



2025 Social Impact Report

Building our Capabilities and Community to Serve High Need Populations

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WellBalance Mission:

To translate the latest science of wellbeing and positive psychology into personalized practical tools that improve lives, relationships, and workplaces, creating a healthier and happier world, one life at a time.

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

SCIENTIFIC RESEARCH FOUNDATIONS

Three Foundational Studies Published:
 Model Validation
 Wellbeing Indicators
 Program Design Method

Two More in Progress:
 Burnout Screening
 Engagement & Burnout

Research Rank:
 Top 5-8% of all research

Altmetrics Attention:
 Up to 35 (very high)

Conference Sessions:
 IPPA, Positive Psych Paris

Exhibited/Attended:
 ICF Converge, WOHASU

SERVING WOMEN WITH MIDLIFE PRESSURES

Followers & Members:
 ~85% Women

Late Middle Age:
 49-54 median age

Lower Income:
 ~69% <\$50k/year

Under-Employed:
 ~44% not employed

Parents & Caretakers:
 ~70% Parents
 ~36% Working parents
 ~26% Single mothers

Burning Out:
 68% major stressful life event in past 6 months
 66% at risk of burnout

WELLBEING PLATFORM & DIGITAL TOOLS

Rapid Assessment:
 ~2,400 completed
 ~1,675 consumers
 ~650 member sign-ups

Coaching Assessment:
 Platform deployed
 Onboarding initial cohort of 35 coaches

Learning Community:
 Designed structure and course content
 Build-out in progress

AI ChatCoach:
 Deployed with safety guardrails & trained on WellBalance knowledge

COMMUNITY ENGAGEMENT & EDUCATION

Social Media Reach:
 ~4.0 Million

Total Followers:
 ~38,000

Content Engagements:
 365,000 (~1k/day)

Newsletter Subscribers:
 ~8,400 (~25k opened)

Books & Journals:
 >1,200 sold or downloaded

The WellBalance Way:
 Top 5 in Positive Psych

Website Visitors:
 ~16,500 (~39k page views)

Blog Post Views:
 ~1,900 (~20/post)

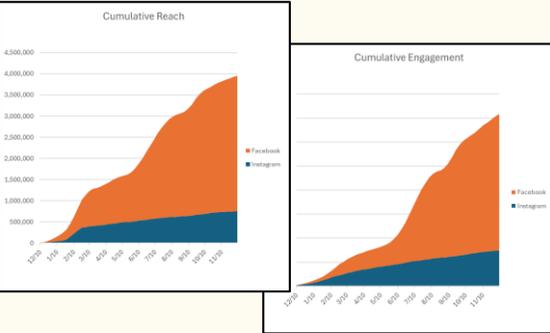
Across our social media, newsletter and blog, our content has attracted a total community of ~46,000, with >1,200 book and journal purchases or downloads in 2025

SOCIAL MEDIA

Cumulative Reach and Engagement:

4.0M people viewed content
 365,000 engagements with content (~1k/day)
 9.1% cumulative engagement rate

All digital web products provided on a "pay what you can" basis.



NEWSLETTER AND BLOG

Newsletter:

8,400 newsletter subscribers
 ~24% average open rate
 ~25,000 newsletter emails opened

WellBalance.org Website:

~16,500 website visitors
 ~20,000 site sessions
 ~39,000 page views

Reflections Blog:

>1,000 blog visitors
 ~1,900 blog post views

WellBalance Wednesday

Well Today, Strong Tomorrow

Do you ever feel like your world is slowly shrinking?
 We often treat longevity as a medical goal, just adding years to the clock. Extra time only matters if we can fully live with joy, dignity, and purpose. The difference between lifespan and wellspan. True longevity isn't only avoiding decline or preventing disease. Wellspan is built through a resiliency, flexibility, and connection that allows you to ride life's inevitable rather than crashing out on them. By nurturing our physical resilience, flexibility, and relationships now, we expand our capacity to stay deep, engaged with the world, while also extending the time we have here. As you have the power to widen your wellspan so your future self can thrive. Longevity adds years. Wellspan makes those years feel worth it. I want a future with strength, clarity, connection, and meaning, the best I can build it is now.



Learn how to live well today to build readiness and resilience for a better tomorrow.

This Week's Article

Live Well, Live Long

We all want to live longer. But if we aren't intentional in how we live, life can narrow as we age. Or we can both live longer and feel more free, more clear, more connected, and more useful as the years unfold. That difference is our "wellspan", the part of life where your body still participates, your mind stays engaged, your relationships hold warmth and trust, and your days still carry meaning.

Window into WellBalance

Kicking off a new segment and preparing for a new season

This week we're launching into a new segment on how to widen your "wellspan" - not just living longer but living better and engaging fully. The key is to recognize that the best we set ourselves up to live well later in life is to live well today. And by living well, we don't mean materially, but relationally, physically and emotionally. Taking care of our bodies, minds, relationships today doesn't just make us happier and more vibrant in the near-term, but builds reserves to weather life's inevitable adversities, and come out stronger, wiser and more true. And ultimately, both along the way and as we age, we need to know that our lives matter and make a difference. Again, this doesn't come from having the fanciest car or the nicest home, but from having the deepest, supportive relationships, contributing to make others' lives better with intention and purpose, and being functionally strong and stable most of our lives after our school years, life's not about being the strongest or fastest, but most balanced, agile, and mobile. This is what will set us up for a long, happy and fulfilling life.

This Week's Story

The Sturdy Sea Wall

The coffee cup rattled against the saucer as he set it down. He watched the tremor in his hand, a small, rhythmic betrayal he'd been trying to ignore for months. Outside the cafe window, the ocean was gray and restless, much like the fog that seemed to have settled permanently behind his eyes. He stood up to leave, his knee catching the table leg. A sharp wince tightened his face...



Read how he stopped chasing his youth and instead learned to live fully into his today's.

BOOKS & JOURNALS

>1,200 purchases or downloads

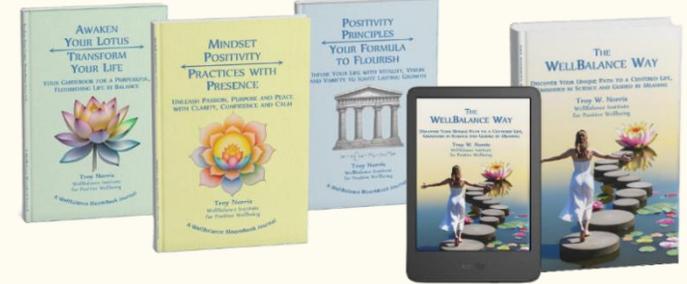
BloomBooks:

42 BloomBooklet journals published
 Awaken BloomBook Trilogy paperbacks published

- Awaken Your Lotus
- Pursue Positivity
- Mindset Positivity Practices

Positive Psychology Book:

The WellBalance Way
 Best-seller within category
 Debuted at #3, peaked at #2, Top 10 for ~10 weeks



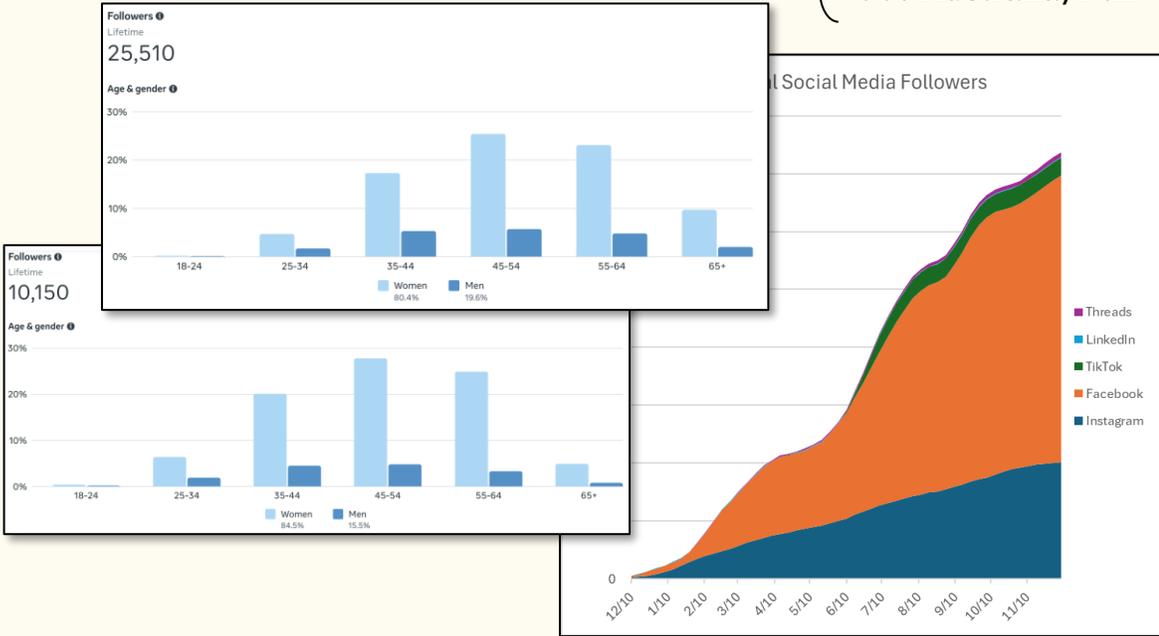
Our community are primarily late mid-life women in stressful and financially insecure life situations such as unemployed or single parents at high risk of burnout

SOCIAL MEDIA FOLLOWERS



~38k across platforms
 ~32k Women (80%)
 ~49 Median age

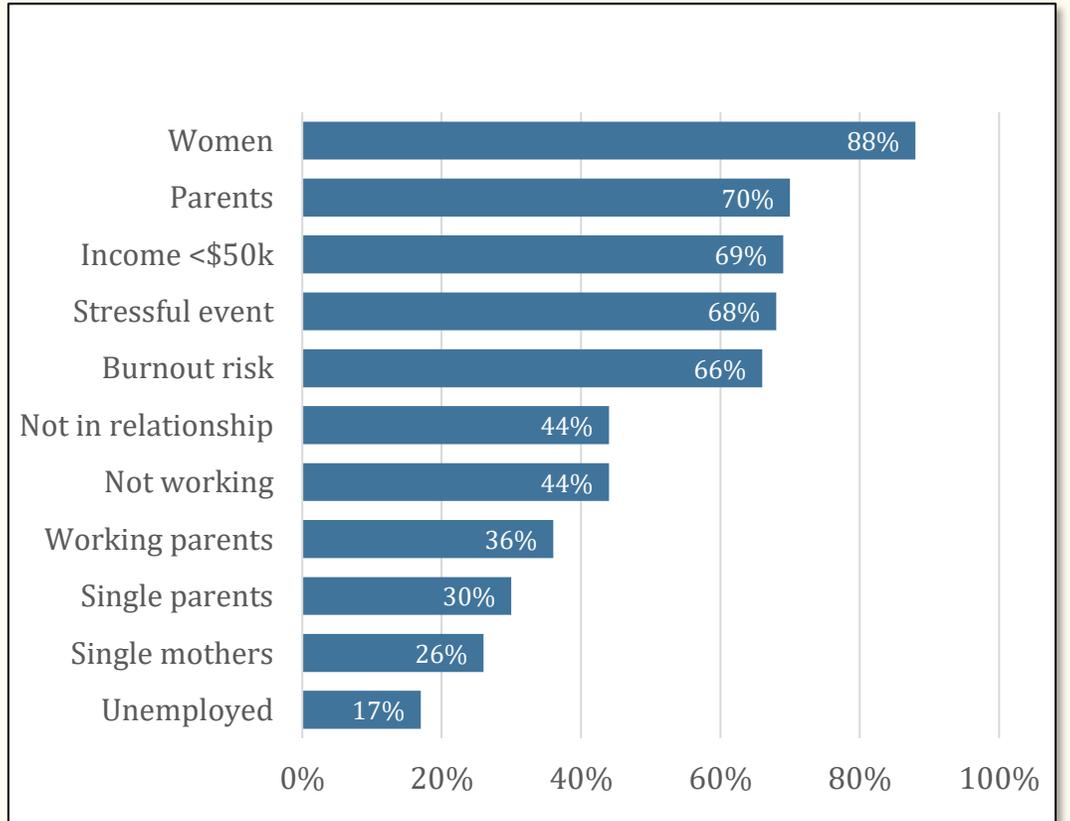
66% US
 34% ex-US { ~16% UK/Ireland
 ~9% Canada
 ~9% Australia/NZ



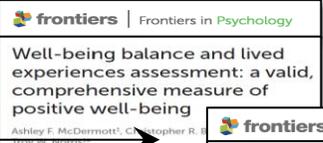
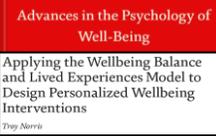
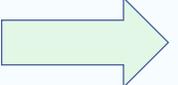
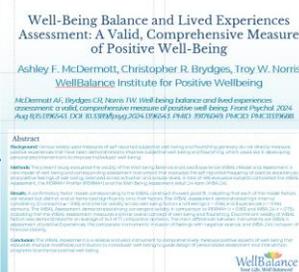
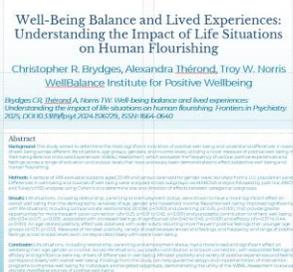
ASSESSMENT COMPLETERS

~1,675 assessments completed
 ~90% women, median age 54

Mostly lower income mothers
 High stress & risk of burnout



Our research has been viewed ~10k times, ranks among the top 5-8% of all same-age published research, and is being presented at premier scientific conferences globally

		2023	2024	2025	2026	Reach to Date	Impact	
Peer-reviewed Research			 Well-being balance and lived experiences assessment: a valid, comprehensive measure of positive well-being Ashley F. McDermott*, Christopher R. Brydges, and Troy W. Norris	 Well-being balance and lived experiences: understanding the impact of life situations on human flourishing Christopher R. Brydges*, Alexandra Thørdarson, and Troy W. Norris	 Advances in the Psychology of Well-Being Applying the Wellbeing Balance and Lived Experiences Model to Design Personalized Wellbeing Interventions Troy Norris	<p><i>All research published as "open access" without paywalls</i></p> 	<p>Views & Downloads:</p> <p>2.7k views, >900 saves</p> <p>6.8k views, >1.3k saves</p> <p>475 views, >90 saves</p>	<p>Ranking among all same-age research:</p> <p>Top 8%, Altmetrics 25 (above average)</p> <p>Top 5%, Altmetrics 35 (very high)</p> <p>Altmetrics 31 (high)</p>
Model Validation Research	→	→	→	→				
Wellbeing Indicators Research	→	→	→	→				
Program Design Research	→	→	→	→				
Burnout Screening Research	→	→	→	→				
Engagement & Burnout Research	→	→	→	→				
Wellbeing Conferences								
Present:				Positive Psych Paris IPPA Brisbane	ICF Converge DC			
Attend:		WOHASU London	WOHASU Miami Health+Wellbeing SD	WOHASU SXSW WOHASU Lisbon				
Exhibit:				ICF Converge SD	IPPA AI Summit SHRM Orlando			

In 2025, our rapid WellBalance Assessment attracted nearly 1,700 users, we launched our Coaching Assessment and AI ChatCoach, and we began building out our Academy

CONSUMER ASSESSMENT: WBAL-24

24-item rapid assessment deployed

- ~1,675 assessments completed
- ~650 (~40%) signed up as members

COACHING ASSESSMENT: WBAL-72

72-item professional assessment deployed

- 35 coaches signed-up
- 8 onboarded to date

WELLBALANCE AI CHATCOACH

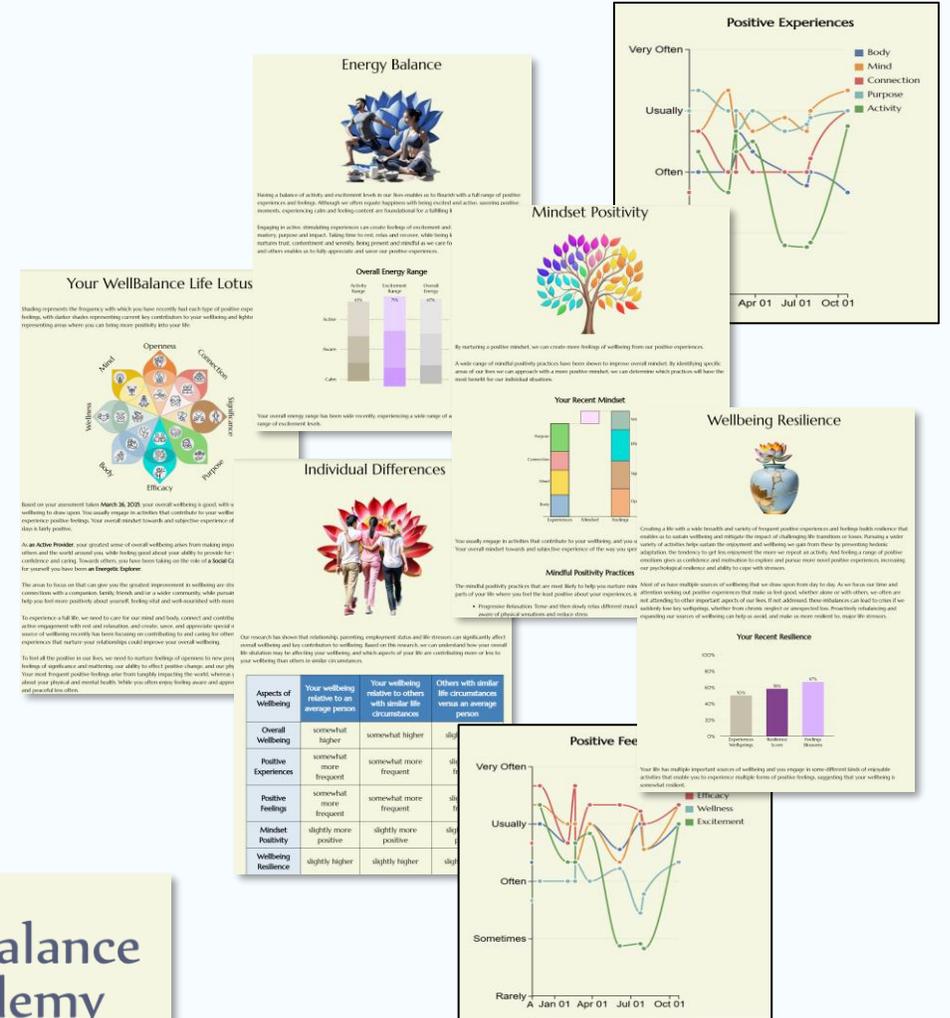
AI ChatCoach designed and deployed

- Trained on all WellBalance materials and coaching method
- Safety and privacy guardrails implemented and fully tested
- Currently single-session use only

WELLBALANCE ACADEMY

Academy designed & build in progress

- Personalized learning pathways defined
- Course & community structure in place



We aim to establish and fund a “global impact access alliance” of existing charitable organizations serving high-need, chronically stressed, financially insecure communities

WELLBALANCE GLOBAL IMPACT ACCESS ALLIANCE

Coalition of non-profit partners serving high need communities with low ability to pay



Provide free access to WellBalance membership for alliance partner clients

WELLBALANCE COACHING COALITION

Commit to coaching at least one alliance member client per year

Single Parents (90% Mothers)

Young Adults

Job Readiness

Divorce

Women

Grief

Family Counseling

Mental Health

Upon completion of 1-2 successful pilots within each target populations, we will seek to scale our impact with grant-funded programs and social impact investment

Pilot Programs

Objective:

- Demonstrate improved wellbeing and population-specific outcomes over periods of 8-24 weeks

Target Populations:

- Working parents and adult caregivers (“sandwich”)
- Single parents
- Veterans and military spouses
- Young adults
- Recently unemployed / outplacement centers
- Divorcees
- Widows/Grief

SOCIAL IMPACT NON-PROFIT ALLIANCE FUNDING

Non-profit funded programs

- Provide digital products pro bono (assessments, educational materials, etc.)
- Group workshops and debriefs funded by grants secured by non-profit
- Train facilitators at non-profit to scale to all beneficiaries
- Individual coaching offered pro bono as available from coach coalition

Grant-funding

- Seek government grant funding for major organizational initiatives, such as with the Veterans Administration health systems
- Seek funding from broad wellbeing foundations, such as Templeton, Fetzer, Einhorn, Ballmer, Blue Meridian, Well Being Trust
- Seek foundation funding for initiatives targeting specific populations, usually in conjunction with existing non-profit with WBAL as subgrantee

Social Impact Venture Funding

- Seek equity funding from family offices, angel networks or social impact funds with aligned mission, such as Bridge Builders, New Profit, HopeLab, Better Society, Lionheart, Triodos, California Endowment, RevHub OC

WellBalance Institute for Positive Wellbeing

Translating the Latest Wellbeing Science into Well Balanced Lives

Our Mission

We are committed to bringing breakthroughs in the science of positive psychology and wellbeing into people's lives, relationships and workplaces. We are advancing the science of wellbeing and rigorously testing applications of the WellBalance model to enhance wellbeing.

Our Research

We recently completed a research study with approximately 500 participants that validates the WellBalance assessment against gold-standard positive psychology measures of holistic wellbeing from Harvard and Pennsylvania Universities. We are currently planning future studies to confirm the effectiveness of WellBalance's method for creating positive change to rapidly improve overall wellbeing for individuals.

Our Team

Our team combines expertise in positive psychology, health and wellness, digital health, cognitive science, neuroplasticity, clinical research and life, health and wellness coaching. With decades of combined experience in executive leadership, business strategy, learning design, innovation and new ventures, we enable individuals and organizations to harness life balance to sustainably perform at their highest potential.

To complete your WellBalance Assessment and receive a personalized plan, please visit www.WellBalance.org or contact us at info@WellBalance.com



Our Approach

Our proprietary approach for evaluating and improving wellbeing integrates all aspects of positive human experience with the latest wellbeing research into a single accessible framework to guide personalized, actionable positive change. By attending to neglected sources of wellbeing and creating new healthy habits, small changes can transform wellbeing.

Our Programs

WellBalance helps individuals, coaches and organizations achieve their highest potential. The personalized WellBalance Assessment report identifies opportunities to improve individuals' wellbeing, and enables coaches and employers to design effective positive change programs for their clients and employees.

Create Your
WellBalance Plan

