

2021 Annual Report



WellBeing
INTERNATIONAL

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WellBeing International is a U.S. 501(c)(3) nonprofit organization dedicated to finding solutions to improve the well-being of People, Animals, and the Environment.

Vision - WellBeing International envisions people, animals, and the environment thriving in a healthy and harmonious world.

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

Values - Excellence, Respect for People, Animals, and Environment, Innovation, Accountability & Transparency, and Cooperation & Collaboration.



Message from the President

2021 was challenging for people, animals, and the environment. The UN's COP26 conference was a visible sign of global concern, but there was a disconnect between optimism and reality. There were some positives. The reduction in international travel lowered greenhouse gas emissions, and sea turtles again laid eggs on empty tourist beaches in Thailand. The absence of office and retail workers created more space for urban wildlife, exemplified by the photograph of wild goats strolling along a deserted street in Wales.

Any pandemic-related challenges for WBI were mitigated mainly by its early strategic decision to rely on technological solutions, minimal bricks and mortar, and recruitment of remote, highly skilled professionals. WBI supported the Global Dog, Feel Better, and Global Awareness Campaigns through continued data collection and publication, direct care support, webinars, website, social media, and newsletters. The 5,500-item collection in our open-access WBI Studies Repository recorded approximately 500,000 downloads. However, the pandemic's travel restrictions meant that WBI could not engage in international meetings or academic fora or meet with partners and current and potential donors as planned.

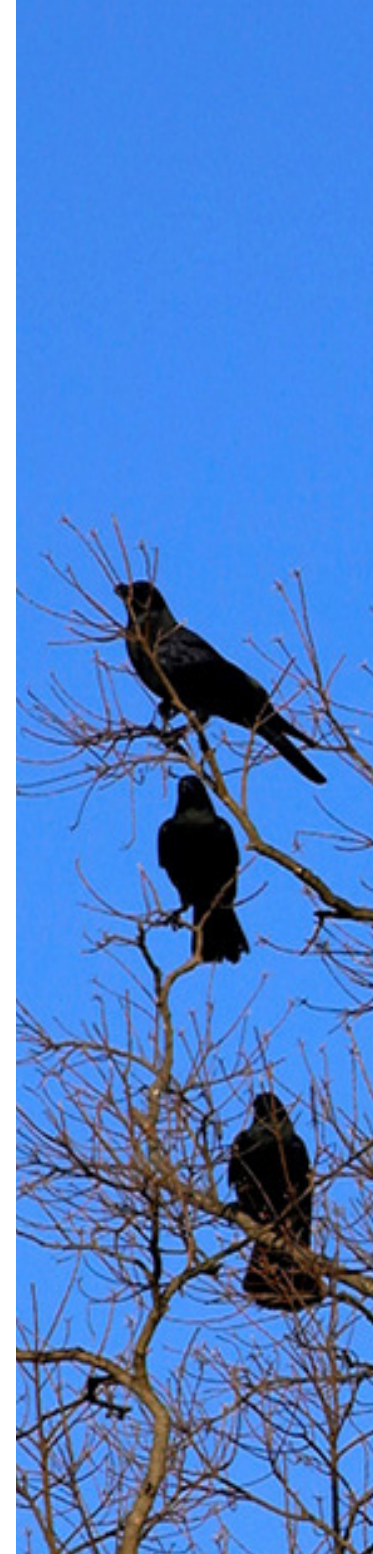
In 2021, WBI held three successful webinars on invertebrate sentience and global dog homelessness, covering a wide range of WBI's focus areas, including wildlife protection, urban wildlife issues, land use and meat production, laboratory animals, human happiness & subjective well-being, and effective ways to manage dogs and cats in urban communities.

WBI's virtual infrastructure, data-centric approach, promotion of the work and successes of others, and everyday commitment to its values continued to deliver positive impacts for people, animals, and the environment through 2021.

We extend our gratitude to our volunteers, including our Board members (two new ones added in 2021), our Global Ambassadors, and our donors, supporters, and readers throughout the pandemic. We need and appreciate your support!



Andrew Rowan, President



Programs

WBI is committed to the concept that people, animals, and the environment are tightly connected and dependent on the well-being of each other. All programs are developed, designed, implemented, and evaluated, considering WBI's four overarching concept program areas outlined in the right-side graphic.

Innovation in design is emphasized, and excellence in delivery and impact are required. Global teams include recruited experts with the appropriate skill sets to deliver results and a demonstrated ability to work within and as a team. Collaboration and support with local partners are our duty. Integrity beyond reproach and transparency and accountability are commitments for each program.



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 & 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. 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 & Programs

- Global Dog Campaign
- Global Awareness Campaign
- Feel Better Campaign
- WBI Studies Repository

Focus Areas

- Wildlife
- Land Use
- Companion Animals
- Animal Sentience
- Animal Research
- Urban Wildlife
- Climate
- Alternative Energies
- Human Subjective Well-being
- World Happiness
- Alternative Proteins





GLOBAL DOG CAMPAIGN

In 2021, WBI continued the Global Dog Campaign (GDC) work to end global dog homelessness despite pandemic-related challenges. In Costa Rica, the GDC provided sterilization and vaccination services and continued data collection and analysis to evaluate its impact. WBI worked with various local organizations to refine and improve global dog campaign processes and procedures. A draft manuscript on dog demographics learned in Costa Rica has been submitted for publication. Once published, this manuscript will be an open-access resource to share with those working on or interested in the topic.

WBI gave presentations on global dog issues, including a WBI-hosted international webinar on the topic, and participated in numerous meetings on how to end dog homelessness, including one with the Mars International Advisory Board. WBI produced periodic articles on the GDC, cat and dog homelessness, and the need for dog and cat data. Those articles were distributed through email, social media, and the WBISR. WBI has also been involved in a study of USA pet dog supply and demand. Understanding the flow of dogs into and out of the US pet dog population has been challenging.

Global Awareness Campaign

The Global Awareness Campaign leverages rapidly expanding access to information to champion choices leading to sustainable and more humane solutions. In 2021, there were reportedly over seven billion mobile phones worldwide. Of these, 6.64 billion are smartphones. The global community's ability to access a worldwide marketplace of ideas, technology, and science is astounding; people can now find answers to almost any question quickly and conveniently via their smartphones. As a result, WBI uses multiple digital platforms (email, website, social) and online resources (WellBeing International Studies Repository) to deliver accurate and reliable information on its focus areas to the global citizenry.



Global Awareness Campaign - Focus Areas

Wildlife & Environment

Wildlife conservation and protection are consistent themes in our outreach efforts. In one article, we highlighted the threat to the [rhino population in South Africa](#), which has experienced an alarming decline in the last several years due to poaching of their horns. Tigers, another charismatic species, were the focus of a three-part series in WBI's *Tales of Wellbeing*, starting in the [December 2021 issue](#).

Human Happiness

Interest in human happiness and subjective well-being continues to grow as an alternative to GDP growth as a measure of national success. In 2021, [WBI reviewed the annual World Happiness Report](#) and commented on new national efforts, such as in [New Zealand](#), the annual budget of which now focuses on supporting ways to improve citizen happiness and wellbeing rather than on GDP.

Companion Animals

Media reports of the increased demand for "pandemic pets" was not supported by data. Instead, it was the shelters' declining intake that caused their emptying. Vet clinics did, however, see an increased demand for their services, and as a result, appointments were harder to obtain. The Global Dog Campaign drew attention to [positive impacts of humane dog management](#) and we are now also tracking domestic [cat management success stories](#).



Climate Change

WBI produced reports on the Conference of Parties on Climate Change (COP26) distributed via WBI's social media channels, reaching ~2M individuals. Climate change content continues to be sought out and shared. This level of interest indicates that people are paying close attention to the issue while increasingly opposing investments in fossil fuel production and use.

Use of Animals in Laboratories

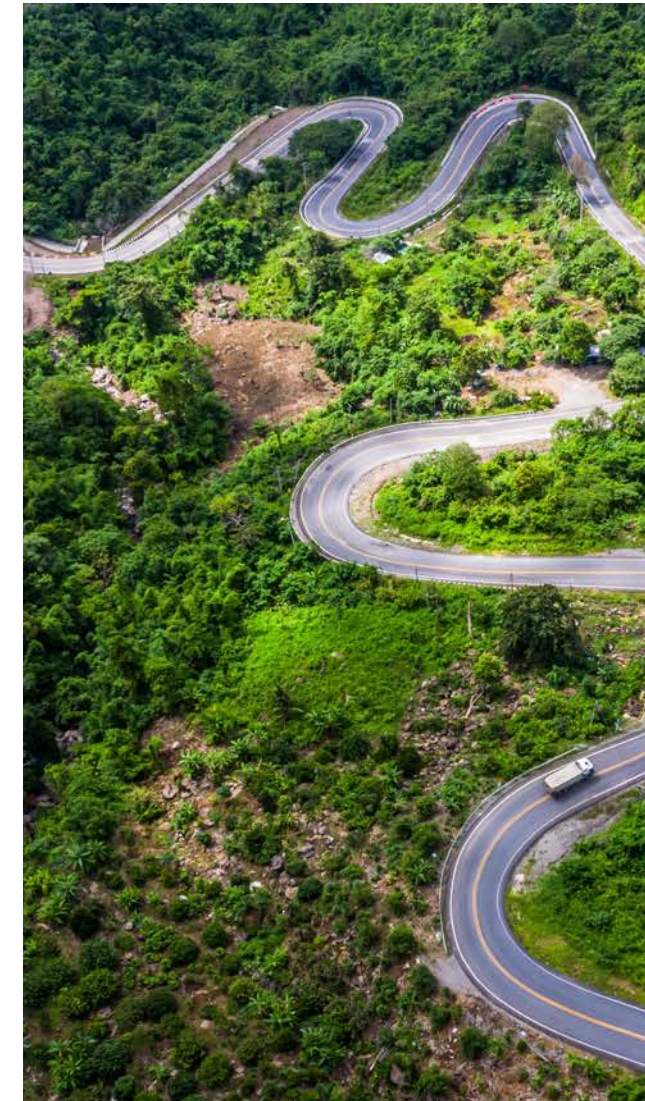
WBI drew attention to patterns of changing laboratory animal use and new technologies, reducing reliance on laboratory animals. The then NIH Director's prediction in his 2016 testimony before the US Senate that drug discovery and safety testing would be primarily conducted without laboratory animals within ten years may become true. WBI continues to monitor and report on developments in this arena.

Land Use & Global Food

WBI addressed the issue of land use as a core factor in the loss of biodiversity globally. Over 75% of habitable land is devoted to producing animal products for human consumption. Animal production is inefficient and accounts for a small percentage of total food calories and protein. Switching land use to grow alternative proteins would support wildlife and biodiversity, produce sufficient food for 8B people, and reduce risks to human health from increasing antimicrobial resistance.

Animal Sentience

See [*Animal Sentience Impact Story*](#) (pg 14).



Feel Better Campaign

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

The Feel Better Campaign promotes the idea that small steps taken by many will produce significant global change. The initiative emphasizes the power of consumer demand to drive corporate and government actions leading to positive, sustainable solutions. WBI focuses on two areas where a change in numerous individuals' behavior can significantly impact global sustainability: change in diet and population control. In some parts of the world, individuals must concentrate on reducing per capita consumption, eating lower on the food chain, and switching to renewable energy sources. In other parts of the world, the focus must be on reducing population growth and switching to renewable sources for growing energy demand.

The Feel Better campaign would not have been possible without the generous support of the Pettus-Crowe Foundation.

Feel Better Campaign (cont.)

WBI leveraged the Feel Better Campaign to engage individuals in the discussion globally through the effective use of email, social media, and online resources. For example, [WBI's article on the COP26](#) last year reached almost 2M through paid social media.



Individuals can significantly impact deforestation and rewilding land by reducing the consumption of animal products. Such changes would relieve the pressure on the world's forests and free up habitable land for wild animals. Slowing population growth will similarly make the goal of reaching a sustainable world much less challenging to achieve. While government policies can be crucial in reducing overall consumption and population growth, individual choices can also reduce poverty and increase global sustainability and long-term biodiversity.



WellBeing International Studies Repository

The WellBeing Studies Repository (WBISR) is vital in maintaining and protecting critical historical materials and contemporary reports on the well-being of people, animals, and the environment as they are not published in academic journals nor stored in major libraries. WBISR is open access, enabling anyone with access to the internet to read and download all materials free of charge. It has become evident that digital repositories, coupled with expert curation, are an efficient means of democratizing information and broadening researchers' and advocates' access to crucial documents across the globe.

WBISR also houses the *Animal Sentience* journal, launched in 2015, published by WBI, and edited by its founding Editor-in-Chief, Dr. Stevan Harnad. Previously, Dr. Harnad, an internationally recognized cognitive scientist, was the founding editor of *Behavioural and Brain Sciences*, a high-impact journal published by Cambridge University Press. WBI is fortunate that Dr. Harnad volunteered to be its Editor-in-Chief and remains so today.

WBISR's content inventory includes over 5,500 items. Its success may be measured by the growth in the number of downloads of full-text articles. After seven years of operation, WBISR users have downloaded 450-500K articles annually, of which approximately 100K are *Animal Sentience* articles. Since WBISR was launched in 2014, there have been 3.1M usages by individuals at 32,666 institutions in 231 countries & territories.

Impact Story: Animal Sentience



"Sentience is the capacity to feel – feel anything, whether positive, neutral, or negative – and includes the capacity to suffer. Sentience is different from sapience, the capacity to think."

*~Stevan R. Harnad, PhD, Editor-in Chief, *Animal Sentience**

Impact Story (cont.)



Introduction

Since its creation, WBI has been committed to developing a better understanding of animal sentience, gaining a consensus on the issue, and providing credible guidance for policymakers and other stakeholders. Animal sentience - of both vertebrates and invertebrates - has become a global topic of discussion.

Context

Although many nations and regions have included language in legislation asserting that animals are sentient, there continues to be questions about what is meant by sentience, which vertebrate and invertebrate animals should be identified as sentient, and what the impact of such legislative and policy language will be on how animals are treated or addressed in legal cases. It is generally accepted that significant progress can be made by improving the understanding of animal sentience.

2021 Developments

Early in 2021, WBI received a grant from the *Centre for Effective Altruism* to produce a report on the sentience of invertebrates and expand its coverage of invertebrate animal sentience through live webinars. An [annotated bibliography on invertebrate sentience](#) was also created and is now published in the WBSIR for easy reference.



Impact Story (cont.)

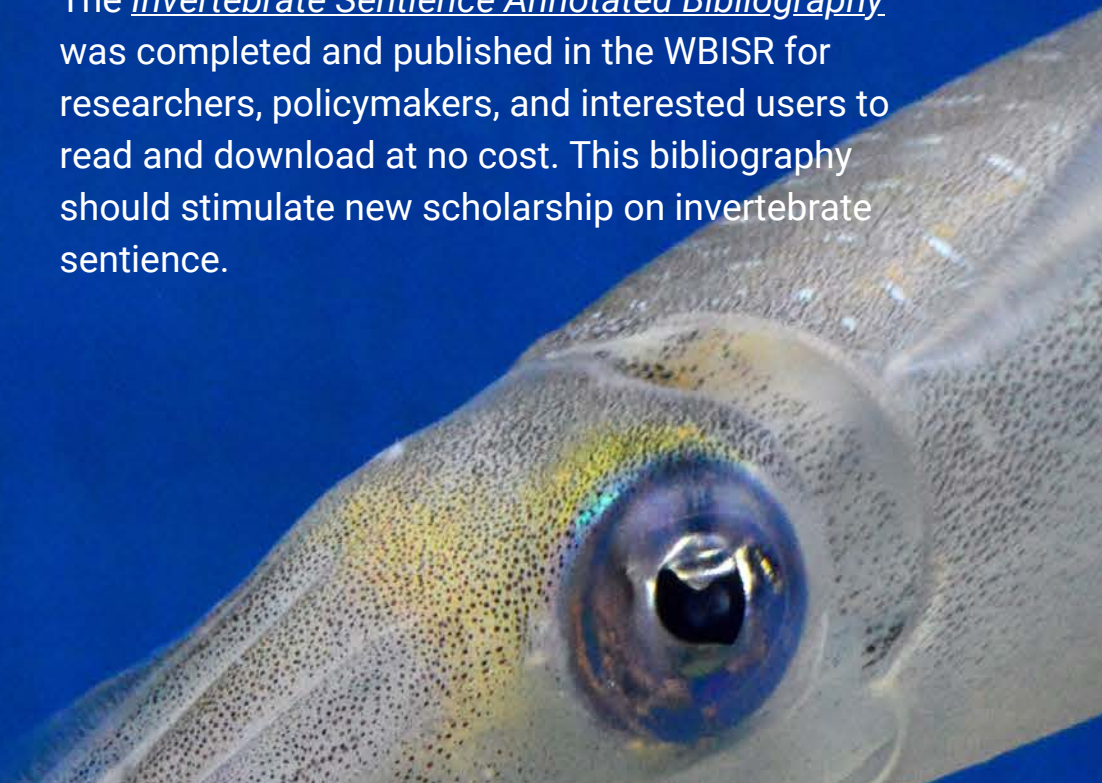
Impacts

The invertebrate animal sentience webinars were held on October 20 and 27, 2021, featuring two groups of experts covering the potential sentience of cephalopods, crabs, and insects. The level of interest in the topic was surprising. Approximately 3,000 people registered for the two webinars over a few weeks, with nearly 2,000 attending the webinars. Since then, an additional 2,500 people have viewed the webinars on WBI's YouTube channel, and another 5,000 have visited [WBI's webinar web page](#). WBI's animal sentience-related Facebook posts recorded 272,048 post engagements and reached more than 1,762,201 people.

One of the webinar's speakers -- Dr. Jonathan Birch, Professor of Philosophy at the London School of Economics -- consulted for the British Government in 2021 on their planned legislation on animal sentience.

On the advice of Dr. Birch and his team, decapod crustaceans (crabs and lobsters) and cephalopods (squid and octopus) were declared sentient beings and hence a covered species in the bill. This bill received royal assent on April 28, 2022, and became the law of the land.

The *Invertebrate Sentience Annotated Bibliography* was completed and published in the WBISR for researchers, policymakers, and interested users to read and download at no cost. This bibliography should stimulate new scholarship on invertebrate sentience.





Looking Forward from the CEO

While the globe is on a troubling track, the future need not be a steady descent into disaster. New research indicates that human mental health is improved in the presence of nature and greater biodiversity. We have many opportunities to increase sustainability and protect wildlife, nature, and biodiversity:

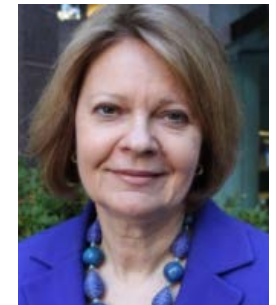
- The passage of a resolution by the United Nations Environment Assembly that recommends the production of a “nexus” report integrating concerns for animal welfare, the environment, and sustainable development is a significant step forward. The core elements of the resolution (the nexus between people, animals, and the environment) are critical concerns for WBI and were founding principles for the organization. With the resolution’s approval, we will become more directly involved in the effort to implement the resolution and integrate UN policies on sustainable development with animal welfare and environmental concerns.
- WBI will focus on other overarching drivers related to global sustainability, including limiting human population growth and human consumption of global resources.

Although complex, if we can address them more effectively, the world will have a better chance of achieving a sustainable future.

WBI will continue to support our *Global Dog*, *Global Awareness*, and *Feel Better* campaigns by leveraging our many platforms and channels to engage supporters individually and globally. While WBI has established an efficient, productive infrastructure, we now need to focus on developing the resources to scale and support these various programs and campaigns.

Peter Drucker said, “the best way to predict the future is to create it.” Enhancing sustainability and biodiversity can produce win-win-win solutions for people, animals, and the environment. Appropriate actions by individuals and global communities can (and already do) positively impact our world.

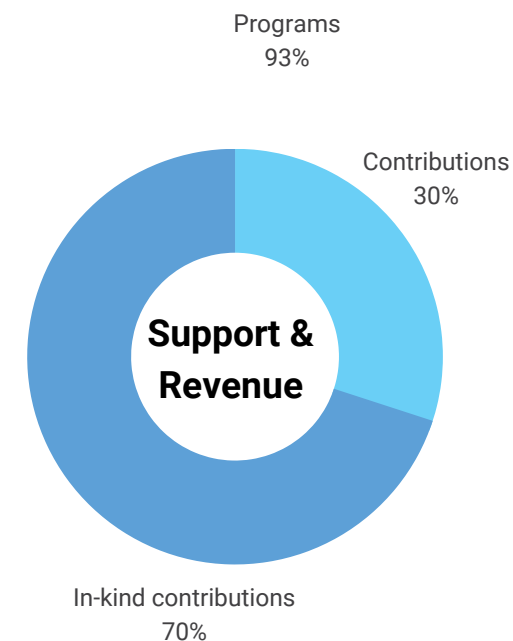
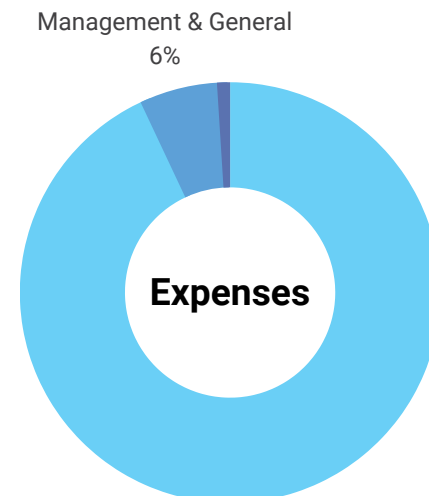
Kathleen Rowan, CEO



Financial Operations Report *for the year ending December 31, 2021*

Statement of Financial Position (Audited)			
Assets		Liabilities	
Cash and cash equivalents	\$107,965	Liabilities	\$62,737
Prepaid expenses	14,085	Net Assets	
Receivables	51,654	Without donor restrictions	112,594
Fixed assets, net of deprec./amort.	1,230	With donor restrictions	1,313
Intangible assets	1,710	Total Net Assets	\$113,907
Total Assets	\$176,644	Total Liabilities and Net Assets	\$176,644

Statement of Activities and Changes in Net Assets (Audited)			
Support and Revenue	Without Donor Restrictions	With Donor Restrictions	Total
Contributions	\$100,607	\$69,650	\$170,257
In-kind contributions	406,800	-	406,800
Net assets released from donor restrictions	68,337	(68,337)	-
Total Support and Revenue	\$575,744	\$1,313	\$577,057
Expenses			
Program Services			
Healthy, Humane Communities	126,531	-	126,531
Sustainability-People, Animals & Environment	19,820	-	19,820
Education, Engagement & Policy	357,793	-	357,793
Partner Support & Collaboration	2,737	-	2,737
Total program services	506,881	-	506,881
Supporting Services			
Management & general	33,300	-	33,300
Fundraising	2,078	-	2,078
Total supporting services	35,378	-	35,378
Total Expenses	\$542,259	-	\$542,259
Change in Net Assets	\$33,485	\$1,313	\$34,798
Net Assets at Beginning of Year	\$79,109	-	\$79,109
Net Assets at End of Year	\$112,594	\$1,313	\$113,907



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

Board of Directors

Andrew Rowan, *DPhil, President & CPO*
S. Chinny Krishna, *PhD, Vice President*
Kathleen Rowan, *MPA, CPA, Secretary & CEO*
William Voorhees, *CPA, Treasurer*
Eric Bernthal, *JD, Director*
Jacqueline Bruner, *PhD, Director*
Julie Levy, *Director, DVM, PhD, Director*

Editor-in-Chief, Animal Sentience

Stevan R. Harnad, *PhD*

Global Ambassadors

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

Photograph by Joe Connors (1948-2021)

We celebrate Joe's life and his keen eye for the wonders of the world.





 **WellBeing**
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