

JAN/FEB 2016

SPROUTED

MAGAZINE

**THE HIGH COST OF
FAST FASHION**

**GRASSROOTS
GROWING**

Small Charities Making
a Big Impact

HAPPY NEW YEAR!

2016

Health & Fitness Issue

nutrition
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PANTHERS**

**IN LOVE
WITH FOOD**

Valentine's Day recipes
from Chef Shawn

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How Our Muscles Are Made p. 24

Veganism Comes To The Small Screen p. 32

The Grassroots Growing program is an initiative by Sprouted Magazine to boost local, community-driven, non-profit organizations across the globe. By featuring these charities, we can highlight initiatives that need your support. Small non-profit organizations help keep communities together and they inspire positive change on both local and regional levels. Together, we can help their grassroots grow!

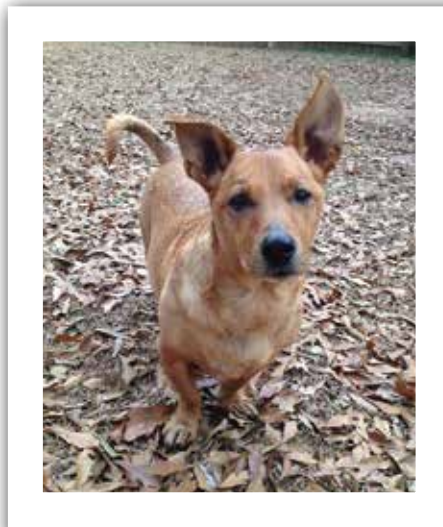


Tommy's Holiday Fund

ATLANTA, GA

You can spot Wes Allen, founder of Tommy's Holiday Fund (THF), from across the room. His shining personality and genuine desire to do great things for others are apparent in everything he says and does. Allen's desire to start a non-profit organization is one that he and his wife, Julie, considered for over 2 years prior to starting THF.

After their beloved dog, Tommy, passed away in March of 2015, they were able to find a way to memorialize Tommy and accomplish their goal of helping animals at the same time in Tommy's Holiday Fund. When Tommy was young, he required an expensive surgery that would have been financially impossible



for the couple, had they not had the support of family. "We were just starting out," says Allen, "we couldn't afford a \$2,500 surgery."

Luckily, Allen's in-laws were able to support them during this time, but he realizes, "If we weren't fortunate enough to have support from our family, we would have been faced the impossible choice of euthanizing Tommy or letting him suffer until he passed from complications. It's a truly horrifying thought." That's when it all clicked for the Allen family and Wes and his wife embarked on getting Tommy's Holiday Fund operational.

THF provides financial assistance for emergent and specialty veterinary care costs for families who would otherwise be unable to pay for those services. "We

selected emergent and specialty veterinary care because thousands of companion animals are euthanized, sheltered, and abandoned every year, simply because people can't afford the additional costs associated with specialty procedures and treatments."

The average cost of heartworm treatment, which occurs in thousands of companion animals each year,

relatively new organization, but founder Wes Allen explains that he's been researching non-profit management and crafting his approach during the years leading up to the launch of THF. The Allens put in their own funds to invest in the organization and, backed by the donations and support from family and friends, THF was able to get up

animals is Allen's top priority.

"My wife and I are vegan and have been for nine years," says Allen. Veganism has helped them to support their mission of saving the lives of animals. "You see so many charities that raise money for animals, like aquariums, but they're serving tuna at their events," he laughs, "It didn't make sense to me to have a

"... the best way to help animals and people is to go vegan."

is anywhere between \$400 and \$1,000, with averages closer to \$1,000. The average cost to remove a malignant (cancerous) mass is approximately \$2,000, which can render many families unable to keep their pets. With THF, Allen says, "We wanted to offer people the gift of not having to choose between paying rent and keeping a four-legged family member."


Tommy's Holiday Fund is a

and going quickly, effectively, and with a structured business plan.

Allen reports that every donation they've gotten has been used to directly help people and animals. "We knew we'd have to make an initial investment up front and that was really important to me because I wanted to make sure all of our donations, even the very first donations, went to help animals." A self-described ethical vegan, helping

charity that focuses on animal welfare and not have an all-vegan board of directors."

Allen says, "It's about the animals, it's about people – it's important that our board understands that point of view. And the best way to help animals and people is to go vegan."

For application information and much more, please visit www.tommysholidayfund.org. 

How Can You Help?

· Make a tax-deductible donation on their website, www.tommysholidayfund.org. Your donations support families and their furry friends!

· Volunteer your skills! They're currently looking for volunteers to help with web development, web design, accounting, and to represent THF at events.

Contact help@tommysholidayfund.org for more information about how you can volunteer.

· Support THF on social media. Social media stats are important factors for growth, so make sure to like them on Facebook (www.facebook.com/tommysholidayfund) and follow them (@tommysholiday) on Twitter.

· Spread the word! Let your friends and family know about Tommy's Holiday Fund and how they can help families and animals.



Live In The Atlanta Area?

Stop by Sevananda co-op and participate in their Be The Change program. Be The Change is a program started by Sevananda in 1997. The program chooses 12 Atlanta based nonprofits each year. During the designated month for each charity, the cashiers encourage customers to roundup their totals or donate directly to the charity of the month.

Each charity has a banner and table at the front of the store with information and promotional materials, so that customers can learn more. The nonprofits are also required to hold two table events during the month and speak to customers. Tommy's Holiday Fund will be the beneficiary for the month of January.

For more information, visit:
<http://www.sevananda.coop/community/bethechange/>

KNOW OF A CHARITY YOU WOULD LIKE TO SEE US FEATURE?

Using the subject line "Grassroots Growing," send your nomination to news@sproutedmag.com!