

2024 + 2025 Annual Report



✧ Hope is the Engine of Change ✧

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Mission: Educate, equip, and empower healthcare professionals and changemakers as the scientific voice of a global movement—leveraging the regenerative Power of the Plate to prevent and reverse disease, transform food systems, restore planetary health, and unite communities to build a healthier future for generations to come.

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THANK YOU!



YOU'RE THE HEART OF OUR MISSION

Dear Friends and Supporters,

Over the past 13 years, one truth has become increasingly clear to me: **while knowledge is essential, knowledge alone is rarely enough to create lasting change.**

The research consistently demonstrates that information about health, while critically important, does not always translate into sustained action. What does? The answer lies deeper—in **our values, our identity, our sense of purpose, and our vision for the future we hope to create.** When the choices we make each day become connected to something larger than ourselves, people flourish. They persist through challenges. They build new habits. They become agents of transformation.

This understanding has profoundly shaped the evolution of The Plantrician Project and our annual event. At its heart, our mission remains unchanged: to educate, equip, and empower healthcare professionals and health influencers with the evidence, inspiration, tools, and support needed to transform health through the power of a whole food, plant-powered plate.

But this year, we expanded our vision.

In 2025, we proudly announced the Power of the Plate Conference, marking the evolution of the International Plant-Based Nutrition Healthcare Conference into a broader, more inclusive platform for transformation. This reimagined gathering opens the aperture of our work to embrace six interconnected pillars that represent the collective opportunity before us: human health and healthcare systems; food systems and agriculture; environmental and natural resources; oceans and waterways; culture, community, and identity; and food packaging, waste, and toxins.

Why this expansion? **Because the story of a plant-powered plate has always been bigger than nutrition.**

It is a story of community, connection, human health and flourishing. It is a story of compassion and stewardship. It is a story of resilience, regeneration, and hope. And perhaps most importantly, it is a story of possibility.

The collective transformative potential of billions of people choosing to power their plates with plants is one of the greatest opportunities of our time. Each meal becomes more than a personal decision—it becomes an act of healing, an investment in future generations, and a reflection of the world we wish to create.



This year, because of your partnership and support, we made meaningful progress toward that vision.

We continued to expand the reach and impact of the HELP Conference, advancing health equity and developing regenerative lifestyle solutions designed to empower underserved communities around the world. The International Journal of Disease Reversal and Prevention (IJDRP) experienced extraordinary growth, expanding to approximately 30,000 subscribers across more than 180 countries, helping disseminate the science of lifestyle medicine and disease reversal to a truly global audience. We strengthened our educational offerings such as Plantrician University, cultivated new partnerships, and continued building a growing international community united by a shared commitment to evidence-based, compassionate healthcare.

Most importantly, we witnessed the continued emergence of a movement—one defined not simply by what people choose to eat, but by who they are becoming.

As we look ahead, our expanded mission opens exciting new possibilities. In 2026, we are preparing to deepen our engagement throughout Asia while continuing to strengthen our global presence. We look forward to partnering with even more healthcare professionals, researchers, educators, policymakers, and health influencers who recognize the extraordinary opportunity before us to improve human health while fostering a more resilient and regenerative future. Through it all, our hope remains steadfast.

It is a hope rooted in science and strengthened by experience. A hope inspired by the extraordinary community of talented, passionate, and purpose-driven individuals who continue to rise to meet the challenges of our time. A hope that energizes us to move forward with courage and determination, even against the inevitable headwinds that accompany meaningful change.

Thank you for your partnership, your generosity, and your belief in this work.

We invite you to continue this exciting journey with us. Together, we are helping to write a new story—one of healing, regeneration, and possibility—for people, communities, and our shared planet.

With sincere gratitude, enduring hope, and unwavering resolve,



A handwritten signature in blue ink, which appears to read "Scott Stoll". The signature is fluid and cursive.

Scott Stoll, MD, FABPMR

CO-FOUNDER/CHAIRMAN/CHIEF MEDICAL OFFICER



Healthcare is at a turning point.

The Plantrician Project exists to equip medical professionals with the science, tools, and inspiration to integrate the most powerful prescription into practice: plant-based food is medicine.

You make our work possible.

Together, we're transforming sick care into true healthcare.

Thank you!

2024 - 2025 ~ AT A GLANCE

Healthcare Changemakers Reached Globally

Through our collective programs — conferences, education, journals, networks, and subscriptions — we empowered a growing global movement of physicians, providers, and influencers committed to root-cause, nutrition-forward healthcare. From Plantrician University to the Plant-Based Nutrition Healthcare Conference (PBNHC) and beyond, thousands have engaged in our immersive and accredited learning experiences to deepen their understanding of food as medicine. Here are more impact facts!

Raising Awareness

50,000

Through programs, online resources and subscriptions, we reach over 50,000 people annually, representing 180+ countries — including 38,000 personalized touch-points for healthcare providers — turning knowledge into action and empowering plant-based change at scale.

Preparing Health Leaders

2,000+

Through Plantrician University, our Education Series, provider networks, and cornerstone events, we've equipped over 2,000 healthcare professionals and students with the training, support, and community to drive lasting plant-based change from the inside out.

Collaborating for Systemic Impact

7

From advancing community impact and healthcare education to supporting emerging professionals and expanding the reach of evidence-based nutrition, our seven strategic collaborations strengthen and extend our mission—helping embed plant-powered nutrition across healthcare, education, and communities.

Vitamix Foundation - American College of Lifestyle Medicine - Healthy Heart Nation - Moving Medicine Forward - Andrews University - Food Revolution Network - Pronex

Catalyzing Culture Change (Our Ripple Effect!)

5 million lives & growing!

With 2,000+ providers and students annually engaged in deeper education, the impact multiplies —reaching over 5 million lives annually. This ripple effect is accelerating culture change and embedding evidence-based nutrition principles into the future of healthcare.





"It was probably one of the most personally meaningful conferences of my life. The food, networking, lectures, and connections with like-minded colleagues and new friends was a dream."

- Michelle Loy, MD, DipABLM



There are very few people and organizations that truly connect human and planetary health and dedicate their lives and resources to sharing knowledge, raising awareness, educating, and serving others. Thank you, Plantrician team, for your commitment and inspiring work.

With love and gratitude. Alnoor



MODEL FOR CHANGE

Our Model for Change equips healthcare providers and cross-sector leaders to use food as a powerful lever for change — improving human health and healthcare, reshaping food and agricultural systems, honoring culture and community, protecting land and water, reducing waste and toxins, and safeguarding oceans and waterways. By grounding this work in evidence-based nutrition and connecting leaders from local to global levels, we build a movement that advances health and wellbeing for people and the planet. Download our Model For Change: <https://plantricianproject.org/model-for-change>



MODEL FOR CHANGE

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1 Our Strategies

Raising Awareness:

Amplify nutrition science and leading voices to show how food shapes all six pillars of the Power Of The Plate.

Preparing Health Leaders:

Deliver evidence-based education that equips leaders to apply nutrition in practice and public health.

Collaborating for Systemic Impact:

Build partnerships to transform food systems, reduce disparities, and protect natural resources.

Catalyzing Culture Change:

Mobilize ambassadors and partners to expand reach and accelerate adoption of accessible, culturally relevant nutrition.

2 The Result

Health providers, leaders, and changemakers are:

Educated: Competent in evidence-based nutrition science and aware of its potential to prevent, slow, and reverse the progression of chronic disease.

Equipped: Confident in adopting and recommending evidence-based dietary patterns and supporting patients and communities in sustainable behavior change.

Empowered: Prepared to integrate food-as-medicine approaches into practice, advocate for nutrition in clinical guidelines, and champion systems-level improvements that address health disparities and planetary wellbeing.

United: Connected through a global network of champions who share a clear, consistent, research-aligned message about the Power of the Plate and its impact on human and planetary health.

3 Long-Term Impact

- ✓ Evidence-based, nutrition-forward care becomes foundational to modern medicine.
- ✓ Individuals and communities are empowered to take control of their health.
- ✓ Food systems and cultural norms shift toward sustainable, accessible, and regenerative practices.
- ✓ Chronic disease and health disparities decline, strengthening healthcare and restoring planetary health.

plantricianproject.org/model-for-change



The Power Of The Plate: A Connected System for Health

The Power of the Plate reflects the full interconnectedness of how we grow, produce, and consume food—shaping individual health while influencing communities, economies, and ecosystems. Grounded in evidence, this approach highlights how food choices ripple across every level of society and the natural world.

When dietary patterns lack fruits, vegetables, legumes, and whole grains, the risk of chronic disease rises significantly. By shifting toward plant-forward nutrition, we unlock a powerful lever for change—improving health outcomes, reducing costs, and restoring planetary resilience.

The
Plantrician Project
Planting the seeds of change™

Join us!

- ✓ Give today at PlantricianProject.org
- ✓ Join the Seeds of Change Society — \$1,000+ annual support
- ✓ Connect with us to learn about our programs and how your transformational support and investment can make a difference
- ✓ Join Plantrician Providers at www.plantrician.org



Share Our
Model For
Change



Make a
Donation

Questions?

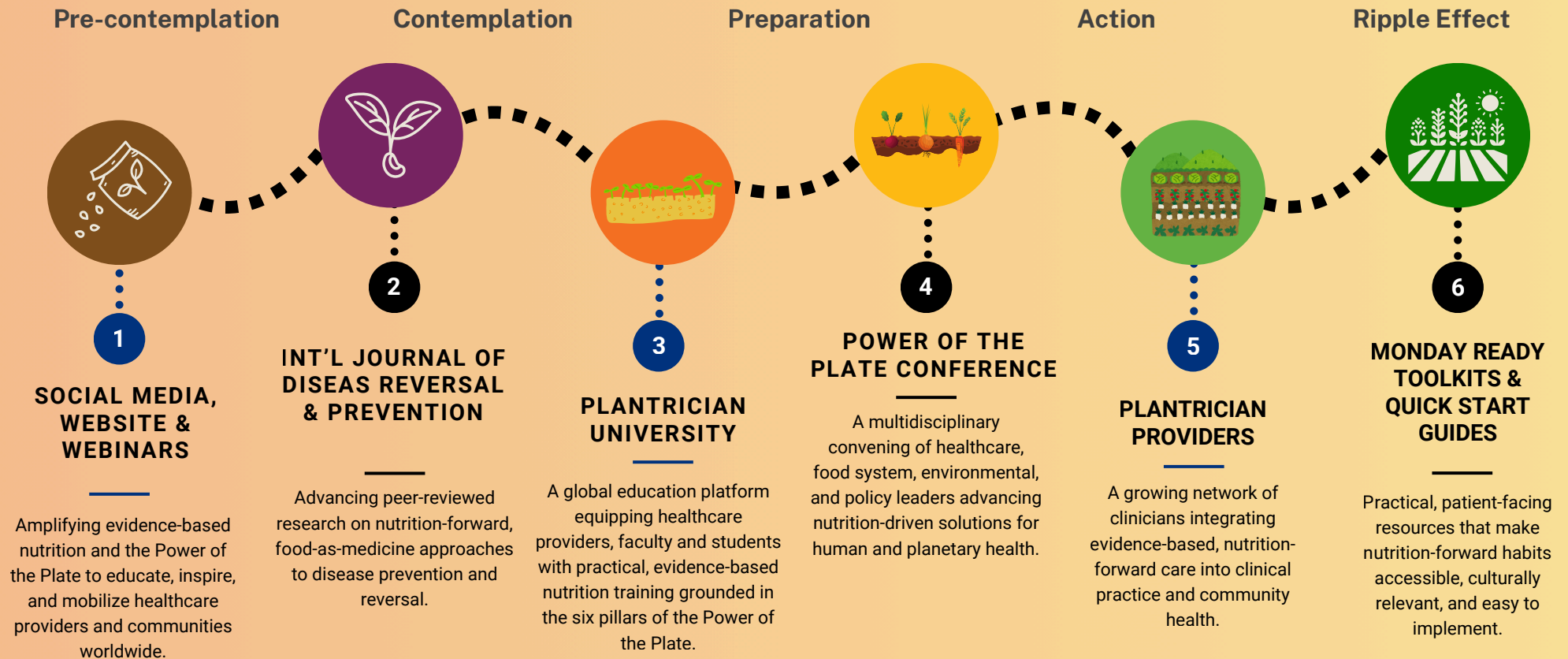
The Plantrician Project
PO Box 741596
Boynton Beach, FL 33474

development@plantricianproject.org
Phone: (561) 810-6713
Fax: (888) 886-5170

OUR PROGRAMS IN MOTION

PLANTRICIAN ROADMAP

From Awareness to Education to Action - a Ripple Effect that cultivates Culture Change



POWER OF PARTNERSHIP - SCHOLARSHIPS



Expanding Access Through Scholarships

With the support of generous individuals, corporate partners, and mission-aligned organizations, The Plantrician Project provides scholarships to help make our conferences and educational programs accessible to those who may not otherwise be able to attend.

Scholarship recipients across PBNHC and HELP have included:

- Medical, dietetic, and other health professional students
- Early-career clinicians and healthcare professionals
- Community leaders working to advance nutrition and prevention
- Individuals from underrepresented and underserved communities
-

By reducing financial barriers, scholarships help equip and inspire the next generation of leaders to bring evidence-based nutrition and lifestyle medicine into healthcare and communities around the world.

“PBNHC changed the way I view my future in medicine. I feel energized, equipped, and no longer alone in this journey.”
— PBNHC Scholarship Recipient

“This experience deepened my commitment to bringing nutrition and prevention into the heart of underserved communities.”
— HELP Scholar

Thank you to the generous donors and partners who make these opportunities possible.



COMMUNITY - PLANT-BASED NUTRITION HEALTHCARE CONFERENCE 2025



COMMUNITY - PLANT-BASED NUTRITION HEALTHCARE CONFERENCE 2024



COMMUNITY - HELP CONFERENCE



HEALTH EQUITY & LIFESTYLE PROJECT



The Plantician Project®
Planting the seeds of change™



HELP CONFERENCE 2024 & 2025

YOUR ROLE IN GROWING THE MOVEMENT

Our donors are the driving force behind our mission. Thanks to your generous support, we're delivering cutting-edge, evidence-based science to healthcare professionals across the globe. Every contribution—of every size—plays a vital role in advancing our work and expanding our impact. We extend our deepest gratitude to each and every one of you.

Following are our 2024 & 2025 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 and key initiatives.

Vanguards Circle (\$50,000+)

Anonymous
Miner Foundation
Cheryl Mothes & Richard Hetzel
The Purjes Foundation
Margaret Steuber Trust
The Vegan Fund

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

Anonymous
Eydie and Ed Desser
Quantum Foundation
Vitamix Foundation

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

Anonymous
Daniel M. Dawley
Angie Sadeghi, MD

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

Anonymous
Rasika Amarasekera
Elise Atkins, MD
Gary Barken
Alston Beckman
Perdomo Blankenship
Kimberly Brown
Forest-Pate Living Trust
Susanna Kapoor
Krantz Family Chartiabe Trust

Philip Edward Mast
Marc Missioreck
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Kathy Reynaert
Laurie Rosenthal
Alnoor Sheriff
Silicon Valley Community
Foundation
Darryl Stern
Spiros-Weber Charitable Fund
Mark Sterner
Meng Tee
James Thompson
Two Rivers Charitable Gift Fund
Traude Valachi
Denise Williams
Kim Williams
Janice & Mark Ziegler

FINANCIAL SNAPSHOT

The Plantrician Project continues to strengthen a diversified and sustainable financial model, combining earned revenue from programs and services with philanthropic support. While in-person PBNHC attendance has not returned to pre-pandemic highs, we have continued to invest in and expand our core initiatives — including the International Journal of Disease Reversal and Prevention, Plantrician University, and Plantrician Providers — significantly extending our reach and impact. These investments bring increased technology and personnel costs, making charitable support an essential part of our model. Together, growing earned revenue and philanthropy provide the foundation to expand our programs, reach more healthcare professionals, change makers and students, and advance our mission for years to come.

2024 FINANCIAL STATEMENT

REVENUE

DONATIONS/GRANTS/SPONSORSHIP:	\$519,270
PROGRAM FEES:	\$425,821
SALES:	\$77,252
OTHER:	\$26,818
TOTAL:	\$1,049,161

EXPENSES

GENERAL OPERATING:	\$329,925
PROGRAM:	\$925,530
FUNDRAISING:	\$24,000
MARKETING:	\$113,835
TOTAL:	\$1,393,290

2025 FINANCIAL STATEMENT

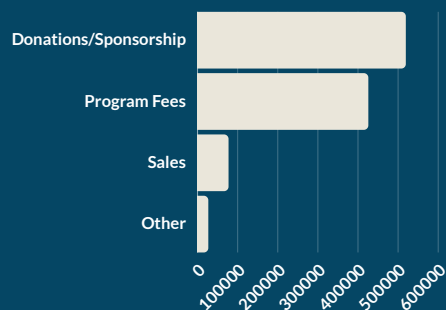
REVENUE

DONATIONS/GRANTS/SPONSORSHIP:	\$489,217
PROGRAM FEES:	\$466,448
SALES:	\$76,286
OTHER:	\$3,099
TOTAL:	\$1,035,050

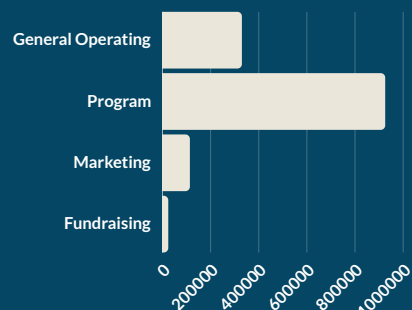
EXPENSES

GENERAL OPERATING:	\$188,224
PROGRAM:	\$745,360
FUNDRAISING:	\$24,000
MARKETING:	\$125,844
TOTAL:	\$1,083,428

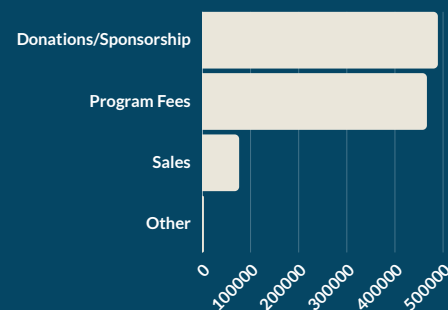
2024 INCOME



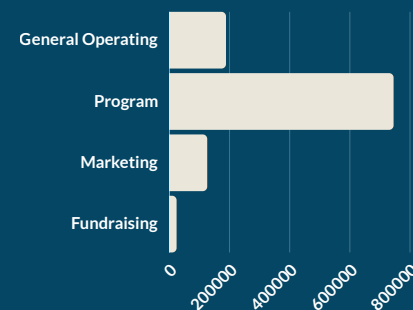
2024 EXPENSES



2025 INCOME



2024 EXPENSES



LOOKING FORWARD

As we move into the future, The Plantrician Project remains guided by a bold long-range vision: to create a global healthcare culture that recognizes the power of nutrition to prevent, halt, and reverse disease—while also protecting the health of our planet.

Our work will continue to evolve, meeting the needs of healthcare professionals and the communities they serve with innovative education, cutting-edge science, and practical tools. We are increasing our commitment to advancing planetary health by promoting food systems that sustain biodiversity, protect natural resources, and reduce the burden of diet-related disease.

At the same time, we embrace the concept of regenerative health — restoring human vitality and resilience while healing the ecosystems that support life. This means forging stronger connections between personal well-being, public health, and environmental stewardship.

The road ahead calls for creativity, collaboration, and courage. With your partnership, we will keep building a healthier, more sustainable future—one healthcare professional, one patient, and one plate at a time.



YOUR ROLE IN GROWING THE MOVEMENT

The challenges we face are urgent, but the solutions are within reach — and they start with you. Every healthcare professional we equip, every patient whose life is changed, and every step toward a healthier planet happens because of partners and supporters like you.

When you invest your time, resources, and voice in The Plantrician Project, you're helping to accelerate a movement—transforming healthcare, regenerating human health, and protecting the planet for generations to come. This is more than a mission. It's a shared action.

Here's how you can make an impact today:

Invest in our Mission

Renew your gift or become a monthly donor to fuel programs that change lives and protect the planet.

Spread the Word

Share our events, conferences, journal, Plantrician University, Quickstart Guides, and more to inspire others to join the movement.

Become a Provider

Join the Plantrician Providers Network to connect, collaborate, and lead change in your community and beyond.

Launch a Fundraiser on Social Media

Turn your special occasion or personal passion into a campaign that raises awareness and resources for our mission.

THANK YOU!

(561) 810-6713 INFO@PLANTRICIANPROJECT.ORG

PLANTRICIANPROJECT.ORG

POWEROFTHEPLATE.ORG

PLANTRICIAN.ORG

PLANTRICIANUNIVERSITY.ORG

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THEHELPCONFERENCE.ORG



MISSION: Educate, equip, and empower healthcare professionals and changemakers as the scientific voice of a global movement—leveraging the regenerative Power of the Plate to prevent and reverse disease, transform food systems, restore planetary health, and unite communities to build a healthier future for generations to come.

VISION: 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