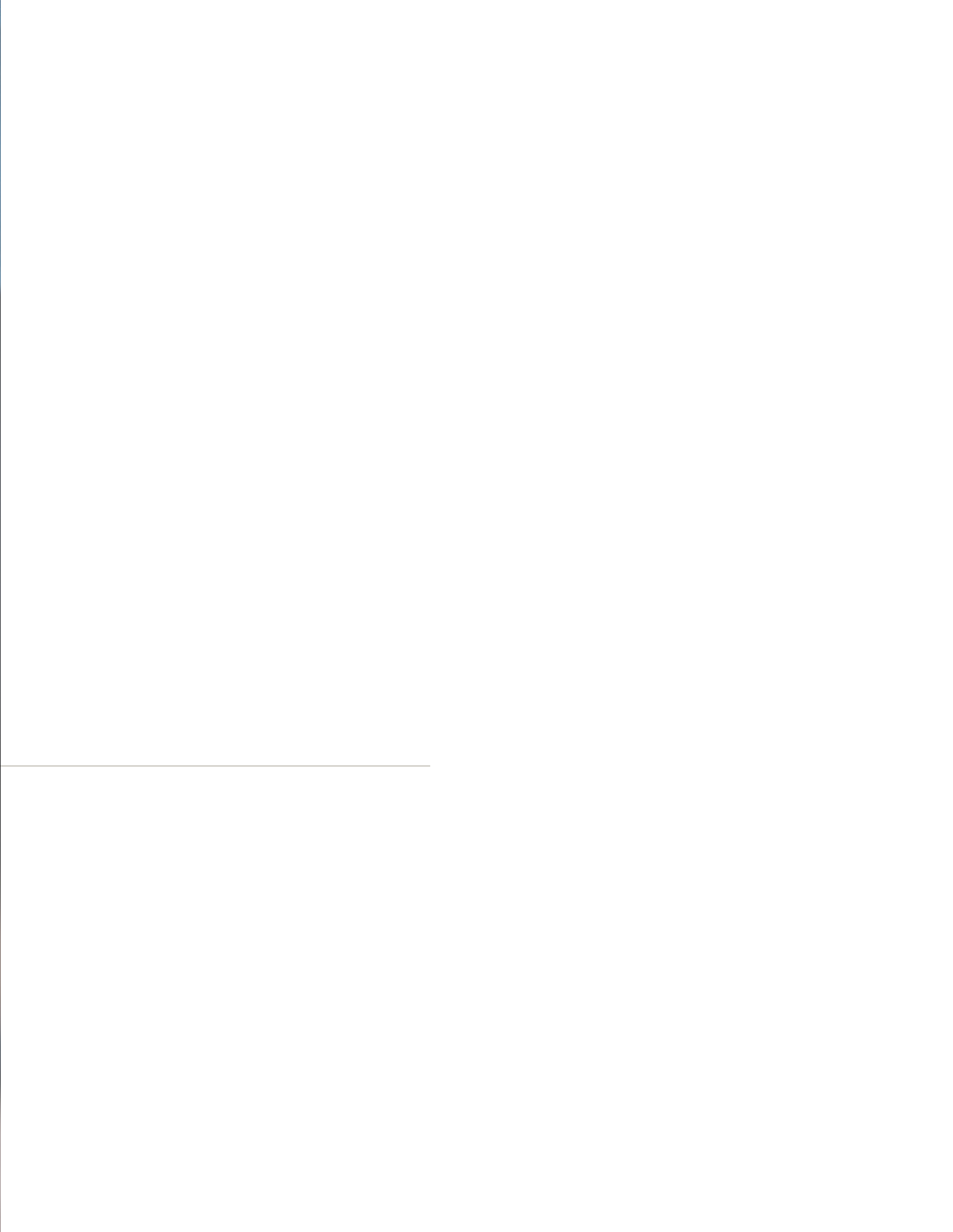


# 2020 ANNUAL REPORT



WELL/BEINGS  
ANIMALS PEOPLE PLANET



A black monkey is the central focus, looking upwards and to the right. The background is a soft, out-of-focus green, suggesting a natural habitat. The text 'PARTNERS & IMPACT' is overlaid on the left side in a light purple font. The text 'WELL/BEINGS' is written vertically on the right side in a light purple font.

# PARTNERS & IMPACT

WELL/BEINGS is a start-up venture philanthropy – disruptive in both mission and approach.

Fueled by our belief in One Planet Welfare, our campaigns elevate under-recognized issues at the intersection of climate change and animal welfare.

## LETTER FROM THE FOUNDERS

In the beginning of 2020, WELL/BEINGS had just launched an Emergency Campaign to save koalas injured in the devastating Australian wildfires. At the same time, we were in the final stages of launching our annual campaign, which was tackling another front-line in the fight against climate change in the Amazon in Bolivia.

We wanted to bring attention to the wildfires that rage outside of Brazil, where resources are scarce, but the destruction of our planet's biodiversity is happening at a rapid pace. We never could have known that our trip to visit our program partners in Bolivia in February of 2019 would be followed by a global pandemic - and that our support would help them survive in such crucial ways.

While the numbers show the incredible impact we made, they cannot tell the story of each life - animal, people, and plant - saved. They do not tell the story of the compassionate sanctuary staff who fed and cared for over 950 animals in lockdown nor the bravery of the Bolivian firefighters and rangers who risked their own lives to save the rainforest, its animal inhabitants and indigenous communities from the raging flames. As COVID proved to be a result of wildlife trafficking, our campaign became even more relevant since many of the animals saved are victims of this illegal and cruel trade.

This report is a salute to our program partners who are the unsung heroes of the Bolivian Amazon - and to whom we all owe a debt of gratitude.

Be well.

Amanda and Breanna

La Senda Verde (“green path”) was established in 2003 in the subtropical region east side of the Bolivian Andes in South America. Located in the heart of South America, Senda Verde fights against illegal trafficking, saves and shelters wild animals, whilst rewilding ecosystems and inspires people to care about nature.

In recent years, illegal animal trafficking, high deforestation, agricultural activities, pesticide use and indiscriminate burning of forests among others have increased dramatically in Bolivia. After the trafficking of weapons, drugs and people, the illegal trade in animals is the third most lucrative illicit business in the world. As a result of this situation, the population of animals in LSV has quadrupled in the last five years. LSV is currently home to more than 800 rescued animals, 64 different species.



**sendaverde**  
ANIMAL REFUGE  
BOLIVIA



## La Senda Verde Wildlife Animal Sanctuary

Initially conceived as a campaign to support La Senda Verde's ongoing wildlife educational and training efforts in the Bolivian Amazon, we quickly pivoted in the face of COVID-19.

We began with an "Emergency Relief Fund."

The priority efforts was to provide food security for the animals housed at La Senda Verde through the quarantine: feeding around 800 animals they sheltered before the pandemic + additional 150 added during COVID, most of whom were animals fleeing wildfires and animal traffickers. With support from our Fund, La Senda Verde was able to feed the total population of animals for almost 4 months. This was the single most important support received by La Senda Verde during the pandemic.

Although the pandemic put limits on volunteer support of firefighting efforts, our **Fire Fund** provided not only critical firefighting equipment, we also sent equipment and supplies to aid in the rescue and rehabilitation of animal victims of the wildfires in Bolivia. This life-saving gear was distributed throughout 12 protected areas of the rainforest. In addition, La Senda Verde's expert veterinarian team trained 30 rangers in first aid for wild animal victims of fires - potentially saving thousands of lives.

La Senda Verde also used its expertise in maintaining biodiversity to train local women in the science of bee-keeping – offering them a profitable business in selling honey or honey-based products while also replenishing the native bee population.

As the rainforest is destroyed, the bees and other native species crucial to the forest's regrowth also perish.

With over 130 beekeepers trained as part of our Conservation Fund, our funds will allow continued trainings as we repopulate the native bee population to promote forest regrowth while also increasing income for indigenous communities using sustainable practices.



**WELL / BEINGS**



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One of the 55 participants in Senda Verde's  
Bee-keeping Workshop in Coroico, La Paz  
September 2021

<https://fb.watch/84kDPiarjh/>

WATCH ME





The support of Well Beings Charity enabled us to provide these rounded actions and services, and many more...We believe it is possible to build a future that is prosperous, just, equitable and safe from the effects of the environmental crisis.”

At Senda Verde, every animal is helped by devoted animal caretakers, veterinarians and volunteers, who walk them through the process, give them love, comfort and safety. In fact, because the majority of these rescued animals are survivors of harrowing experiences, INSERT Our staff and volunteers are often the only human friendly faces an animal will see and trust.

We have been working for almost two decades to spread our holistic framework into global consciousness to live in harmony with each other and the Earth.



WE ARE ALL INTERCONNECTED

WELL/BEINGS



Apoyo Para el Campesino-Indígena del Oriente Boliviano (APCOB)

[Indigenous Campesino of the Bolivian East]



APCOB was formed in 1980 when a group of renowned social scientists decided to unite in claiming the rights of the indigenous peoples of the lowlands of Bolivia.

Along with World Wildlife Fund, WELL/BEINGS partner with APCOB have invested in these indigenous communities in the Bolivian Amazon.

Who are the day-to-day protectors and guardians of the rainforest? As part of our Conservation Fund, we built a freshwater well in two communities which previously had no easy access to fresh water. In the face of the pandemic and the crucial need for intensified sanitation and hygiene, this proved to be timely. In addition, the access to freshwater water contribute to wellbeing of the entire community both in terms of fire-fighting as well as local business efforts.

Our work with APCOB included investment in small women-owned business in the community that practice sustainable harvesting with solar panels and needed renovations. Our funds provided training for 42 women on business management and development enabling them to distribute their products nationally. With an increase in income for over 1,000 indigenous families, our holistic approach proved investment in that sustainable, local products are also an investment in forest conservation and livelihoods.







2020 AUSTRALIA FIRES



Just before COVID-19 took hold of the world, Australia was ravaged by bushfires that burned millions of acres of bushland and forest habitat, and devastated wildlife and communities.

With an upcoming campaign also focused on wildfires, WELL/BEINGS quickly launched an emergency campaign to Save the Koalas who were in harm's way.

We partnered with World Wildlife Fund to support their rescue efforts on the ground. With our help and millions of others, WWF was able to act quickly and at scale to deliver emergency funds to the frontline, mobilize resources to help Australia's wildlife, support Indigenous fire mangers and local communities adapt and recover, and prepare for the road to greener and safer recovery

Despite immense tragedy, there are many stories of hope made possible by the brave first responders, rescuers, and veterinarians who worked around the clock to care for injured native wildlife.

# PRESS

WELL/BEINGS

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<https://www.glimpseguides.com/glimpse-the-life-of/2020/9/7/a-glimpse-of-amanda-hearst-and-hassan-pierre-co-founders-of-maison-de-mode>

<https://www.harpersbazaar.com/fashion/trends/g32143789/sustainable-coronavirus-pandemic-quarantine/>

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<https://wellbeingscharity.org/species-unite-podcast-1>

<https://www.marieclaire.com/fashion/a34655205/amanda-hearst-maison-de-mode-work-outfit/>

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 Abby Paul  
 Adam Wood  
 Adam and Dahlia Topkis  
 Addison Schultz  
 Adrian Figueroa  
 Adriane Ponder  
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In 2020, WELL/BEINGS awarded ~ \$327,000 in total to previous partners from 2019's campaign and new partners for the 2020 campaign.

This included WWF, Senda Verde, Yindah Foundation, H.E.A.R.T, ARF, Rerun, URI, and SquirrelWood

Out of the ~ \$327,000 distributed to partners in 2020, ~ \$51,000 was given to previous year's partners.

Total Revenue ~\$746,000 (compared to ~ \$467,000 in 2019)

In 2020, WELL/BEINGS raised:

- ~ \$276,000 for Programs
- ~ \$472,000 for Operating Expenses

## FINANCIALS

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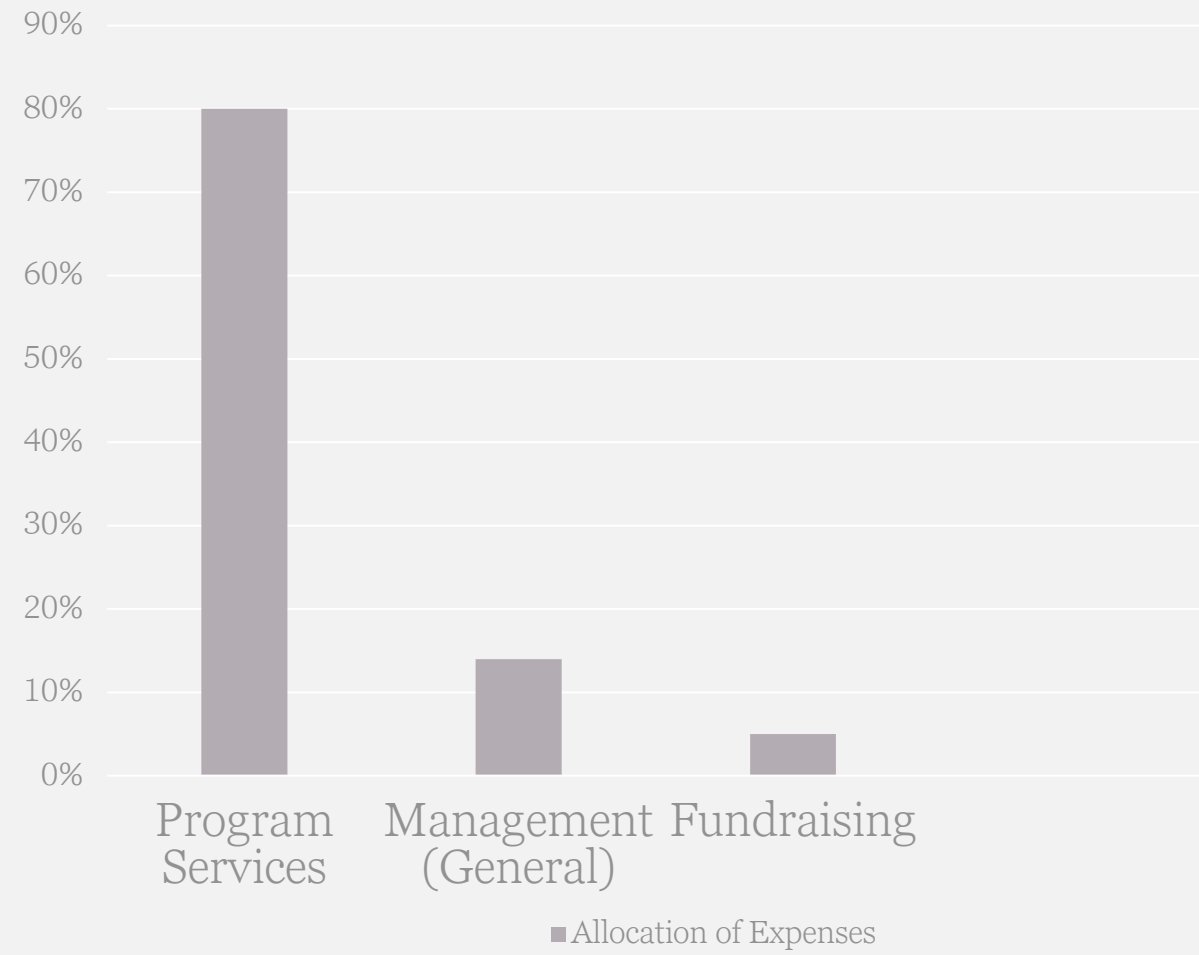
In 2020, WELL/BEINGS invested:

- ~ \$327,000 (existing Program funds raised in 2019 carried over ~ \$51,000)
- ~ \$572,000 for Operating Expenses\* (\*Co-founders provided additional financial support for operating expenses through personal giving)

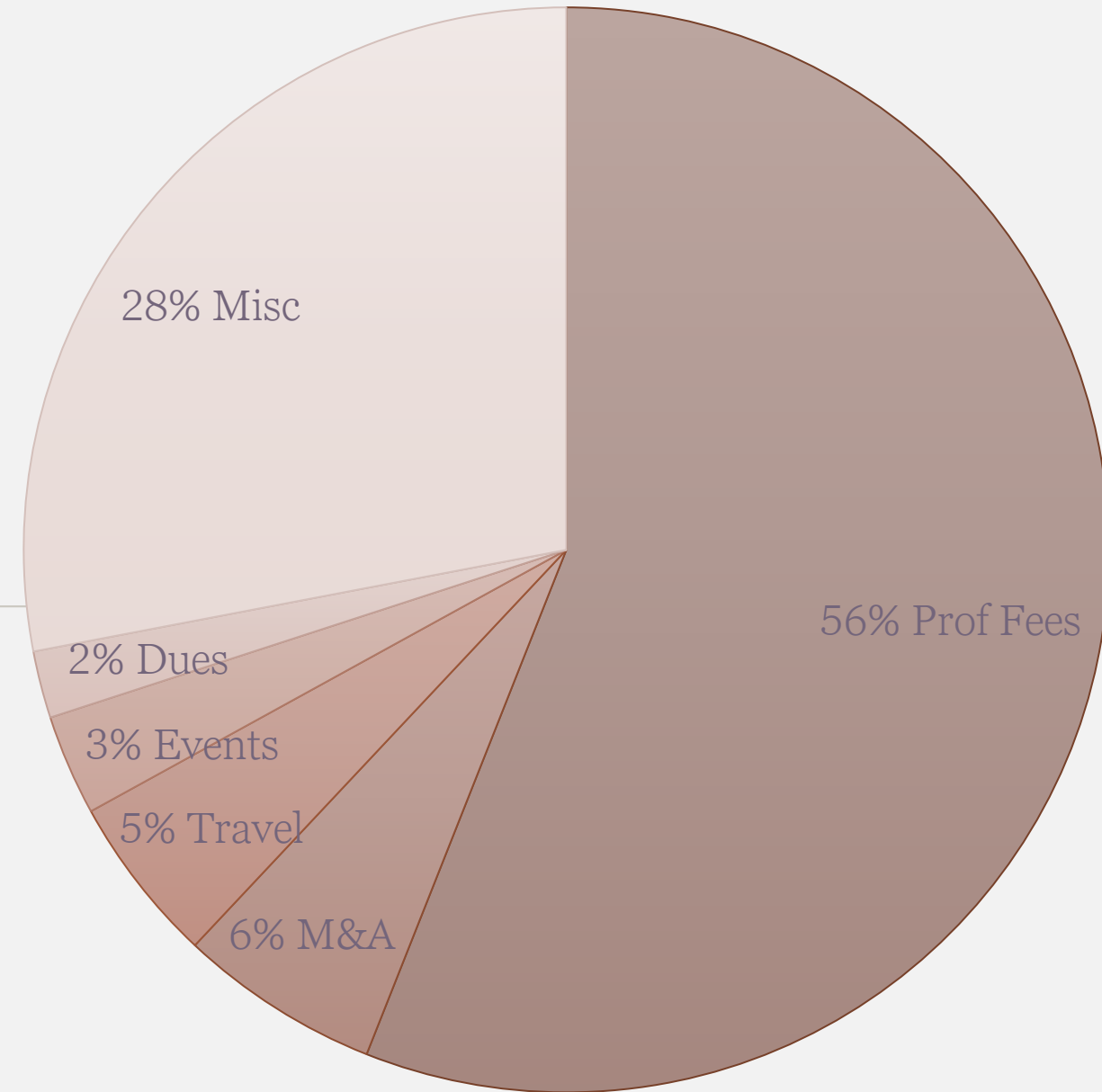
Net Assets

- 2020: ~ \$194,000
- 2019: \$20,024

Allocation of Expenses



Expenses 2020 ~ \$572,000



## FINANCIALS

- Professional Fees
- Marketing & Advertising
- Travel
- Events
- Dues & Subscriptions
- Misc.