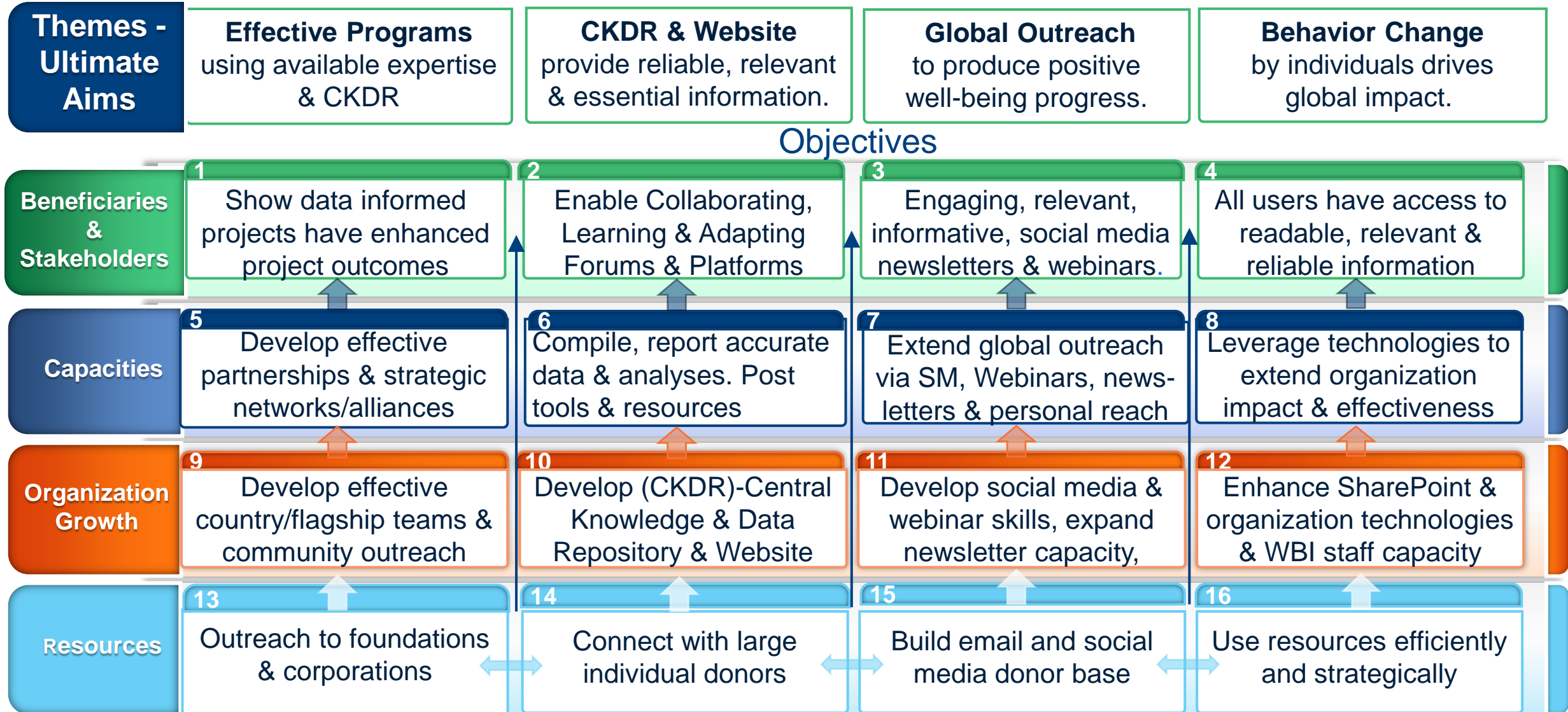


WellBeing International's Strategic Plan

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

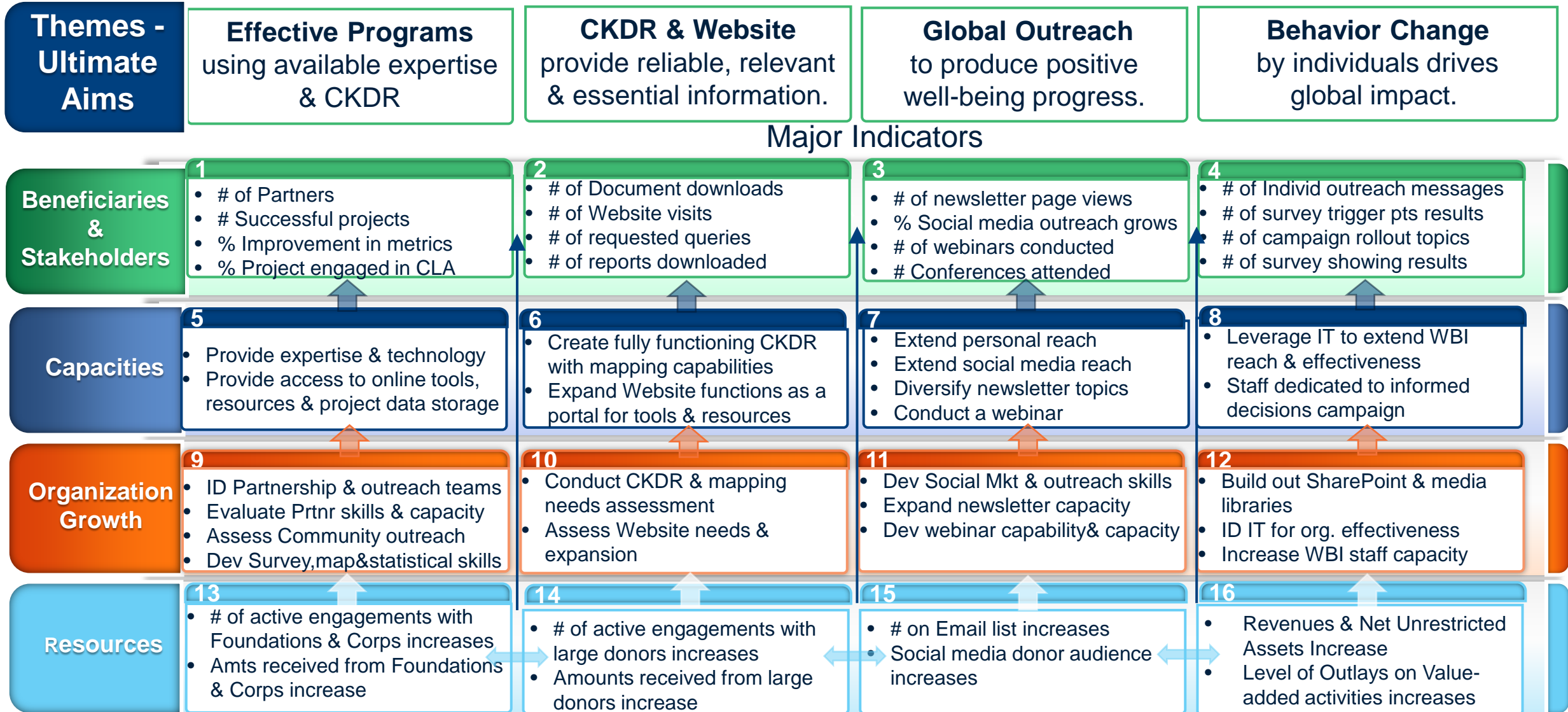
Our Mission: WBI seeks to achieve optimal well-being for people, animals and the environment through collaborative engagement, education, direct care and science.



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Notes

Themes - Ultimate Aims

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.

Perspectives

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.