2019
Annual Report

WellBeing INTERNATIONAL

9812 Falls Road, #114-288
Potomac, MD 20854 U.S.A
www.wellbeingintl.org

CONTENTS

Message from Andrew Rowan, President.....1
Report from Kathleen Rowan, CEO.....2
Mission 2
Values 2
Programs.....2
Program Impact – (Outputs vs Outcomes) 3
Impact Story 5
Thought Leadership 5
Looking Forward 6
Resources & Financial Management.....7
Executive Leadership & Global Ambassadors.....8
We Need Your Help 8

Message from Andrew Rowan, President

Dear Friends,

Dr. Andrew Rowan, WBI Board President

It has now been a little more than 15 months since WellBeing International Inc. (WBI) was incorporated and the progress has been both exciting and encouraging. In our first full year of operation, we have been thrilled to find that we have many friends and supporters all over the world and have been humbled by the generous support that many of them have given to our new NGO.

I have spent most of my career working closely on animal protection issues, including almost 30 years on staff with animal protection organizations. But starting WBI and working towards its broader mission has been one of the most rewarding periods of my professional life. We seek optimal well-being for people, animals and the environment through collaborative engagement, education, direct care and science. We are looking at engaging globally, and I am particularly proud of the very ambitious goals that WBI is setting for itself.

These aspirations can be intimidating, but I have been encouraged by the reaction of friends and colleagues who have very kindly expressed enthusiasm for our mission and the projects that we have been developing during our first 15 months. We have been fortunate to have been able to call upon a diverse community of scholars, advocates, technical experts and our own global ambassadors to assist and guide WBI in its early days. To foster this community, we at WBI have been energized by the challenge of producing two newsletters a month featuring reviews, news and insights about our projects and broader mission.

One of these newsletters, *WellBeing News*, is designed to deliver more technical reports. Our millennial children insist that we keep the articles to around 500 words, which has been a very big challenge for me since I always have just a little more data and explaining to do. But it has been tremendously rewarding to work within these constraints and get to the essence of the work quickly. The second newsletter, *Tales of WellBeing*, is meant to relate positive stories about people animals and the environment, and we have taken to including an item on pertinent literature including books, reports and studies.

WBI seeks to fulfill its global mission by focusing in four primary areas:

Build Healthy, Humane Communities - Focusing on humane dog management, WBI seeks to improve not just the welfare of dogs in communities but also improve the communities' mental and physical health by enhancing human-animal bonds and reducing the incidence of infection, injury and nuisance. In 2018, WBI decided to support specific dog projects in Costa Rica, Afghanistan and South Africa. In 2019, WBI continued supporting these programs as well as fostering exciting new partnerships in India.

Sustainability for People, Animals & Environment - WBI is enhancing environmental sustainability with partners in South Africa via human-wildlife conflict resolution and ecological restoration. We have similar partners in the USA focusing on solutions for infrastructure

management and encouraging land connectivity. In addition, WBI is building a campaign to reduce plastic pollution in the oceans.

Education, Engagement & Policy - WBI is supporting humane education programs in Costa Rica as well as humane and environmental education projects in South Africa. Over the last year, WBI engaged our global constituents and followers via newsletters, updated website content and social media posts to call attention to the range of issues of direct relevance to WBI's partners and projects. WBI is also committed to distributing accurate, data-rich materials that support its projects and advocacy.

Partner Support & Collaboration - WBI has established close relationships with three partner organizations in the USA, Costa Rica and South Africa and intends to add additional partner groups in 2020 to enhance outreach and impact. In addition, WBI recognizes that there are gaps in collaboration among NGOs and related institutions when it comes to campaigning and implementing programs. WBI will seek out and encourage effective collaboration among organizations whenever possible.

The following pages provide information about WBI, a few stories highlighting specific projects and outreach during 2019 and a look forward. But this is just the beginning of the WBI journey, and we are excited about what the future will bring.

Andrew Rowan, D.Phil.
President, WellBeing International Board of Directors

Report from Kathleen Rowan, CEO

Mission

WellBeing International seeks to achieve optimal well-being for people, animals and the environment through collaborative engagement, education, direct care and science.

Values

WBI believes in and is committed to our values to guide us as an organization. Those values are: *Integrity Beyond Reproach, Excellence, Respect for People, Animals and Environment, Innovation, Accountable & Transparent and Cooperative & Collaborative*.

Programs

Education, Engagement & Policy

WBI established its website and newsletter to expand global awareness on issues relating to People, Animals & Environment (PAE). WBI distributed 10 science-related and 10 PAE awareness newsletters via WBI's email list (7,225 unique global reads), website and social media posts. WBI produced 30 technical/news articles which had 18,375 worldwide views during 2019. As part of its outreach and engagement goals, WBI attended six international conferences during 2019.

Attendance at these conferences is critical to WBI's mission to raise the awareness of the interrelationship among people, animals and the environment.

Build Healthy, Humane Communities

WBI created an innovative "Global Dog Campaign" project proposal to end global dog homelessness. The project design provides for support for direct care, data collection and analysis, and linking with a global centralized data repository. Three international partners have been engaged as flagship projects with two additional partners to be finalized in early 2020. Some funding has been received already but fundraising for this campaign will continue in 2020. A multinational corporation requested and received a comprehensive report and recommendations from WBI exploring how to end pet homelessness. WBI was also requested to produce a report on dog and cat demographics and shelter trends in Oklahoma that was delivered in 2019.

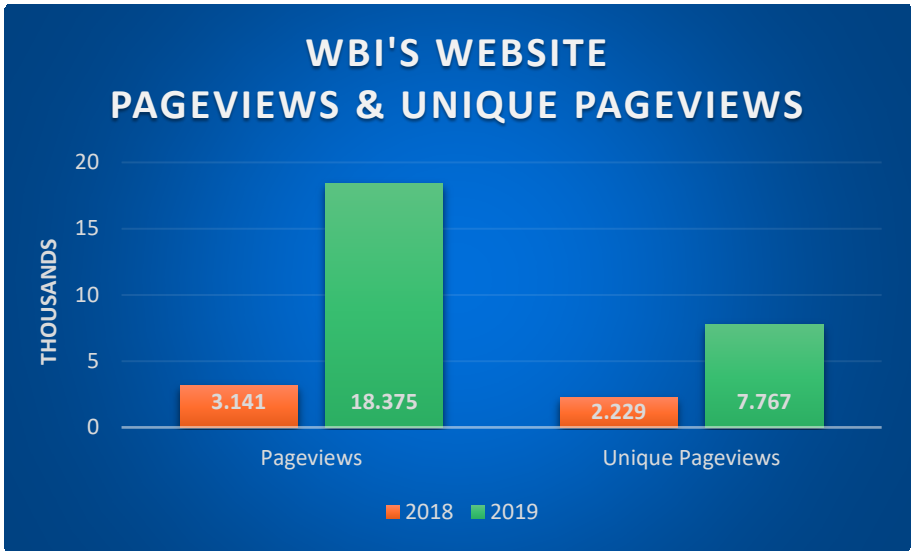
Partner Support & Collaboration

WBI continues to be committed to working with organizations and individuals who are eager to cooperate openly and enthusiastically and whose primary objective is delivering impact. WBI has established partnerships with three organizations that certainly meet those criteria: the Asociación Humanitaria para la Protección Animal (AHPPA) in Costa Rica, the Center for Large Landscape Conservation (CLLC) in Montana, USA and the Greyton Farm Animal Sanctuary (GFAS) in South Africa. These organizations represent the essence of the PAE mission. In 2020, WBI will look to add to our partner group with an emphasis on seeking another environmentally focused partner.

Program Impact – (Outputs vs Outcomes)

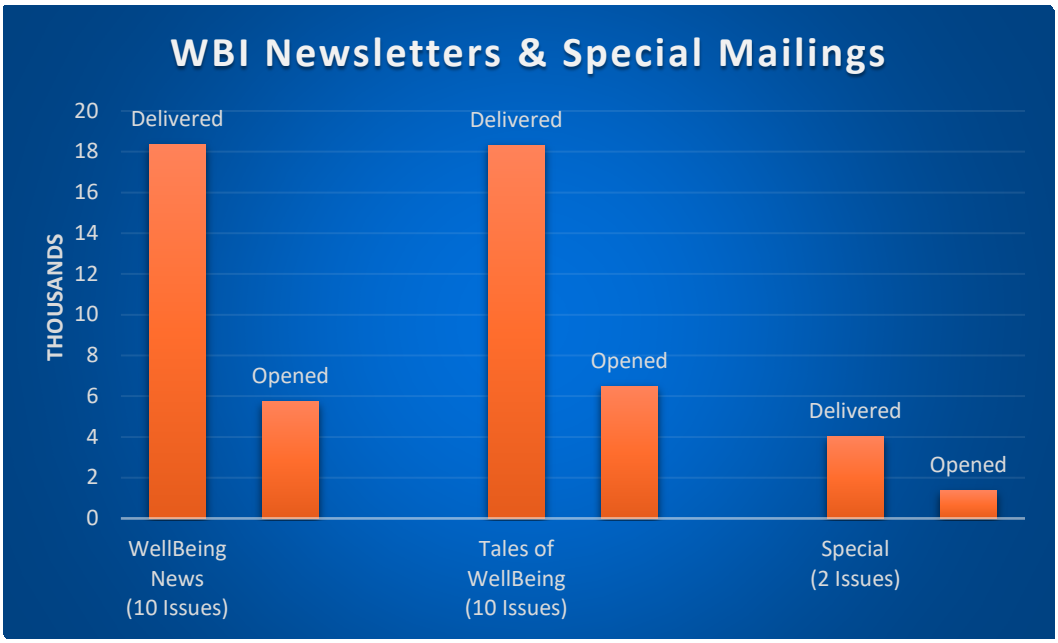
Although WBI has only had one full year of operation, the organization's website has seen sustained growth in both pageviews and unique pageviews. WBI's website is a valuable tool in delivering on our strategic goals, which include raising global awareness; education, cooperation, collaboration and partnering; and with delivering insightful scientific data and analysis. See Chart 1 for website pageview activity.

Chart 1



WBI did not publish any newsletters in 2018, but in 2019 it published and delivered 20 newsletters to its email list. Of these, 10 were the more technical *WellBeing News* and 10 were *Tales of WellBeing*, which are targeted to raising awareness of the People, Animals and the Environment (PAE) triad. WBI also sent out two special mailings of goodwill during 2019. These newsletters and communications serve to increase our outreach to the global community and raise awareness of issues surrounding PAE. Chart 2 shows the number of newsletter/special mailings delivered and opened.

Chart 2



WBI's open rate for 2019 was 34%, compared to the nonprofit industry average open rate of 21% (according to Mailchimp).

WBI strategy for global outreach, engagement and collaboration also includes participation in global forums where WBI exchanges scientific data, analyses and messages on the importance of global collaboration as well as emphasizes the importance of global awareness of the interrelationship among PAE. WBI was invited to attend six international conferences and it presented at five of those conference, including two keynote presentations.

WBI's production of a report and recommendations on global pet homelessness is one example of how it is working to improve People and Animal interactions. WBI has also designed and begun the implementation of its Global Dog Campaign.

WBI has contributed to a better understanding of the humane treatment of animals through its report on companion animal trends in Oklahoma, USA. An improved understanding of the demographics of dogs, cats and other pet animals is the foundation of building coalitions and projects that will improve the well-being of these animals.

Impact Story

WBI is committed to increasing collaboration among non-profit, for-profit and governmental organizations. We are also increasing the use of data and associated analytics to identify successful solutions and advance sustainable programs benefiting people, animals and the environment. Our Global Dog Campaign is a specific example of what we are working to achieve.

WBI has developed an extensive database of global dog and cat demographics. Using the standardized measure of dogs and cats per 1,000 people, WBI estimates that there are approximately 500 million each of pet (private) dogs and cats across the world, and around 500 million street dogs and maybe 300-400 million outdoor cats. Using its detailed database and ESRI's geospatial software, ArcGIS, WBI has produced two preliminary global maps of "Total Dog Populations" (Chart 3) and "Total Street Dog" populations (Chart 4). Notice how countries with high rates of pet dog ownership tend to have low levels of street dogs.

The creation of the initial database and its potential to increase our understanding of the global dog population is an essential step in maximizing help for dogs across the world and increasing the impact of the more than $30 million now being spent by international NGOs on dog welfare projects.

Chart 3
Total Global Dog Population

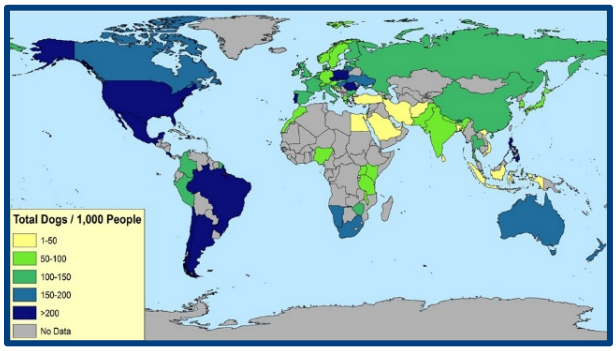
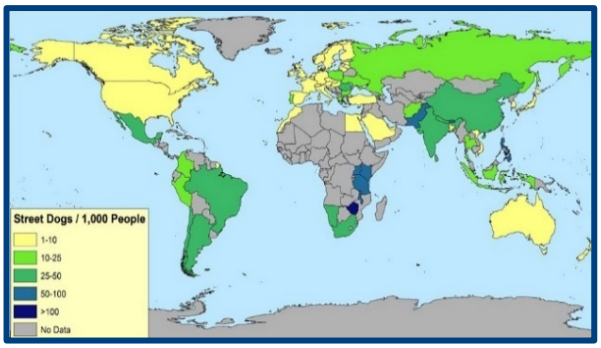


Chart 4
Total Global Street Dog Population



Thought Leadership

Global Dog Campaign

Typically, dog welfare projects measure their success in terms of the number of sterilizations, rabies vaccinations or veterinary procedures performed. Those statistics are less valuable if one does not know what the total dog population is in a project area. WBI argues that projects must begin to develop dog population estimates and recommends reporting community/regional dog populations as dogs per 1,000 people. Using this metric allows a comparison in rates of dog ownership, which range from 10 to 400 dogs per 1,000 people in different parts of the world and makes clear the large differences in dog ownership rates between urban and rural areas.

Dog bite rates are an indirect measure of the quality of community dog management and can be significantly reduced via relatively simple municipal policy initiatives aimed at human caretakers to improve human-dog relationships globally.

Environmental & Humane Education

While there are fairly convincing data demonstrating a link between animal cruelty and abuse of humans, there are very few data showing the opposite (i.e. kindness to animals is associated with greater kindness and civility towards humans). We should develop specific projects demonstrating that humane and environmental education leads to a reduction in violent behavior and improved stewardship of the environment.

Changing Human Behavior

The development of solutions to many global problems requires changes in human behavior. Specifically, if we are to maintain a sustainable world for future generations there should be global campaigns to increase recycling and reduction of primary consumption (including greenhouse gas emissions) as well as campaigns to reduce the number of unintended human births. If all unintended births were eliminated, the world's human population would stabilize at around 8.8 billion, well below current UN Population Division projections of 11 billion. Furthermore, if we changed our diet to include a greater percentage of plant-based proteins, there would be more space to sustain wild animal populations.

Building Cross-Issue Partnerships & Campaigns

There has been an explosion of new civil society organizations in the past 40 years, yet little of the new energy captured by these organizations is harnessed or focused effectively and efficiently to achieve global goals. There should be far greater cross-interest co-operation and collaboration.

Looking Forward

WBI spent much of 2019 building out its partnerships, developing specific project proposals, designing programs and solidifying its infrastructure. In 2020, we expect to begin implementation of projects to improve the well-being of dogs across the globe and address challenges of over-consumption and population growth. We also intend to develop humane/environmental education projects and to build our programs addressing diminishing wildlife numbers. Additionally, we plan to extend WBI's outreach via continued participation in conferences and the recruitment of additional partners who are implementing effective projects where WBI can add value.

WBI will continue to emphasize that solutions leading to a sustainable world for people must also include the interests of the environment and the wild animals that share the globe. Most organizations focus narrowly on just one of the three elements of the People, Animals and Environment (PAE) triad. We need more cross-interest collaboration and much more attention to measuring the impact of different approaches using new technical tools such as geospatial mapping and the power of new computing algorithms. Only by embracing a broad mandate can we ensure that we are truly addressing global sustainability.

The UN Sustainable Development Goals (SDGs) are a start at achieving this vision, but they emphasize the support of human populations over the needs of the environment or wild fauna. The SDGs need to be broadened to include measurable goals that will deliver real impact, such as the elimination of unintended pregnancies to lower the projected peak human population from 11 billion to a value closer to 9 billion, accelerating the conversion from carbon-based energy production to renewable systems and a switch from animal protein sources to healthy plant-based protein production.

Finally, we look forward to increasing outreach on behalf of our partner organizations based on our new and expanded social media infrastructure. We very much look forward to a banner 2020!

Resources & Financial Management

WBI completed its first full year of operation in 2019. Net assets increased over 2018 from $15.8K to $25.8K. WBI also has $64K in funds received or promised for projects starting in 2020 and $58K cash in hand. WBI's 2019 audited statements and its 2019 tax return are posted on its website at www.wellbeingintl.org. WBI's total revenue, including donated professional services, was $438K and expenses for the same period were $389K. WBI is proud of what has been accomplished in its first full year of operation. In 2020, we will continue to roll out the Global Dog Campaign and grow social media outreach to leverage both income generation and meeting our strategic goals of global awareness and education. Funding strategy is based on building a committed cadre of loyal donors who feel they are part of WBI. Our website is fully operational and scalable. WBI's online infrastructure includes financial, CRM, social media and document management systems. WBI expends minimal resources on bricks and mortar, focusing instead on engaging highly skilled and innovative team members supported by technology. In this start-up phase, WBI has relied heavily on donated professional services; however, as funding increases and diversifies, we will reduce this reliance.

CONDENSED AUDITED FINANCIAL INFORMATION

OPERATING REVENUE	2019	2018*	Change $	Change %
Private Gifts, Grants, & Contracts	$62,136	$22,540	$39,596	176%
In-kind contributions	376,350	70,250	306,100	436%
TOTAL OPERATING REVENUE	**$438,486**	**$92,790**	**$345,696**	**373%**

OPERATING EXPENSES AND CHANGES IN NET ASSETS	2019	2018*	Change $	Change %
PROGRAM SERVICES				
Healthy, Humane Communities	$142,990	$14,517	$128,473	885%
Sustainability-People, Animals & Environment	33,057	7,080	25,977	367%
Education, Engagement & Policy	200,500	33,678	166,822	495%
Partner Support & Collaboration	12,545	7,437	5,108	69%
TOTAL PROGRAM SERVICES	**389,092**	**62,712**	**326,380**	**520%**
Fundraising	7,970	1,049	6,921	660%
Management & General	32,405	13,248	19,157	145%
TOTAL OPERATING EXPENSES	**429,467**	**77,009**	**352,458**	**458%**
Excess/(Deficiency) of Operating Revenue over Expenses	9,019	15,782		
Excess/(Deficiency) related to Unrestricted Funds	*9,019*	*15,782*		
Excess/(Deficiency) related to Temporarily Restricted Funds	*0*	*0*		
TOTAL INCREASE/(DECREASE) IN NET ASSETS	**$9,019**	**$15,782**		

COMPOSITION OF NET ASSETS	2019	2018	Change $	Change %
Unrestricted	$24,800	$15,782	$9,018	57%
Temporarily Restricted	0	0	0	
TOTAL NET ASSETS	**$24,800**	**$15,782**	**$9,018**	**57%**

Note * For the period August 14, 2018 (Date of Incorporation) through December 31, 2018

Sources and Uses of Funding

Chart 5

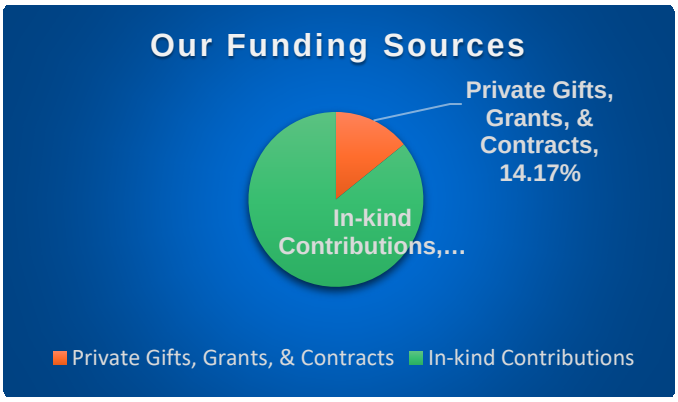
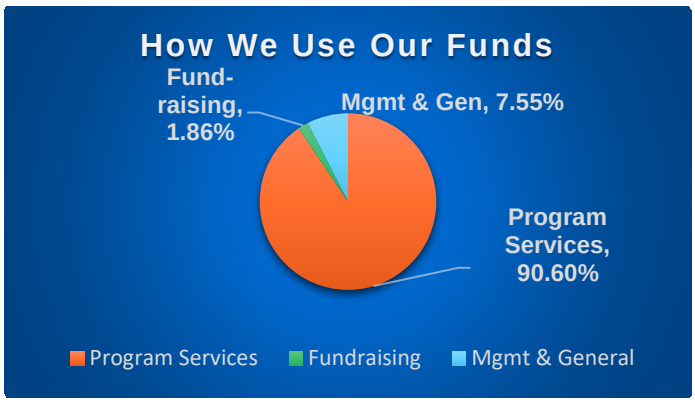


Chart 6



Executive Leadership & Global Ambassadors

This is also the place to highlight your executive team. Name and title should suffice unless you have strong desires to list other information.

WELLBEING INTERNATIONAL - BOARD OF DIRECTORS

Andrew Rowan
Board President, Chief Program Officer

Chinny Krishna
Board Vice President

Kathleen Rowan
Board Secretary, Chief Executive Officer

William Voorhees
Board Treasurer

GLOBAL AMBASSADORS

Arnold Arluke
Global Ambassador

Andrea Gung
Global Ambassador

John Hadidian
Global Ambassador

Hemanta Mishra
Global Ambassador

Jennifer Sullivan
Global Ambassador

Keiko Yamazaki
Global Ambassador

We Need Your Help

Please visit our secure website at https://www.wellbeingintl.org to make a donation. Or you may send a check the old-fashioned way to WellBeing International at 9812 Falls Road #114-288, Potomac, MD 20854, USA.

Alternatively, contact us at info@wellbeingintl.org if you would like to inquire about volunteer opportunities or other ways to help.

And a most appreciative thank you to all who supported Well-Being International in 2019!
In particular, we would like to extend a special thanks to our organizational donors who have supported WBI in its start-up phase. Special thanks are extended to the Pettus-Crowe, Laura J. Niles and Folke H. Peterson Foundations for their early support.

WellBeing INTERNATIONAL

Photo by Blue Cross of India

9812 Falls Road #114-288
Potomac, MD 20854
Phone: +1(240) 778 4465

www.wellbeingintl.org

SOLUTIONS FOR PEOPLE, ANIMALS AND ENVIRONMENT