

# THE PLANTRICIAN PROJECT

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## ANNUAL REPORT FOR 2021

Transforming human health,  
health care, and the  
food ecosystem.



## Letter from Our Chairman

# PARTNERED IN HOPE

Dear Plantrician Partners,

Two words highlight The Plantrician Project's 2021; pivot and adapt. We, just like the rest of the world, diligently worked through the challenges and restrictions imposed by the pandemic. However, through the agile work of our team, we succeeded in expanding our reach and fulfilling our mission of empowering, and equipping healthcare providers around the world.

This year due to COVID restrictions, the International Plant Based Nutrition Conference was again modified and delivered virtually. The robust digital platform connected us with new international attendees and set the stage for future hybrid conferences that will be delivered live and virtually. Adapting to the new digital environment, we launched the Plantrician Education Series with two successful events in 2021. Building on this achievement, we will provide quarterly Education Series events in 2022. The International Journal of Disease Reversal and Prevention (IJDRP) gained significant momentum surpassing 19,000 subscribers and doubling our review board to now more than 160 reviewers.

I want to appreciate Eydie Desser for her annual contribution to support development and fundraising. Thanks to the dedicated and creative work of our development team, we were able to double our annual fundraising and raise an additional \$110,000 of seed funding for our legacy project Plantrician University. Plantrician University will launch in 2022 with a goal of reaching more than 100,000 healthcare students: a potential reach of 150 million patients globally over the next three to five years. The Plantrician U platform will also help us identify and mentor the future leaders that will usher in the era of lifestyle medicine/plant-based nutrition. It is a bold vision and high impact initiative that will help millions of people around the world, but we can only accomplish it with your help.

As we celebrate our 10th year of impact, I want to personally thank you for your support because we couldn't have done it without you. Together we have created a "north star" organization that is transforming individuals, organizations, and countries around the world.

With sincere appreciation and partnered in hope,

**SCOTT STOLL, MD**

Chairman, Chief Medical Officer, Co-Founder

[Click Here](#)  
to view our 2021  
Town Hall:  
Soil, Climate and  
Human Health!

## Board of Directors

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Susan Benigas  
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[PBNHC.com](http://PBNHC.com)  
[PlantbasedDocs.com](http://PlantbasedDocs.com)  
[IJDRP.org](http://IJDRP.org)

# A BOLD VISION FOR HEALTH

**Our Mission: To educate, equip and empower our physicians, healthcare practitioners and other health influencers with knowledge about the indisputable benefits of whole food, plant-based nutrition.**

Our vision is for a nation—and a world—in which all physicians, healthcare providers, and health influencers have embraced the dietary paradigm shift to a whole food, plant-based diet; in turn, effectively promoting patient and client adoption of this health-protecting, disease-fighting way of living. The result: the transformation and regeneration of human health, health care, and the food ecosystem.

Founded in 2013, The Plantrician Project's work emphasizes integrating whole food plant-based nutrition into traditional medical care. We value the exponential impact of physicians and healthcare providers to transform individuals, families, communities - and even our planet - by prescribing food as medicine. While preventable, lifestyle-related chronic disease accounts for approximately 80% of healthcare spending and 80% of chronic conditions and premature death, physicians, who are often the gatekeepers of dietary guidance, receive very little training in clinical nutrition in their medical school education.

What's more, research shows that 80% of medical students value nutrition and lifestyle's role in health and disease when they enter medical school yet by the end of their second year - that number is 0%. Our medical education system trains out of its students one of the most important skills in healthcare - the knowledge and tools to prevent and reverse disease with nutrition and lifestyle. The Plantrician Project exists to change that. Your support makes our work possible.



## *Our Model for Change*



Through every healthcare provider that we reach, we have the possibility of reaching 1,000, - 2,000 patients.  
And then the many thousands of lives that are interconnected to these individuals.



# FINANCIAL OVERVIEW

The Plantrician Project has established a sustainable business model with a significant portion of our programs generating service-based income. Revenue and expenses for our staple program, the Int'l Plant-Based Nutrition Healthcare Conference, were down in both 2020 and 2021 as we shifted to a virtual conference in response to the global pandemic. Since 2019, we have added two significant impact initiatives that have dramatically expanded our reach: IJDRP in 2019 and now Plantrician University in 2022. With greater reach comes greater expenses. While we have received generous seed funding for both of these programs to launch, ongoing philanthropic support is critical to continue their impact.

## 2021 Financial Statement

### REVENUE

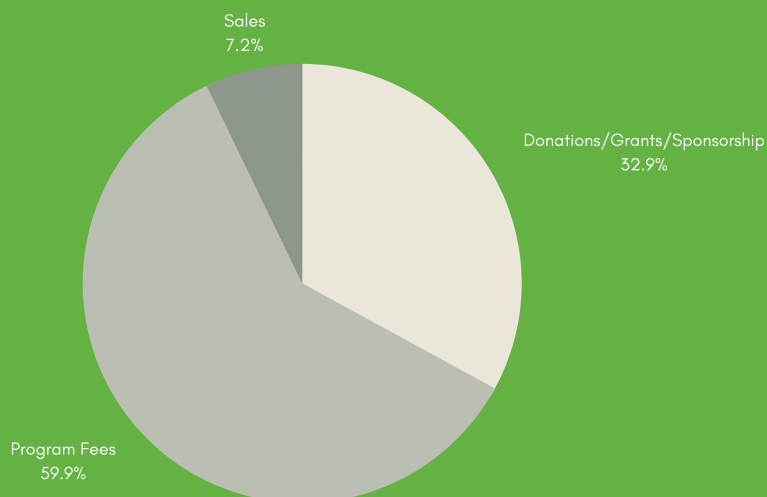
Donations/Grants/Sponsorship:	\$262,109
Program Fees:	\$476,447
Sales:	\$57,057
<b>TOTAL:</b>	<b>\$796,613</b>

### EXPENSES

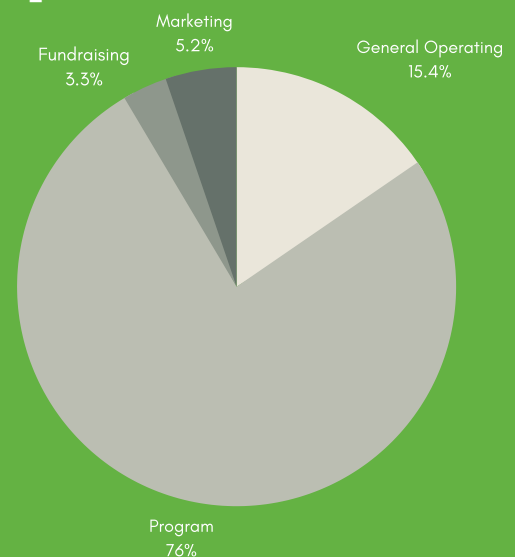
General Operating:	\$118,224
Program:	\$583,081
Fundraising:	\$25,336
Marketing:	\$40,139
<b>TOTAL:</b>	<b>\$766,790</b>



## 2021 Income



## 2021 Expenses



# HOW WE TURN SCIENCE INTO ACTION

Physicians and clinicians are often the gatekeepers of dietary recommendations. Our work educating, equipping and empowering them impacts millions globally. Following are our key programs, resources, and initiatives that are putting the science of nutrition to work, driving global change and the plant-based movement in healthcare.

## WE EDUCATE



The premier, CE accredited medical education event demonstrating the efficacy of a whole food, plant-based dietary lifestyle to prevent and reverse disease. Held virtually in September 2021. Back in person (and virtual) in 2022! [pbnhc.com](http://pbnhc.com)



A series of one-day educational seminars that offers physicians and other clinicians a more thorough exploration of emerging topics supporting the use of whole food plant-based nutrition as a medical intervention. [plantricianproject.org/events](http://plantricianproject.org/events)

## WE EQUIP & EMPOWER



A global directory of plant-based physicians and other healthcare practitioners dedicated to a food as medicine first approach to healthcare. [plantbaseddocs.com](http://plantbaseddocs.com)



A free, open access, peer-reviewed, scientific journal dedicated to documenting and democratizing the science of whole food, plant-based nutrition and a healthy lifestyle to prevent, suspend, and reverse chronic, lifestyle-related diseases. [ijdrp.org](http://ijdrp.org)



### Plant-Based Nutrition Quick Start Guides

Comprehensive, educational booklets that enable patients to learn and apply the basics of plant-based nutrition. Two editions in multiple languages. [plantricianproject.org/quickstartguides](http://plantricianproject.org/quickstartguides)

### Regenerative Health



In partnership with Rodale Institute, we are building a scientific bridge to support the understanding of the interconnectedness of human health, linking together the concept of healthy soil = healthy food = healthy people = healthy planet through research and education. [plantricianproject.org/regenerative-health](http://plantricianproject.org/regenerative-health)

## CULINARYRX

A self-paced, 12-hour, plant-based nutrition basics and culinary instructor guided eLearning course offering a cooking path to better health. [plantrician.rouxbe.com](http://plantrician.rouxbe.com)



The world's first food-supported immersion program that introduces patients to the health benefits of a plant-based diet. [plantricianproject.org/plantpurerrx](http://plantricianproject.org/plantpurerrx)

# OUR IMPACT

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Every year, more and more Plantricians from around the world come together through our conferences and education events to share, learn and get empowered with the latest in nutrition science and practice. Since our very first conference in 2013, we've hosted more than 4,000 healthcare practitioners from more than 25 countries. In 2021 alone, we brought together 1,250 practitioners through our virtual International Plant-Based Nutrition Healthcare Conference and Education Series events on Gut Health and Fasting.



Educating healthcare practitioners has an exponential impact. Today's physicians and clinicians average 2,500 patients in their regular practices. Our programs, tools, and resources have educated and engaged thousands of healthcare providers around the world - translating to millions of patients globally being offered healthcare options that prioritize prevention and disease reversal.



In 2019, we launched the very first open access peer-reviewed scientific medical journal focused on the role of food and lifestyle to prevent and even reverse many of the most common chronic, lifestyle-associated diseases. Since, we've published 57 articles from over 100 leading researchers and clinicians from around the world to document and amplify this life changing science. Closing 2021 with over 19,000 subscribers, healthcare practitioners and public health officials now have more evidence and research citing the powerful role of plant-forward nutrition in reducing chronic disease and optimizing health.

**"Real change starts when we understand how to 10x our lives, 100x our lives, by investing in someone else that can share the same message in the same way and touch five or ten more people that I will never even reach."**

**- Scott Stoll, MD**

# PLANTRICIAN UNIVERSITY

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Coming soon in 2022! Plantrician University is a free, virtual plant-based nutrition education platform for confirmed health profession students around the world. The platform will be stocked with curated educational content and resources for students and on-campus nutrition networks. It will equip and empower future physicians, nurses, nurse practitioners, registered dietitians, public health officials, and other healthcare professionals in training with the knowledge and tools they need to be advocates and educators for the evidence-based role of plant-based nutrition to prevent and dramatically reduce rates of chronic disease, grow health equity, and improve human and global health. The development of Plantrician University is made possible by generous funding from the Ardmore Institute of Health and VegInvest.

## Partner Spotlight: Ardmore Institute of Health

We are honored to highlight a new Plantrician partner, the Ardmore Institute of Health (AIH). In 2021, [AIH granted The Plantrician Project](#)

\$60,000 in seed funding to establish the foundation for our newest initiative - Plantrician University.



[Ardmore Institute of Health](#) works for a future where healthy lifestyles will be the preferred method to prevent, treat and reverse chronic diseases such as diabetes and obesity. Since 1947 the organization has been promoting lifestyle change as a means to help people achieve a more healthy and fulfilling life. AIH provides grants to projects that support this mission as well as a free nutrition improvement program called [Full Plate Living](#). Full Plate Living helps people add more whole plant-based foods to meals they're already eating. It's a small step approach that can lead to big health outcomes.





# TESTIMONIALS

Our community of Plantricians are changing communities around the world! Supporting our mission impacts more than the health professional we engage with - your support ends up reaching the hundreds to thousands of patients they each support on a local level. Here are some kind words we received in 2021 on our programs and resources.

**We're making an impact - together.**

I believe passionately that if more medical professionals understood the value of plant based eating, the country's and world's health outcomes would significantly improve. I am so grateful for the work you do.

There are so many fads and myths about nutrition and health. I was thrilled when I found The Plantrician Project, because it allows me to hear from other scientists and professionals, who present actual science and data.

The Plantrician Project resources keep me abreast of the latest research and education on the power of WFPB diets. The resources are clear and colorful and useful to patients and clients.

This is THE conference to attend. You go back to your patients fired up and excited to finally have tools to get them better, not just "not worse". The data is mind blowing, and even if you know what healthy living means, the magnitude of change achievable, the mammoth amount of proof, the generosity of the speakers, the genuine care for humankind that oozes from each of them, it's inspirational.

I think the IJDRP is the best thing I have come across lately. Being in school for nutrition at the moment, I love to search the IJDRP for information for my classes!

Your work is the exact intersection of WFPB nutrition I am interested in research and how to apply the knowledge to healthcare systems and patient care. You are such a valuable resource!



# SEEDS OF CHANGE SOCIETY

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Donors are the heartbeat of our impact-driven work. Their support is helping us to bring the latest science straight to healthcare professionals around the world. Donations of every level are meaningful to advancing our work. A heartfelt thank you to all of our donors!

Following are our 2021 Seeds of Change Society members, donors of \$1,000 and more who are investing in our work and helping us to take significant strides to grow our reach and advance our mission.

## **Vanguards Circle (\$50,000+)**

Ardmore Institute of Health  
VegInvest

## **Trailblazers Circle (\$10,000-\$49,999)**

Buckmaster Foundation  
Eydie and Ed Desser  
Eat the Change Impact  
Cheryl Mothes  
Vitamix Foundation

## **Visionaries Circle (\$5,000-\$9,999)**

Jay and Melissa Furman  
Heinz Family Foundation  
MegaLife Sciences  
NutritionFacts.org

## **Innovators Circle (\$1,000-\$4,999)**

Frances Ada  
Rasika Amarasekera  
Atlanta Jewish Foundation  
K. Berman  
Paula Branson  
Cooper Family Fund  
The Emerald Fund  
Erin Hoffman  
Healther Hopkins  
Donald Miller  
Kathy Raeynaert  
Marjorie Roswell  
Gianna Simone  
Carissa Vukovich  
Kent Wang  
Denise Williams  
Kim Allan Williams, Sr., MD, MACC  
FAHA, MASNC, FESC  
Mark and Janice Ziegler

## Donor Spotlight: Cheryl Mothes, PhD

"I found out about the International Plant-Based Nutrition Healthcare Conference two years ago, and it changed the trajectory of not only how I used my holistic nutrition degree, but the trajectory of my hope. The mission of The Plantrician Project gives me hope that leaders in healthcare not only can, but ARE making a difference to actually move us toward prevention, away from needless suffering not only of the ill, but those who love them, work with them, and depend on them. I have absolute confidence that by giving to The Plantrician Project, I'm a part of THE revolution in healthcare that will change our society in miraculous ways!"



# 2021 Int'l Plant-Based Nutrition Healthcare Conference Keynote: Healthspan: Adding Life to Lifespan

People are living longer - but the question is, are they living better? The 2021 PBNHC event was packed with the latest science from many of today's leading experts on the science of nutrition and disease prevention and reversal. We've made Scott Stoll, MD's annual keynote address "Healthspan: Add LIFE to Lifespan" available for our donor community. We invite you to view Dr. Stoll's presentation as he speaks to the state of chronic disease and evidence-based ways today's healthcare practitioners can help their patients add more life to their years.



[Click here to view Dr. Stoll's 2021 PBNHC Keynote Address on Healthspan!](#)



International  
Plant-Based Nutrition  
Healthcare Conference

**Learn to empower  
patients to use  
*food as medicine.***

Live & Virtual Conference  
September 16-19, 2022  
JW Marriott Desert Springs Resort & Spa  
Palm Desert, CA

► ABLM Prerequisite ► Up to 24 CE's

**10<sup>th</sup>**  
anniversary



The  
**Plantrician Project**®  
*Planting the seeds of change™*

