

# UNCHAINED TV

NEWS & ENTERTAINMENT. PLANT POWERED.

# STRATEGIC PLAN

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# WHO WE ARE

The world's only **FREE** nonprofit  
**vegan streaming network**

Often called the vegan CNN/Netflix

**WATCH NOW**

**UNCHAINED.TV**



UNCHAINED.TV



UNCHAINEDTV



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@UNCHAINEDTV



@UNCHAINEDTV

# MEDIA WITH A MISSION

UNCHAINEDTV is the world's only free, nonprofit streaming network devoted entirely to compassionate, plant-based living. We produce and distribute documentaries, cooking shows, news coverage, and reality series that break through the media blackout on animal rights and sustainability. Anyone can watch for free on any device.

## WHY WE EXIST

To bring life-changing, eye-opening stories to screens everywhere. UNCHAINEDTV harnesses the reach of modern media to educate, awaken, and unite people through film, documentaries, and real-time coverage that inspires compassionate action.

## THE FUTURE WE ENVISION

A world where compassionate, sustainable, plant-based living is the global norm—shaping our food systems, fashion, science, media, and culture, and empowering people everywhere to choose kindness over cruelty.



## OUR VALUES



1

**Compassion** – We champion empathy for all beings and truth-driven storytelling.

2

**Integrity** – We report, create, and share information with unmatched honesty, transparency, and dedication to justice.

3

**Courage** – We speak truth to power, expose hidden systems of cruelty, and use media to hold institutions accountable.

4

**Community** – We unite partners, activists, creators, and viewers worldwide to accelerate cultural transformation.

5

**Creativity** – We use bold, innovative, and dynamic storytelling to break through mainstream silence and inspire change.





# THE SILENCE THAT SPARKED UNCHAINEDTV

It started with silence.  
Not the peaceful kind,  
the dangerous kind that happens when the truth is buried,  
when cruelty is hidden,  
when powerful industries control the narrative.

Animals suffering where no one could see.  
A planet warming while the cameras looked away.  
A food system built on silence,  
and the public was kept in the dark.

For decades, award-winning journalist Jane Velez-Mitchell told the stories she was allowed to tell on her HLN/CNN Headline News show. But the story she needed to tell, the one about animals, the planet, and the urgent need for compassion, was the one mainstream media refused to air.

So she did the unthinkable.

Jane walked away from a national anchor desk, picked up a small handheld camera, and stepped into the places the networks avoided: protests, rescues, vigils, sanctuaries, slaughterhouses, and the front lines of a movement rising in the shadows.

She filmed everything.  
She livestreamed truth no one else would show.  
And the people watching began to change.

What began as one journalist with one camera became a realization:

The world needed a streaming network for compassion.  
A place where the silenced could be seen.  
A place where stories could awaken hearts.  
A place where truth could finally be broadcast without fear.





Dr. Tionna Jenkins and her plant-based tuna on Lunchbreak LIVE



New Day New Chef

In 2016, Jane launched LunchbreakLIVE, a joyful vegan cooking show that unexpectedly reached millions.

It proved something powerful: When people are given access to compassionate content, they lean in.

Two years later, the project became a 501(c)(3) nonprofit with a mission to build the world's first vegan streaming network.

Momentum accelerated.

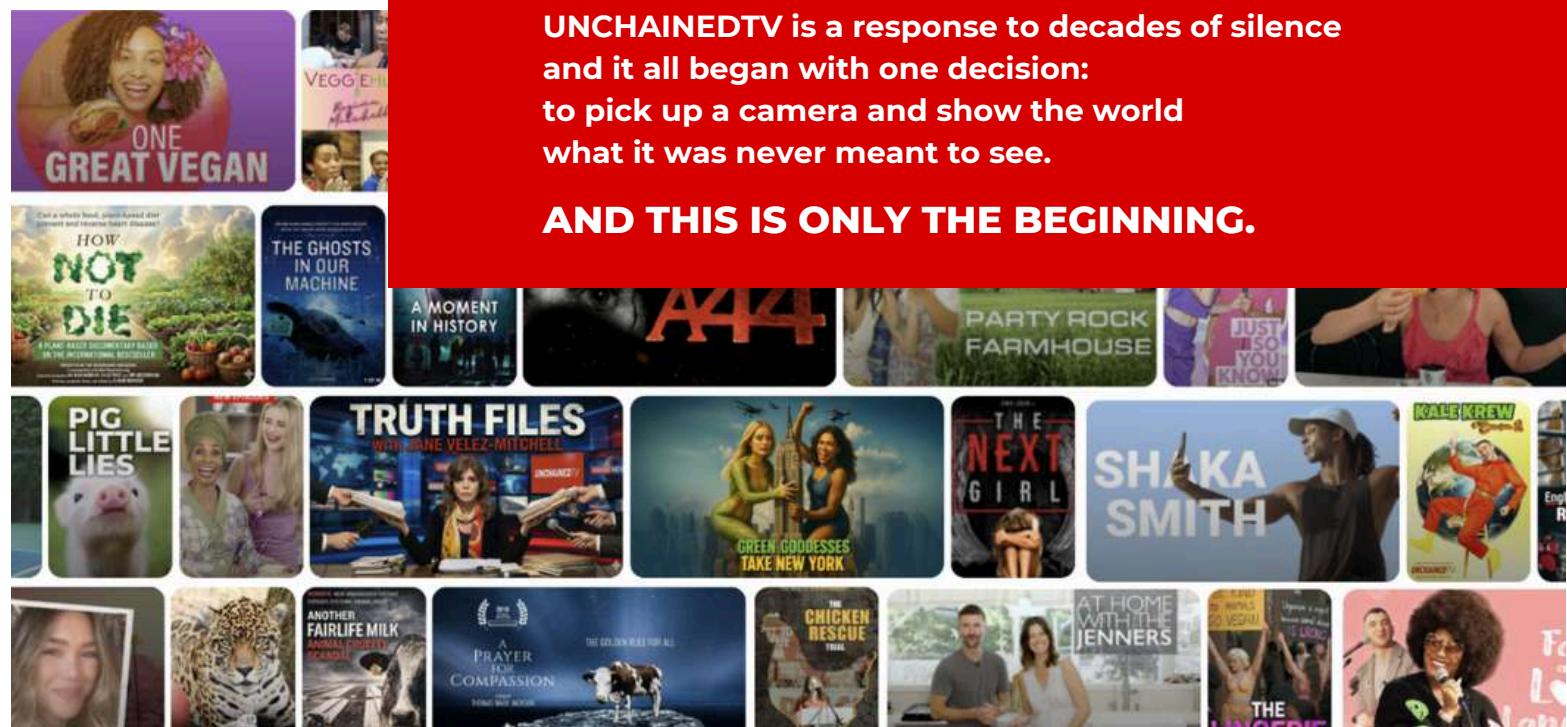
In 2020, UNCHAINEDTV released its first major original series, New Day New Chef, a fast-paced, celebrity-driven cooking show picked up by Amazon Prime, PBS, and Gusto TV, which won two Taste Awards and signaled that the world was ready for plant-powered storytelling.

And then it evolved again.

Today, UNCHAINEDTV is the world's only free, global, nonprofit vegan streaming network. A cinematic, multi-platform home to over 2,000 documentaries, activism pieces, cooking shows, investigations, reality series, breaking news, and the voices of people fighting for a kinder world for animals.

**UNCHAINEDTV is a response to decades of silence and it all began with one decision: to pick up a camera and show the world what it was never meant to see.**

**AND THIS IS ONLY THE BEGINNING.**





# WHAT MAKES US UNIQUE



## First & Only

We are the **only free, nonprofit streaming network** for the plant-based lifestyle and animal rights movement.



## Only Vegan FAST Channel

We are the **only FAST (Free Ad Supported Television) Channel** exclusively featuring plant-based/animal rights content.



## Live Trial Coverage

The only news organization offering **LIVE, real-time coverage of the trials of animal rights activists**, including DxE's Zoe Rosenberg, Animal Rising's Ben Newman, and more.



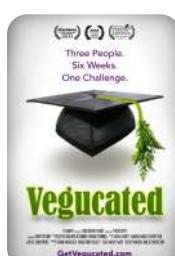
## Exposing Cruelty

Featuring undercover investigations mainstream media ignores.



## Unrestricted Voices

Providing an **outlet for plant-based and animal rights filmmakers** often shut out of other platforms.



## Foundational Films

Giving new life to classic animal rights/vegan documentaries such as *Vegucated* and *Earthlings*.



## Real-Time History

Providing a **living history of the animal rights/vegan movement** in real-time.



## Seed Funding Stories

Supporting emerging filmmakers with guidance, mentorship, and, when possible, **start-up funding for promising projects**.



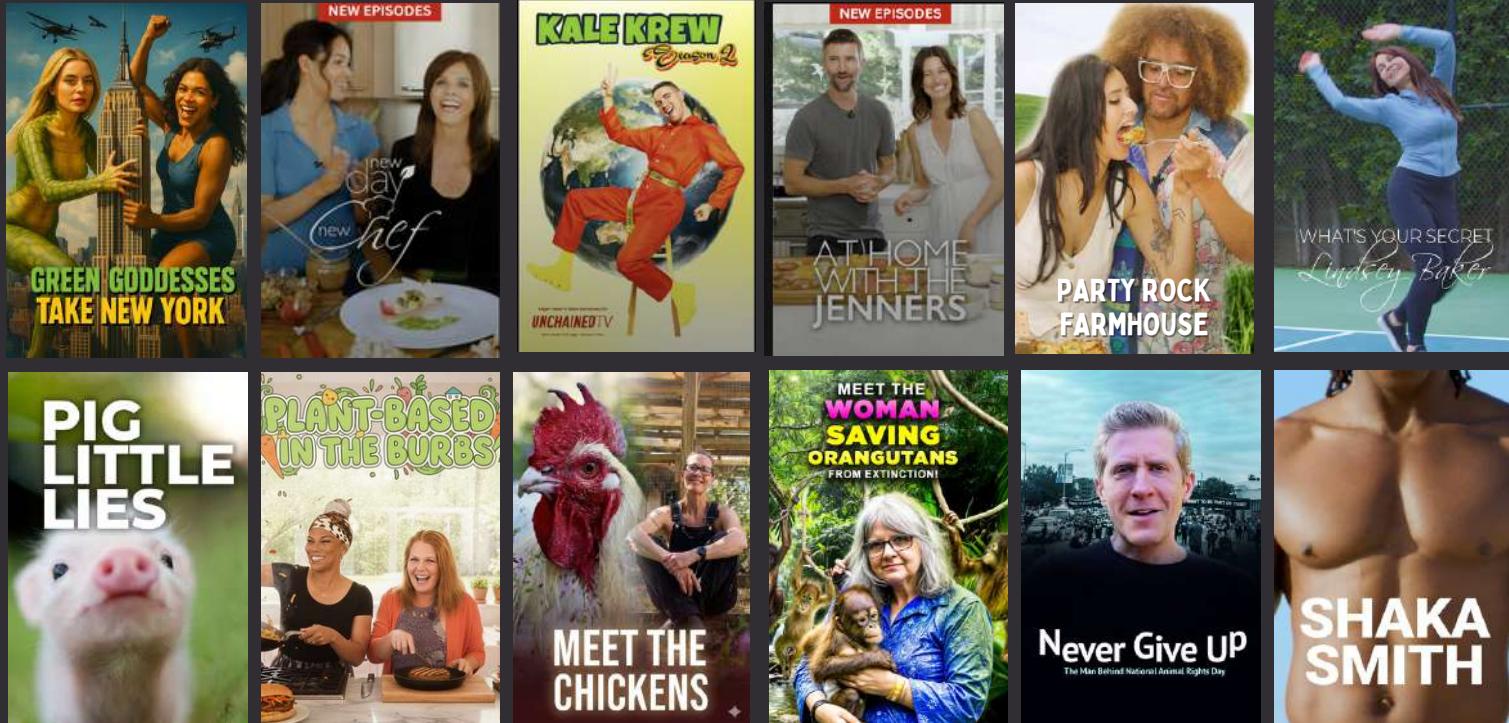
## Movement Leaders

Uniting the movement's **most influential voices**, nonprofits, sanctuaries, authors, and investigators into one powerful platform.

# FEATURED CONTENT

A growing library of over 2,000+ films, documentaries, cooking shows, live coverage, original shows, and more

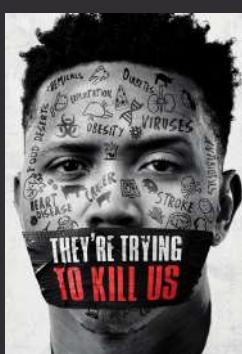
## Original UNCHAINEDTV Content



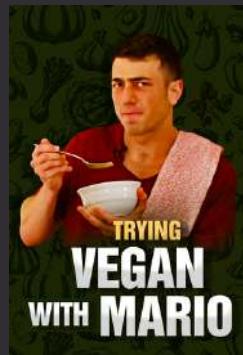
## Breaking News Coverage



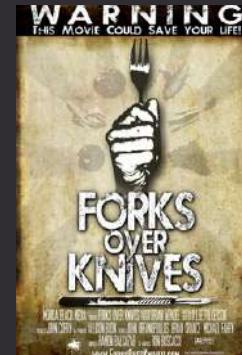
## Documentaries & Films



## Cooking Shows

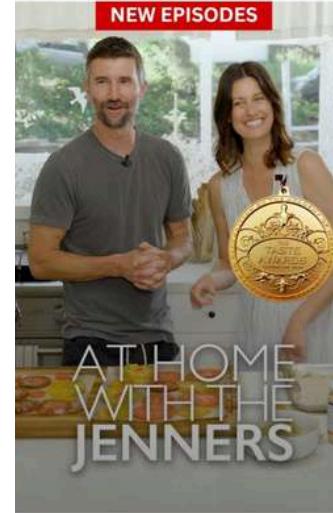
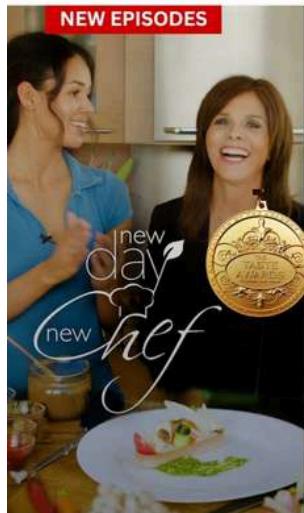


## Animal Rights Classics

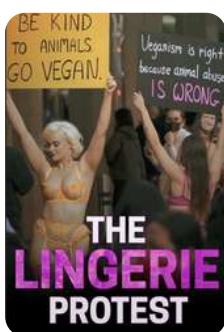


# AWARD-WINNING PROGRAMMING

Our original content has received recognition from some of the most respected festivals and competitions worldwide. From **Taste Awards** to **international film festivals**, these honors reflect the impact, creativity, and cinematic experience of the stories we bring to global audiences.



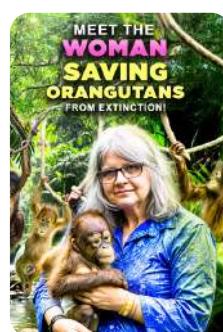
Winners of multiple Taste Awards, recognizing excellence in food, lifestyle, and entertainment programming.



## The Lingerie Protest



Award Winner  
My Name is Climate Film Festival  
People of Passion Int'l Film Festival



## Meet the Woman Saving Orangutans from Extinction



Honorable Mention  
My Name is Climate Film Festival



## Countdown to Year Zero



### Recipient of 14 Film Festival Awards Including:

Dubai Independent Film Festival  
London Movie Awards  
Awareness Festival  
Madrid Arthouse Film Festival  
Austin Int'l Film Festival

Hispanic Int'l Film Festival  
LA Independent Film Channel Festival  
Toronto Indie Shorts  
2025 ARFF Paris // Int'l Film Festival  
Nature Without Borders Int'l Film Festival

# WHERE TO **WATCH FREE**

Through mobile apps, smart TV platforms, online streaming, and FAST channel distribution, UNCHAINEDTV breaks the silence by making powerful, eye-opening stories accessible anywhere. From living rooms to laptops to phones on the go, our content reaches viewers on the platforms they already trust, bringing life-changing content directly to their screens, free and global.

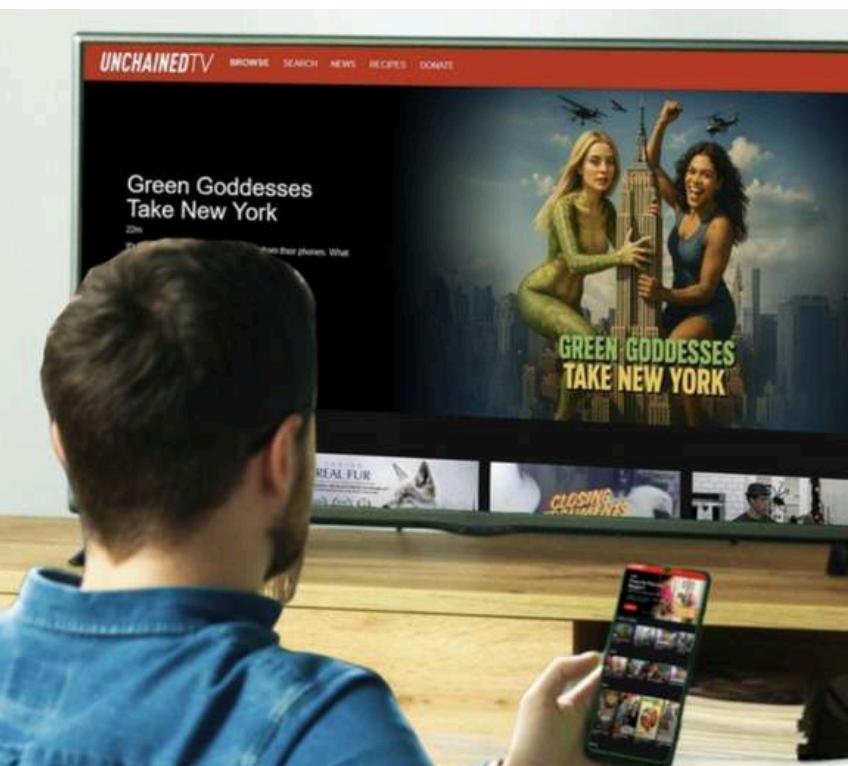
OVER  
**5.5  
MILLION  
MINUTES  
WATCHED**  
IN 2025

OVER  
**50  
MILLION  
VIEWS**  
IN 2025

*More than double our 20 million views in 2024.*

ACROSS ALL PLATFORMS

**Watch Anywhere. Anytime. On Any Device**



**U** **UNCHAINED.TV**

GET IT ON  
Google Play

Download on the  
App Store

**SAMSUNG** **LG**  
**Roku** **fire tv**

**apple tv** **android tv**

**YouTube**



**We believe that compassion should be accessible, not exclusive.**

UNCHAINEDTV is free because these stories, about animals, justice, the planet, and the people fighting to protect them, belong to everyone. Keeping the platform free allows millions to discover life-changing content and join a global movement for change.



# BOARD OF DIRECTORS

## JANE VELEZ-MITCHELL

Founder, President & Content Director

Jane Velez-Mitchell is the founder and editorial force behind UNCHAINEDTV, the world's only free, nonprofit vegan streaming network. An Emmy Award-winning journalist, New York Times bestselling author, and former HLN/CNN Headline News host, Jane spent decades in mainstream media before launching UNCHAINEDTV to focus on animal rights, plant-based living, and social justice.

She has received numerous honors, including multiple Genesis Awards, VegNews' Media Maven of the Year, Mercy For Animals' Compassionate Leadership Award, and PETA's Nanci Alexander Award, and has directed acclaimed films such as Countdown to Year Zero.

Jane's deep commitment to exposing injustice and amplifying underrepresented voices led her to create UnchainedTV, where she continues to lead content production, major projects, and strategic vision.

She lives in Los Angeles with her three beloved companion animals.



## HEATHER DAHMAN

Vice President, Website & Digital Operations

Heather Dahman is an experienced digital marketer, animal advocate, and the creative director behind UnchainedTV's online presence. She oversees website operations, app platform functionality, SEO, branding, and the network's digital marketing strategy.

Heather has a 20-year background in television news before going into marketing. She is the founder of HD Vegan Marketing + Design, a successful agency specializing in digital marketing, branding, and video production. She is a graduate of the Main Street Vegan Academy and a certified Food for Life Instructor with Physicians Committee for Responsible Medicine. She is also the founder of Fort Wayne Vegan Restaurant Week and the co-founder of The Herbivore Next Door, an online vegan clothing & gift store.



Her work blends professional marketing expertise with a passionate commitment to advancing the plant-based movement.

## **LINDSEY BAKER**

Board Secretary

Lindsey Baker is a media professional, entrepreneur, and passionate animal rights advocate. She hosts Action Hour, a news and interview show on UNCHAINEDTV, where she also serves as a board member and creative contributor. Lindsey combines a strong background in storytelling and strategy with degrees from UCLA and an MBA from Argosy University.



Her diverse career includes a decade in New York's advertising industry and a successful run as a professional performer. She later co-founded a video brokerage company, launched her own graphic design business, and mentored aspiring entrepreneurs. As a cruelty-free beauty creator and plant-based lifestyle influencer, Lindsey uses her platform to inspire others to embrace plant-based living and compassionate choices at every stage of life.

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## **CHRISTINA KU**

Board Member

Christina Ku is a bilingual (Mandarin and English) attorney and business professional with experience supporting Chinese and American companies. She began her career in public interest law in Southern California and has appeared on Chinese radio and television discussing healthcare, immigration, employment law, and animal welfare.



Ms. Ku is most passionate about advocating for plant-based food products. Aligned with her ethics on environmentalism and animal welfare, she became vegan for the planet, animals, and health. Her most meaningful contributions are in animal rights and environmental protection work, where she volunteers with nonprofits to raise awareness and organize events.

A UCLA graduate certified in Dispute Resolution, she also enjoys spending time outdoors with her dogs.

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## **ANTHONY SHALE**

Board Member

For more than four decades, Anthony Shale has championed veganism and animal welfare through volunteerism, grassroots outreach, and community building. He has been involved with prominent organizations, including FARM LA, EarthSave LA, VegFest LA, Love Always Animal Sanctuary, and Food Healers Los Angeles.



Anthony is an active presence at events and online, representing UnchainedTV and expanding its reach through compassionate communication and on-the-ground support. His deep history in advocacy makes him an invaluable connector between the movement and the public.



# WHAT WE DO

Our impact is built on **three program** areas that work together to bring powerful stories to life, deliver them across the world, and connect audiences to the movement. These areas form the foundation of **how UNCHAINEDTV creates awareness and drives change.**

## 1. CONTENT CREATION



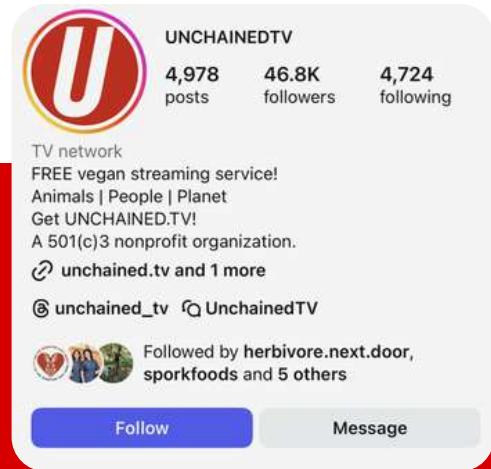
We produce original series, documentaries, news coverage, and investigative content that drives awareness and inspires change.

## 2. GLOBAL DISTRIBUTION



We deliver content through mobile apps, smartTVs apps, FAST channels, and global streaming platforms.

## 3. BRANDING & VISIBILITY



We grow UNCHAINEDTV's global reach through strategic marketing, social engagement, collaborations, and brand development.

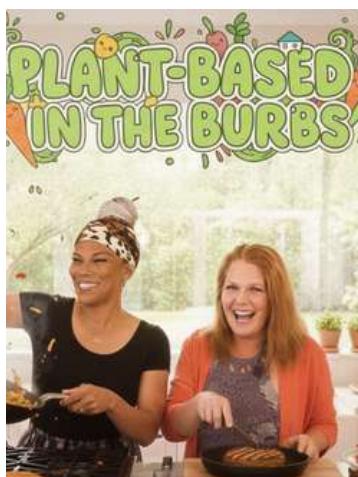
# 1. CONTENT ACQUISITION AND PRODUCTION

## **Creating the stories that change the world.**

UNCHAINEDTV curates, produces, and acquires one of the world's largest collections of vegan, animal-rights, and sustainability-focused video content. With more than 2,000 films, documentaries, series, news, live events, podcasts, and original productions—created both in-house and through global partnerships.

We work with filmmakers, journalists, sanctuaries, nonprofits, podcasters, social media influencers, and emerging creators to bring powerful stories to life and ensure they reach a worldwide audience.

### **Original Series & Films**



UnchainedTV originals, including:

- New Day New Chef (Taste Award Winner)
- Kale Krew (Taste Award Winner)
- Pig Little Lies
- Green Goddesses
- At Home with the Jenners (Taste Award Winner)

Plus vegan cooking shows, lifestyle series, comedies, talk shows, and more.



### **Breaking News & Live Coverage**

Real-time reporting from:

- Animal rights trials
- Vigils & marches
- Investigations
- Live global events
- Climate events
- Vegfests
- Galas & Film Premieres

**No other outlet in the movement covers these stories at this scale.**



# 2. MULTI-PLATFORM VIDEO DISTRIBUTION

**Putting life-changing truth everywhere people watch.**

Through a powerful multi-platform strategy, **UNCHAINEDTV** distributes its **programming across digital, mobile, smart TV, FAST, and social channels to ensure that life-changing stories are accessible everywhere**. Our partnership with Vimeo provides secure hosting and global delivery, while a growing network of syndication partners expands our visibility far beyond our own ecosystem.

## PRIMARY PLATFORMS

- **UNCHAINED.TV** — online portal to streaming network
- **UNCHAINEDTV.COM** — Organization hub with news articles
- **Mobile Apps** — iOS, Android
- **Smart TV Apps** — Samsung, LG
- **Connected TV** — Amazon Fire Stick, Roku, Apple TV



## SOCIAL MEDIA

Distribution is further amplified through social platforms including Facebook, Instagram, YouTube, TikTok, LinkedIn, X (formerly Twitter), Snapchat, and others.



## FAST CHANNEL SYNDICATION

A free, ad-supported UNCHAINEDTV FAST Channels syndicated on over a dozen global platforms, often equaling or exceeding viewership on the primary app.

**Our FAST Channels puts UNCHAINEDTV on living-room TVs worldwide, next to major streaming brands, expanding reach beyond our app and connecting with viewers who may never search for vegan content.**

**UNCHAINEDTV is streaming over a dozen FAST platforms worldwide including:**



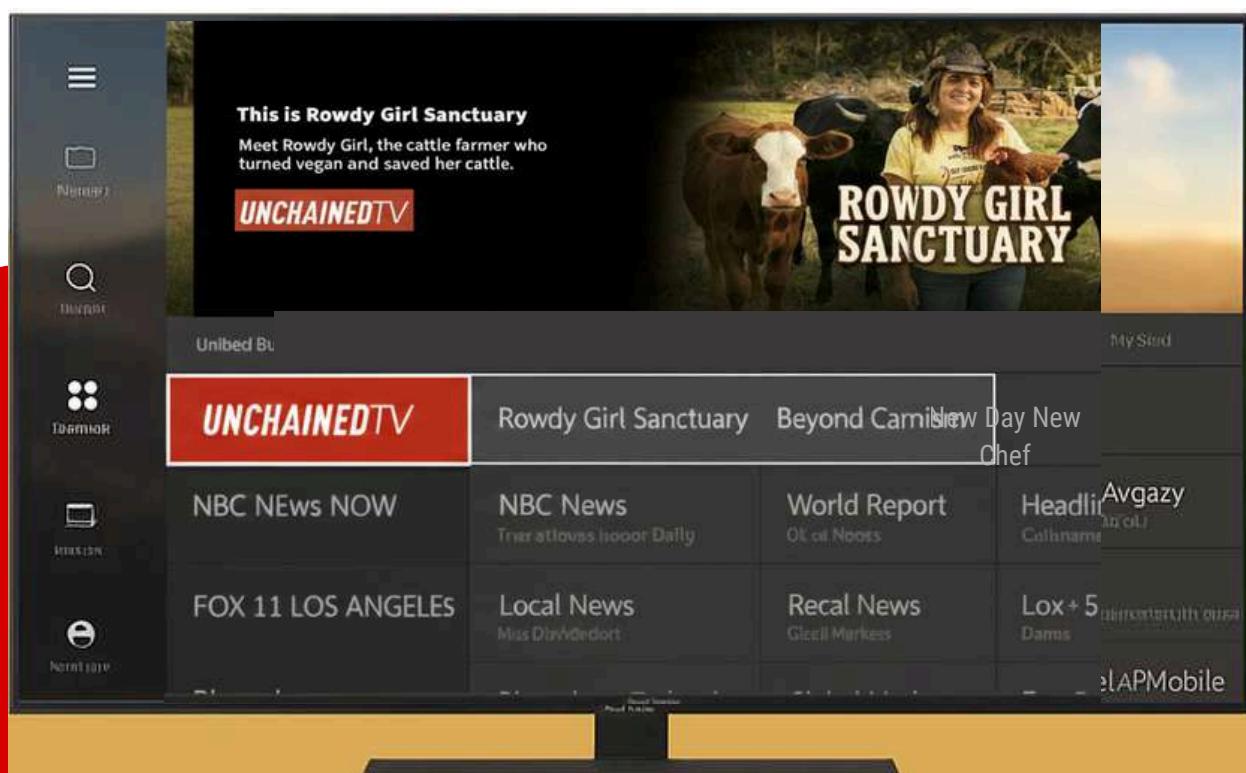
**ANOKi**

**MetaX**



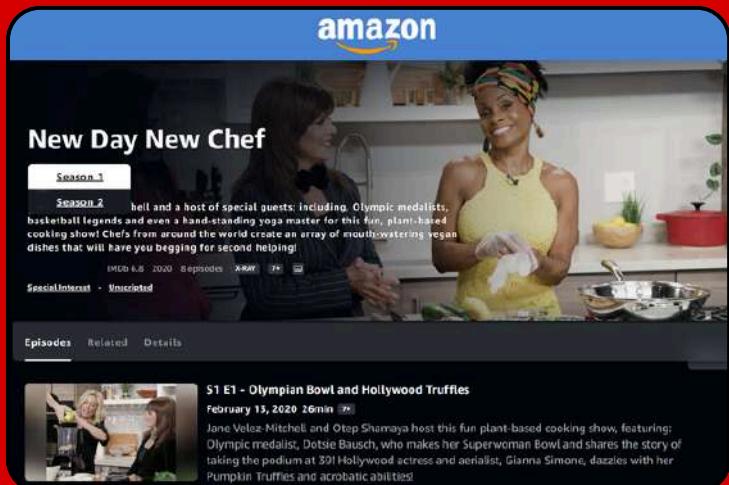
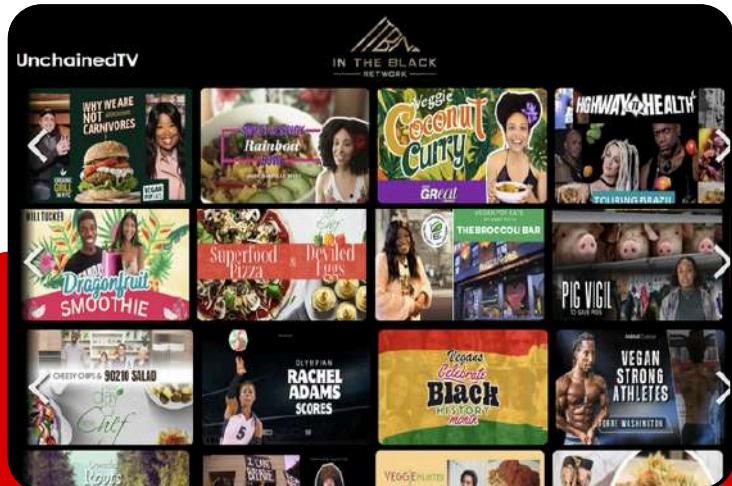
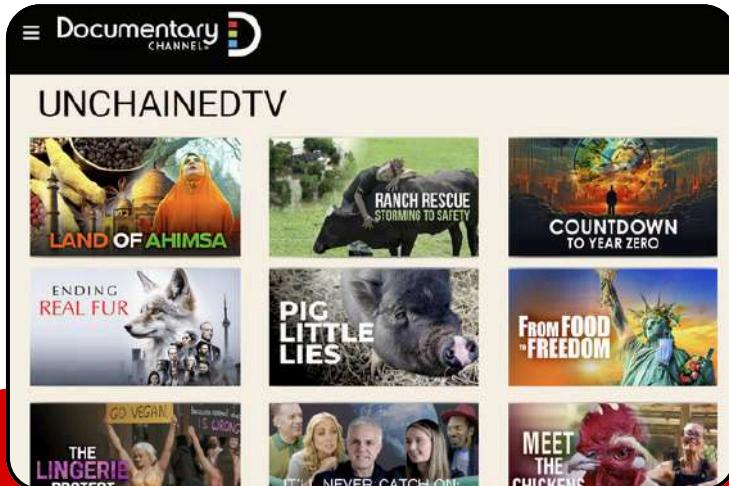
**Khabri**

**script.tv**



# THIRD-PARTY DISTRIBUTION

**Third-party distribution allows UNCHAINEDTV to break beyond niche audiences and reach more viewers.** Through strategic licensing and partnerships, select UNCHAINEDTV films and series appear on platforms including **Amazon Prime, PBS, In The Black Network, and The Documentary Channel**, placing powerful plant-based and animal-rights stories directly in front of mainstream audiences, many encountering this content for the first time, dramatically expanding both reach and real-world impact.



# TRUTH FILES

## WITH JANE VELEZ-MITCHELL



### INVESTIGATIVE VIDEO PODCAST COVERING THE STORIES MAINSTREAM MEDIA WON'T

**Truth Files** is UNCHAINEDTV's video podcast hosted by award-winning journalist Jane Velez-Mitchell. The show brings breaking news, live coverage, and in-depth interviews with activists, innovators, businesses, and organizations working to transform how animals are treated.

From courtrooms and rescues to food innovation and cultural shifts, Truth Files highlights the people, cases, and ideas shaping the future for animals.



#### What Truth Files Covers:

- **Campaigns** to end animal abuse and cruelty
- **Breaking news** impacting animals and food systems
- **Live coverage** of trials involving animals and activists
- **Interviews** with advocates, entrepreneurs, and changemakers



WATCH AND LISTEN LIVE & ON DEMAND

Video Podcast: **UNCHAINED.TV**  800k Followers

Audio Podcast:  Apple Podcasts  Spotify  Amazon Music

# 3. BRANDING & VISIBILITY

## Taking Compassion to the Mainstream

As an independent nonprofit network without the benefit of a major commercial marketing budget, **UnchainedTV focuses its promotional efforts on strategic and cost-effective marketing to raise awareness of its platform and maximize viewership.**



### SEO & DISCOVERABILITY

Helping people discover UNCHAINEDTV content when they search for topics like veganism, climate change, food, and animal protection to drive organic traffic.



### CONTENT-INTEGRATED JOURNALISM

By pairing original reporting with embedded video, UNCHAINEDTV extends the lifespan and visibility of its content, reaching audiences through both streaming and written media.



### SOCIAL MEDIA OUTREACH

Utilizing Instagram, YouTube, TikTok, and other social platforms to foster community interaction and promote featured content.



### COLLABORATIONS

Partnering with like-minded organizations and influencers to amplify brand visibility and extend reach into new audiences and extending awareness.



### TARGETED DIGITAL ADVERTISING

Introducing UNCHAINEDTV to new viewers through paid social media campaigns to promote key content and drive app downloads and viewership growth.



### BRAND POSITIONING

Ongoing efforts to strengthen the UnchainedTV brand within the rapidly evolving streaming media ecosystem, especially as consumer behavior continues to shift from traditional broadcast toward app-based, on-demand viewing on smart TVs and connected devices.

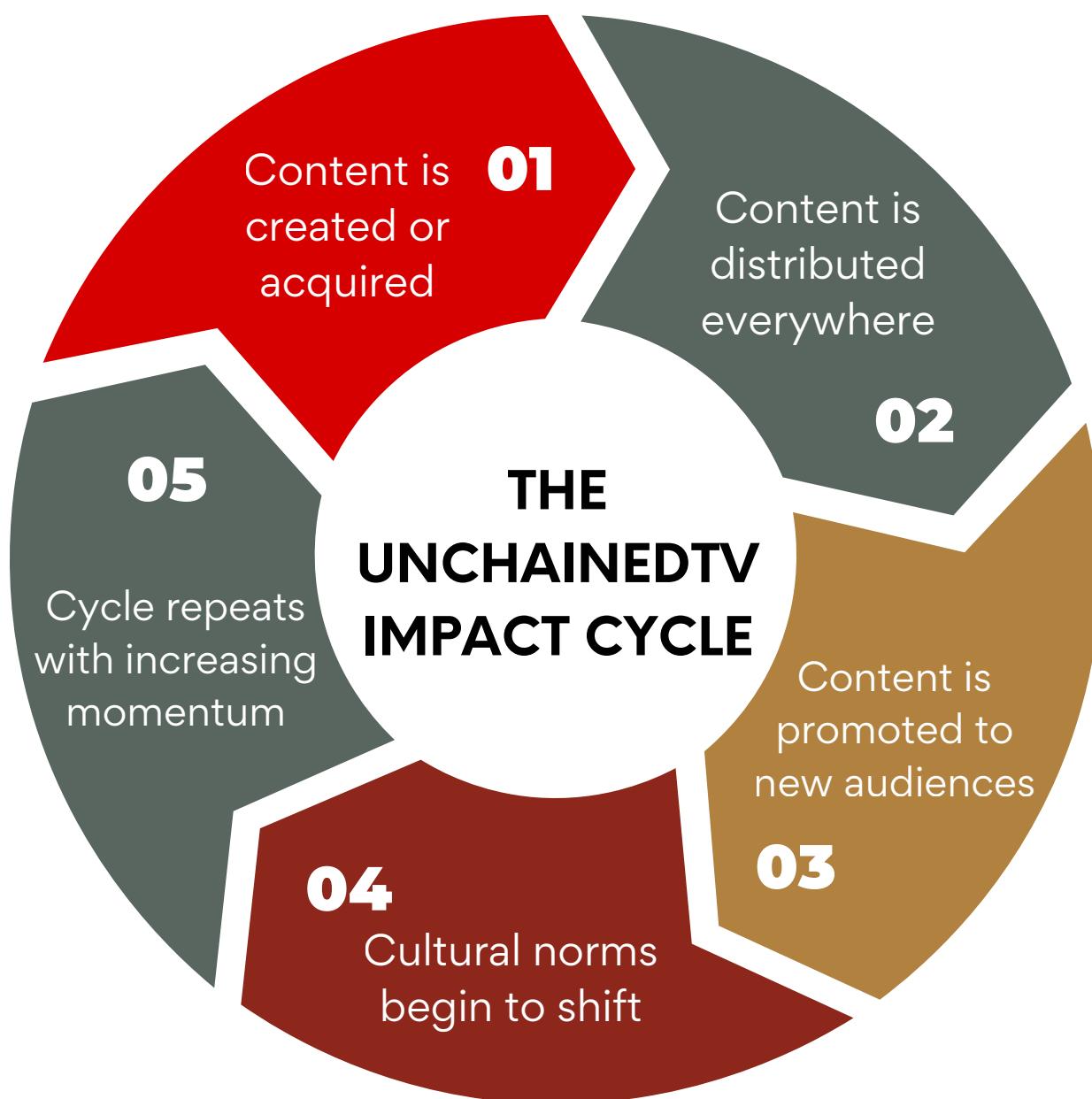
# IN THE NEWS

Media outlets have covered UNCHAINEDTV's expanding streaming network, spotlighting its original programming, impact, awards, and role in shaping animal advocacy media.



# HOW OUR PROGRAMS WORK TOGETHER

**UNCHAINEDTV's impact is driven by three interconnected programs that reinforce one another.** Content Creation produces powerful stories. Multi-Platform Distribution ensures those stories are widely accessible. Branding & Visibility amplify them beyond niche audiences. **Together, they create a continuous cycle that expands reach, builds awareness, and drives cultural change.**



# COLLABORATING FOR CHANGE

Featuring and amplifying organizations driving action for animals, people, and the planet.

UNCHAINEDTV works alongside leading nonprofits, grassroots organizations, sanctuaries, and advocacy groups to amplify shared missions and accelerate real-world impact. Through strategic collaborations, we use media as a force multiplier, helping vital campaigns reach broader audiences, gain visibility, and inspire action.

We regularly partner with organizations working on the front lines of animal protection, climate justice, food system reform, and compassionate living. These collaborations take many forms, including featured programming, campaign amplification, interviews, event coverage, investigative reporting, and cross-promotional storytelling.

## Types of Collaborations:

- **Campaign amplification** for active advocacy efforts
- **Featured content and interviews** highlighting organizational leaders and frontline work
- **Event and action coverage**, including vigils, protests, investigations, and conferences
- **Sanctuary storytelling** that builds emotional connection and long-term support



Night Action - Under Cover of Darkness - DxE

BAN MEAT IN BERKELEY

# A LIVING HISTORY IN REAL TIME

UNCHAINEDTV documents the vegan and animal rights movement in real time, capturing investigations, trials, protests, rescues, and cultural shifts as they unfold. This footage preserves **firsthand evidence, authentic voices, and unfiltered truth**, while allowing viewers to witness the movement in action and see change taking place.



“**MOST PEOPLE DON'T REALLY KNOW THE TORTURE THAT IS THE MEAT AND DAIRY INDUSTRY**  
AND I THINK WE HAVE A **MORAL OBLIGATION** TO TALK  
ABOUT IT AND TO **EXPOSE IT** FOR WHAT  
IT **REALLY IS.**”

— JOAQUIN PHOENIX



Together, these videos turn real-time documentation into measurable influence, building credibility, shaping public perception, and accelerating lasting change for animals.

# TARGET AUDIENCE

## AUDIENCE SNAPSHOT

### Age

Largest audience: **25-34**



Second largest: **35-44**



- Strong secondary reach among **45-65+**, particularly men

*(This matters for influence, purchasing power, and cultural leadership.)*

### Gender



~60%  
Men



~40%  
Women

- Notably strong engagement 45-65+, a demographic often missed by animal-rights media

### Geography



United States: **55%**

Bangladesh **23%**

Nepal **7%**

Pakistan **5%**

Indonesia **3%**

### Global Reach

- FAST channels and connected TV extend **UNCHAINEDTV** internationally

## WHO THEY ARE



### Ethically Minded

- Care about animals, wellness, and sustainability
- Open to new information
- Not fully connected values to food choices



### Health Conscious

- Aspiration about health and longevity
- Want credible, positive nutrition information



### Animal Lovers

- Have companion animals
- Emotionally connected to dogs and cats



### Environmentally Aware

- Becoming aware of the food climate connection
- Still focused mainly on fossil fuel emissions

**UNCHAINEDTV** reaches viewers who already care about animals, health, and the planet, but haven't fully aligned their daily habits with those values.

**UNCHAINEDTV** helps close that gap, encouraging viewers to rethink food choices and move away from eating animals.

# USING MEDIA TO IGNITE CHANGE

## UNCHAINEDTV'S THEORY OF CHANGE

**The world is facing interconnected crises: climate change, public health breakdowns, and the widespread suffering of animals. Yet, the role animal agriculture plays in all of this is largely absent from mainstream media.**

Corporate interests, advertising pressure, and political influence have created a media gap where critical truths go underreported or ignored. As a result, billions of people, many of whom already care deeply about animals, health, sustainability, and justice, have not “connected the dots” between their values and their consumption choices.

Meanwhile, time is running out. With 8.3 billion humans on the planet and the climate crisis accelerating, individual conversations alone cannot create change at the scale or speed required.



### The Media Gap

- **Animal agriculture is rarely examined critically in mainstream news** due to advertiser influence and corporate interests.
- Key **connections** between food systems, climate change, public health, and animal suffering **are underreported or ignored**.
- **Investigations, trials, and frontline activism are often excluded** from traditional media narratives.
- As a result, **audiences are left with an incomplete understanding of the true impact of everyday food choices**.

# HOW CHANGE HAPPENS

1

## Expose the Truth

Firsthand reporting brings hidden realities into public view breaking through media silence and misinformation.



2

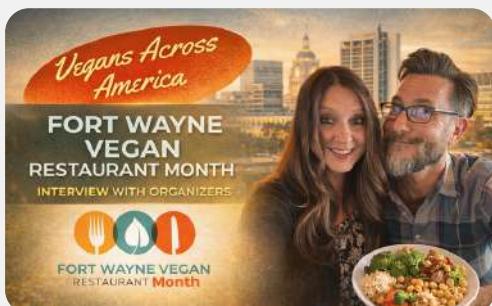
## Create Emotional Connection

Stories align with viewers' existing values, helping them see animals, food, and impact differently.

3

## Normalize Plant-Based Living

Cooking shows, lifestyle content, and real people model compassionate choices as achievable and mainstream.



4

## Reinforce & Activate Change

Consistent, trusted coverage helps viewers move from awareness to action, making compassionate food choices feel informed, supported, and achievable.

**By breaking through media silence and telling the full story, UNCHAINEDTV helps people align their everyday choices with the values they already hold.**

# 2026 OPERATING **BUDGET**

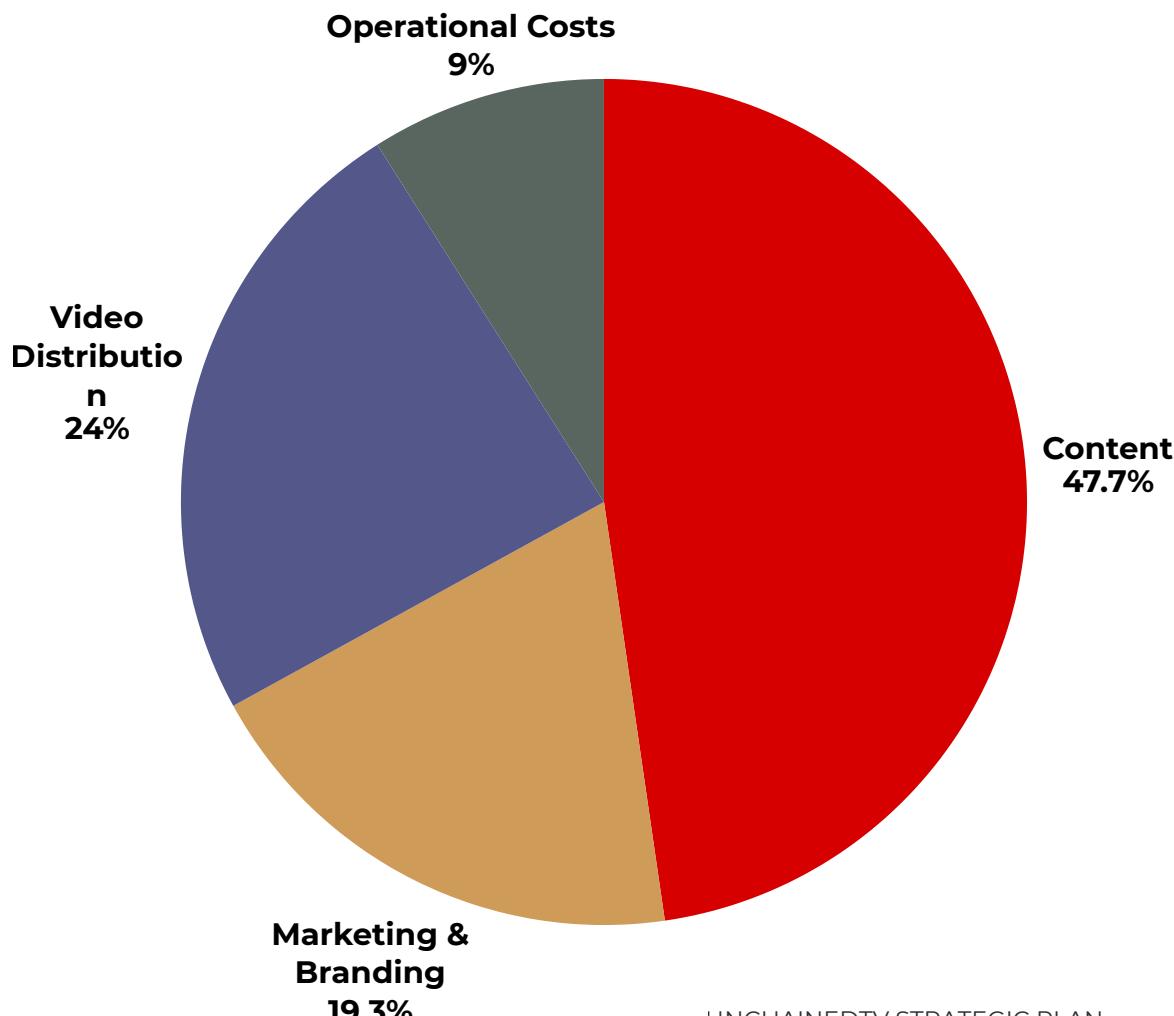
UNCHAINEDTV operates with an intentionally lean, mission-first model. With no offices and no full-time salaried staff, funds are directed almost entirely toward content creation, audience growth, and distribution.

Leadership, including Founder Jane Velez-Mitchell, serves without compensation, while contractors and contributors work at deeply discounted rates or as volunteers to maximize impact.

**Every dollar supports visibility, credibility, and reach.**

## Budget at a Glance

This budget reflects a careful balance between content creation, audience growth, platform distribution, and essential operations, ensuring sustainability while remaining mission-first.





## WHAT PEOPLE ARE SAYING

**"UNCHAINEDTV changed my life. I saw a video on the network, went vegan, and became an activist."**

  
**Tiffany Brunelli**  
FORMER LAW ENFORCEMENT INVESTIGATOR

“UNCHAINEDTV doesn’t just give me a platform, it gives me a purpose. On UNCHAINEDTV, I get to educate, inspire, and challenge narratives while uplifting animals and the people fighting for them. That’s why I’m proud to lend my voice, because this work changes hearts, and ultimately, lives.”

**Shaka Smith**  
Attorney, Influencer,  
UNCHAINEDTV Commentator



“UnchainedTV has opened up a whole new chapter in my life as a vegan through its live coverage of activists on trial and other breaking news where I’m hearing commentary from animal rights attorneys and other experts. I’m learning so much.”

**Karen La Cava**  
Vegan Chef/Caterer



“UNCHAINEDTV HAS INSPIRED ME TO BECOME OUTSPOKEN ABOUT VEGANISM. IT GAVE ME THE KNOWLEDGE AND CONFIDENCE I NEEDED.”

**Niloofar Asgharian**  
Scientist





# HOW TO **SUPPORT** **UNCHAINEDTV**



**UNCHAINEDTV** is a  
California-based  
501(c)(3) nonprofit.  
EIN: 82-3892784

**Supporting media that stands up for animals.**

UNCHAINEDTV exists because a better world for animals is possible and because the voices working to protect them deserve to be seen and heard. Together, we amplify the voices of investigators, advocates, filmmakers, and changemakers who are challenging cruelty, exposing injustice, and offering compassionate solutions.

**Your support helps keep this work visible, accessible, and free to audiences around the world on all platforms. By supporting UNCHAINEDTV, you help bring truth into the open, elevate those fighting for animals, and move compassion into the cultural mainstream where it can inspire real change.**



You can support UNCHAINEDTV with a one-time or monthly donation on our website at **[UNCHAINEDTV.COM/DONATE](https://unchainedtv.com/donate)**



Or, contact us at **[fundraising@unchainedtv.com](mailto:fundraising@unchainedtv.com)**





# THANK YOU

We hope this strategic plan has given you a clear picture of what UNCHAINEDDTV is, what we do, and why a nonprofit streaming network like this is essential.

At a time when mainstream media increasingly fails to cover the realities of animal agriculture, climate impact, and food system injustice, we need a network dedicated to telling these stories, clearly, consistently, and without corporate influence. UNCHAINEDDTV was created to fill that gap.

With a small team and limited resources, UNCHAINEDDTV has already built the world's only free, nonprofit streaming network focused on plant-based living and animal rights, reaching millions of viewers, amplifying overlooked voices, and helping people connect their values with their daily choices.

But the need is growing. As these issues accelerate and misinformation persists, the role of independent, mission-driven media becomes even more critical. With the right partners, UNCHAINEDDTV can expand its investigative reporting, original programming, and cultural reach—ensuring these stories are not just told, but seen.

We are seeking supporters who believe that visibility creates change and that a network like UNCHAINEDDTV is not just valuable but necessary. With your support, we can grow this platform, strengthen its impact, and help shape a future where compassion is part of the mainstream conversation.

We invite you to join us in shaping what the world sees and in helping build a future where animals are no longer ignored.

For the animals,  
**The UNCHAINEDTV Team**



# UNCHAINED.TV

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