

# 2022 Annual Report



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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

The Russian invasion of Ukraine and the resulting loss of lives and displacement of millions of people and their animals generated an immediate response from WBI. We launched the Ukraine Rescue, Relief, and Rebuild Consortium (U3R) with four partners. The U3R's vision and mission includes rescuing and providing relief for the Ukrainian people and their animals and helping to rebuild the country. WBI views the U3R as a long-term program. In 2022, WBI visited two of our U3R consortium partners, Sloboda Zvierat in Slovakia and Save the Dogs and Other Animals in Romania, and continued its active engagement with the US-based members of U3R, The Street Dog Coalition and Tigers in America.

WBI was founded on the core tenet that people, animals, and the environment are tightly connected and dependent on the well-being of the others. Therefore, WBI engaged with the UN Environment Program Nexus initiative to identify the links between animal welfare, the environment, and global sustainability. WBI believes establishing the links would have significant positive implications for the future. WBI developed a detailed resource

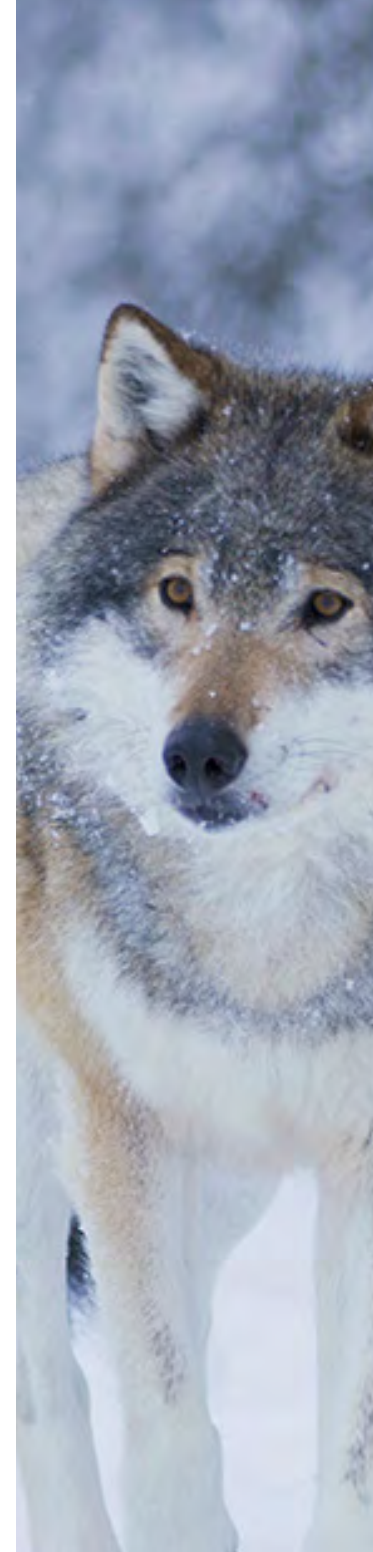
document and placed it in a special Nexus exhibit in the WBI Studies Repository where anyone can access it. This document includes valuable input from experts recruited to address One Health, wildlife welfare, farm animal welfare, and the economics of welfare.

The WBI Studies Repository, newsletters, and social media outreach support WBI's ongoing Global Awareness, Feel Better, and Global Dog campaigns. The WBI Studies Repository hosts the academic journal *Animal Sentience*, which informs the continuing development of animal welfare science.

Finally, we extend our gratitude to all our supporters, including our Board members, Global Ambassadors, newsletter contributors, donors, and readers, without whose interest and support we would not exist. Thank you very much for your continued participation!



Andrew Rowan, *President*



## Campaigns & Programs

- Ukraine Rescue, Relief & Rebuild
- 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, Biodiversity & UN
- Alternative Energy
- Human Subjective Well-being
- World Happiness
- Alternative Proteins

## 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:

- Build Healthy, Humane Communities
- Sustainability for People, Animals & Environment
- Education Engagement & Policy
- Partner Support & Collaboration

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.



## Global Dog Campaign

In 2022, WBI continued to deliver on its Global Dog Campaign (GDC) to end dog homelessness for an estimated 300 million dogs worldwide. The Campaign includes direct care and data-gathering projects. The resulting analyses identify effective interventions that could end dog homelessness worldwide. For example, in 2022, *Frontiers in Veterinary Science* published a paper by WBI that reported on a 2020/1 survey of dogs in Costa Rica modeled on earlier studies that allowed WBI to document a significant positive change in human-dog interactions in the country over the last twenty years.

In the United States, WBI spoke at two 2022 conferences examining the supply and demand for pet dogs. WBI has gathered one of the most extensive historical datasets on US dog populations and shelter dog demographics.

Systematic data gathering and analysis are essential elements of WBI's Global Dog Campaign. For example, our GDC webpage notes that WBI is working with Mayhew Afghanistan to analyze their Kabul dog data and assist in the planning and evaluation of their dog rabies vaccination and sterilization project in Afghanistan.



GLOBAL DOG CAMPAIGN

## Global Awareness Campaign

The Global Awareness Campaign continues its commitment to effect creative solutions to the world's challenges. The Campaign provides international organizations, governments, policymakers, and influencers with credible and accurate information supporting the development and implementation of a sustainable world for future generations. Modern technology allows global citizens to access an enormous amount of information quickly and easily. WBI is committed to using modern technology to distribute reliable and accurate information via WBI's digital studies repository, website, publications, social media, and email outreach channels.



# Global Awareness Campaign - Focus Areas

## Wildlife & Environment

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Wildlife conservation and protection continue as consistent themes in our efforts. The human-wildlife conflict is an ongoing challenge. For example, there are surprising levels of conflict with wolves in Europe and the US, while relatively simple measures reduce human conflict with lions in Africa. Wildlife welfare is a growing interest, especially for wild animals adapted to urban ecosystems.

## Human Happiness

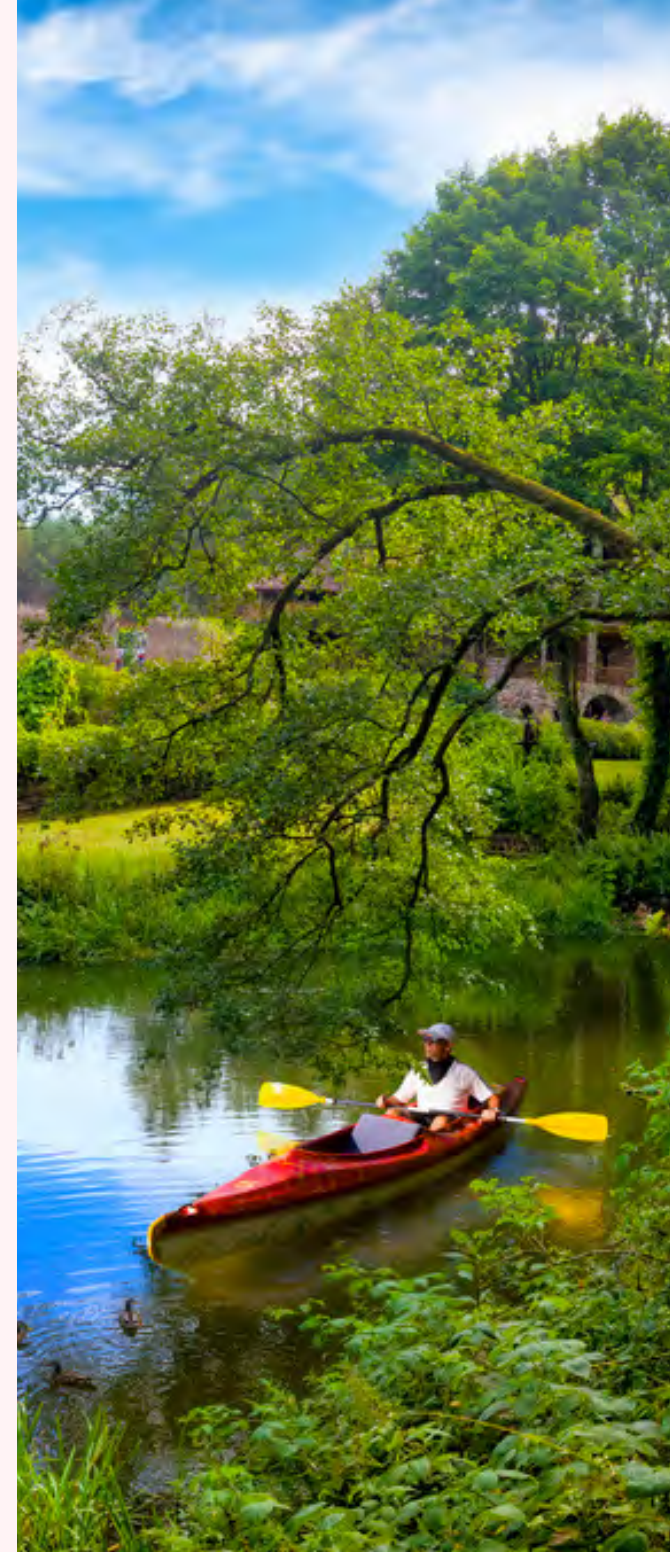
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Human happiness and its measurement continue to develop. Relatively simple surveys of subjective well-being provide reliable data on human happiness and have led to interesting insights. For example, human subjective well-being is at its lowest point in one's thirties and then increases steadily as one ages. Relatively simple lifestyle changes improve an individual's subjective well-being .

## Companion Animals

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WBI continues to track demographic data on pets in the USA and globally. Pet supply data is incomplete, leading to challenges in understanding national pet supply and demand trends. A shortage of veterinarians developed during and after the pandemic. Animal shelters have struggled to maintain their veterinary activities leading to a reported decline in the number of companion animal sterilizations.





## Global Awareness Campaign - Focus Areas (cont.)

### Climate Change, Biodiversity & UN

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WBI tracks and reports on the various UN Initiatives addressing climate change-COP 26 in 2021 & COP27 in 2022, and biodiversity-COP15. Switching to renewable energy will involve significant logistical challenges. A 2022 report indicates that a US change to greener energy sources would generate long-term economic benefits. Changes by other developed countries would see similar benefits.

### Use of Animals in Laboratories

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WBI monitors the use of laboratory animals and the replacement of animals by NAMS (standing for "non-animal methods" or "new approach methods"). The world is close to ending the use of animals in drug development and safety testing. If such a switch occurs by 2026, it would affirm a 2016 prediction by NIH Director Dr. Francis Collins, announced during 2016 US Senate budget hearings.

### Land Use & Global Food

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Wild mammals comprise only 4% of global mammalian biomass (humans 36% and domestic livestock 60%). The conversion of wild lands to raise crops for livestock feed or to graze livestock is a significant factor in the loss of biodiversity and the threatened sixth mass extinction of wild animals. Switching to a diet based on alternative or cultured proteins could lead to a rewilding of as much as 75% of the world's land area.



## Global Awareness Campaign - Focus Area: 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 Harnad, PhD., Editor-in-Chief, Animal Sentience.*

"With animal sentience and animal cognition, the question is: which doings, and doing-capacities are credible and reliable correlates and predictors, hence evidence, of feeling and feeling capacity? Feelings do not refer to just the pleasurable or aversive states. Most feelings are affectively neutral sensations, including what it feels like to hear, taste, touch or see something. Felt states also include 'cognitive' states, such as what it feels like to recognize someone, to recall something, to want something, or to think something."

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





## Feel Better Campaign

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

*~Mother Theresa*

WBI continues to promote the importance of individuals obtaining credible and accurate information to inform their choices and contribute to making our world sustainable for future generations. Collaborating with the Global Awareness campaign, the messaging and information are focused on and for the individual, their families, and communities. Needed changes to make our world a better place start with each individual and build outward. At no time have individuals had access to more information, albeit not all credible. WBI is committed to providing relevant, credible, and accessible information for individuals, researchers, government officials, and business leaders.

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

## Feel Better Campaign (cont.)

WBI continues to leverage its worldwide outreach through social media channels, websites, WBI Studies Repository, newsletters, and publications to engage individuals worldwide. WBI's newsletters on climate change (COP26 & COP27), biodiversity (COP15), and the UNEP Nexus resolution are widely read.



Through individual choices, people can affect garbage accumulations, establish community green areas, reduce pollution, choose lower on the food chain menus, and help manage overall consumption and population growth. All these actions are critical to achieving sustainable world goals for future generations.



## WellBeing International Studies Repository

The [WellBeing Studies Repository](#) (WBISR) is a curated digital repository for critical historical materials and contemporary reports on the well-being of people, animals, and the environment, including the journal *Animal Sentience*. The WBISR democratizes information through its open access, bringing information and knowledge to the world.

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**Since 2014, the WBISR has had 3.5M usages across 232 countries, representing individuals from 35,000 institutions. In 2022 alone, the WBISR has had about 550,000 uses and more than 5,700 documents in its inventory.**

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WellBeing International is committed to providing free access to essential materials and works that may not be readily available worldwide. WBISR is searched by Google and Google Scholar, increasing the likelihood that interested users will find and access relevant information.

WBISR also features the international journal *Animal Sentience*, edited by cognitive scientist Dr. Stevan Harnad. *Animal Sentience* is indexed by SCOPUS, one of the largest abstract and citation databases of peer-reviewed literature, and by the Directory of Open Access Journals.


# Impact Story: Ukraine

## Introduction

The conflict in Ukraine has subjected the people of Ukraine and their animals to the terror of ongoing bombardments, summary executions, assaults, loss of loved ones, and cities and towns reduced to rubble. These actions have created a mass exodus of people who have lost any sense of safety that most of us take for granted. They are fleeing, trying to save their own lives and the lives of family members, including their pets.

- Invasion Date: February 24, 2022
- Ukraine pre-invasion population: 44M (*World Bank*)
- Ukraine refugee situation: 5M Registered for Temporary Protection (*UNHCR-Mar 2023*)
- Ukraine infrastructure destroyed 2022: \$138B (*Statista*)
- Over 1M animals at risk (*Estimated*)
- Damage to shelters and zoos
- Significant increase in homeless companion animals



 Ukraine Rescue,  
Relief & Rebuild



## Impact Story: Ukraine (cont.)

### 2022 Developments

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WBI created the Ukraine Rescue, Relief & Rebuild (U3R) consortium in response to the invasion. Each partner offers unique skill sets to respond to the immediate needs of the Ukrainian people and their pets, with each partner committed to continuing their efforts through rebuilding Ukraine. These partners have contributed over 300 tons of food, medical supplies, border crossing stations, a mobile veterinary clinic, assistance rescuing eleven lions from the Odesa zoo, veterinary services and supplies at refugee camps, and communication & outreach for U3R.

### U3R Consortium Partners



# Impact Story: The Nexus Between Animal Welfare, Environment, and Sustainable Development

*An initiative that recognizes the interrelationship and dependency of people, animals and the environment.*





## Impact Story: Nexus (cont.)

### Introduction

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WBI was established on the foundational premise that people, animals, and the environment are inextricably connected and that the pursuit of a sustainable world must consider the interconnections and well-being of all three. Current UN Sustainable Development Goals (SDGs) are a tremendous international achievement but are viewed through an anthropocentric lens. WBI holds that the interconnections between people, animals, and the environment should form an overarching umbrella for efforts to achieve a sustainable world. WBI embraces and strongly supports measures that include animal well-being as a critical factor leading to world sustainability.

### 2022 Developments

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In March 2022, the United Nations Environment Assembly (UNEA) passed a resolution, introduced by six African nations and Pakistan, requesting the United Nations Environment Program (UNEP) to produce a report on the interconnections (the Nexus) between the well-being of animals and the environment, and the related impacts on world sustainability. WBI embraced the resolution's intent and recruited experts in One Health, wildlife welfare, farm animal welfare, and welfare economics to contribute to a detailed analysis of the Nexus. The final [Resource Document](#) is in a [Nexus Exhibit](#) in the WBI Studies Repository, where anybody with internet access can read and download it.



## Impact Story: Nexus (cont.)



### Additional Developments

Several reports by UN agencies and independent groups (including the UK think tank, Chatham House, and the Lancet EAT Commission) have recommended changes to the global food system. In particular, they recommend a shift away from the consumption of animal products. Eating lower on the food chain will reduce the demand for agricultural land and substantially increase the global land area available to support wild animals. Wild mammals comprise around 4% of global mammalian biomass, with humans (36%) and domestic livestock (60%) making up the remainder.



## Looking Forward from the CEO

In 2020 and 2021, the world had to contend with a global pandemic. In 2022, another crisis, the Russian invasion of Ukraine, has resulted in hundreds of thousands of human lives lost, millions of displaced Ukrainians and their animals, and country-wide destruction of homes and infrastructure.

In response, WBI recruited a group of organizations with unique skill sets to support refugees and their animals and created the Ukraine Rescue, Relief, and Rebuild (U3R) consortium. This consortium supported Ukrainians during the invasion and intends to continue after the invasion is over for the long-term rebuilding phase.

Our Global Awareness, Feel Better & Global Dog campaigns will continue to be supported by our publications, conference participation, webinars, and across WBI's outreach infrastructure, including our website, social media channels, and the WBI Studies Repository.

WBI also plans to increase support for our WBI Studies Repository, an open-access, curated digital Repository that democratizes information worldwide. Important contemporary reports and historical materials on the well-being of people, animals, and the environment are housed in the Repository and the groundbreaking Animal Sentience journal, edited by Dr. Stevan Harnad.

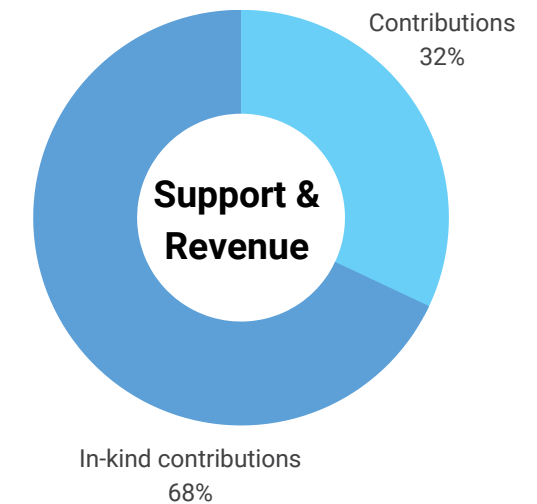
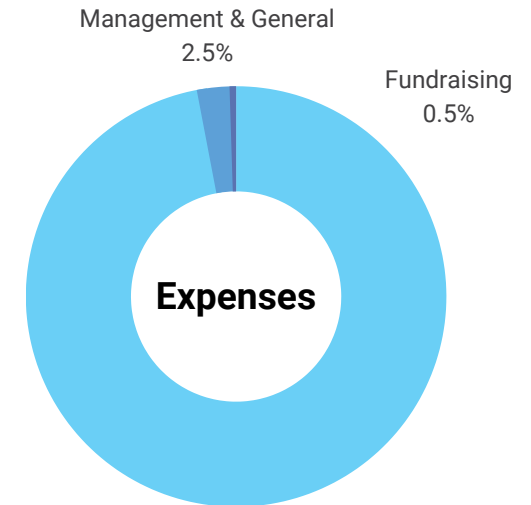
WBI will continue to engage with world sustainability challenges, including UN initiatives, climate change, biodiversity loss, and impacts on agriculture and food systems. Our Nexus Resource Document will be updated periodically and is available for worldwide readers in the WBI Studies Repository.



# Financial Operations Report *for the year ending December 31, 2022*

Statement of Financial Position (Audited)			
Assets		Liabilities	
Cash and cash equivalents	\$65,136	Liabilities	<b>\$20,979</b>
Prepaid expenses	17,761	<b>Net Assets</b>	
Receivables	43,082	Without donor restrictions	85,668
Fixed assets, net of deprec./amort.	410	With donor restrictions	21,452
Intangible assets	1,710	<b>Total Net Assets</b>	<b>\$107,120</b>
<b>Total Assets</b>	<b>\$128,099</b>	<b>Total Liabilities and Net Assets</b>	<b>\$128,099</b>

Statement of Activities and Changes in Net Assets (Audited)			
Support and Revenue	Without Donor Restrictions	With Donor Restrictions	Total
Contributions	\$70,580	\$151,693	\$222,273
In-kind contributions	472,381	-	472,381
Currency loss	(2,297)	-	(2,297)
Net assets released from donor restrictions	131,554	(131,554)	-
<b>Total Support and Revenue</b>	<b>\$672,218</b>	<b>\$20,139</b>	<b>\$692,357</b>
Expenses			
Program Services			
Healthy, Humane Communities	235,360	-	235,360
Sustainability-People, Animals & Environment	74,531	-	74,531
Education, Engagement & Policy	366,155	-	366,155
Partner Support & Collaboration	4,123	-	4,123
Total program services	680,169	-	680,169
Supporting Services			
Management & general	16,870	-	16,870
Fundraising	2,105	-	2,105
Total supporting services	18,975	-	18,975
<b>Total Expenses</b>	<b>\$699,144</b>	<b>-</b>	<b>\$699,144</b>
<b>Change in Net Assets</b>	<b>(26,926)</b>	<b>20,139</b>	<b>(6,787)</b>
<b>Net Assets at Beginning of Year</b>	<b>\$112,594</b>	<b>\$1,313</b>	<b>\$113,907</b>
<b>Net Assets at End of Year</b>	<b>\$85,668</b>	<b>\$21,452</b>	<b>\$107,120</b>



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

## **Board of Directors**

Andrew Rowan, *DPhil, President & CPO*

S. Chinnay 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*

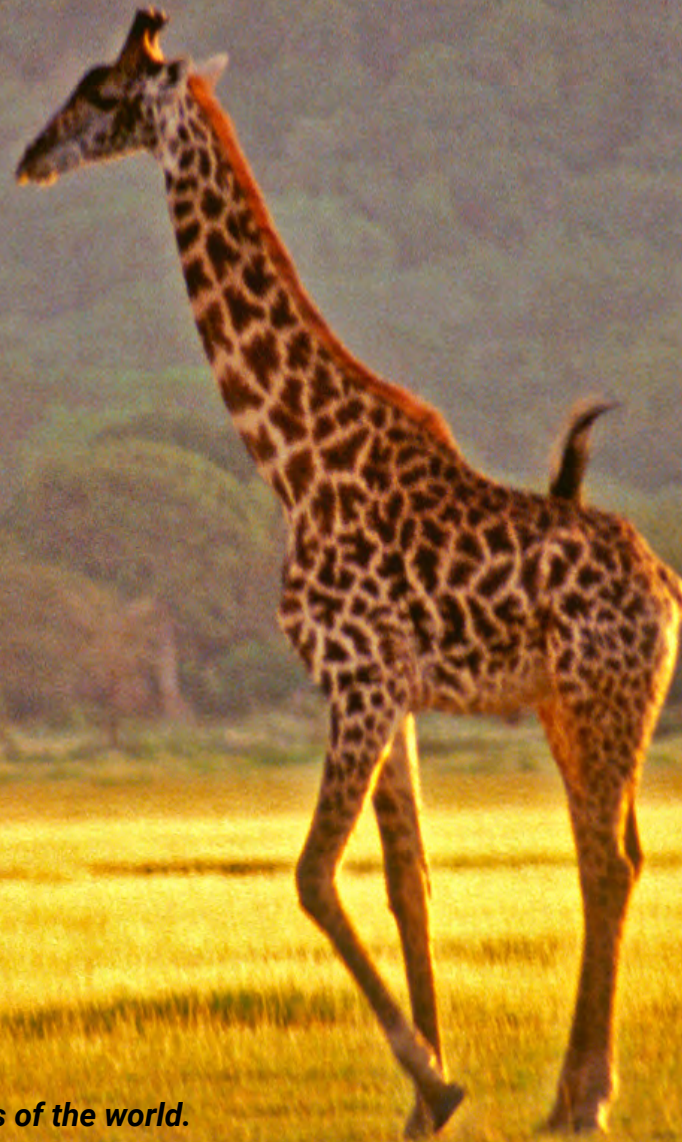
Hemanta R. Mishra, *PhD*

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**  
INTERNATIONAL