

2011 ANNUAL REPORT



WellShare
International™

*Improving the health
of women, children,
and their communities
since 1979*

FROM THE PRESIDENT OF THE BOARD & EXECUTIVE DIRECTOR

Dear Friend of WellShare International,

2011 was another great year for WellShare International. We continued to provide innovative solutions to improve the health of families domestically and internationally.

In October *Diana travelled to Kenya to assess how we could respond to the crisis caused by the famine in east Africa.* WellShare typically works with communities over the long term, not in response to disasters. However, we have a deep commitment to the Somali community in Minnesota, where half our staff are Somali.

Diana visited the Dadaab refugee camps which are “home” to half a million refugees. There are already some very capable nongovernmental organizations working there and she was pleased to see many of them using WellShare’s Somali health education materials. She then travelled to the Eastleigh neighborhood of Nairobi, where 80,000 to 300,000 Somali refugees live. There, our Somali staff conducted assessments and began to link up families with resources. In 2012 we will continue to work with Somalis in Kenya as well as work in Uganda and Tanzania.

A highlight of our domestic work is our ongoing effort to create a healthier environment at Riverside Plaza, a Minneapolis apartment complex which houses more than 5,000 people. We worked with the management to survey residents about making the buildings smoke-free. Residents endorsed the idea, so we are now assisting the tenant association and management to create a smoke-free Riverside, including the creation of a multi-lingual video explaining the policy. In early 2012, the City of Minneapolis recognized these accomplishments at a ceremony at City Hall.

Also at Riverside, we:

- provided *nutrition classes* at the on-site elementary school and a nearby mosque;
- set up a *rental bike system* and led an “intro to bike riding and maintenance class;”
- started new *fitness classes* for Somali elders;
- *surveyed residents about fresh fruits and vegetables available in corner stores;* and
- introduced *healthier ways of preparing Somali foods.*

We are proud of our over 30 years of innovative work around the world. *Please continue to support WellShare during these challenging economic times* by sending your tax deductible donation today in the attached envelope—or scan the QR Code on the back of this report to make a donation online. Thank you!

Warm regards,



Michael Shannon MD
Dr. Michael Shannon, MD
Board President



Diana DuBois
Diana DuBois, MPH, MIA
Executive Director

2011 HIGHLIGHTS

IN UGANDA

WellShare wrapped up two USAID-funded projects in rural Uganda at the end of 2011. Over six years, WellShare's **family planning** program reached 428,000 individuals through one-to-one counseling, events, film shows, and radio broadcasts. The number of new contraception users tripled, from 7,000 to 21,000, including over 1,000 women who received Depo-Provera at community-based distributions.



In the Central Region, WellShare's Partnering for Positive Livelihoods project provided **support to people living with HIV/AIDS and to orphans and vulnerable children**, as well as HIV/AIDS prevention programming for young people. In 2011, WellShare reached 3,637 youth with HIV prevention messages. We provided school materials and uniforms to 1,455 orphans, helping them to stay in school and reducing stigma among their peers. Importantly, WellShare helped build the capacity of five local faith-based and community organizations so that they can continue to carry out activities.

With support from the Lafferty Family Foundation, **WellShare distributed bicycles** to 135 volunteer community health workers who were able to support more people living with HIV/AIDS, orphans, and vulnerable children. In addition to using the bikes to reach more clients, they were able to increase their household income by renting out the bikes or taking work farther from home.

IN TANZANIA

WellShare concluded the five-year, USAID-funded Child Survival Project in northeastern Tanzania. An independent evaluator found that the project **significantly increased 22 evidence-based indicators known to decrease maternal and child morbidity and mortality**. For example:



- The percent of children who received a post-natal visit from a health worker within three days of birth increased from 20% to 83%.
- The percent of infants who slept under an insecticide-treated net increased from 56% to 91%.
- Women who received preventive malaria treatment at least twice during their latest pregnancy increased from 20% to 52%.
- Among mothers of children under age two who did not yet desire another child, the percent using a modern method of child spacing more than doubled, from 31% to 64%.

IN MINNESOTA

WellShare **promoted healthy pregnancies and births** for Somali women by distributing over 1,000 copies of the DVD *Healthy Moms, Healthy Babies II*. About 11,000 people watched the program on local Somali cable TV. It also aired on Minnesota's public TV station and on Universal TV, a Somali internet channel which has an estimated viewership of 1.3 million.



Community health workers **visited 435 Somali women and 150 men to discuss the benefits of child spacing** and the range of contraceptive options. They distributed free CycleBeads and condoms as requested.

WellShare **distributed 10,000 copies of a bilingual Somali health calendar** to community agencies, hospitals and clinics, and Somali families.

Community health workers **reached 200 youth at seven Minneapolis schools with weekly sessions on nutrition, exercise, and healthy habits**. In December, they were awarded "Best Organized Youth Group" at the Somali Entertainment Awards.

Community health workers certified by the American Senior Fitness Association **could barely keep up with the demand for exercise classes** and taught up to eight sessions per week at four locations.

DONORS

Many thanks to these generous supporters of WellShare International's work from January 31 through December 31, 2011

FOUNDATION AND ORGANIZATIONAL SUPPORT

United States Agency for International Development
Minnesota Department of Health
Greater Twin Cities United Way
City of Minneapolis Department of Health & Family Support
Weyerhaeuser Family Foundation, Inc.
Carolyn Foundation
University of Minnesota
Minnesota Academy of Pediatrics Foundation
Beim Foundation
Scandia Foundation
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Oswald Family Foundation
Hennepin County Human Services & Public Health Department
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St. Thomas Kasenyi Child Development Centre
TiGO
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Yuasa Battery

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FINANCIAL SUMMARY

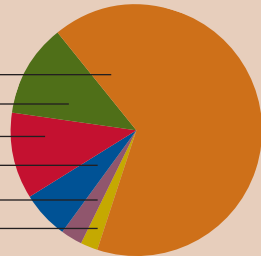
Statement of Activities	Unrestricted	Temporarily Restricted	2011 Total
Revenues and Support			
Individuals	\$46,260	—	\$46,260
Foundation and corporate	50,745	\$191,150	241,895
Government agencies	1,352,801	—	1,352,801
Fee for service	123,700	—	123,700
Donated goods and services	230,070	—	230,070
Other income	53,022	—	53,022
Net assets released from restriction	204,428	(204,428)	—
Total Revenue	\$2,061,026	\$(13,278)	\$2,047,748
Expenses			
Domestic programs	\$382,246	—	\$382,246
International programs	1,225,504	—	1,225,504
Administrative	395,511	—	395,511
Fundraising	125,725	—	125,725
Total Expenses	\$2,128,986	—	\$2,128,986
Net assets at the beginning of 2011	\$353,895	\$271,137	\$625,032
Changes in net assets	(67,960)	(13,278)	(81,238)
Net assets at the end of year	\$285,935	\$257,859	\$543,794

All figures from 2011 independent audit

FINANCIAL SUMMARY

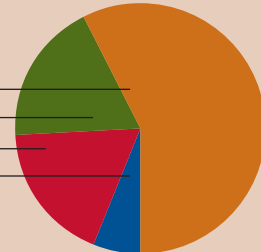
FISCAL YEAR 2011 REVENUE

Government Agencies	66%
Foundation and Corporate	12%
Donated Goods and Services	11%
Fee for Service	6%
Other Income	3%
Individuals	2%



FISCAL YEAR 2011 EXPENSES

International Programs	57.5%
Administrative	18.5%
Domestic Programs	18%
Fundraising	6%



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122 West Franklin Avenue, Suite 510
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Telephone 612-871-3759
Fax 612-230-3257

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