



NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

GLOBAL Destination Report

October-December 2009

Total Meals Donated as of 31 December: **172,264,950**

Disaster Relief Bulletin

Haiti Earthquake Relief

Although this relief effort is occurring after the period of this Report, we know that it is of great interest to those providing food for victims of this terrible disaster. Our generous donors designated 1.3 million meals for distribution to Haiti from January donations and there will be additional meals allocated each month for many months or years. The difficulty of transporting food to Haiti due to damaged ports, limited airports and their ruined infrastructure has been communicated by the news media.

We are working with our charity partners to move VitaMeal to those in need as quickly as possible as follows:

- Approximately 150,000 servings of VitaMeal were located in Haiti at the time of the earthquake and as soon as the food was recovered from a damaged building it was distributed with the assistance of the mayor of Carrefour.
- We moved 180,000 meals to Christian Disaster Response. They loaded 63,000 meals on an airplane and distributed the food to earthquake refugees in the Port Haitian area. The remainder was shipped by sea and we are awaiting reports with photos of distribution.
- An additional 387,000 meals are in transit with an additional 180,000 meals per week being donated as manufactured.

We expect that we will have donated over 1.5 million meals by early March. We also expect to send monthly shipments of VitaMeal to this earthquake ravaged country on an ongoing basis. VitaMeal was in Haiti before the earthquake and VitaMeal will be there after many other organisations have returned home. We appreciate your generous donations to meet the disaster relief needs in Haiti which are above and beyond our ongoing VitaMeal distribution projects around the world including in China, the Philippines and Malawi.



Malawi

“It’s who we areIt’s what we do....”

Bringing hope to the hopeless in Dowa District

Report by Jim Campbell, FTC Country Manager: About 45 kilometres from Malawi’s capital city Lilongwe lies the Kapita Community based child care centre in Dowa District. It is 10 o’clock in the morning and at a first glance, the structure for the centre resembles a tobacco barn made out of grass and poles. Drawing closer to the structure one is greeted by a group of young children under the age of six who are singing *Alendo takulandirani* (*welcome visitors*).

The children’s clothing manifests the poverty that the people in Malawi’s remote districts face, yet the radiance of their faces proves that poverty is not a factor in happiness.



In a room next to the ‘classroom’ two women are busy preparing VitaMeal porridge with support from Feed the Children International. The aroma coming from the makeshift kitchen not only attracts the young children but also others who are attending primary school classes. They watch with envy as their friends eat the VitaMeal porridge.



Mr. John Washali, The District Social Welfare Officer for Dowa assisting the care givers in VitaMeal preparation

“This porridge will go a long way in assisting our children who suffer from malnutrition most of the time,” comments Alice Kabisa, one of the caregivers.

Sentiments that are shared by the District Welfare Officer, John Washali who thanked Feed the Children for their timely intervention in the district with VitaMeal donated by you through Nourish the Children® (NTC).

Feed the children is currently supporting 5,248 children in 37 child-based care centres in Dowa alone.

*It’s who we areand what we do....*The provision of VitaMeal to early childhood development centres or community based child care centres, has brought hope to impoverished communities.

New York Times slide show on improvements in Malawi

The Vice-President of Malawi recently called Brent Goddard, Managing Director of NTC and expressed appreciation for the substantial difference VitaMeal is making in her country. She discussed opportunities to expand the impact to new areas as more food is available.

The changes in Malawi from VitaMeal and other programmes have also been noticed by the world media. Take a moment and review the slide show at the following web site:

http://www.nytimes.com/slideshow/2009/09/09/world/20090909CHILD_index.html

The progress that is being made in this country may become a model for countries throughout Africa.

Philippines

Among the major partner of Feed the Children Philippines' Nutrition Programme (FTCP) is the Bethesda International Ministries, a Christian organisation operating mostly in the northern part of Luzon and some parts of the Visayas and Mindanao regions. From July to December 2009 this organisation assisted 50,224 children from 1,080 primary schools, 326 Day Care Centres and 90 church-based feeding programmes nationwide.

In Northern Luzon, the Department of Education honoured Reverend Donald Soriano, the Executive Director, as one of their outstanding "adopt-a-school" programme awardees. This award was in recognition of the VitaMeal feeding programme implemented in all of the seven provinces of the region, feeding more than 20,000 undernourished children in nearly 300 elementary schools. During this period, FTCP delivered no less than 1,884 boxes, equivalent to 11,304 bags of VitaMeal. Many of the schools are in remote, hard-to-reach, tribal areas. What a joy it is to receive reports that malnutrition has been wiped out (no children with below normal weight) in many schools, while other schools report only one to three percent of the total enrolment are undernourished.

Mahalo Elementary School is an elementary school sponsored by a Japanese Nu Skin® Distributor – her name is Yusoko Okubo (centre dotted black dress) She initiated this school in one of the remote area in Cagayan De Oro City, Mindanao. Part of the school programme is the VitaMeal feeding programme. The parents are the ones who prepare and serve the food after daily classes. The feeding programme benefitted 50 young children in six months.



China

2009 VitaMeal distribution report from the China Foundation for Poverty Alleviation

“Children are the disadvantaged minority most easily affected by natural disaster. The China Foundation for Poverty Alleviation pays a lot of attention to nutrition for children affected by such disasters. The Foundation made great efforts to improve the health of these children and to ease the economic pressure for poor families by donating VitaMeal.”

1. Donations for the Hunan flood victims

“Flooding in southern China from June to July 2009 killed at least 75 people and 13 people disappeared. By 05 July, the flood had affected about 39.4 million people. 930,000 people were forced to flee their homes and were in need of shelter. 101,000 houses collapsed. The direct economic loss reached 480 million Yuan (over US\$70 million). The China Foundation for Poverty Alleviation delivered 500 boxes (90,000 meals) of VitaMeal to the severely affected areas, Shuangfeng County and Hunan Province. The VitaMeal was delivered to kindergartens and primary schools, including the Hengtian School, Shatian Middle School and Heye Central Kindergarten.



Shatian Middle School is located in Jinglin Village, Shuangfeng County. There are six classes in the middle school and more than 20 classes in the primary school. The school has about 57 faculty, 240 middle school students and about 600 primary school students.

Heye Central Kindergarten was founded in 2003. It is a full-day kindergarten. At first the kindergarten only involved about 70 people, teachers and children combined. But the kindergarten has developed quickly in recent years. Now it has three classes, with more than 160 children and teachers. The kindergarten emphasises Chinese tradition, providing programmes teaching ‘Four Books’ and ‘Five Classics’, etc. The kindergarten canteen cooks the VitaMeal and gives it to the children, who all love it and are getting stronger by the day.”



“安儿餐” 煮食现场



“安儿餐” 发放现场



“安儿餐” 食时现场

2. Donations to the Yunan Earthquake

“A magnitude 6.0 earthquake hit Yaoan County, Yunan Province on 09 July 2009. The quake affected about 314,212 families or 1,183,209 people. It caused about \$2,702 million Yuan damage (over US\$395 million), killed 1 person, left 29 people heavily injured and 305 people slightly injured. The earthquake affected 404 villages across seven counties including Yaoan, Dayao, Wuding and Yuanmou, and so on. After the earthquake, the China Foundation for Poverty Alleviation sent the disaster survey team to Yaoan, Dayao and Nanhua. The team found that children in the area had stunted growth versus normal children of the same age. They eventually learned that the local primary school students often received only two limited meals each day, never having breakfast. In the end, the China Foundation for Poverty Alleviation donated 500 boxes of VitaMeal to Nanhua and Yaoan Counties, in order to improve the nutrition of the local students.”



The Fifth Avenue Middle School in Nanhua County delivering the VitaMeal.

“Zhengchang Luo, 8 years old, is studying in the second grade in the Fifth Avenue Elementary School. His elder sister, Hongying Luo is 12 years old, and is studying in the sixth grade. Little Zhengchang’s parents are poor peasants with a meagre income. Moreover, his father has been in the hospital for a long time. The family is suffering under great debt. Little Zhengchang was very weak and malnourished. With VitaMeal, Little Zhengchang is expected to get stronger.”



Zhengchang Luo gets VitaMeal

3. Donation for victims of the Morakot Typhoon

The Typhoon Morakot landed in Beibi Village, Xiapu County in August 2009. The typhoon caused severe economic damage to the area. The China Foundation for Poverty Alleviation donated 400 boxes of VitaMeal to Xiapu County, Fujian Province. This was the biggest donation to Xiapu after the typhoon landed. The VitaMeal was delivered to the She minority villages.



Xiapu County is slammed by the Morakot Typhoon



Local children perform

4. Donation to Tongjiang, Sichuan

“The China Foundation for Poverty Alleviation donated 1,667 boxes (300,060 meals) of VitaMeal to Tongjiang County, Sichuan Province in May, 2009. The VitaMeal was mainly delivered to the poor primary school students in Tongjiang County, which is a poor county in the Daba Mountain. At the same time the Foundation donated 1,700 boxes (306,000 meals) of VitaMeal to Yanyuan County in Sichuan and Aletai in Xinjiang Province.

Wangbaoshan Primary School in Tongjiang County got the most VitaMeal in the donation. The school has three grades and 108 students, and covers more than 1300 people from the Wangbaoshan village. Currently, enrolment rate is 100%. However, about 70% of the parents are working away from home. Most of the children therefore became ‘left-behind’ children.

The school has no dormitory or canteen. All students have to walk from home to school. Some of them leave home for school as early as 6 a.m. Because of the far distance between home and school, the students could only bring some cookies as lunch.”



Wangbaoshan Primary classroom

These donated orders are fulfilled and manufactured in Malawi or China, manufactured by local labour in local factories in the poorest regions of the world, and delivered directly where the needs are most profound. And so we are making a difference in the world. In Malawi alone, children are receiving about 1.8 million meals every month! I wish I could help you feel what I have felt as I have visited China, and Africa.”

Monthly Distribution Report



We appreciate the generosity of our distributors and customers whose donations, in conjunction with the company’s matching donations, make these programmes possible. October through December 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 through December 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.

<u>Destination</u>	Total # of Meals (30 Child Meals per Bag)
Malawi, Africa	5,194,560
China	1,055,490
Philippines	900,000
So. America	150,000
Zimbabwe	45,000
Other	79,500
Total	7,424,550

NTC 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.