Live As You Are (LAYA)

Mission Statement

FARM's Live As You Are (LAYA) program celebrates the freedom to live authentically — for people and animals alike. Our mission is twofold:

01

We support you being vegan

- Being vegan in any environment IS activism.
- Spaces you already participate in, from hobbies, holidays, sports, parades, and cultural events. Standing in your conviction is activism

02

Engage pre-vegans

- We provide positive, non-confrontational entry points for people to explore compassionate choices.
- Engage pre-vegans through community celebrations, visibility, and shared experiences.

Actions you can take right where you are

Live As You Are (LAYA)

- Create a Drive-By Bulletin Board
- Write Letters to Your Favorite Publications
- Cook for Someone in Need
- Share Vegan Literature
- Organize a Vegan Speaker Visit
- Wear Your Values on Your Clothing
- Stock Free Little Libraries
- Decorate your kitchen with vegan inspiration
- Use Stickers and Buttons
- Attend a Demonstration

Live As You Are (LAYA)

- Table at Community Events
- Volunteer Together
- Host a Vegan Dinner Party
- Advocate for Vegan Meals at Local Events
- Use Art as Advocacy
- Cook for Someone in Need
- Use Your Online Platforms
- Host an Animal Rights Documentary Watch Party
- Share Investigations on Social Media
- Speak with your ride share