



NOURISH THE CHILDREN®  
AN INITIATIVE OF NU SKIN ENTERPRISES

# GLOBAL Destination Report

May 2008

Total Meals Donated as of 31 May: **125,311,080**

## China

At 2:28 pm on 12 May, 2008 an 8.0 magnitude earthquake struck the Sichuan province of China with an epicentre in the city of Wenchuan, 90 miles from Chengdu. The earthquake released more energy than 500 atomic bombs, 30 times more than the 1995 Kobe earthquake in Japan. As of 12 June the death toll was 69,159 people, with 374,141 injured and 17,469 still missing. More than 1.4 million survivors were evacuated.



The devastation was terrible.



Within hours, people rushed to help. Blood donation lines ran for 100 yards and people waited for hours to donate blood; within 24 hours, all major blood banks ran out of storage space. The highway to the earthquake struck city of Dujiangyang (20 mile from Chengdu) was jammed one hour after the earthquake, not by people fleeing the aftershocks, but by volunteers, led by over 1,000 taxi drivers, coming from Chengdu to the rescue.

Thousands of volunteers worked around the clock to find survivors, provide medical care, set up temporary housing, provide food and so much more. Unable to transport heavy machinery to the remote areas, since roads were buried by landslides, workers often had to move tons of concrete by hand.



Here are some of the heart wrenching stories from this terrible disaster:



**Song Xinying** (宋馨懿), 3, pulled out from rubble after being buried for two days. She was in critical condition and lost a leg, but survived. Her parents held each other's hands and shoulders face to face to make an arch to shield her from the falling building. Her parents did not make it out.

A five year old boy was rescued after being buried under rubbles for 24 hours. His left hand was broken, but he smiled and saluted his rescuers. His smile made everybody cry.





This high school student was rescued from a collapsed building. She lost both legs and both her hands are broken. The rescue workers were all in tears when they saw her condition. She smiled to them and said: “Be Brave!”

This baby, after being buried over 24 hours, was rescued miraculously unscratched. He is about 3-4 months old. His mother knelt down, pinned her head and hands on the ground to shield him from the falling concrete and nursed him. His mother did not survive. A rescue worker found his mom’s mobile phone in his clothing. It had a text message left by his mother: “Dear child, if you survive, please remember, Mom loves you forever...”



**Yuan Wentin** (袁文婷), 26, a first grade teacher. When the earthquake struck, she rushed to carry her stunned students from the classroom on the third floor to the ground. She managed to pull out most of her students, but the building collapsed when she was trying to pull out the last few. At the last moment of her life, she was trying to use her body to shield the students from falling concrete. Many other teachers did the same thing.



Billions of dollars of government and foreign relief have poured into the area and Nourish the Children has been part of that relief. Fortunately, the China Foundation for Poverty Alleviation had nearly 500,000 servings of VitaMeal in their warehouse, which they immediately forwarded to the area. The China Children and Teenager's Fund picked up over 300,000 servings from the plant in Jixi to transport to the earthquake victims.

Coincidentally, the earthquake shook China the same week as Nu Skin®'s biannual Greater China distributor convention in Hong Kong. At the opening session on 15 May, 8,000 convention attendees observed a minute of silence for those who had died.

"We feel great sorrow for the tens of thousands of victims who have lost their lives or loved ones in the earthquake," expressed Andrew Fan, president of the Greater China region for Nu Skin Enterprises™. "Fortunately, due to the compassion of our Nu Skin® family, we are able to provide immediate assistance to those in need. It's a credit to Nu Skin® people who demonstrate their difference as they improve lives every day."

Fan announced a cash donation from the Nu Skin Force for Good Foundation® of more than \$143,000 (Rmb1 million) and 810,000 servings of VitaMeal. The VitaMeal donation is valued at \$772,000 (Rmb5.4 million). A spontaneous campaign organised by Nu Skin® distributors and employees at the convention raised another \$515,000 (Rmb3.6 million). The donation campaign focused on encouraging people to "Donate One Day of Love" by contributing one day's income for relief efforts.

In addition to cash donations, Nu Skin Enterprises™ initiated a 3:1 VitaMeal donation program. For every three bags of VitaMeal purchased and donated by Nu Skin® distributors and employees in the Greater China region through the end of May, the company donates another bag. Nu Skin®'s VitaMeal plant in Jixi, China, is working around the clock to satisfy the additional demand for VitaMeal in China and other disaster areas. As a result of these efforts over 4 million meals were donated in the month of May for distribution in China.

Nu Skin Enterprises™ senior executives attending the convention in Hong Kong, including Blake Roney and President and CEO Truman Hunt, expressed appreciation for the goodness of Nu Skin® people, as well as their concern and prayers for all the victims in the disaster-stricken areas.

On 24-25 May, 2008, Andrew Fan and Danny Luk, headed a volunteer group consisting of over 20 staff and sales personnel to visit the General Hospital of Chengdu Military Area Command and Shifang county to better understand the needs of the earthquake survivors and to distribute Nu Skin® products to them.



On 23 May, one day before the volunteer group arrived in the earthquake-stricken area, a truck with 11,004 bags of VitaMeal arrived in Chengdu from Jixi, after a 10-day drive. The VitaMeal was distributed to Dujiangyan, Ya'an, A'ba Wenchuan, etc.



This 2.5-year old survivor opens her mouth to receive VitaMeal.



This patient was saved after having been buried in the debris for 108 hours. "Persistence is important! Be strong!" Fan told him.

## Malawi

### MADALITSO KOSAMU

The third of four children was born ten years ago to Mr. and Mrs. Kosamu near Lilongwe, Malawi and was named Madalitso.

Madalitso lost both parents due to HIV/AIDS, his father died first and then the mother followed. He had no one to look after him since his grandparents died some few years before the death of his parents. Madalitso is now staying at Mtendere orphan village in Lumbadzi and is eating VitaMeal every day. He has the following message to people who are donating bags of VitaMeal.

*“I wish to thank God for making it possible for me to be part of Mtendere, I am speechless. When I was introduced to Mtendere I thought I was dreaming but as days passed I realised that it is not a dream but a reality. I will work hard in class so that I can become who I want to be. I know the Lord will hold my hand and let me stand.*”

*I like VitaMeal very much, thank you very much for your generosity. I have gained much weight since I came here and I can study much better. I like to go to school because I have energy and can listen to the teacher better than before. I would like to thank the donors, the Americas, Europeans and the Asians with my deepest gratitude.”*

This young student is one among the millions of orphans in Malawi. He is one among the seventy thousand orphans in Malawi that Nourish the Children® is taking care of by providing VitaMeal.

Currently, about 40% of the school-aged children in Malawi are malnourished and about half of their siblings, especially those who are under the age of five, are malnourished as well. The VitaMeal school feeding program makes caretakers feel secure in sending orphaned children to attend these schools, ensuring a higher attendance rate. There are now more children wanting to attend school than they can take because of the food they get when they go there. (Moses Banda)



Photos of children at Mtendere Orphan Village

## Monthly Distribution Report



May VitaMeal Donations were delivered to Feed the Children and other authorised charities for distribution to those who need it most. Although the following were the intended destinations for the May donations, please note that the charities may change destinations due to logistical issues or based on the needs of recipients. These numbers include company matching donations.

<b>Destination</b>	<b>Total # of Meals</b> (30 Child Meals per Bag)
Malawi, Africa	1,944,330
China	4,050,000
Other	35,610
<b>Total</b>	<b>6,029,940</b>

**New Donation Record**