



NOURISH THE CHILDREN®  
AN INITIATIVE OF NU SKIN ENTERPRISES

# GLOBAL Destination Report

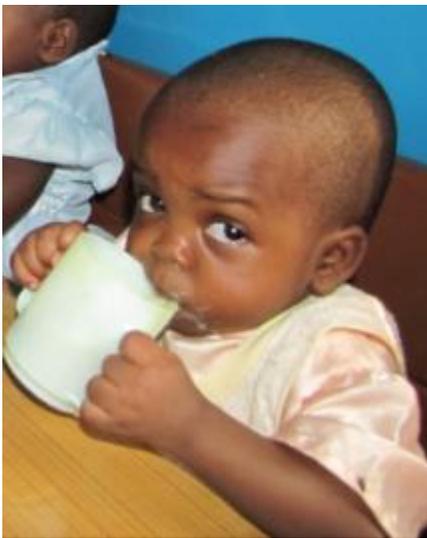
July-September 2010

Total Meals Donated as of September 30: **197,367,300**

## Malawi

### Faces of Malawi

This year, because of your generous VitaMeal donations, over 67,000 children ate a nutritious meal every day. Unfortunately, that is just a start. Here are a few snapshots of precious Malawian children.



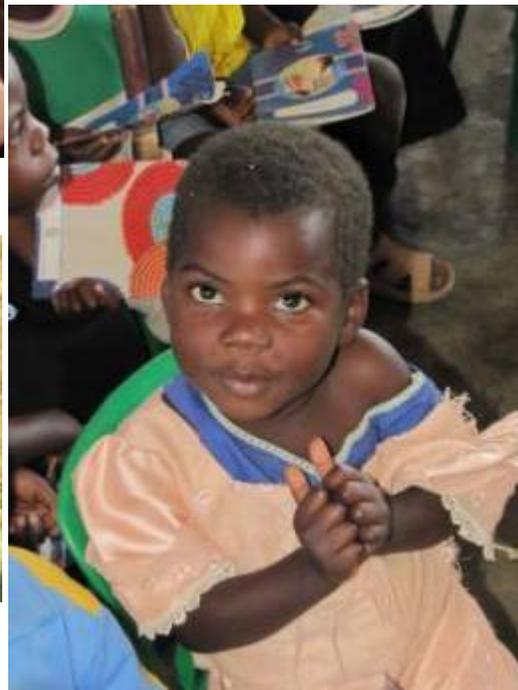
Abandoned baby at the orphanage founded by Mother Teresa



Sleepy student at the Nu Skin Germany Child Day Care Centre



Boy selling boiled field mice on the street – a quick snack



## China

### Background:

On 14 April, 2010, a 7.1-magnitude earthquake hit the Yushu Tibetan Prefecture in Qinghai Province, causing many casualties. When the devastating earthquake struck, Nu Skin China donated 450,000 servings of VitaMeal to the China Foundation of Poverty Alleviation to assist four boarding schools and 1,975 kids from affected households in welfare homes.

A second distribution has been dispersed to all 1,975 children from affected households during the period of 15 September to 06 October, 2010. (See the table below)

**Statistical Table of VitaMeal Distribution Donated by Nu Skin® to Yushu**

<b>Distribution Region</b>	<b>Distribution Quantity (Bags)</b>	<b>Number of Recipients</b>	<b>Distribution Time</b>
Centre Boarding School in Jiegu Town	2,760	920	15 Sept.
No. 3 Wanquan Primary School of Yushu County	4,167	1,389	20 Sept.
No. 2 Wanquan Primary School of Yushu County	2,805	934	23 Sept. morning.
No. 1 Wanquan Primary School of Yushu County	2,400	800	23 Sept. afternoon
Ghee-lamp of Children's House	300	100	30 Sept.
Centre Boarding School in Batang Village	420	140	04 Oct. afternoon
Centre Boarding School in Xialaxiu Village	840	280	04 Oct. afternoon
Huaide Welfare Home of Yushu Prefecture	240	80	01 Oct.
Orphan Welfare Home In Gongxiashi	402	134	02 Oct.
Racetrack Settlement	90	30	03 Oct. morning
Dongfeng Village and Qianjin Village in Jiegu Town	84	28	03 Oct. afternoon
Xinzhai Village	60	20	03 Oct. afternoon
Centre Boarding School in Zhongda Village	360	120	01 Oct.
Unloading Breakage	72	0	
<b>Total</b>	<b>15,000</b>	<b>4,975</b>	
<b>Note:</b> The distribution of VitaMeal has been followed up once a month and will last three months in total with distribution of three bags per student.			



Students happily helping to unload



Students wait in line to receive VitaMeal



Project Officers explain cooking methods for VitaMeal to teachers



Teachers explain cooking methods for VitaMeal to students

## Letter from a Yushu Child

Dear Uncles and Aunts:

I am very pleased to write you this letter.

First, I would like to express the most sincere appreciation and the highest respect to you on behalf of over 1,800 students of my school.

On 14 April, the unpredictable 7.1-magnitude earthquake caused a small, beautiful county to suddenly fall to ruins. That day was filled with the smell of death. In just one day we lost a lot; we lost our loved ones, friends and classmates who were so recently with us.

That morning, people were immersed in sweet dreams. Some students were playing with classmates at school and others were rushing to class, while elderly people were turning prayer wheels to pray for safety.

When our beautiful country was beginning the new day, suddenly, we felt a strong shaking. The people who were sleeping had little time to escape. A few narrowly escaped being killed by the earthquake. Some entire families were killed. Students in classes rushed out in a panic and some students hurrying to school were crushed to death by collapsing walls. Scared parents cried out to find their children. The kind, elderly women who had been praying for the safety of all lost their lives due to the merciless earthquake.

From afar, the destruction in beautiful and affluent Yushu was so appalling that one could hardly bear the sight of it. At that time, came brothers from various nations to aid us with love in our hardest and most helpless time. Now we are rebuilding our homes. You send VitaMeal for children to nourish their bodies. To make sure our children have strong bodies to study, you provide timely help with sincere hearts in this most painful situation. Your kind hearts create a powerful force to help us overcome disaster, lighting our passion for rebuilding our homes. We must convert sorrow into the strength to pull through. We must study hard, and do whatever we can to do good things like you in the future. We believe, with the help of you and others like you, our school will be restored even more beautiful than before.

Thank you again! We wish you good health, the very best of luck in your jobs, and a life of peace!

Tash Delek (In the Tibetan language, this name means "Good Luck")

No. 2 Wanquan Primary School of Yushu County

28 Sept. 2010



VitaMeal brought by the kids



Children happily eating VitaMeal



All the kids love the VitaMeal!

---

## Philippines

Soy Lumaad, National Nutrition Coordinator for Feed the Children Philippines reports that from July through September 2010, 101,131 children from all over the Philippines were served hot VitaMeal and 49,139 mothers underwent training on proper health, nutrition, and sanitation – an integral component of the Feed the Children Philippines nutrition programme.

### VitaMeal came to the rescue!

**RYA JANE URSAL** is five years old and about to turn six in November. She is raised by her single mother Esmeralda Ursal, who is 32 years old. Rya Jane was only 11 months old when suddenly – and for no clear reason – her father left them, with no further contact since. Her mother was jobless, so they were forced to live with her grandparents in Brgy Pasil, a very congested village in Cebu City. They all lived in a small, uncomfortable room located in a very congested area with poor ventilation, dim lighting and poor sanitation. In addition, Rya Jane was openly exposed to a more serious threat, since her grandfather suffers from tuberculosis.



Before Feed the Children Philippines came to this village, Rya Jane was brought frequently to the hospital with pulmonary problems. She was diagnosed with early stage tuberculosis. Fortunately, she responded well to medication for several months and was recently declared completely recovered.

When Feed the Children Philippines implemented the VitaMeal feeding programme in Pasil, Cebu City, Rya Jane was one of the beneficiaries. She gained four kilograms within six months. Receiving nutritious food seems to have boosted her immune system. Her mother explained that Rya Jane has not suffered any illness since she joined the feeding programme. Rya Jane has changed from a frail, withdrawn child to one who loves to play, and openly mingles with other children.

### A programme that makes a difference.

**From:** Brgy. Addition Hills, Block 38, Mandaluyong City, Metro Manila



**IZA GRACE DISO** is a special child with Cerebral Palsy. Complications in pregnancy due to her mother's diabetes may have been a factor in her condition. Iza is the youngest child with seven older siblings. She is seven years old, but because of her condition, she still needs constant assistance from her mother and siblings. Her mother, a street sweeper, is a single parent and depends on Iza's sister, Ronalyn, to bring the little girl to the regular feeding programme. Ronalyn not only brings her sister to the feeding, but she also helps with programme activities such as preparing and serving the food to the enrolled children. When asked why she gets involved, she said that her sister is not the only one who needs help, since other children are seriously underweight. It is a way for her to give back to

other children for the assistance that the programme is extending to Iza. Ronalyn said that before the feeding, Iza was very weak and too skinny. But thanks to the VitaMeal feeding, and her physical therapy, Iza can now control her head movement. She has also displayed increased alertness and cheerfulness. Ronalyn said that Iza constantly reminds her of the feeding programme schedule. As the time for the feeding draws near, she says, “Ate, feeding now,” which means that she is prepared to be taken to the feeding site. She certainly wouldn’t want to miss a single feeding day.



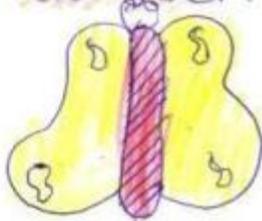
Iza with her loving sister

## South Africa

Letters from Children receiving VitaMeal from our charity partner, Hunger and Thirst, in South Africa:

Die vitamale is lippe lek lekker  
dit hou my gesond en maak my bietjie vetter  
in gesonde maaltyd vir die hele dag  
ful die honger spasie in my maag  
Voorheen was onder meer hulpgegee  
nou kyk ons saam hoe word die werk afgegee  
my jufvrou is ook baie vriendelik  
en ek is glad nie oorgesiek

Naam: Renate Lee  
Graad: 5B  
Onderwyser: Tessa Williams



This is a poem written by one of the older kids:

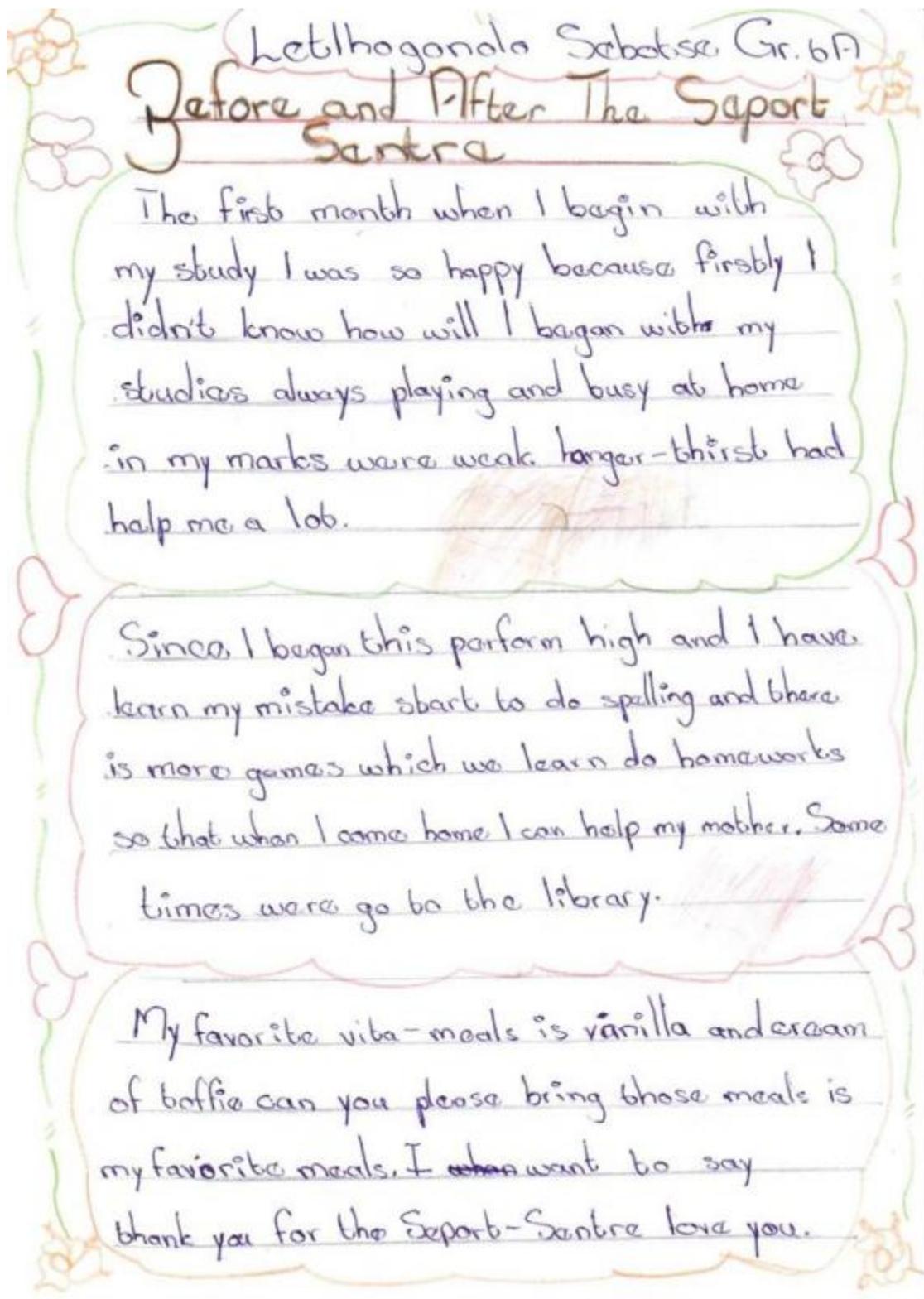
“The VitaMeals are lip-licking good,  
it keeps me healthy and makes me a bit fatter.

A healthy meal keeps me all day,  
fills the hungry space in my tummy.”

“Before I had no help with homework,  
now we watch as they show the work on  
the black board.

The teacher is very friendly and I am no  
longer rude”

Note: In the following letter, "Seport Sentre" means "support centre," which is run by Hunger and Thirst and provides food, as well as tutoring and mentoring, for the children. Also, in South Africa, a variety of VitaMeal flavours are produced.



## Monthly Distribution Report



We appreciate the generosity of our distributors and customers, whose donations make these programmes possible. From July through September 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 July through September 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.

<b><u>Destination</u></b>	<b>Total # of VitaMeal Servings (30 Child Meals per Bag)</b>
Malawi, Africa	5,945,280
South Africa	900,000
China	735,150
Philippines	690,000
Other	107,400
<b>Total</b>	<b>8,377,830</b>

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