

# WellBalance Releases 2025 Social Impact Report, Highlighting Rapid Growth in Wellbeing Science and Community Support

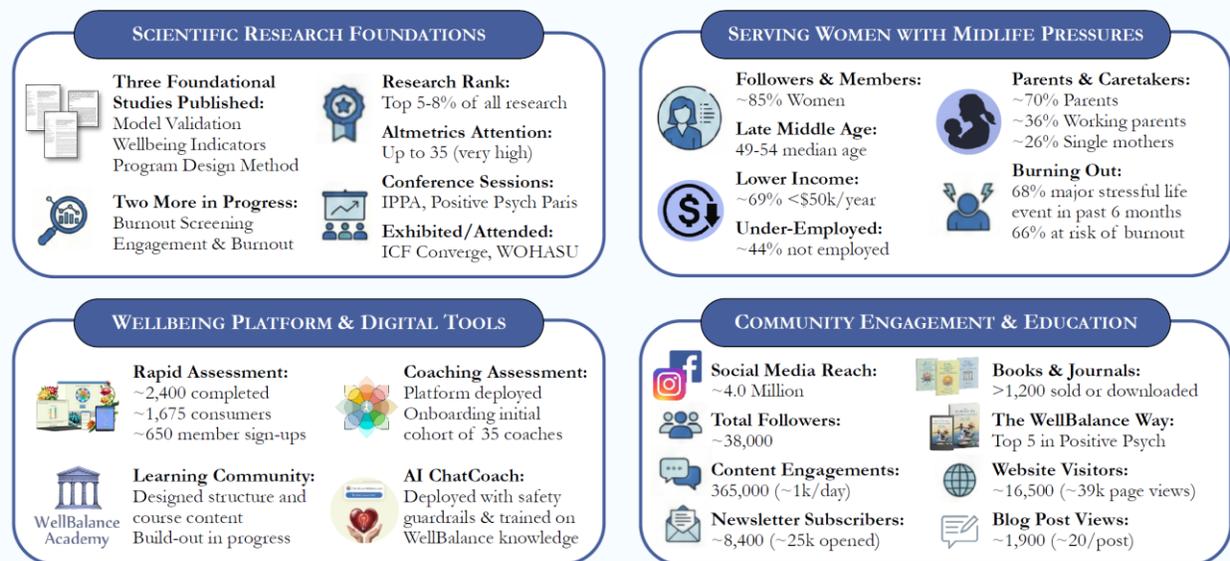
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*New report details research impact, innovative wellbeing tools, community reach, and plans to expand support for financially insecure, burnout-prone communities.*

**LAGUNA NIGUEL, Calif., February 22, 2026 (WellBalance.org)** - WellBalance announces the release of its **2025 Social Impact Report**, outlining a year of scientific advancement, rapid community growth, digital innovation, and a focused commitment to serving women in high-stress, financially insecure life situations. The report, titled *Building Our Capabilities and Community to Serve High Need Populations*, documents how WellBalance expanded its research foundation, scaled its education platforms, and began laying the groundwork for broader community impact by bringing evidence-based wellbeing tools to underserved communities.

## WELLBALANCE 2025 SOCIAL IMPACT AND COMMUNITY OVERVIEW

During 2025, WellBalance published foundational science, built a large and highly engaged community, and launched multiple educational channels and wellbeing tools



### Reaching Nearly 4 Million People with Practical Wellbeing Science

In 2025, WellBalance’s educational content reached approximately 4.0 million people across social media, generating more than 365,000 engagements and building a total community of approximately 46,000 individuals across social media platforms, newsletter, and blog. Over 1,200 wellbeing books and journals were sold or downloaded, and *The WellBalance Way*, WellBalance’s foundational non-fiction book, ranked in the Top 5 of its Positive Psychology category.

“All of our digital products are offered on a ‘pay what you can’ basis,” said Troy Norris, Founder and Principal Investigator of the WellBalance Institute for Positive Wellbeing. “We believe everyone should have access to wellbeing knowledge and resources. Our mission is to translate positive psychology research into practical tools that improve lives, relationships, and workplaces – one life at a time.”

## **Serving Women at High Risk of Burnout**

The 2025 report reveals that WellBalance’s growing community is primarily composed of late mid-life women facing significant stress and financial pressure. Approximately 80–85% of followers and members are women, with a median age around 49–54. Among assessment completers: 69% report income under \$50,000, 44% are not employed, 26% are single mothers, 68% experienced a major stressful life event in the past six months, and 66% are at risk of burnout.

“These numbers tell a clear story,” Norris added. “We are reaching women who are carrying immense responsibility – often parenting, caregiving, and managing financial strain – while experiencing high stress and burning out. Our work is increasingly focused on supporting these women with accessible, science-based tools for resilience and positive wellbeing.”

## **Scientific Research Ranking in the Top 5–8%**

In 2025, WellBalance published three foundational peer-reviewed studies – validating its model, identifying key wellbeing indicators, and advancing program design methods – with two additional studies in progress focused on burnout screening and engagement. Research outputs have been viewed approximately 10,000 times and rank among the top 5–8% of all same-age published research. WellBalance provides open access to all of its published research and presented or participated in leading scientific and coaching conferences globally, including IPPA, WOHASU, and ICF Converge.

“Our goal is to bridge rigorous science with real-world application,” Norris said. “We are not only publishing research. We are building tools, assessments, and educational pathways that bring validated wellbeing science directly into people’s daily lives.”

## **Expanding Digital Tools and Professional Platforms**

In 2025, WellBalance deployed its validated 24-item rapid consumer assessment (WBAL-24) and 72-item professional Coaching Assessment (WBAL-72), with coaches onboarding underway. The organization also designed and deployed its AI ChatCoach – trained on WellBalance materials and supported by safety and privacy guardrails – and will soon launch the WellBalance Academy, with personalized learning pathways.

## **About WellBalance**

WellBalance is committed to bringing breakthroughs in the science of positive psychology and wellbeing into people’s lives, relationships, and workplaces. The proprietary WellBalance Model of Positive Wellbeing integrates validated wellbeing research into a single accessible framework to guide personalized, actionable positive change.

To read the full 2025 Social Impact Report, visit: <https://www.WellBalance.org/impact>

Source: WellBalance, LLC

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