



NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

GLOBAL Destination Report

October-December 2009

Total Meals Donated as of December 31: **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 Haitien 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 to 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 organizations have returned home. We appreciate the 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 kilometers from Malawi’s capital city Lilongwe lies Kapita Community based child care centre in Dowa district. It is 10 o’clock in the morning and at a 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 below the age of six being lined up and 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 the children’s 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 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 most of the times suffer from malnutrition,” comments Alice Kabisa, one of the care givers.

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. Feed the children is currently supporting 5248 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 provided 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 Nourish the Children 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 programs are being noticed by the world media. Take a moment and review the slide show at the site below.

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

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

Philippines

Among the major partner of Feed The Children Philippines' Nutrition Program is the Bethesda International Ministries, a Christian organization operating mostly in the northern part of Luzon and some parts of the Visayas and Mindanao regions. From July-December 2009 this organization is assisting 50,224 from 1,080 primary schools, 326 Day Care Centers and 90 church-based feeding programs nationwide.

In Northern Luzon, the Department of Education awarded Rev. Donald Soriano, the Executive Director, as one of their outstanding "adopt-a-school" program awardees. This award was in recognition of the VitaMeal feeding program implemented in all of the 7 provinces of the region, feeding more than 20,000 undernourished children in nearly 300 elementary schools. During this period, FTCP delivered 1,884 boxes or 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 (0 kids with below normal weight) in many schools, while other schools report only 1 to 3 percent of the total enrollment are undernourished.

Mahalo Elementary School is a pre-school sponsored by a Japanese Nu Skin Distributor – her name is Yusoko Okubo (center dotted black dress) She initiated this school in one of the remote area in Cagayan De Oro City, Mindanao. Part of the school program is the VitaMeal feeding program. The parents are the ones who prepare and serve the food after daily classes. The feeding program benefitted 50 young children in 6 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 the children affected by natural 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 July 5th, the flood had affected about 39.4 million people. 930,000 people had been forced to flee their homes and were in need of shelter. 101,000 houses had collapsed. The direct economic loss reached 480 million Yuan (over 70 million US dollars). The China Foundation for Poverty Alleviation delivered 500 boxes (90,000 meals) of VitaMeal to the severely affected areas, Shuangfeng County, 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 the kindergarten has three classes, with more than 160 children and teachers. The kindergarten emphasizes Chinese tradition, providing programs teaching “Four Books” and “Five Classics”, etc. The canteen of the kindergarten cooks the VitaMeal and delivers it to the children. The children all love it and are getting stronger.”



“婴儿餐” 煮食现场



“婴儿餐” 食时现场



“婴儿餐” 发放现场

2、 Donations to the Yunan Earthquake

“A magnitude 6.0 earthquake hit Yaoan County, Yunan Province on Jul. 9, 2009. The quake affected about 314,212 families, 1,183,209 people. It caused about \$2,702 million Yuan damage (over USD \$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 students in the area had stunted growth versus normal students 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 is studying in the second grade in the Fifth Avenue Elementary School, 8 years old. His elder sister, Hongying Luo is 12 years old, studying in the sixth grade. Little Zhengchang’s parents are poor peasants with a meager 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 Morakot Typhoon 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 1667 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 1700 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, enrollment 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 am. Because of the far distance between home and school, the students could only bring some cookies as lunch.”



Wangbaoshan Primary classroom

Convention Support



Nourish the Children had a strong presence at Nu Skin’s very successful Star Potential Convention in Los Angeles, California in October. Over 10,000 company representatives gathered from many countries to celebrate the company’s 25th Anniversary.

NTC Ambassadors (individuals responsible for nourishing 16 children each month) and Chief Ambassadors (responsible for 52 children) were honored at a special reception. VitaMeal donors at the event received a lighted lapel pin which completed a heart when combined with a pin received by donating to the Force for Good Foundation.

The convention hall featured displays that highlighted many projects around the world receiving VitaMeal food through NTC or monetary support through the FFG Foundation.



FORCE FOR GOOD FOUNDATION
 Our Mission is to improve the lives of children by offering hope for a better tomorrow. Liberty and justice.

Celebrating Success
 Since 1993, 250 million dollars generated by the ongoing program have been used to support 100 million children.

Highlights
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Other Projects
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2008 China Charity Award for Nu Skin
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2007 American Business Award for Nourish the Children
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2009 International Business Award for Nu Skin Force for Good Foundation
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NOURISH THE CHILDREN
 Our mission is to help save the 8 million children who die each year from malnutrition. Through our humanitarian efforts we are making a difference in the lives of children around the world.

Celebrating Success
 Since 1993, 250 million dollars generated by the ongoing program have been used to support 100 million children.

Highlights
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Other Recipients
 ...

Steve Lund, Executive Director of Nourish the Children made the following comments at the convention: “That millions of children are going to bed hungry every night in a world of plenty is a festering sore on the face of humanity. We hate festering sores on faces, so we set out to do something about it. Nourish the Children is a free enterprise approach to alleviating starvation among the world’s most vulnerable people — its children. It combines the rigors and efficiencies of successful business with the inherent goodness of our people to address the epidemic of hunger and malnutrition. When distributors place their orders each month, they have a chance to add to their order a few bags of VitaMeal. Usually, they don’t use the VitaMeal themselves (although they can), but instead they choose to donate it to our charity partners who deliver the VitaMeal to those in need.

These donated orders are fulfilled and manufactured in Malawi or China, manufactured by local labor 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 programs possible. October through December VitaMeal Donations were delivered to Feed the Children and other authorized 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

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.