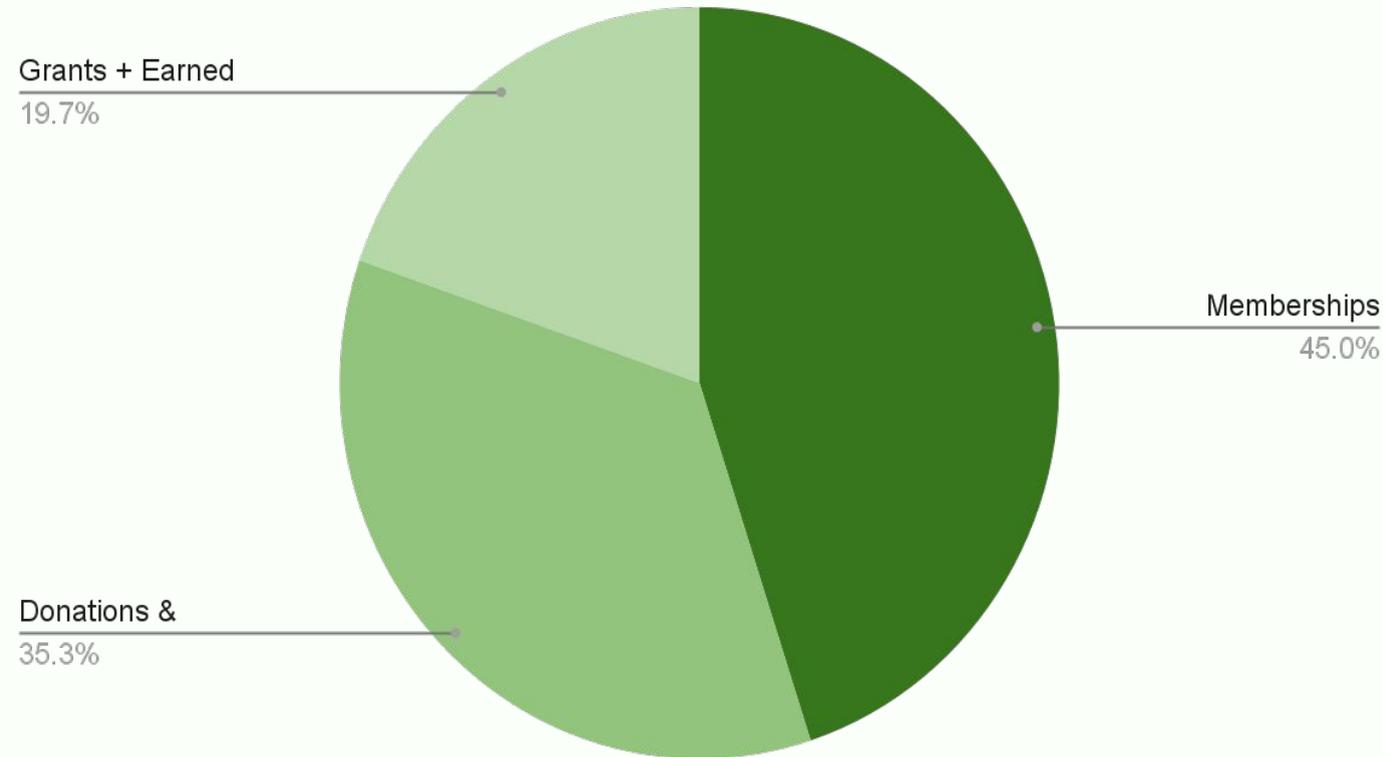
Our commitment to lean operations means that over 85% of expenditures go directly to program delivery.

**651 hrs**

The incredible value of our **volunteer workforce**, contributing labor worth over \$22,600, essentially doubles our operational capacity beyond our cash budget, demonstrating the power of community-driven impact.

# Financial Snapshot: Lean Operations, Maximum Impact

## Where Resources Come From

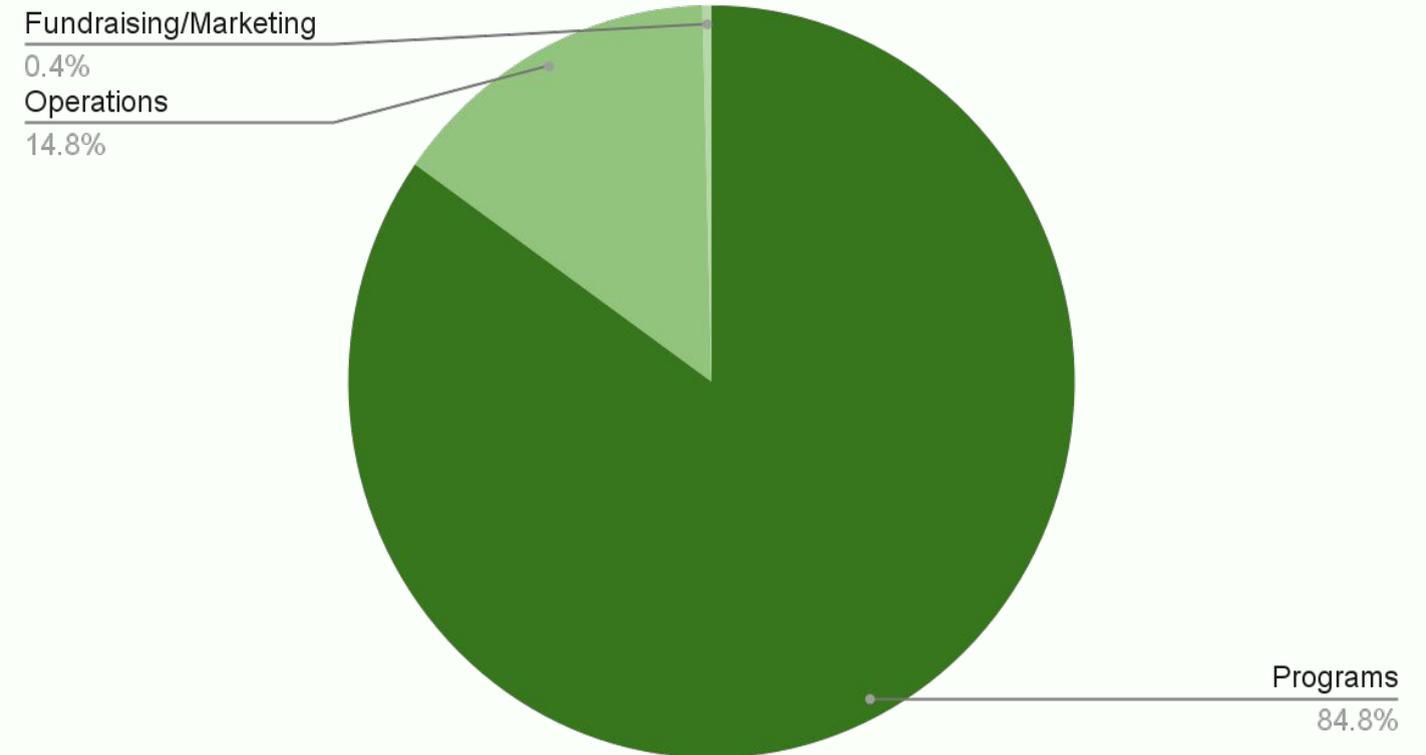


**Memberships: \$35,000.73 (45.0%)**

**Donations & Contributions: \$27,470.96 (35.3%)**

**Grants + Earned Income: \$15,353.12 (19.7%)**

## How Funds Are Used



**Programs: \$70,562.50 (84.8%)** (*Conferences / Presentations*)

**Operations: \$12,315.44 (14.8%)** (*Everything else operational: tech, admin, office, legal, insurance, fees, etc.*)

**Fundraising/Marketing: \$341.53 (0.4%)** (*Advertising*)

**Transparency Commitment:** We published our Annual Financial Summary and IRS 990 filing online for full visibility. Donors and members can see exactly how funds are managed with integrity and prudence.

# Key Milestones in 2025

## 1 — **Rebranded to Plant Based Support**

More inclusive name reflecting our broad mission as a comprehensive support organization with new logo and website.

## 2 — **Built Internal Capacity**

Established formal organizational chart, upgraded systems and tools (CRM, project management software), and modestly grew our staff/contractor team for consistent operations.

## 3 — **Launched Plant Based Support Podcast**

Debuted our podcast series featuring expert interviews, success stories, and deep dives into health topics. Early episodes garnered hundreds to thousands of views with excellent feedback.

## 4 — **Expanded Board of Directors**

Grew board **fourfold** by recruiting passionate individuals with diverse skills, medical professionals, business experts, community organizers, establishing dedicated committees for finance, programs, and development.

## 5 — **Launched our CRM platform**

Implemented a CRM to better organize member and partner communications, streamline operations, and improve follow-up, so we can serve our community more consistently and at scale.

## The Future of Health Is Within Reach

Over the past year, I've seen what becomes possible when people are given not just information, but support, community, and hope. I've listened to members describe reversing chronic disease they once believed was permanent. I've watched people arrive feeling isolated and overwhelmed, and leave with confidence, energy, and a sense of control over their future.

One woman joined our community after years of managing diabetes with medication. Within months, through consistent support and evidence-based guidance, her doctor confirmed she no longer needed insulin. Stories like hers are not rare at Plant Based Support. They are becoming the norm.

This kind of transformation is now visible across our community. It shows us, unequivocally, that compassionate, whole-food, plant-based education paired with human connection works. And that places a responsibility in our hands. When something is proven to heal, to empower, and to restore dignity, it must be cared for and stewarded well.

As I reflect on what we've accomplished together, one thing is clear: this work is powered by people. Our volunteers, educators, partners, and ambassadors show up every day with empathy and expertise. And our members and supporters make all of it possible through their trust, participation, and generosity.

Plant Based Support is no longer just an idea or a program. It is a living community where people reclaim their health and help others do the same. That future exists today because of you.

On behalf of every life strengthened, every family changed, and every person who now believes healing is possible, thank you.



**Bryan Dennstedt**  
President,  
Plant Based Support

# Looking Ahead to 2026 – Driving Measurable Impact



**+50%**

Member Growth



**+100%**

Online Events



**600,000+**

Annual Video Views



**+40–60%**

Social Media Reach



**250+**

Passport  
Participants



**3+**

Ambassador  
Cities

# Ways to Support Plant Based Support

## Support the Work

- One-time or monthly gifts that keep programs running
- Sponsoring community access for individuals facing financial barriers
- Corporate or foundation giving aligned with health equity
- Honor, memorial, or legacy gifts that reflect shared values

## Support Beyond Giving

- Become a member and be part of the community you're sustaining
- Share Plant Based Support with others who may benefit from support
- Volunteer skills or time to strengthen our programs
- Partner with us to expand reach and impact. Impact grows when people participate, not just contribute.



**SCAN ME  
&  
DONATE!**

*Your generosity helps ensure support groups, education, and events remain accessible to all.*

**(510) 726-7448**

**[plantbasedsupport.org](https://plantbasedsupport.org)**



# Thank You!

**We welcome you into this mission with open arms.**

**As we reflect on 2025, one word rises above all others: gratitude. Gratitude for our members who placed their trust in us, our volunteers who gave their time and hearts to support others, our donors who made this work possible, and our partners who chose to walk alongside us.**

**Here's to a new year of working side by side. as a united, hopeful community, in pursuit of a healthier, kinder world.**