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25 Leading U.S. Organizations Join Forces in Well Being Alliance and Sign Compacts to Improve Intergenerational Well Being for All

Washington DC, October 31 – Today, [Well Being Trust](#) (WBT) and 25 leading US non-governmental organizations announce the creation of the [Well Being Alliance \(WBA\)](#), committed to accelerating systemic change towards improved intergenerational well-being outcomes for all in America. Alliance members are co-creating a common framework for action; adopting shared standards and metrics; assuring a focus on equity; and advancing organizational practice changes, public policies and investment strategies -- in service of a broad-based social movement to achieve population-level well-being outcomes in the nation.

Well Being Alliance is a cooperative of the newly formed [Well Being In the Nation \(WIN\) Network](#), which engages leadership from across the country to confront challenges and enrich health and well-being in a way that is inclusive of everyone. The WIN Network began with a recognition that the legacies of the past have shaped the present, and the decisions made today will shape the legacies inherited by generations in the future.

“The Well Being Alliance is committed to creating the conditions for intergenerational well-being for all in the United States,” said Tyler Norris MDiv, chief executive, Well Being Trust, WBA’s first seed-investor. *“Our partners are working arm in arm to bring solutions to the nation’s most vexing health challenges, with a focus on reversing legacies of inequity, and assuring every person has the opportunity to realize their fullest potential.”*

Well Being Alliance members work across sectors, issues, geographies and political perspectives to advance practical solutions for housing, transportation, food systems, education, environmental stewardship, public health and more. They apply the levers of civic engagement, impact investing, public policy, shared metrics and standards-setting to increase resources and scale solutions to address pervasive social problems that undercut US well-being and lead to [deaths of despair](#).

Each member is pledging mission-specific organizational practice changes, investments and policies to achieve population-level outcomes, and have entered into “[Compacts](#),” with bold commitments to undertake specific actions in their sectors and with their constituencies.

“This is just the first wave of membership. We expect the Alliance to be a growing field-force of organizations and communities that understand the importance and urgency of implementing effective solutions in our country and know that only by working together can lasting change be achieved,” said Norris.



Initial Well Being Alliance members include:

- 100 Million Healthier Lives
- Alliance for a Healthier Generation
- American Sustainable Business Council
- Build Healthy Places Network, a program of the Public Health Institute
- Catholic Charities USA
- Children and Nature Network
- Community Initiatives
- Democracy Collaborative/Healthcare Anchor Network
- Enterprise Community Partners
- Georgia Health Policy Center
- Health Care Without Harm
- Institute for People, Place, Possibility (IP3)
- National Civic League
- Nonprofit Finance Fund
- PolicyLink
- Prevention Institute
- Rails to Trails Conservancy
- ReThink Health
- Smart Growth America
- Social Finance
- Social Impact Exchange/Growth Philanthropy Network
- Thought Leadership and Innovation Foundation
- Trust for America's Health
- Well Being Trust
- Yerba Buena Center for the Arts

To see what people are saying about the Well Being Alliance, please visit [here and see below](#).

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***The Well Being Alliance** brings organizations and communities together to accelerate systemic change towards intergenerational well-being for all in the United States. Alliance members are co-creating a common framework for action; adopting shared standards and metrics; assuring a focus on equity; and advancing organizational practice changes, public policies and investment strategies -- in service of a broad-based social movement to achieve population-level well-being outcomes in the nation.*

***Well Being In The Nation (WIN) Network** begins with a recognition that the legacies of the past have shaped our present and the decisions we make today—about who we are, how we are with one another, and how we support those in need throughout life—will shape the legacies inherited by generations in the future. WIN looks to the leadership of people in places across the country who confront challenges and enrich health and well-being in a way that is inclusive of everyone. We believe that together, we can secure intergenerational well-being for all.*

***Well Being Trust** is a national foundation dedicated to advancing the mental, social, and spiritual health of the nation. Created to include participation from organizations across sectors and perspectives, Well Being Trust is committed to innovating and addressing the most critical mental health challenges facing America, and to transforming individual and community well-being. www.wellbeingtrust.org. Twitter: [@WellBeingTrust](https://twitter.com/WellBeingTrust)*



What people are saying about the Well Being Alliance

100 Million Healthier Lives

“100 Million Healthier Lives was created to support unprecedented collaboration to achieve unprecedented results to improve health, well-being and equity. The Well Being Alliance is a strategic network designed to achieve this and we feel honored to join in deeper collaboration to advance intergenerational well-being for all, with a focus on those most affected by inequities.”
Somava Saha, Co-Executive Lead, 100 Million Healthier Lives

American Sustainable Business Council (ASBC):

“The American Sustainable Business Council is proud to be a part of the Well Being Alliance. ASBC educates, engages and supports responsible businesses to improve their business practices and to work together to advance public policy. We will focus on the role of business in enabling an equitable and inclusive economy which we believe will go a long way in ensuring that there is well-being throughout our country,” said David Levine, Cofounder and President, American Sustainable Business Council.

Children & Nature Network (C&NN):

“The Children & Nature Network recently joined the Well Being Alliance. Our compact focuses on ensuring that the natural infrastructure that exists everywhere, in every community, is invested in, funded and viewed as part of the critical infrastructure that supports the health and wellbeing of children and communities. We’re a part of this nationwide movement because we believe that everyone deserves the right to live in and feel connected to a healthy community. And we know that spending time in nature helps us feel more connected to ourselves, to each other and the world around us, and reminds us that we are part of a much bigger story,” said Sarah Milligan-Toffler, Executive Director.



Community Initiatives:

"Community Initiatives recently joined the Well Being Alliance, and our compact focuses on shifting the national narrative to increase equity and well-being through story and dialogue. We've become part of this nationwide social movement because we believe in the power intergenerational partnerships to create communities rooted in equitable well-being," said Monte Roulier.

The Democracy Collaborative:

"The Democracy Collaborative is excited to see the creation of the Well Being Alliance to advance the well-being of all Americans. We've become part of this nationwide social movement for well-being in the nation because we believe that working together in partnership with similarly aligned non-profit and community leaders will accelerate the systemic changes we want and need to achieve." David Zuckerman

Enterprise Community Partners:

"As a proud member of the Well Being Alliance, Enterprise is focused on improving health outcomes for people and communities by addressing housing as a foundational determinant of health," said Laurel Blatchford, President, Enterprise Community Partners. "Our approach leverages the strength of cross-sector partnerships and we are pleased to collaborate with the broad group of organizations in the Alliance."

Health Care Without Harm:

"As an inaugural member of the Well Being Alliance, Health Care Without Harm is committed to elevating the role of environment and climate conditions as essential factors for good health," said Gary Cohen, president of Health Care Without Harm. "We are excited to be part of this nationwide social movement for well-being, and to work alongside allied organizations committed to a shared vision of health and improved conditions for communities in the face of climate instability."



Institute for People, Place, Possibility (IP3):

“The Institute for People, Place, and Possibility (IP3) is committed to the Well Being Alliance, and our compact focuses on integrating the vital conditions for well being in all our streams of work including Community Commons content and curation as well as a standard view in our data tools. We are a part of this nationwide social movement for well-being in the nation because we believe community improvement and well-being takes all of us, and that the most innovative, sustainable strategies come from those on the frontlines. That is why we strive to democratize data, facilitate partnerships, and lift up the voices of communities to harness our collective strength for the common good,” said Roxanne Median-Fulcher, Executive Director.

National Civic League:

“As a member of the Well Being Alliance, the National Civic League deeply believes in the importance of well-being for all Americans and agrees with the importance of the seven vital conditions for well-being. The League will integrate these vital conditions into our work on the All-America City awards, our National Civic Review journal and other national programs.”

Nonprofit Finance Fund:

“Nonprofit Finance Fund recently joined the Well Being Alliance. Our compact focuses on advancing racial equity, inclusion, and well-being through specific investments in housing with supportive services, mental health, and behavioral health providers. We’ve joined this nationwide social movement because we believe in the power of working together to accelerate systemic change towards intergenerational well-being for all in the United States”, said Antony Bugg-Levine, CEO of Nonprofit Finance Fund.

PolicyLink:

“PolicyLink is pleased to be one of the first organizations to join the Well Being Alliance. Our compact focuses on advancing well-being for all people, especially people impacted by inequities. We’ve become part of this nation-wide social movement because we embrace the well-being agenda and believe racial equity is an essential pathway to creating a society in which all can participate, prosper, and reach their full potential.” said Michael McAfee, President and CEO, PolicyLink.



Prevention Institute:

“Prevention Institute is excited to be part of the Well Being Alliance. It’s critical that we work together to ensure that communities reflect the hope and aspiration, belonging and connection, trust, dignity, safety and control of destiny that are the basis of wellbeing,” notes the Institute’s executive director, Rachel Davis. “Through the Alliance, we commit ourselves as an organization to supporting community-led initiatives to transform the community conditions that are obstacles to healing, mental wellbeing, and resilience. We also pledge to advocate for policy changes and funding streams to support community-level, prevention approaches to create thriving and mentally healthy communities.”

Rails to Trails:

“Rails-to-Trails Conservancy recently joined the Well Being Alliance, and our compact focuses on providing reliable transportation and increasing routine physical activity by connecting people to jobs, transit and other opportunities via low and no-cost safe, low-stress walking and biking routes. We’ve become part of this social movement in the nation because America is experiencing an epidemic of physical inactivity and well-being depends on redesigning our communities to make it safe and convenient to get around on foot or by bicycle,” said Kevin Mills, Vice President of Policy for Rails-to-Trails Conservancy. “The Well Being Alliance promises to bring together groups of diverse focus to collaborate on creating the conditions that will foster healthy people and places, added Mills.”

ReThink Health:

“ReThink Health recently joined the Well Being Alliance, and our compact focuses on expanding regional investments in vital conditions, helping hospitals transition into new roles as stewards for equitable health and well-being, driving nationwide diffusion of stewardship practices, and contributing to the forthcoming Surgeon General’s Report on Community Health and Economic Prosperity. We are part of this growing movement for well-being in the nation because we inherited a system designed long ago and each of us can become stronger stewards of that system by creating legacies for living together that we would be proud to pass on for generations to come,” said Bobby Milstein, Director of System Strategy for ReThink Health.



Smart Growth America:

"Smart Growth America recently joined the Well Being Alliance, and our compact focuses on creating a built environment that support thriving communities and well-being. We've become part of this nationwide social movement for well-being in the nation because Smart Growth America believes no matter where you live, or who you are, you should enjoy living in a place that is healthy, prosperous, and resilient," said Beth Osborne, Vice President for Transportation.

Social Finance, Inc.:

"Social Finance recently joined the Well Being Alliance to better support governments and health leaders around the country in their efforts to invest in well-being," said Jake Segal, Vice President at Social Finance. "We design outcomes-based financing strategies that help great programs reach more of the people who need them."

Social Impact Exchange:

"The Social Impact Exchange recently joined the WBA and our compact focuses on collaborative networks and systems change. We've become part of this social movement in the nation because we believe in the vital importance of well-being and the distinctive power of systems change implemented through multi-sector collective action networks." Alexander Rossides, Founder & President

Trust for America's Health:

"TFAH recently joined the Well Being Alliance, and our compact focuses on supporting the development of programs that address barriers to well-being, including health inequities, and sharing data with policymakers to support the implement of such programs. We've become part of this nationwide social movement for well-being in the nation because we understand that systems level approaches across multiple sectors are needed to ensure that all Americans can lead healthy lives," said John Auerbach, President and CEO, Trust for America's Health.

Well Being Trust:

"The Well Being Alliance is committed to creating the conditions for intergenerational well-being for all in the United States. Our partners are working arm in arm to bring solutions to the nation's most vexing health challenges, with a focus on reversing legacies of inequity, and assuring every person has the opportunity to realize their fullest potential," said Tyler Norris MDiv, chief executive, Well Being Trust, WBA's first seed-investor



Yerba Buena Center for the Arts (YBCA):

“YBCA recently joined the Well Being Alliance, and our compact focuses on the well-documented and essential role of art and creativity in achieving healthy outcomes in communities. We’ve become part of this nationwide social movement for well-being in the nation because we are committed to integrating art into holistic strategies that ensure equity and healthy outcomes for all,” said Deborah Cullinan, CEO YBCA