### WellBeing International’s Strategic Plan

**Our Vision:** WBI envisions people, animals and the environment thriving in a healthy and harmonious world

**Our Mission:** WBI seeks to achieve optimal well-being for people, animals and the environment through collaborative engagement, education, direct care and science.

<table>
<thead>
<tr>
<th>Themes - Ultimate Aims</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective Programs using available expertise &amp; CKDR</td>
<td>Show data informed projects have enhanced project outcomes</td>
</tr>
<tr>
<td>CKDR &amp; Website provide reliable, relevant &amp; essential information.</td>
<td>Enable Collaborating, Learning &amp; Adapting Forums &amp; Platforms</td>
</tr>
<tr>
<td>Global Outreach to produce positive well-being progress.</td>
<td>Engaging, relevant, informative, social media newsletters &amp; webinars.</td>
</tr>
<tr>
<td>Behavior Change by individuals drives global impact.</td>
<td>All users have access to readable, relevant &amp; reliable information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beneficiaries &amp; Stakeholders</th>
</tr>
</thead>
</table>

1. Show data informed projects have enhanced project outcomes

2. Enable Collaborating, Learning & Adapting Forums & Platforms

3. Engaging, relevant, informative, social media newsletters & webinars.

4. All users have access to readable, relevant & reliable information

<table>
<thead>
<tr>
<th>Capacities</th>
</tr>
</thead>
</table>

5. Develop effective partnerships & strategic networks/alliances

6. Compile, report accurate data & analyses. Post tools & resources

7. Extend global outreach via SM, Webinars, newsletters & personal reach

8. Leverage technologies to extend organization impact & effectiveness

<table>
<thead>
<tr>
<th>Organization Growth</th>
</tr>
</thead>
</table>

9. Develop effective country/flagship teams & community outreach

10. Develop (CKDR)-Central Knowledge & Data Repository & Website

11. Develop social media & webinar skills, expand newsletter capacity,

12. Enhance SharePoint & organization technologies & WBI staff capacity

<table>
<thead>
<tr>
<th>Resources</th>
</tr>
</thead>
</table>

13. Outreach to foundations & corporations

14. Connect with large individual donors

15. Build email and social media donor base

16. Use resources efficiently and strategically
**WellBeing International’s Strategic Plan**

*Our Vision: WBI envisions people, animals and the environment thriving in a healthy and harmonious world*

*Our Mission: WBI seeks to achieve optimal well-being for people, animals and the environment through collaborative engagement, education, direct care and science.*

<table>
<thead>
<tr>
<th>Themes - Ultimate Aims</th>
<th>Effective Programs using available expertise &amp; CKDR</th>
<th>CKDR &amp; Website provide reliable, relevant &amp; essential information.</th>
<th>Global Outreach to produce positive well-being progress.</th>
<th>Behavior Change by individuals drives global impact.</th>
</tr>
</thead>
</table>
| **Beneficiaries & Stakeholders** | • # of Partners  
• # Successful projects  
• % Improvement in metrics  
• % Project engaged in CLA | • # of Document downloads  
• # of Website visits  
• # of requested queries  
• # of reports downloaded | • # of newsletter page views  
• % Social media outreach grows  
• # of webinars conducted  
• # Conferences attended | • # of Indiv outreach messages  
• # of survey trigger pts results  
• # of campaign rollout topics  
• # of survey showing results |
| **Capacities** | • Provide expertise & technology  
• Provide access to online tools, resources & project data storage | • Create fully functioning CKDR with mapping capabilities  
• Expand Website functions as a portal for tools & resources | • Extend personal reach  
• Extend social media reach  
• Diversify newsletter topics  
• Conduct a webinar | • Leverage IT to extend WBI reach & effectiveness  
• Staff dedicated to informed decisions campaign |
| **Organization Growth** | • ID Partnership & outreach teams  
• Evaluate Prtnr skills & capacity  
• Assess Community outreach  
• Dev Survey,map&statistical skills | • Conduct CKDR & mapping needs assessment  
• Assess Website needs & expansion | • Dev Social Mkt & outreach skills  
• Expand newsletter capacity  
• Dev webinar capability& capacity | • Build out SharePoint & media libraries  
• ID IT for org. effectiveness  
• Increase WBI staff capacity |
| **Resources** | • # of active engagements with Foundations & Corps increases  
• Amts received from Foundations & Corps increase | • # of active engagements with large donors increases  
• Amounts received from large donors increase | • # on Email list increases  
• Social media donor audience increases | • Revenues & Net Unrestricted Assets Increase  
• Level of Outlays on Value-added activities increases |

**Themes - Ultimate Aims**

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beneficiaries &amp; Stakeholders</td>
<td>Capacities</td>
<td>Organization Growth</td>
<td>Resources</td>
</tr>
</tbody>
</table>
WellBeing International’s Strategic Plan

Notes

WBI’s overall strategic “themes” are in the columns. The four targeted themes identify the areas in which WBI must excel to achieve its mission. Objectives are listed for each of the four “perspectives” (the rows in slides 7 & 8) – Beneficiaries & Stakeholders, Capacities, Organization Growth and Resources.

**Beneficiaries & Stakeholders**

*What must we achieve for our beneficiaries?* Build effective partnerships & consortia. Deliver effective and high impact content, strategies and resources for beneficiaries to produce high impact global campaigns.

**Capacities**

*What do we need to excel at to deliver for our beneficiaries and stakeholders?* We will deliver the objectives by identifying and developing key capacities. WBI will employ and partner with experts and innovative strategists to enhance the capacity and reach of WBI as well as its partners and supporters.

**Organization Growth**

*Where do we need to invest in order to excel?* WBI will employ and partner with experts and innovative strategists to enhance the capacity and reach of partners and teams. WBI will emphasize continued learning (via Collaboration, Learning and Adaptation – CLA) to improve capacity and program impact.

**Resources**

*How do we ensure we are adequately resourced & using resources efficiently?* Build contacts with donors (foundation, corporate, individual) & emphasize donor-centric communication. Constantly evaluate how funds are expended and what impact is being delivered.