

# 2019 Annual Report

ANTHROPEdia





# Letter from the Executive Director

Anthropedia exists to help people reach their full potential. The coaches we train and the clients they serve come from diverse backgrounds and walks of life. Our coaches are teachers striving to strengthen their curriculum in order to better serve their students, counselors working to improve their practice through advanced certification, and retirees looking to be of service during the next chapter of their life, to name just a few examples. Our clients are homeless men and women wanting to find peace and calm in the chaos, business executives trying to better manage their stress, and helping professionals wanting support for the compassion fatigue they experience due to the overwhelming suffering in the world.

What all these people share is a profound desire to know themselves; they want to live lives with more meaning, purpose, and well-being. Anthropedia's role is to provide these individuals with the tools, resources, and support they need to express their potential. In our uncertain and tumultuous times, we need to cultivate our inborn capacity for love, intuition, hope, and creativity, in order to face challenges with greater adaptability and serenity.

This last year, thanks to your help, we served thousands of individuals worldwide through our coaching and training programs. We have many stories to share with you that illustrate the tremendous potential that our programs and resources have to help people grow in well-being. This report is a picture of our impact—an impact made possible because of your generosity and support.



Kevin M. Cloninger, PhD  
*Executive Director*

## OUR MISSION

Our name is our mission: we educate (*pedia*) people about how to express their human (*anthropos*) potential in order to face the challenges of the twenty-first century.

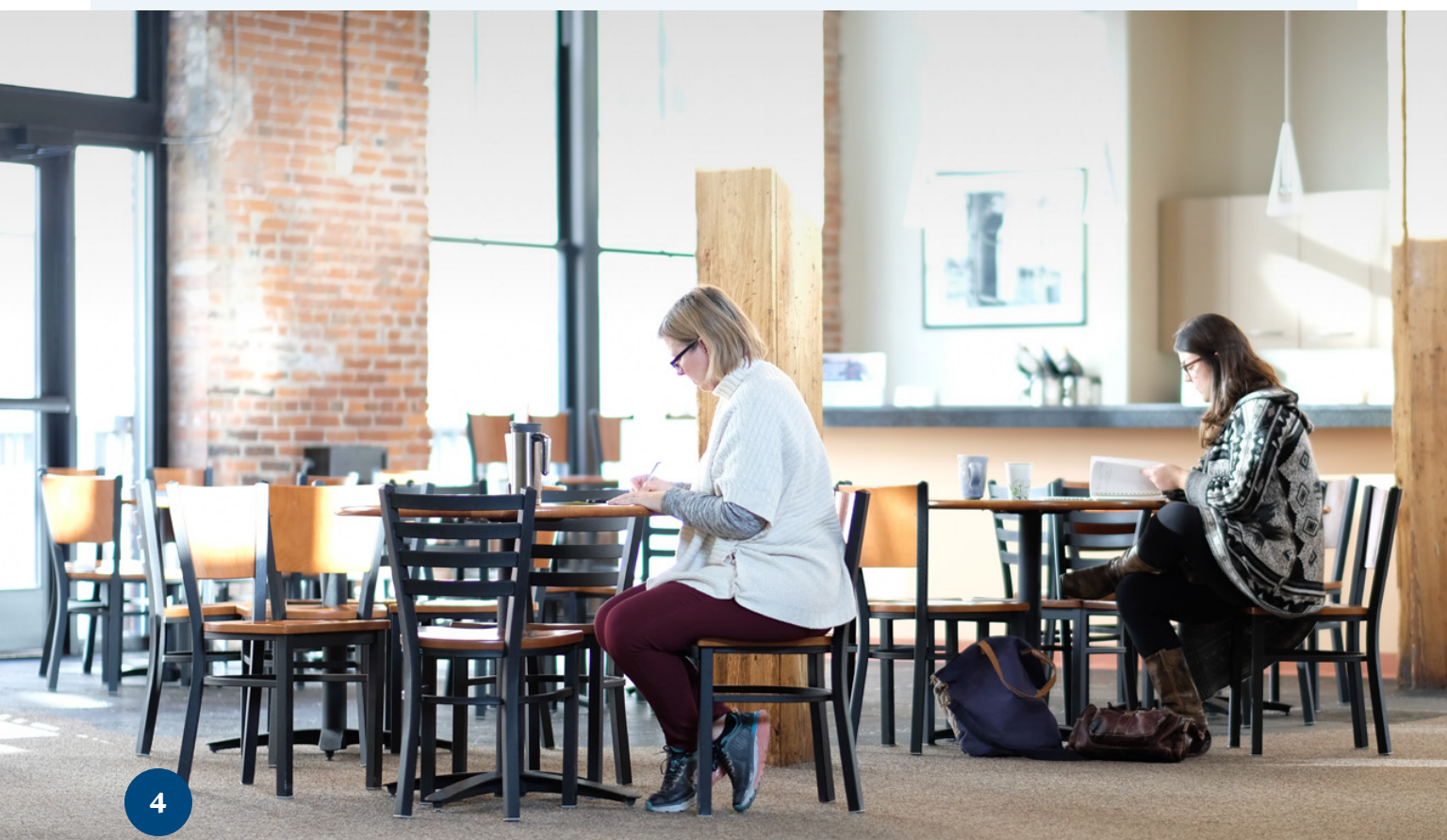
Well-being is much more than a luxury; our search for meaning, purpose, and well-being are an essential part of what makes us human. Without it, we aren't living: we are merely surviving.

## OUR VISION

Sustainable well-being in a changing world.

## OUR IMPACT

We promote sustainable health and well-being and work to decrease rates of lifestyle- and stress-related illness through training, coaching, and research and development.



# Our Impact



## Training

Anthropedia's extensive Well-Being Training Program is integrative, interdisciplinary, and proven to increase character. It is certified by Saint Louis University and the Missouri Institute of Mental Health. The training helps people change their lives so they can then assist others in transforming theirs. In addition to our Well-Being Training Program, we offer workshops and seminars on a variety of topics aimed to educate the community on practices for sustainable well-being.



## Coaching

Anthropedia coaching is person-centered and uses a bio-psycho-social-spiritual approach to well-being. Our evidence-based coaching incorporates a variety of mind-body practices for well-being. We offer well-being coaching to individuals, organizations, and communities worldwide.



## Research and Development

Based on the research of the Anthropedia Institute, we develop evidence-based approaches and educational resources to help people transform their thoughts, attitudes, and behaviors, ultimately helping them to adopt healthier lifestyles. Our international research networks continuously evaluate our resources to determine their effectiveness and impact.

*“In a gentle way, you can shake the world.”*  
– Gandhi

# OUR IMPACT IS Global

GLOBAL  
HUMANITARIAN  
WHOLE-PERSON  
SUSTAINABLE  
TRANSFORMATIVE

We have trained a diverse network of coaches that come to us from across the globe.

*New York*  
*Missouri*  
*Illinois*  
*Colorado*  
*California*  
*Michigan*  
*Puerto Rico*

*Ecuador*  
*Costa Rica*  
*El Salvador*  
*Brazil*  
*Peru*  
*Argentina*

From the United States to France, Sweden, and Portugal, we are expanding our impact.

In the US, our Well-Being Training Program is currently offered in Saint Louis, Missouri, but we plan to return to the New York/New Jersey area in 2020. In Europe, we will begin offering our training in Porto, Portugal, and Rome, Italy.

Thanks to our global reach, our coaches are improving the lives of thousands of people worldwide—at-risk youth, refugees and immigrants, homeless or impoverished individuals, and those involved in the criminal-justice system, as well as students, teachers, parents, and more.

The Anthropedia Institute, our international scientific advisory board and research network, has expanded and now includes the following partners:



UNIVERSITY OF  
GOTHENBURG



SAPIENZA  
UNIVERSITÀ DI ROMA



REGION  
BLEKINGE



*France*

*Switzerland*

*Belgium*

*Spain*

*Italy*

*England*

*Sweden*

*Serbia*

*Bosnia*

*Macedonia*

*Russia*

*Egypt*

*Somalia*

*Nigeria*

*South Korea*

*Japan*

*Syria*

*Iran*

*India*

*Pakistan*

*Afghanistan*

*Australia*

OUR IMPACT IS

# Humanitarian

GLOBAL  
HUMANITARIAN  
WHOLE-PERSON  
SUSTAINABLE  
TRANSFORMATIVE

“

My big purpose in life is to help people become their best selves. Anthropedia [training and coaching] has allowed me to return to what my purpose is.”

- Angie Huber, *Well-Being Coach, Mother, and Corporate Leader*

We have to ask how we can participate in the healing of our communities and our planet for the benefit of future generations that will have to deal with the consequences of our lack of action in the 20th century.

This reorientation requires a personal exploration of what brings our lives greater meaning and purpose. It also implies a greater commitment to social justice, a reduction of materialism, a focus on the person, and a global awareness and concern for all humanity. Our coaches and their clients live these values.

*“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”*

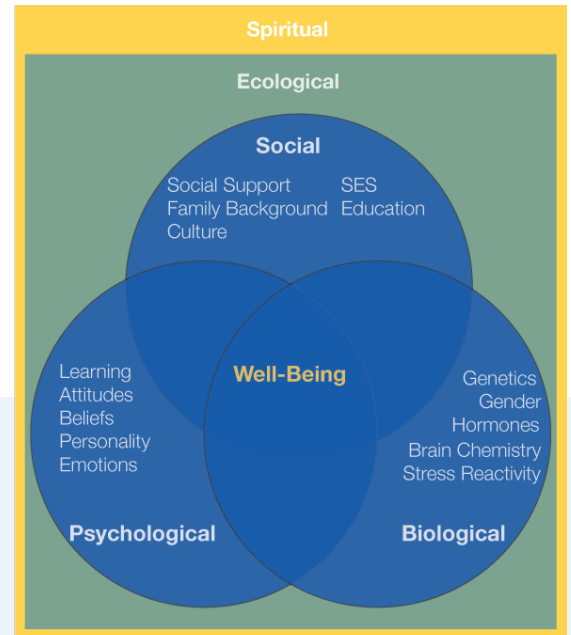
*– Martin Luther King, Jr.*



# OUR IMPACT IS Whole-Person

GLOBAL  
HUMANITARIAN  
WHOLE-PERSON  
SUSTAINABLE  
TRANSFORMATIVE

Anthropedia's model of well-being is bio-psycho-social-spiritual. This systemic approach takes into account the different interacting factors related to our mind, body, and spirit in their social, cultural, and ecological context.



“ The most important thing about the coaching is the person that I’ve become. I’m just a lot happier. I don’t dwell on things. If I get upset about something, I’ll give it a little bit of time, then when it’s over, it’s over. I just move on. And that’s huge. I just think it makes people the best person they can be, inside and out.”

- Kathy Hammer, *Well-Being Coaching Client*

“ Until you focus on all three aspects of your being, it’s all a facade, and when you are working on those things simultaneously you can live a happier, more enriched life and so I’m more aware of working toward this... It’s all about well-being. Well-being does not have a color or culture or anything to it. It’s just mind, body, spirit. We all have one. And we all need to see how to keep all three healthy.”

- Toni Muhammad, *Well-Being Training Program Participant, Saint Louis*



## Saint Patrick Center

Saint Patrick Center, one of the largest providers of homeless services in Missouri, began implementing Anthropedia's curriculum over ten years ago, and thousands of homeless men and women have been engaged in Anthropedia programming to date. It remains one of the most popular programs at Saint Patrick Center, and nearly 60 individuals participate in the Anthropedia meditation group three times per week.

**43%**

*of clients participating in our one-on-one coaching program attained a Permanent Exit Destination as described by HUD, compared to only 5% of non-participants*

“

Before Anthropedia, I was searching and I had been for years because I was in charge of mental health programs here [Saint Patrick Center, Saint Louis]. I was searching for something, for some approach that would be deeper than what I was finding with cognitive behavioral therapy and any of the other cognitive approaches, and I just never found anything that was organized and profound and deep and something that you could easily follow. Then I found Anthropedia... I was looking for something that taught clients who they are from the inside out, not what society tells you, not what your parents told you — but can you find it within?”

- Ann Rotermund, *Licensed Professional Counselor and Certified Well-Being Coach at Saint Patrick Center in Saint Louis*



OUR IMPACT IS  
Sustainable

GLOBAL  
HUMANITARIAN  
WHOLE-PERSON  
SUSTAINABLE  
TRANSFORMATIVE

“

This is not a quick fix; this is a process that takes time.”

- Angie Huber, *Well-Being Coach, Mother, and Corporate Leader*

“

The one thing I want to say too is that it's sustainable change. I've been to retreats, and maybe you notice a difference for 6 months, and then you're back to the same person. But the one thing with Anthropedia is that it's a sustainable change in your life. And that is pretty amazing. I think when you're talking about a person of my age, sometimes we're kind of set in our ways and in our character and our temperament. So, to make these sustainable changes in your life, it's huge.”

- Cindy Wills, *Former Early Childhood Development Center Principal and Well-Being Coach*



# Center of Competence

In collaboration with the Center of Competence in Blekinge, Sweden, Anthropedia has trained over 50 coaches who have served over 1,500 individuals across several programs including immigrants and refugees, unemployed individuals, and at-risk youth.

Specifically, our project that provided coaching to unemployed individuals demonstrated increased well-being and reduction of negative emotions. Changes were shown to hold six months after the interventions ended.

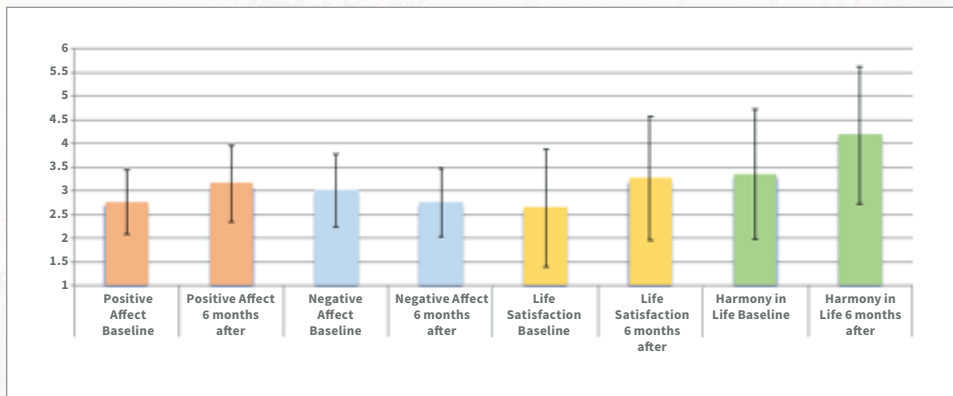
**50**

individuals trained

**1,500**

served through coaching and a variety of wellness interventions

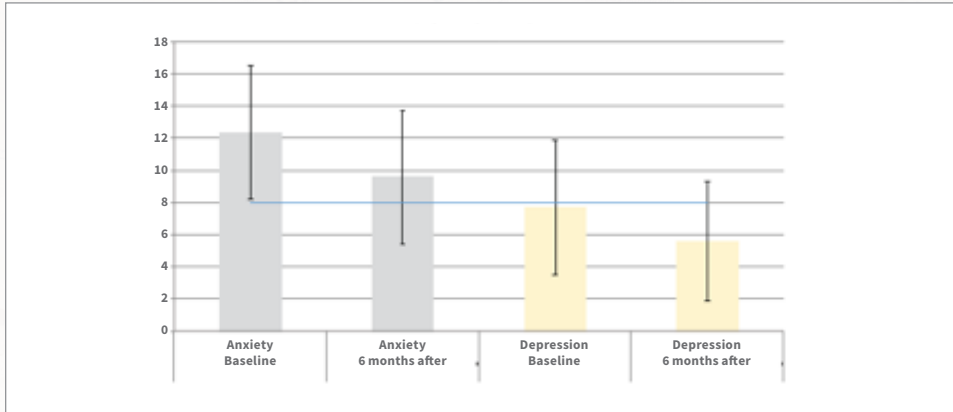
## SUBJECTIVE WELL-BEING



Participants in Well-Being Coaching showed significant increases in positive affect ( $r = 2.31$ ,  $df = 20$ ,  $p < .05$ , Cohen's  $D = 0.51$ ), life satisfaction ( $r = 2.94$ ,  $df = 20$ ,  $p < .01$ , Cohen's  $D = 0.49$ ), and harmony in life ( $r = 2.36$ ,  $df = 20$ ,  $p < .05$ , Cohen's  $D = 0.59$ ).

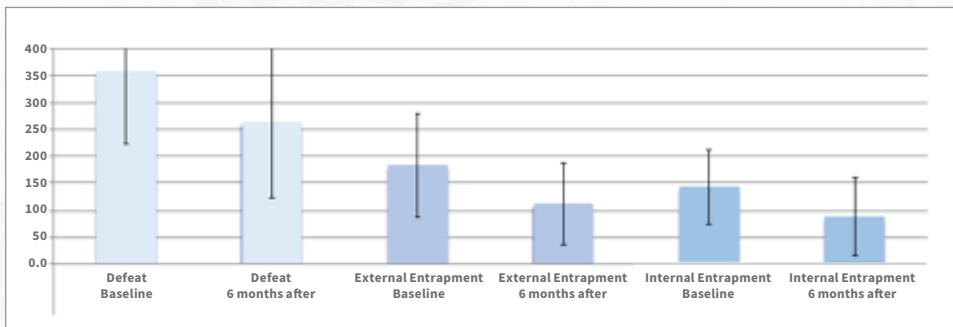
## PROJECT SPOTLIGHT

### ANXIETY AND DEPRESSION



Participants in Well-Being Coaching showed significant decreases in depression ( $r = 2.53$ ,  $df = 20$ ,  $p < .05$ , Cohen's  $D = 0.54$ ) and anxiety ( $r = 3.08$ ,  $df = 20$ ,  $p < .01$ , Cohen's  $D = 0.67$ ).

### DEFEAT AND ENTRAPMENT



Participants in Well-Being Coaching showed significant decreases in defeat ( $r = 3.96$ ,  $df = 19$ ,  $p < .001$ , Cohen's  $D = 0.63$ ) and entrapment (external:  $r = 3.91$ ,  $df = 18$ ,  $p < .001$ , Cohen's  $D = 0.82$ ; internal:  $r = 4.49$ ,  $df = 19$ ,  $p < .001$ , Cohen's  $D = 0.77$ ).

# OUR IMPACT IS Transformative

GLOBAL  
HUMANITARIAN  
WHOLE-PERSON  
SUSTAINABLE  
TRANSFORMATIVE

Anthropedia's fundamental goal is to help individuals transform their overarching outlook on life, challenge their limiting thoughts and behaviors, and learn to live in harmony with themselves and the world around them. This requires deeper self-examination, a wide breadth of knowledge, and a variety of tools, all of which are made possible through our training program and coaching.

“ Now that I've been through the training, I really like myself. I've done a lot of work. And I was not like that. I used to beat myself up. I was very self-conscious for most of my life. I like me now. I learned to have self-acceptance. I'm not perfect at all, but I like who I am and who I am becoming...”

- Angie Huber, *Well-Being Coach, Mother, and Corporate Leader*

“ If you're not becoming more and more the person you're supposed to be, how can you help someone else become the person they're supposed to be? And that means you don't ever settle, you keep working on it. But I didn't necessarily know how to do that. Anthropedia gave me procedures and processes and tools to help me do that. And you can offer that to clients.”

- Ann Rotermund, *Licensed Professional Counselor and Certified Well-Being Coach at Saint Patrick Center in Saint Louis*



OUR IMPACT IS  
**Transformative**

GLOBAL  
HUMANITARIAN  
WHOLE-PERSON  
SUSTAINABLE  
TRANSFORMATIVE

“ Anthropedia is life-changing. You’ll feel more positive emotions in your life. You’ll look at your life in a different light if you’re open to it.”

- Cindy Wills, *Former Early Childhood Development Center Principal and Well-Being Coach*

“ I’m able to understand how my thought processes develop into negative patterns and to free myself from those schemas.”

- Howard Smith, *Well-Being Coaching Client*



“ Since Anthropedia, I’m finding my voice more than I was able to in the past. I’m not as confrontational. I find myself reflecting more.”

- Jim B, *Saint Patrick Center and Well-Being Coaching Client*

“ Well-Being Coaching was a turning point in my life. I’ve had so many experiences talking with psychologists, but I didn’t get the help and plan that I needed to get out of that situation. They just diagnosed me with depression and anxiety. And so I couldn’t get help from that. But now I have the materials and tools, and it’s just up to me if I want to come out of this situation or not.”

- *Well-Being Training Program Participant, Sweden*

# Character Development and Well-Being

Anthropedia's Well-Being Training and Coaching have been designed to develop a person's character: self-directedness, cooperativeness, and self-transcendence. Growth in these character dimensions has been shown to increase one's resilience and overall well-being, as well as improve physical and mental health. (*Cloninger, Svrakic et al. 1997, Cloninger 2004, Sohar et al. 2010, Cloninger and Zohar 2011*).

## Scientifically Proven to Improve Character

A recent study of 130 of our coach trainees yielded substantial gains in character development as measured by the Temperament and Character Inventory (TCI). This included statistically significant ( $p < .01$ ) improvement in mean character trait scores before and after the training. Our training improves the following character traits:



### SELF - ACCEPTANCE

*satisfaction and happiness with oneself*



### EMPATHY

*the ability to share and understand the feelings of others*



### MORAL REASONING

*logical reasoning of what one ought to do morally*



### SELF - TRANSCENDENCE

*identifying the self as an integral part of the unity of all things*



# Transition Center of Saint Louis

Since 2018, Anthropedia has been providing individual and group well-being coaching and creative arts to residents at the Transition Center of Saint Louis, a halfway home for men transitioning from prison to the community.

The program aims to help the residents transition to work and permanent housing after having served lengthy prison sentences. Anthropedia's coaching assists in making the transition smoother by providing the clients skills to improve emotional regulation, self-awareness, and self-expression.

**150**

*clients coached*



“ I know when I’m doing this I’m not in prison. I’m about as close to serenity as I can get without being able to walk out of these doors when I want to.”

“ For the first time in my life, I am understanding who I am. I have been through countless treatment programs, and this makes the most sense to me.”

“ I still get angry, but I don’t act on it as much. I don’t want my anger to stop my goals.”

“ [Art] brings me peace, self-satisfaction, that I’m actually creating something. It’s helped my nerves, helped me calm down. [It’s] very therapeutic.”



“ [Art] is a way to let people see what you see. If more people would [do art] we’d have less crimes and victims in the world. It’s a stress reliever, and you can take the edge off.”

## Northwest Community Well-Being Initiative

Anthropedia, in partnership with Northwest R-1 School District in Jefferson County, Missouri, created the Northwest Wellness Center in 2016. The center supports parents, teachers, students, and community members.

To date, 40 coaches have been trained and over 2,500 individuals have been impacted by coaching and educational programming.

**40**

*coaches trained*

**2,500**

*individuals impacted by coaching  
and educational programming*

“Anthropedia did not take away the difficult and overwhelming situations that everyone encounters, but it made overcoming those situations simpler. Life still hands me lemons, but I find it easier to make lemonade. The moment I started letting Anthropedia into my life is the moment I truly became happy with who I am and the person I am meant to be. Aristotle said that knowing yourself is the beginning of all wisdom. I hope and believe I am on that path.”

*- Northwest Initiative Coaching Client*

“I am more in touch with myself and my surroundings. I am more aware.”

*- Northwest Initiative Coaching Client*

## PROJECT SPOTLIGHT

**“** Anthropedia [coaching] has been the most important journey of my life: completely changing my mindset and my habits to make me both highly successful and more relaxed. Anthropedia has changed my life.”

*- Northwest Initiative Coaching Client*

The biggest advantage of Anthropedia has been that it has shaped me into a person who is both high-achieving and focused on happiness...”

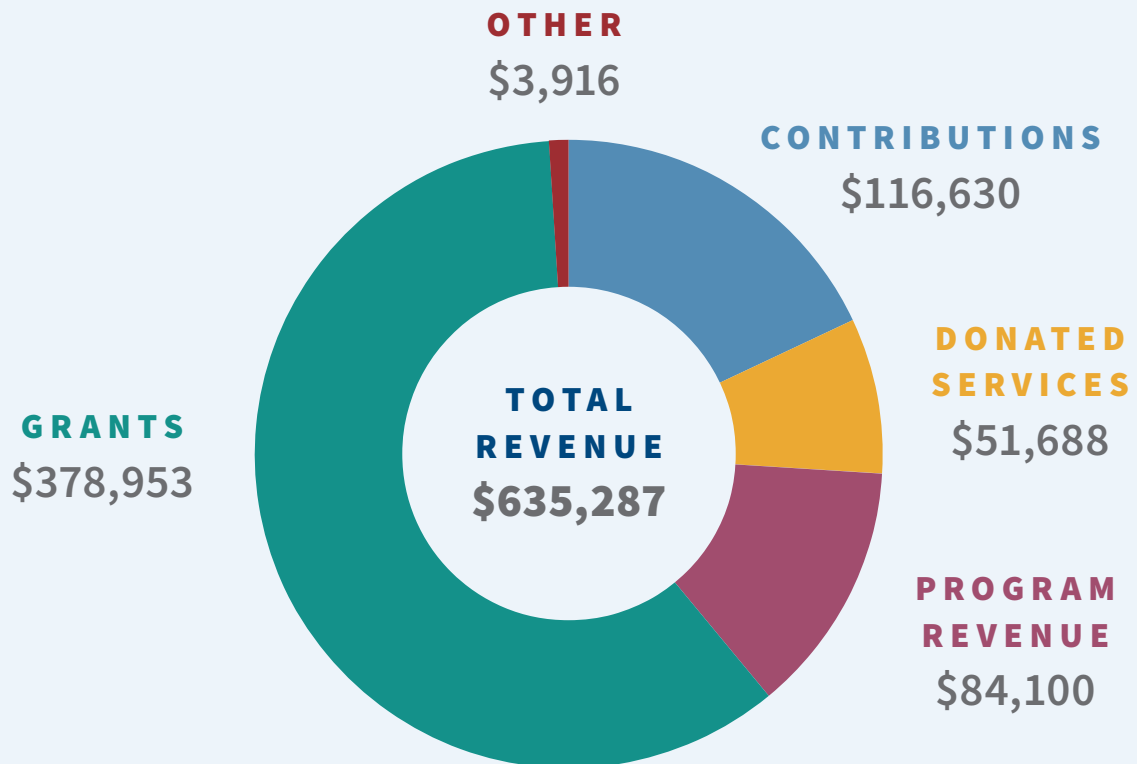
*- Northwest Initiative Coaching Client*



# Revenue

Anthropedia's revenue in 2018 came from five sources: contributions, donated services, program revenue, grants, and other miscellaneous sources. The total revenue in 2018 amounted to \$635,287.

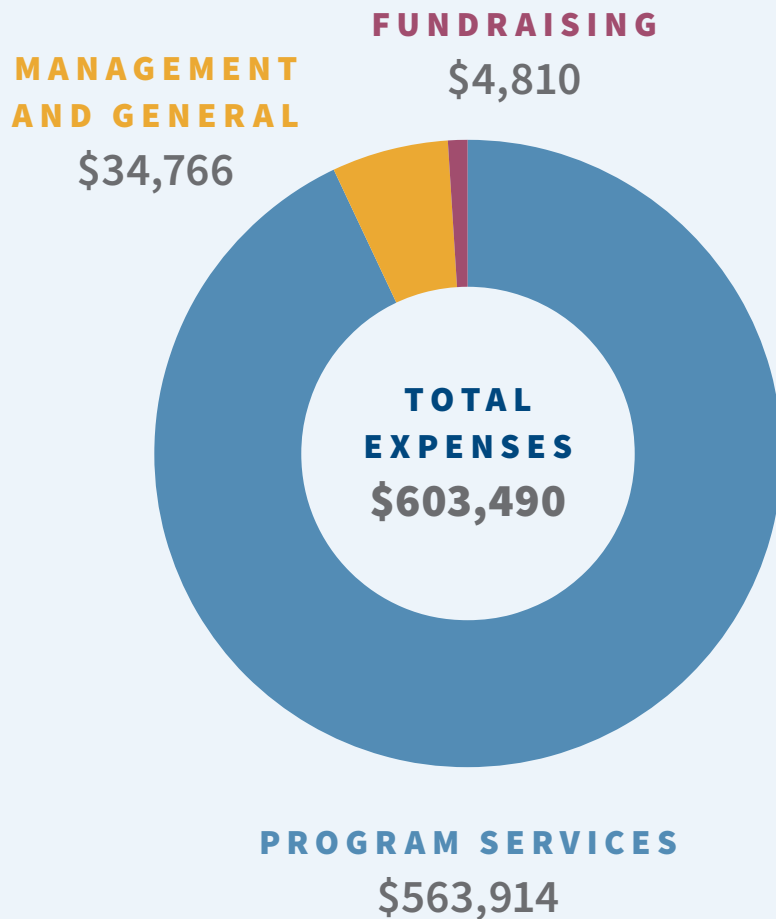
## REVENUE IN 2018



# Expenses

Anthropedia's expenses in 2018 came from three sources: program services, management and general, and fundraising. The total expenses in 2018 amounted to \$603,490.

## EXPENSES IN 2018



## OUR BOARD MEMBERS

Lauren E. Munsch Dal Farra, M.D., Founder and Chairman of the Board  
*President and CEO of PALM Health*

Sita Kedia, M.D., M.P.H., Vice President  
*Chief Medical Officer of PALM Health*

Robert Munsch, M.D., Treasurer  
*Founder and President, Midwest Cataract and Laser Institute*

HSH Prince Albert II of Monaco

Catherine Erb, Philanthropic Development

Sir Michael J. Smurfit, Ph.D.  
*Former Chairman, Jefferson Smurfit Corporation*

## OUR FUNDERS





