



NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

GLOBAL Destination Report

January - March 2010

Total Meals Donated as of March 31: **180,955,440**

Haiti Disaster Report

Haiti, the poorest country in the western hemisphere, was unprepared for the 7.0 magnitude earthquake that struck on 12 January, 2010, just 10 miles west of the capital, Port-au-Prince. It was the strongest earthquake to hit the country since 1770. Of the 10 million people living in Haiti, 80% live below the poverty line, more than two-thirds of the labour force is without a formal job, and most people survive on less than US\$2 per day. In November 2008, the mayor of Port-au-Prince estimated that roughly 60% of the city's buildings were poorly built and unsafe due to a lack of acceptable building standards. More than 200,000 people were killed by the disaster and the Haitian president estimated that over 280,000 buildings were destroyed.

In January and February, our caring distributors in the United States, Europe and China dedicated all, or a portion of their donations, to support the victims of the Haiti earthquake. January donations hit the highest level since the tremendous global distributor response following the Sichuan, China earthquake. Assisting the victims of the Haiti earthquake disaster was extremely challenging due to poor telecommunications and the destruction of the transportation infrastructure, including roadways, airports and harbours. Fortunately, our primary charity partner, Feed the Children (FTC), had approximately 5,000 bags of VitaMeal stored in Haiti in their damaged offices at the time of the earthquake. As soon as FTC was able to extract the stored VitaMeal, they coordinated with the mayor of Carrefour to distribute the food quickly and efficiently. While FTC worked to establish a dependable shipping route into the earthquake area through the Dominican Republic, we jointly turned to Christian Disaster Response (CDR), the organisation



CDR air shipment of VitaMeal



Earthquake refugees receiving VitaMeal and medical assistance in Cap-Haitian

that had arranged for air transportation into the area. CDR shipped 2,100 bags by air and 3,900 bags by sea, and focused on helping refugees who fled from the earthquake zone due to aftershocks - 33 aftershocks ranging from 4.2- to 5.9-magnitude were felt.

VitaMeal being distributed by CDR



FTC's shipments of VitaMeal arrived in the Dominican Republic and were transported to Carrefour by the Pan American Development Foundation. VitaMeal is currently distributed at a camp established by the Catholic Charities and other cooperating agencies, where thousands are living in tents. Nearly 800,000 servings of VitaMeal have arrived or are en route with a commitment to maintain an ongoing supply. Reports reveal there is currently more food in Haiti than there has been for many years, but perhaps none more nutritious than VitaMeal. The challenge and opportunity is for Nourish the Children® supporters to continue to donate and distribute food to the people of Haiti as they rebuild their country and as many other organisations and sources of assistance leave. The Nu Skin Force for Good Foundation® is rebuilding a school that was decimated by the quake. Our hope is to donate VitaMeal through this school to feed needy students and others in the surrounding community.



VitaMeal distribution to children affected by HIV/AIDS

The mayor of Carrefour presents VitaMeal to the leader of a local women's group and the leader of the Association of the Handicapped (ASHCA). Both organizations assisted in the orderly distribution of VitaMeal.

Russia

“The number of children in Russia without parents to support or care for them has grown to 868,000 - even more than the 620,000 children who had lost their parents by the end of the Great Patriotic War in the USSR. It is impossible to remain indifferent while these children are seeking help. It is hard to imagine what a life can be like without any care or support.”

“We all remember when we were little. So, how could any of us possibly separate children into categories, such as, “my own” or “somebody else’s”? It’s just not right. You can’t blame a child for not having been born in a family where he or she could get proper care and love. We, as adults, are the ones who have the power to change their lives for the better.”

“Nourish the Children® is a special initiative of Nu Skin Enterprises. Its aim is to unite people from all over the world to help those in great need, to help children from orphanages, asylums and the homeless. We have an opportunity and a great desire to help them. We are trying to do our best so that these young people bear no bitter resentment against the world that left them aside from the very start. We are anxious to provide them the complete fortified nutrition that their bodies need! No one else has the right product to help them. These children need our support, help and care!”

“In June 2008, our sponsors, Aydar Gubaydullin and Elena Dmitrenko, introduced us to the Nourish the Children® initiative. The first impression I had was that I truly needed it. I was so ready to develop the project in Russia. Throughout the entire summer, Elena Kholmogorova and I worked very hard and our first success was to obtain 100 bags of VitaMeal for an orphanage! We were so excited that we didn’t even notice that we achieved the Ambassador status. I am just 21, but for the first time in my life I feel a great responsibility and an urgency to continue developing this initiative, for there are so many children in need! More than 180,000,000 servings of VitaMeal have already been donated this year! It means 180,000,000 happy smiles. It is even more rewarding when I realise that a part of those smiles are on the faces of Russian children! And this is only the beginning!”



Venera Faizrahmanova
Elena Kholmogorova

Philippines

Lumagui Elementary School, Saguday, Quirino Province

The VitaMeal project at Lumagui Elementary School was initially intended for the 16 below-normal-weight pupils, but after launching this programme, all the school children were interested in participating. Therefore, it became a special trial project to benefit the total school population. As a result, the programme became a motivational factor, increasing school attendance. Nine of the 16 below-normal-weight students have reached a normal weight and the other seven are still participating. Not only did the children improve their health and appearance, but also their school performance.



Local Government of Sindangan, Zamboanga del Norte, Philippines

The Municipality of Sindangan, Zamboanga del Norte (southern Philippines) struggled to initiate, motivate and sustain community-based nutrition programmes. Efforts in past years had been futile. In the first year of implementing the FTC Nutrition programme, there was minimal support from stakeholders. It was difficult to find people to help cook the meals. However, as the end of the first year neared, parents, teachers, school heads and even community leaders saw the improvement in the children and started to support the programme.

The result of the nutrition programme this year was a significant decrease in malnourished children from the previous level of 17.8% to 10.7%. This programme is expected to rehabilitate more malnourished children by its completion in April of this year.



Mayor Bert Macias (right) and other officials receive the ceremonial presentation of 2,500 bags of VitaMeal from Mr. Soy Lumaad, Philippines FTC Nutrition programme coordinator (left).

China

Report from China Children and Teenagers' Foundation

1. Qingyuan City, Guangdong Province

On 03 March, 2009, Nu Skin China started delivering 74,490 VitaMeal servings to the poorest primary schools in Qingyuan City in the Guangdong province: Huanghua Primary School in Shijiazhen and Gaoche Primary School in Jintan. The China Children and Teenagers' Foundation and Guangdong Women's Union assisted Nu Skin® in the distribution.

Huanghua Primary School



Gaoche Primary School



2. Jixi City in Heilongjiang Province

On 31 March, 2009, the China Children and Teenagers' Foundation and the Education Bureau of Jiguan District, Jixi City, Heilongjiang Province delivered VitaMeal to 1,000 children in 12 schools in the Jiguan District.



3. Shenyang City, Liaoning Province

On 01 July, 2009, the China Children and Teenagers' Foundation donated 11,004 bags of VitaMeal (330,120 meals) to the Shenyang Charity Foundation. By November 2009, Shenyang Charity Foundation sent VitaMeal to the following locations, helping to feed 910 children.

Institutions	Children	Amount (bags)	Notes
Shenyang Children's Welfare Home	463	4,200	Orphans and disabled children, 100 more each year
Qizhi Kindergarten in Huanggu District	138	1,800	Orphans and disabled children
Yuhang Language Training Center in Shenyang	42	1,200	Orphans and disabled children
Deji Hospital in Shenyang,	55	600	Orphans and disabled children
Special Education School in Lizhong	132	3,204	Disabled children
The Special School for the deaf in Sujiatun District	80		
	910 Children	11,004 bags 330,120 servings	

The students noticed that VitaMeal tasted different from rice, but considered it very delicious and similar to traditional tastes in North China. According to teachers' feedback, children's health improved significantly.

Feedback from the Kindergartens

“On 02 July, 2009, we received the boxes of VitaMeal, which not only saved the kindergarten's resources but also contributed to better health for the children. The managers, doctors and cooks in the kindergarten held a meeting. They read the VitaMeal formula and designed menus to integrate the nutritious product. They also informed the children's families and the public that VitaMeal fulfils the nutritional needs of growing children. And the children love its taste too. At the beginning, the children were suspicious of the new dish. But once they had one spoonful, they loved it. The cooks included VitaMeal in *conjee* (a traditional rice porridge dish) for breakfast. The children welcomed it and ate a lot. Their health improved greatly after three months, which the teachers and parents attributed to VitaMeal.”

Yuhang Language Training Center

“Our Yuhang Language Training Center was privileged to receive the donated VitaMeal from Shenyang Charity Foundation. The school has always paid a lot of attention to the children’s eating habits, especially breakfast. We understand that both health and being able to speak are important to deaf children. At first we were worried. On the one hand, if VitaMeal was nutritious enough and on the other, if the children would like it and whether there would be any side effects. It turns out that we needn’t have worried.”

“The first day that VitaMeal was on the table, the children were so curious that they stared at the food for what seemed like several minutes. They wondered: what is this? Why are the beans so colourful? Some of the beans are round, some flat, some big, some small. The children finally took a bite of the new food with the encouragement of their teachers. The smiles came back to their faces. The thinner children became healthier. VitaMeal is indeed a great nutritious food for our children.”

Qizhi Kindergarten in Shenyang, 26 October, 2009

Stories told by teachers:

Wurui

“Wurui is five and a half years old. He has been studying in the Qizhi Kindergarten for two years. He was a lot thinner than the other boys the same age. He easily became ill, always coming down with a fever in the spring and fall. We learned that Wurui’s family was so poor that they couldn’t even afford the kindergarten fee. So, we always brought some fruit for Wurui. Frankly, every time we saw little Wurui, it was painful.”



“This July, the kindergarten received VitaMeal from the Shenyang Charity Foundation. I noticed that little Wurui came to love eating, like the other children. All the teachers were glad. Now, Wurui has received VitaMeal for almost six months. Though he is not as tall as others his age, he has grown a lot and is much healthier. He even looks healthier. He now joins in with the other children on the playground.”

Dongliru

“When Dongliru joined my class at the beginning of year, I thought there must have been a mistake. My class is for students in the second grade. I thought she must be a first grader. Later, I learned that she was indeed five years old. Dongliru is very thin and short. Her hair is very sparse and pale. She ate little. She often got diarrhoea and other illnesses. She wouldn’t join the other children. Both her parents had lost their jobs and the family was very poor.”

“In July 2009, our kindergarten received VitaMeal donated by the Shenyang Charity Foundation. From that time, Dongliru’s health steadily improved. Half a year passed. Dongliru came to like eating, almost as much as the other children. She grew taller and stronger. She became healthier. She also became happier and more willing to play. Recently, we even found out that she loves singing and dancing. Witnessing the growth of this little girl, her family and her teachers are so pleased.”



Liangshan Areas, Sichuan Province

Lixiuying, assistant to the director general in Liangshan Yi for Empowerment Center, reports: “We are grateful to all of you who donate VitaMeal to the orphans of Liangshan. Now the term has begun and the children have come to school. What is different is that they are now receiving VitaMeal. On behalf of the Center, I would like to express our thanks to you. There are more than 8,000 orphans in our area because of drugs and AIDS. Unfortunately, we could only save 190 of them because of limited funds. We are so happy that the children now receive delicious, healthy meals.”



Ankang Home, Shuangliu City, Sichuan Province

On 23 September, 2009, Nu Skin® and the China Children and Teenagers' Foundation delivered 10,602 bags of VitaMeal to the children of the Ankang Home in Chengdu City, Shuangliu, Sichuan Province.

The Ankang Home is family for 677 children from earthquake-afflicted areas. There are 218 primary school students, 328 middle school students and 128 high school students. Among them, 338 children lost their parents in the earthquake. The children in Ankang Home came from Wenchuan, Qingchuan, Beichuan and Guangyuan, which suffered most from the earthquake. They represent a variety of nationalities, including Zhang, Qiang, Hui, Tujia and Han.

Shuangliu Ankang Home made the VitaMeal into *conjee* and other recipes. Moreover, the Ankang Home adjusted the recipes to cater to the children's tastes. The children in the Ankang Home like to eat the foods made with VitaMeal and are very glad to have it.

The children in the Ankang Home came from poor mountainous areas, so most of them are malnourished. Compared with children the same age, they are typically shorter and thinner and do not do as well in school. To some degree, VitaMeal appears to be helping overall health.

Children's Stories:



Yongjie Ma and Minghao Zhang from Donglong Village, Aba Prefecture, Sichuan Province, were the youngest children in Shuangliu Ankang Home. They are now in the pre-school class. When they first came to Ankang Home, they were difficult for the teachers because they were so young and unhealthy. Since the middle of September, the children of Ankang Home have been eating VitaMeal. After just two months, these two children became stronger. Instead of running away from their teachers at mealtime, they are running for the VitaMeal.

Minghao Zhang became an orphan after the Sichuan earthquake. He will turn five years old on 20 October. Little Zhang is especially weak and has always caught all kinds of illnesses. The "aunt" in Ankang Home worried about him the most. However, little Zhang has become healthier since he started eating VitaMeal. He would love a big bowl for every meal. The "aunt" in charge of him is happy to witness his growth. Little Zhang said, "VitaMeal is delicious and I love it."





“Yuting Zhou is from Jingsai Village, Guangyuan city, Sichuan Province. She was an orphan before the earthquake. Since taking VitaMeal, she told her teacher, “I’ve eaten a lot recently because I know it is nutritious. I am taller and stronger now.”

“Nu Skin® works closely with world-renowned charity organisations, promoting Nourish the Children®. In China, the World Children’s Fund is committed to helping orphans, disabled children and poor children. We are honoured to promote and take part in Nourish the Children® with Nu Skin®. The programme makes our children healthier and stronger, which is our best reward. Let me say thanks to Nu Skin®, for bringing hope to the poor children of China.”

–Liying Song, Secretary General of The China Children and Teenagers’ Fund

and

–Zhigang Wang, President of World Children’s Fund



Malawi

James Campbell, Country Director for FTC, sent the following distribution report:

“There are five methods we use to get VitaMeal to our beneficiaries. We deliver to rural and urban distribution points where 4-10 Community-Based Child Care Center (CBCC) committees come to transport the VitaMeal back to their Centers. We try to get within a couple of kilometres of their locations and they transport food back to their villages, primarily with ox carts and bicycles. We would like to deliver closer, but there aren’t any roads, and the ‘last mile’ delivery is quite expensive, so this seemed to be the most cost-effective formula.

We monitor the CBCCs following these deliveries. They are all required to maintain a “use and inventory log,” so that anytime we come to visit, they can show us a reasonable use pattern and account for what is left over. We plan on one bag per child per month.

Secondly, we have established partnerships with several local and international NGOs to implement the same process with their network of CBCCs. This gets VitaMeal into quite a few more districts: Mzimba, Nkhotakhota, Chitipa and Nkahata Bay. In addition, we donated a four-month supply to the Evangelical Lutheran Church in November; they have 50 CBCCs in 15 additional districts (each limits enrolment to 50 vulnerable children). We felt it would be best if we



supplied to and through these other groups because the relationships they have with their CBCCs makes the process quite reliable and allows for a faster ramping up of the overall programme. In some situations, we assist with the transport to their district offices.

The third way we distribute VitaMeal is through the Malawi Office of the President and Cabinet. This office distributes a very limited number of VitaMeal bags to projects associated with a charitable foundation and this arrangement is for a limited time.

The fourth method of distribution is via Preventing Mother-to-Child Transmission (PMTCT) programmes run by the University of North Carolina (UNC) and the Baylor Children's Clinic. Baylor VitaMeal donations go directly to HIV-positive children who visit the clinic and to the PMTCT outreach sites. As these projects are in Lilongwe, and we deliver VitaMeal directly to the clinics, we can rest assured that the VitaMeal is given to those for which it is intended.

Finally, the fifth way VitaMeal is distributed is through a handful of residential orphanages, like Home of Hope in Machinji, which our distributors had the opportunity to visit in May. We deliver a small quantity to them on a quarterly basis.”



Part of the distribution and one of the beneficiaries thanking FTC for the donation

Karonga Malawi Earthquake Response

The District of Karonga experienced a series of recurrent earthquakes, beginning on 06 December, 2009. The strongest earthquake, at 6.2 on the Richter scale, occurred on 20 December and minor tremors have been reported through 24 December. According to government reports, 5,126 households were affected. A total of 1,557 houses collapsed, while 3,579 houses developed cracks. 1,200 households were relocated to a camp known as Mulinda. FTC provided 12 metric tons of VitaMeal and 124 boxes of water guard.

Monthly Distribution Report



We appreciate the generosity of our distributors and customers, whose donations make these programmes possible. From January through March 2010, VitaMeal donations were delivered

to authorised charity partners for distribution to those who needed it most. Although the following were the intended destinations for the January through March donations, please note that the charities may change destinations due to logistical issues or the needs of recipients. These numbers also include donations from Nu Skin Enterprises through the corporate match programme.

Destination	Total # of VitaMeal Servings (30 Child Meals per Bag)
Malawi, Africa	5,916,090
Haiti	1,107,000
China	900,000
Philippines	541,920
Other	298,800
Total	8,763,810

Nourish the Children® is an initiative created and supported by Nu Skin Enterprises, a for-profit company, which facilitates donations of purchased VitaMeal to non-profit partners such as FTC. Charity partners distribute VitaMeal to deserving children without charge or fees.