



WellBeing International

2020 Annual Report





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Mission

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

From the President

The world is slowly emerging from the Coronavirus pandemic. While this crisis has wreaked havoc on people's lives, livelihoods, and health systems, it has also offered glimpses of forward movement. For example, the production of electric vehicles has begun to take off as most automakers commit to an electrified future. Utilities corporations are rethinking investment in renewable energy as the costs of solar and wind generation plummet. And the fact that so many countries are signing up to a challenging goal of net-zero emissions by 2050 is very encouraging. The recent Dasgupta Review on the Economics of Biodiversity is another welcome signal for the future and for global aspirations to develop a sustainable future while also lifting marginal populations out of poverty. We at WellBeing International hope that the world will seize this moment and opportunity to make the necessary changes leading to greater sustainability.

However, the current lack of attention to the long-term sustainability of our current global economy is a major challenge — for people, animals, and the environment. It is, in part, why WellBeing International was founded in 2018 — to bring whatever resources we can to the table to ensure that we move collectively towards a truly sustainable future. Some of the parameters of what that future might look like are taking shape. We need to shift our energy systems to employ more renewables. We need to reduce our consumption of animal products and shift global land use so that more land is available to reverse wildlife declines. We need to rethink how we preserve and/or exploit ocean resources and establish “no-use” marine reserves to ensure sustainability. And finally, we need to develop radical approaches to human population management. It should come as no surprise that we may have overrun the boundaries of planetary sustainability. The human population has quadrupled to almost 8 billion people in just the last 100 years. While scenarios exist to sustainably accommodate 8 billion, the more the population continues to grow, the more challenging it will be to reach a truly sustainable existence on this planet.

It has been pointed out that a crisis can create the conditions that would permit political changes to address serious problems. Along with our talented Global Team members, our partners and especially our donors who have been with us from the earliest of days, we hope that this pandemic will kick-start changes that will lead towards a truly sustainable future for all people, animals, and the environment.



A handwritten signature in black ink, appearing to read "Andrew Rowan".

Andrew Rowan
President & Chief Program Officer

Values

WellBeing International 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 the Environment
- Innovation
- Accountability & Transparency
- Cooperation & Collaboration



The WBI is a platinum-level GuideStar participant demonstrating its commitment to transparency.





PROGRAMS

WellBeing International seeks to achieve sustainable well-being for people, animals and the environment (PAE Triad) through collaborative engagement, education, direct care and science. We believe that it is essential to address all three elements of the PAE triad to achieve sustainable solutions. WellBeing International has developed a lean and efficient business model based on the latest in modern technology, minimizing brick and mortar infrastructure, and the creative use of experts to produce quality outcomes and maximum impact. WellBeing International has recruited experienced and knowledgeable individuals and partner organizations who are dedicated to the mission. We are committed to operational excellence and transparency. WellBeing International has been awarded GuideStar's Platinum Seal of Transparency and is approved to participate in the Federal Combined Campaign.



Build Healthy, Humane Communities

Providing direct support for critical community services and tracking progress to improve and replicate those programs with the highest impact and sustainability.



Education, Engagement & Policy

Raising awareness and understanding of innovative ideas and potential solutions is key to driving change and providing the tools to inform people and enable them to make a difference.



Sustainability for People, Animals & Environment

Developing places where people, animals and the environment all thrive is critical for the future of the world and tracking advances in science and technology that lead to a truly sustainable future for People, Animals & Environment.



Partner Support & Collaboration

Establishing constructive collaborations with strategic partners around the globe to deliver maximum and sustainable impact for People, Animals & Environment.



CAMPAIGNS

Global Awareness Campaign

The Global Awareness Campaign leverages the rapidly expanding, worldwide access to information to champion those choices leading to sustainable and more humane solutions. In 2020, there were reportedly over 5 billion unique mobile phone users worldwide -- 2/3s of the world's total population. Of these, 2.9 billion are using smartphones. These numbers translate to the growing access people have to an extraordinary global marketplace of ideas, technology, and science. People are now able to find information for almost any question quickly and conveniently via their smartphones. WellBeing International uses its multiple online properties to provide accurate and reliable information, in support of its global outreach efforts.

WellBeing International Outreach: The WellBeing International website (wellbeingintl.org) is the organization's hub for outreach, especially for the Global Awareness Campaign. In 2020, we redesigned and upgraded its website for a better user experience. In addition, we produced 22 email newsletters and promoted the lead articles through its social media accounts, reaching over 1.7 million people in 2020. WellBeing International participated in several international conferences and engaged in multiple workshops and virtual meetings during the year.

WellBeing International Studies Repository: WellBeing International's commitment to bring information to the world led to establishing the WellBeing International Studies Repository in 2020. This repository is an open-access collection of over 5,000 academic, archival and various other materials related to multiple disciplines within the fields of human, animal and environmental well-being. It recorded over 460,000 full-text downloads from more than 11,000 institutions in over 200 countries in 2020. The repository's importance to WellBeing International's mission reflects our understanding that access to current and historical materials, including time-series data, facilitates positive actions by individuals, communities, and governments worldwide.

Animal Sentience



The WellBeing International Studies Repository houses *Animal Sentience*, an academic journal focusing on the emerging science concerning what animals might feel in terms of pleasure, distress and pain. Animal sentience is a very important concept in the development of policies that underlie a more inclusive approach to the well-being of animals and people. The lack of language has long been a challenge in the recognition that animals, and even non-verbal humans, have feelings that matter. There were over 100,000 *Animal Sentience* articles downloaded in 2020 and that volume is growing exponentially, demonstrating the growth of interest in this topic.

Editor-in-Chief **Dr. Stevan Harnad** was the founding editor of the successful academic journal *Behavioral and Brain Sciences* published by Cambridge University Press. He has brought his considerable editorial experience, passion for the topic and thousands of former contacts from the fields of behavioral and brain sciences to build *Animal Sentience*.



Feel Better Campaign *focused on individuals*

Through the effective use of social media, world-wide access to the internet and its interconnected website, WellBeing International leverages its **Feel Better Campaign** to engage individuals on a global scale. We provide objective, credible and accurate information for individuals who seek knowledge to make better individual choices leading to a more sustainable world. This approach to change promotes the idea that small steps taken by many individuals will produce significant global change. The initiative also emphasizes the power of consumer demand to drive corporate and government actions leading to positive sustainable solutions.

WellBeing International is addressing two main areas where individuals can have a significant impact on global sustainability. Reducing per capita consumption in some parts of the world and reducing population growth in others would help the world reach true sustainability. In terms of consumption, food, especially animal products, has been a very significant factor in the loss of wild spaces.

Individuals can have a big impact on halting deforestation and rewilding land simply by changing their diets to eat fewer animal products. This would relieve the pressure on the world's forests and free up land for wild animals. Halting population growth will similarly make the goal of reaching a truly sustainable world much less difficult to achieve. While government policies will be important in both the reduction of consumption and reducing population growth, individual choices will also be very important for poverty reduction, increased sustainability and greater long-term biodiversity.

This campaign would not have been possible without the very generous support provided by the Pettus-Crowe Foundation.

*"I alone cannot change the world,
but I can cast a stone across the
waters to create many ripples."
-Mother Teresa*



Global Dog Campaign *focused on homeless dogs*

The Global Dog Campaign addresses the well-being of 300 million homeless dogs (out of an estimated 900 million total dogs) that are currently living on the streets across the globe. Through support for direct care, public education, improved data collection and sophisticated analysis, this campaign will deliver greater impact for the health of these dogs and the well-being of communities in which they live. Partners and others in Asia, Africa, and the Americas will end homelessness for hundreds of millions of dogs.

WellBeing International officially launched its Global Dog Campaign in 2020. We produced an estimate of global homed and homeless dog numbers to provide an initial target for the Campaign. However, WellBeing International intends to continue to refine its ability to estimate homed and homeless dogs, community by community and country by country. We plan to build partnerships with organizations in target communities where we will endeavor to identify which dog management practices benefit both the dogs and their communities. WellBeing International is also involved in projects looking at the dog supply/demand situation in the United States. We have developed a model to predict the dog population in any community in the USA based on human census data.

Grateful thanks to the Laura J. Niles Foundation and The Folke H. Peterson Foundation for their support without which this project would not have been possible.

Out of the approximate 900 million dogs in the world today, around 300 million dogs are homeless, lacking access to regular food, water and veterinary care.



IMPACT STORY

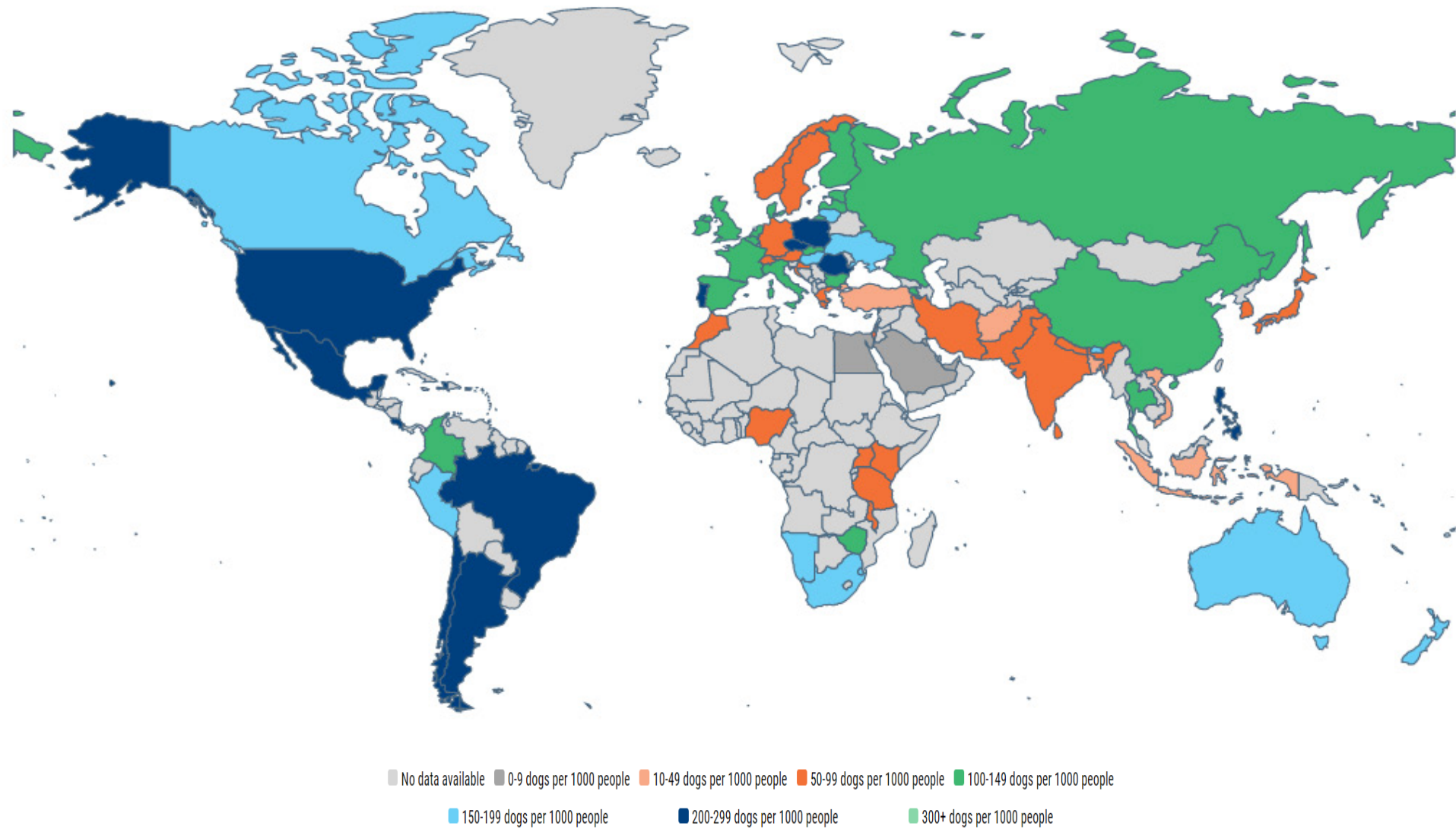
WellBeing International spent 18 months developing the necessary infrastructure for the Global Dog Campaign. The Campaign aims to improve both dog and community well-being and ultimately end dog homelessness.

WellBeing International's project is designed as an overlay for the many NGO and municipal efforts that are currently devoted to managing homeless dog populations humanely. For example, WellBeing International estimates that between \$100 million to \$1 billion is annually devoted to humane dog management in Asia, Africa and Latin America. However, few resources are allocated to tracking the success or failure of these projects and learning what does or does not work. WellBeing International intends to leverage the efforts of selected programs implemented by partner groups to demonstrate how they are improving dog and community well-being and how dog management can be scaled up across the world and applied more effectively for the benefit of all.

We have produced a preliminary analysis of the global homeless dog situation based on available (albeit limited) data. We estimate that there are approximately 900 million dogs in the world today and that around 300 million are homeless (i.e., lacking access to veterinary care and regular food and water). These numbers differ from the many claims in the literature that suggest that most dogs in the world are homeless.

Our Costa Rica project, launched in 2020 at the height of the pandemic, indicates what the systematic collection of data can deliver in terms of insights regarding dog management and changing human-dog interactions over time. For example, in the USA, around one-third of the dogs in the country in 1950 were homeless. Today, less than 1% are homeless. Most of the reduction in dog homelessness in the USA occurred from 1950 to 1980. Over the last twenty years, we have observed a similar reduction in dog homelessness in Costa Rica





In 2003, a survey (conducted by *World Animal Protection* — then the *World Society for the Protection of Animals*) reported that only 18% of owned dogs were sterilized and only 27% slept indoors at night. In 2020, WellBeing International conducted a follow-up survey of dog ownership and street dogs in Costa Rica and found that 62% of owned dogs were sterilized and 67% slept indoors at night. The street dog surveys saw very few dogs roaming loose on the street, thus confirming anecdotal reports that street dogs in Costa Rica were disappearing. WellBeing International believes that, in the past twenty years, Costa Rica has experienced the same transition in dog ownership that occurred in the United States from 1950 to 1980.



There has also been significant growth in the number of veterinary clinics in the country since 2000. This growth is an indirect measure of changing human-dog interactions in the country. In addition, a large animal shelter in the main metropolitan area of Costa Rica has seen a big increase in adoptions and a big decline in euthanasia. Over the last four years, the shelter's live release rate has exceeded 90%. Taken together, the data on Costa Rican dogs collected by WellBeing International and the data from the veterinary clinic indicates that the homeless dog population in Costa Rica has declined in the last twenty years. We suspect that this change in human-dog interactions may be occurring across Latin America.

WellBeing International suspects that similar changes in human-dog interactions may be occurring across Latin America. This would be good news for the Global Dog Campaign because relative dog populations in Latin America are amongst the highest in the world. If dogs in the continent are already beginning to move off the streets and into homes, then it will mean that achieving the goal of no more homeless dogs will occur quicker than projected.

Looking Forward from the CEO

The magnitude of the pandemic's impact on the world is staggering. If a positive can be found from this horrific global experience, may it be the growing individual and global awareness that people, animals, and the environment are deeply interconnected. We hope for a future where people relate and connect to each other, where people embrace sharing the world with animals on land and in water, and where people are fully committed to protecting the environment and its biodiversity.

In the coming year, we will strive to expand our strategies to make relevant, reliable, and objective information, reports, and stories easily accessible to the world. Our efforts will include increasing the materials in the WellBeing International Studies Repository, an open access collection of materials providing information and data covering people, animals, and the environment. We will continue to publish our monthly newsletters -- WellBeing News and Tales of WellBeing -- which are distributed by email, posted to our social media channels, and archived on our website. In 2020, we recognized the power of social media to deliver messages to a growing audience across the world. We will continue to expand our presence on those channels while maintaining our reputation for providing high quality, accurate information covering a diverse array of relevant topics. Finally, we will expand our Feel Better and Global Awareness Campaigns to drive social change.

Our Global Dog Campaign to end dog homelessness will pick up its pace in the coming year. WellBeing International will concentrate on fundraising to be able to expand the project into new communities and countries. We will refine our predictive model to provide numbers for total, homed, and homeless dog for each country. To scale the Global Dog Campaign will entail partnering with community organizations and municipal authorities and convincing them to establish long-term, humane dog management policies of which we are committed to do.

Finally, we are grateful to our partners and our donors -- both foundations and individuals -- who have believed in our vision and mission. We look forward to working with all to make a difference in the world for people, animals, and the environment.



A handwritten signature in black ink that reads "Kathleen Rowan".

Kathleen Rowan
CEO

Board of Directors

Andrew Rowan, President & Chief Program Officer
 S. Chinny Krishna, Vice President
 Kathleen Rowan, Secretary & Chief Executive Officer
 William Voorhees, Treasurer

Global Ambassadors

Arnold Arluke, PhD
 Andrea Gung
 John Hadidian, PhD
 Hemanta R. Mishra, PhD
 Jennifer Sullivan, JD
 Keiko Yamazaki

Editor-in-Chief, *Animal Sentience*

Stevan R. Harnad, PhD



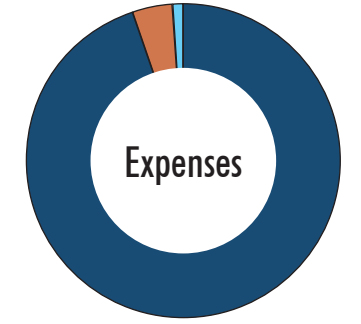
Financial Operations Report *for the year ending December 31, 2020*

Statement of Financial Position (Audited)

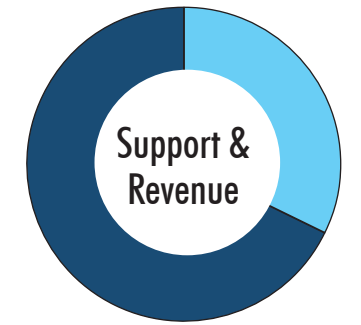
Assets	Liabilities	\$	104,626
Cash and cash equivalents		\$	164,313
Prepaid expenses			14,932
Receivables			645
Fixed assets, net of deprec./amort.			2,135
Intangible assets			1,710
Total Assets		\$	183,735
	Liabilities		
	Net Assets		
	Without donor restrictions		79,109
	With donor restrictions		-
	Total Net Assets	\$	79,109
	Total Liabilities and Net Assets	\$	183,735

Statement of Activities and Changes in Net Assets (Audited)

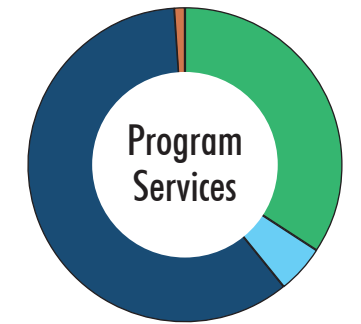
	Without Donor Restrictions	With Donor Restrictions	Total
Support and Revenue			
Contributions	\$ 60,279	\$ 137,194	\$ 197,473
In-kind contributions	415,250	-	415,250
Net assets released from donor restrictions	137,194	(137,194)	-
Total Support and Revenue	\$ 612,723	\$ -	\$ 612,723
Expenses			
Program Services			
Healthy, Humane Communities	181,410	-	181,410
Sustainability-People, Animals & Environment	26,446	-	26,446
Education, Engagement & Policy	316,323	-	316,323
Partner Support & Collaboration	5,490	-	5,490
Total program services	529,669	-	529,669
Supporting Services			
Management & general	23,523	-	23,523
Fundraising	5,222	-	5,222
Total supporting services	28,745	-	28,745
Total Expenses	\$ 558,414	\$ -	\$ 558,414
Change in Net Assets	\$ 54,309	\$ -	\$ 54,309
Net Assets at Beginning of Year	\$ 24,800	\$ -	\$ 24,800
Net Assets at End of Year	\$ 79,109	\$ -	\$ 79,109



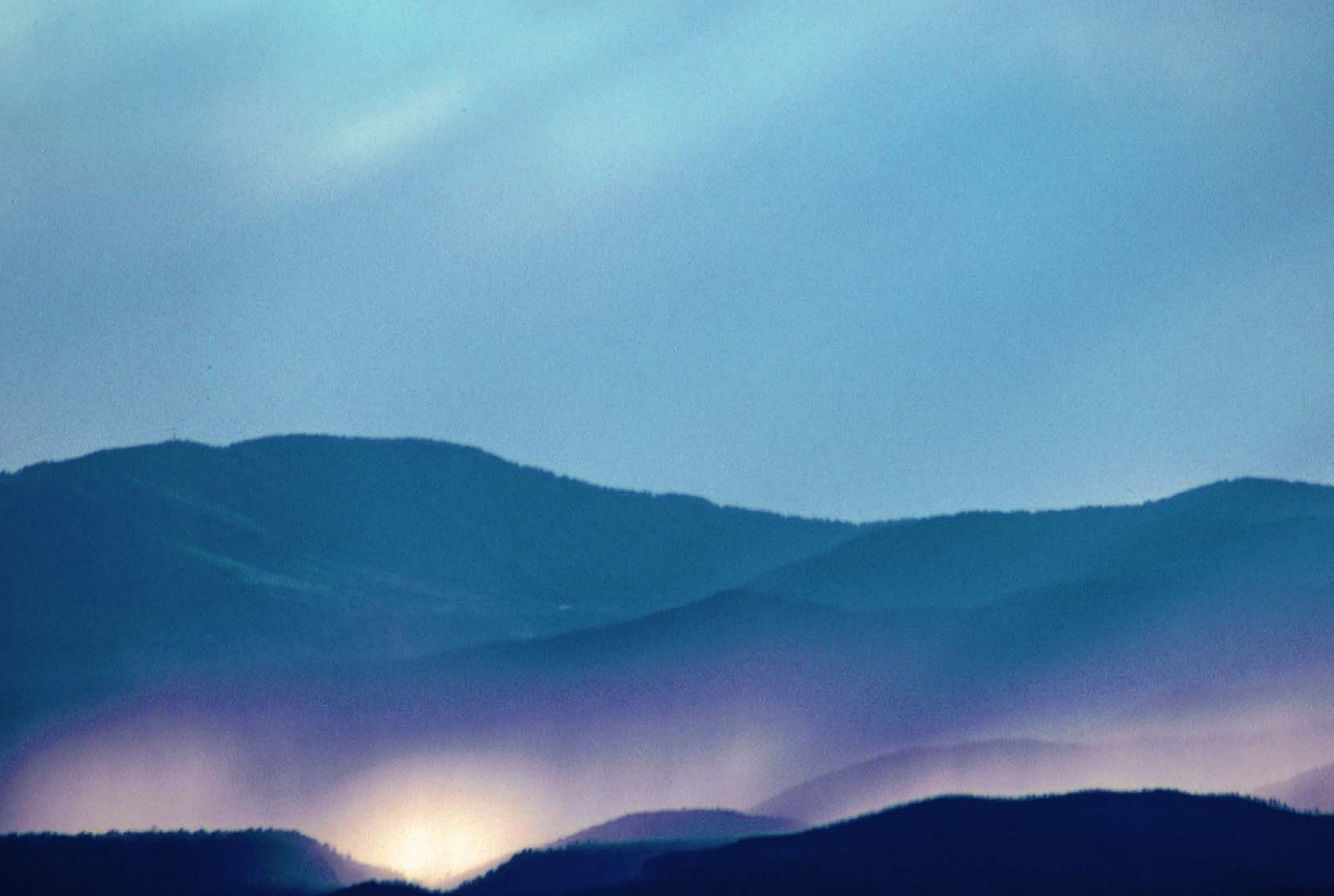
95% \$529,669 Programs
 4% \$23,523 Management & General
 1% \$5,222 Fundraising



68% \$415,250 Contributions
 32% \$197,473 In-Kind Contributions



60% \$316,323 Education, Engagement & Policy
 34% \$181,410 Healthy, Humane Communities
 5% \$26,446 Sustainability: People, Animals & Environment
 1% \$5,490 Partner Support & Collaboration



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