



NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

GLOBAL Destination Report

October 2008

Total Meals Donated as of 31 October: **138,113,640**

China

China earthquake follow-up report

The earthquake that hit Wenchuan on 12 May, 2008 devastated 70% of schools in Deyang in an area of 3.645 million square metres, 1.9 million books were lost. The entire education system suffered a total loss of RMB 466,000,000 (\$68,314,422 USD).



Collapsed school buildings in Deyang

As of 01 September, 2008, 462,000 students in the 608 primary and middle schools (including vocational schools) have fully resumed classes. The hard hit schools have been relocated to mobile homes.



Children happy to be back to school

Relief Initiative

By the end of August, CFPA donated 1,313 cartons (7,878 bags) of VitaMeal to six affected schools in Mianzhu (this represents only a small part of the total bags donated for earthquake relief). The meals arrived at Deyang Railway Station on 6 September and were transported via local education bureau to the beneficiary schools. The six schools are all transitional schools.

Beneficiary schools	Quantity (bags)	Note
Dongqi Primary School	2400	
Qingping Primary School	930	
Qifu Primary School	2220	
Jinhua Primary School	450	
Mianzhu No.2 Pilot Kindergarten	1380	
Mianzhu Special Education School	498	Students are disabled.
Total	7878	

Statistics on VitaMeal Distribution

Meals were distributed in two ways, depending on how seriously the schools were affected. First, meals were distributed directly to students in Jinhua and Qingping Primary Schools. Since there were no dining halls in these schools, students had to take the VitaMeal home. As of 8 September, all of the VitaMeal was distributed to the students receiving it in this way. Second, meals were cooked and distributed at schools, like Mianzhu No.2 Pilot Kindergarten and Qifu Primary School where school dining halls were available.

Photo Gallery



Children receiving nutritious VitaMeal



CFPA and Nu Skin® staff teaching students how to use the nutritious meals



Mianzhu No.2 Pilot kindergarten's VitaMeal preparation



5-year-old Liu Xingyu and a 5 ½ year-old are having the “child-friendly” meals

Case

Qingping Primary School, located in Qingping Town northwest of Mianzhu, is a mountain-bound school. In the wake of the earthquake, six teachers and students were injured (one seriously wounded student and five slightly injured teachers). All the school houses and backup teaching houses were seriously damaged. Because of the threat of a landslide and “quake” lake, the local residents and the school were relocated away from the mountain. On 01 August, students fully resumed their classes in transitional schools constructed in the Wudu Temporary Housing Zone.



Wang Sheng (second from left) and his classmates

Wang Sheng is a third grader, aged 11. His father died in the calamity. Now he is living in a transitional house with his mother and grandparents. He told us that every morning he eats two pieces of steamed bread and some pickles. Because all his “family fortunes” were lost in the earthquake, they now live on RMB 300 (\$44 USD) monthly in government aid. Therefore, his mother could not afford to provide him enough nutrition. In this VitaMeal donation, Wang Sheng and his classmates received three bags of VitaMeal apiece. For families and children who were traumatised, this is undoubtedly a godsend. As Mr. Gao, Director of the Teaching and Guidance Department, put it, “after the earthquake, many people cared about us. Today, Nu Skin® brings us so many nutritious meals, which I think will help us get over this tough period. We are really happy.”

Malawi

The following is a letter to Bryce Sitter of Feed the Children Malawi from Hope House Orphan Care concerning VitaMeal:

Bryce,

We wanted to take this opportunity to thank all of you who give so that children and other vulnerable people have food. Our organisation is a faith based non-profit 501c3 foundation that tries to make life a little better for some of the orphans of Malawi, Africa. We would not be able to help near as many orphans without you. We started in November 2005 providing one meal a day for 52 orphans but God has allowed this ministry to grow until we are now providing food, clothes, technical training, school tuition and school uniforms for 300. Your donations for the VitaMeal program provide a meal for these children every other day.

We have hired cooks who prepare a meal of local food one day and VitaMeal the next day. We know that the local food often provides very little nutrition but does fill the stomach so we are so blessed that the children have VitaMeal to provide the nutrition that they so desperately need. Many times when these children first start coming to us they have so little strength that they are just struggling from one day to the next without any hope of where the next meal will come from. We have seen children come that are lethargic to the point that after eating they lie down and rest before going back home. We have seen many of these children go from this weakened condition to now running, jumping, smiling and playing like children should. VitaMeal has played a huge role in these children being strong enough to enjoy life.

One child in particular that comes to mind is a young girl who the hospital sent to us after she was diagnosed HIV positive. This young girl lives with her grandmother and her grandmother is so poor that it is all she can do to have a little food each day for the two of them. The hospital had heard that we were providing orphans with a meal each day and they asked if we could help since she needed more food than her grandmother was able to provide. We have seen this young girl grow stronger through the months since she first came. The first time we saw her she was very weak and skinny. This past summer you could not pick her out from any other child. She is a very pretty young girl that goes about her daily life as if she has never had a sick day in her life. My wife had to point her out to me because otherwise I would not have recognised her as the same person. We know that the local food could not have helped to this extent but attribute her increasing good health to the vitamins and minerals that she is receiving through VitaMeal.

This year is a very hard year in Malawi due to the high price of corn (which is the staple food). We are a small organisation and without the 100 bags of VitaMeal that we receive each month it would be very difficult financially for us to provide a meal each day.

Thanks to all of you that help these poor children!

Jim Hamilton, President
Hope House Orphan Care USA

Meeting Report

The following report on the Nourish the Children event at the October Americas/Europe/South Pacific Regional Convention was submitted by Chris Kipp who assisted greatly with the event.

"The Nourish the Children Breakfast held at the October convention was a huge success, attended by over 550 distributors and guests. Everyone was welcomed to the event with an opening concert by Brenda Burch. Steve Lund was presented a plaque dedicating 137,710 VitaMeals donated in his son Tanner's honour. Blake Roney, Sandie Tillotson and Steve Lund joined other panellists for a question and answer discussion. Everyone has come to look forward to Blake's humour at this annual event and he did not disappoint! His quick wit set the tone for a fun morning. The panel was followed by a very moving and powerful video from Feed the Children, which portrayed the importance of Nourish the Children and VitaMeal to their organisation. Steve Whetstone, Vice President of International Relations gave an inspiring keynote address. Brenda closed the memorable event with her new song "You are the Reason" inspired by Larry Jones's book, "Keep Walking". The event raised over 44,000 VitaMeal servings many of which were new automatic delivery order (ADP) commitments. The video will be coming soon to maxcast.com/nourishthechildren."



Blake joins the key event planners--
the Kipps and Scott Van Pelt

Monthly Distribution Report



We appreciate the generosity of our distributors and customers whose donations, in conjunction with the company's matching donations, make these programs possible. October 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 October 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.

Destination	Total # of Meals (30 Child Meals per Bag)
Malawi, Africa	1,951,410
China	235,290
Other	35,130
Total	2,221,830

Nourish the Children is an initiative created and supported by the Nu Skin® corporation, 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.