



NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

GLOBAL Destination Report

October-December 2010

Total Meals Donated as of December 31: **207,971,310**

Malawi

Feed the Children Report

By Jim Campbell, FTC Country Director

“We went to visit Agape Earth Angels today to do two things; first, they needed more food as they had twelve more mouths to feed and second, we went to hear the story of the new children they had just brought ‘home’ to their little orphanage. It is just a small house on a small lot. So, if Dianne and Edass brought new kids home to their already crowded little house, something must have been desperate—something must have truly compelled them. When I first heard the news, it did not seem like a good idea to me (someone on her board even swore at her for bringing in more kids). It is so easy to criticize or be pragmatic when you’re not there. ‘She really shouldn’t do that,’ I thought. But I had to find out why.

So we visited the orphanage, with the excuse that we were bringing some extra VitaMeal® porridge. I asked her to tell us the “news.” She began by saying that she had just needed some time off, some time away, and some peaceful time from the many children she lives with and cares for. Dianne was apologetic that she had spent \$7 on a bus. “That’s not too much, is it?” she asked, as if I would make someone feel guilty who takes care of almost 50 orphaned HIV+ children full time. ‘So we go to Edass’ village, and the people are so friendly, and we are going to be there just a few days. I am the only Mazungu (white person) they have seen in a long while, and they sing for us when we arrive. Then the chief asks me what I do. So I explain to him that we have an orphanage for HIV+ children. I complimented my co-worker from the village by saying ‘Edass is such a big help’.

This vacation, this brief escape, did not last long. The village head man brought a young boy. As Dianne describes him, I see a picture forming: a child in the last stage of full-blown AIDS; skin stretched against bone, eyes vacant and barely able to walk. The headman pleads for Dianne and Edass to take him. As I listen, Dianne proceeds to beat herself up, feeling guilt for what she cannot change. She can do nothing to treat this poor young soul. She has more children than she can afford already, and she certainly cannot afford the extra \$200 it will cost to return this village son’s body home, as he is sure to die soon. She cries from wounds of guilt. I cry too and assure her that she cannot do everything and save everyone. At the same time, I recognize that this guilt wound will probably never heal completely—the scab will remain. Every time she



In the beginning, Edass carried 20-30 bags on her head for 5 km and took 2 buses to bring VitaMeal from the plant to her orphans

remembers his face, the wound will break open. She wants to bring that poor boy to her home in the worst way, although he has probably found peace by now.

This impossible burden is declined, but more children are brought. Jolly, this boy's brother, is still healthy enough; they ask if he can be taken. Dianne can do nothing but accept. Then Dianne is brought to a granny in the village, an aged woman who has lost her own children and her husband to AIDS, and now cares for 18 grandchildren. 'Can Dianne help? Can Dianne take two of hers?' Dianne's escape for a brief vacation has now been commandeered by AIDS in this small village. Again, she can't turn them down. The granny must have felt as though an unbearable weight had been lifted, a miracle had befallen two of her little ones. She fell on the dirt floor and kissed Dianne's feet. Embarrassing for Dianne, but the granny knows she will not live long, and is wondering who will take care of her 18 beloved grandchildren. Now, at least two grandchildren will be safe. For this granny, exhausted from AIDS's burden, it was an appropriate gesture of extreme gratitude.

As the next day arrives more children are brought to Dianne—little ones who have lost their moms and dads, uncles and aunts, and who have no true home. These children wander from one mud brick home to the next, peeking into the low-lit rooms at dusk, waiting to see if they are welcomed in. In a village such as Simangulu, people share their simple meals when such a lonely child arrives. But I wonder what it must be like for these little souls to wander and wonder. Some evenings they do not find shelter, and they live under the trees at night with their lonely brothers and sisters.

Over the few days of her "vacation," 12 more children are brought to Dianne, all without parents, and all from a village of three or four hundred. So it is that 15 children have been brought to her home, and Dianne struggles with conflicting emotions of guilt, denial and anxiety for doing what she should not do, but what she had to do. Now she has 62 mouths to feed, every day.

Dianne finishes her story and we take a couple of pictures to share, carry our VitaMeal into their kitchen, and bid them good-bye. They will be struggling more than ever, month to month, but at least we have not left them empty-handed and our VitaMeal is in the right home tonight."

"Agape Earth Angles is an orphanage independently-operated by Dianne Block and Edass Ngwira, in Lilongwe, Malawi www.agapeorphans.com and Feed The Children's goal is to be a reliable supplier of food to this and a dozen other orphanages across Malawi. VitaMeal is a fortified porridge generously provided through our corporate partner, NuSkin."



Fiji

After three years of effort in setting up the Nourish Fiji Children Project, Nu Skin South Pacific has officially announced that VitaMeal donations by Nu Skin distributors, customers and their friends in Australia, New Zealand, New Caledonia and throughout the Pacific area will go toward feeding children in Fiji. The first shipment of VitaMeal is now on its way to Fiji.

Health Ministry head Dr Neil Sharma while speaking at the Continuing Nutrition Education for Dieticians urged the dieticians to work more effectively to advance operations in 2010 and onwards. "This program will help target our Millennium Development Goals Four and will lead to a healthier future generation of Fiji Citizens," he said.

China

Donating VitaMeal to Speech and Hearing Impaired Kids in Heilongjiang Province

On Oct.20, 2010, Nu Skin employee volunteers went to visit a special education school in Heilongjiang Province and donated 300,000 servings of VitaMeal to speech and hearing impaired children.

Nu Skin employee volunteers and staff from China Foundation for Disabled Persons (CFDP) and World Children's Fund (WCF) introduced VitaMeal to the students and teachers of the school. Then, they happily gathered for a VitaMeal lunch. After that, together with CFDP and WCF's staff, Nu Skin employee volunteers visited four poor families with disabled kids. The parents and kids were very thankful for the VitaMeal and some shed tears of gratitude.



Children's Stories:



Song Jiatong is a nine-year old girl with a hearing impairment. Currently she lives with her parents and studies in Peixin primary school. Her family depends on her father's 600 RMB (\$91 USD) salary since the family has not received any other allowance to help. The little girl was born with speech and hearing impediments and did not receive proper medical care due to her family's poverty.

Cui Zhicheng is a five-year-old boy with physical disabilities. He lives with his grandparents and his single mother. All the family's income comes from his grandmother and grandfather's pension of 430 RMB (\$65 USD), plus 280 RMB (\$42 USD) from a basic living allowance. Cui's father abandoned the family when the baby's Cerebral Palsy was confirmed. Currently, the young mother spends almost all her money on curing and caring for her son.



Li Hanyu is a seven-year old girl with impaired vision. Her whole family depends on her father's 600 RMB (\$91 USD) per month salary. This sweet girl can hardly see anything even if it is right next to her.

Liu Ce is a 10-year-old boy with physical challenges. He lives with his parents and grandparents. All five family members depend on his father's monthly salary of 800 RMB (\$121 USD) and his grandfather's basic living allowance of 150RMB (\$23 USD). This little boy was born with leg problems: he has not been able to walk since he was born. He sits on the bed all day, unable to attend school.



VitaMeal Donation Ceremony in the Great Hall in Beijing

On Nov 2, 2010, Nu Skin, World Children's Fund (WCF), and China Foundation for Disabled Persons (CFDP) signed a 10-year contract to unite as a team to support disabled kids in remote areas of China. Nu Skin will produce and facilitate the donation of 45 million servings of VitaMeal to CFDP in the next 10 years. In this partnership, Nu Skin is responsible for VitaMeal production and facilitating donation, WCF plays a logistical role, and CFDP distributes the VitaMeal to the disabled children.



Representatives of the three organizations announce the project launch



The Story of 16 Abandoned Children and VitaMeal

The Xingxian Village of An'ping Town in An'ping County has a common yard filled with children's clothes and diapers hanging up to dry. Sitting in the yard, an "aunt" nearly 60 years-old scrubs each piece of clothing in a basin. In the baby walker next to her, a boy about one year old plays with toys with disabled hands. Two boys of seven or eight lean beside the aunt, unable to stand straight due to physical disability. Many babbling voices come from the house behind her.

The gray-haired woman is Wang Xiaofen. Over 23 years, she has adopted 16 abandoned children, including 14 children with severe problems, such as cerebral palsy, rickets, and physical disabilities. The oldest child has married and, currently, 10 disabled children remain. Their ages range from a new baby to 13 years old.

In early 2008, Nu Skin contributed VitaMeal to Wang Xiaofen through CCTF in order to help these disabled children grow up healthy and nourished. She is a busy, illiterate woman, who cooked the VitaMeal according to her experience in a pressure cooker; then for the younger children, she milled the VitaMeal into flour, mixed it with milk powder, and steamed it into porridge.

After serving VitaMeal for a time, Wang Xiaofen was surprised to discover that, due to the nutritious food, the weak, handicapped children amazingly do not seem to catch cold as often during the winters as other local children! Wang Xiaofen says that she is grateful to the Nu Skin "Nourish the Children" project for helping to relieve her worry about her kids' health.



Wang Xiaofen raising 16 abandoned children, many with disabilities.



Most of the little kids use shopping carts as cribs.

Rural Education Action Project (REAP)

VitaMeal is part of a research study in China being conducted by the Rural Education Action Project associated with Stanford University.

Project Goals and Objectives

This study conducted by REAP seeks to:

- Improve the nutrition and health of poor rural elementary school students—specifically in context of iron deficiency anemia—and to improve their educational performance.
- Provide policymakers with objective study results that elucidate the impacts from the current initiative.
- Evaluate the effects of additional policy-relevant options.

Specific objectives of this project are to assess effective means of improving health status (iron deficiency) and educational achievement of school-aged children, by comparing the effects from:

- 1 Consuming eggs on a daily basis without any other intervention.
- 2 Supplementing meals with a nutritious fortified meal (VitaMeal) in addition to consuming eggs.
- 3 Receiving iron supplements in multivitamin form, in addition to consuming eggs.
- 4 Providing information to students, parents and principals regarding the importance of balanced nutrition, in addition to consuming eggs.

The study describes the use of VitaMeal as follows:

VitaMeal Treatment: In the first subset of treatment schools, VitaMeal (a fortified porridge-like mixture of rice and lentils containing essential nutrients provided by NuSkin Enterprises' Nourish the Children Initiative) will be supplied to all schools. School canteen managers will be given clear instructions on how to prepare one serving of VitaMeal as a meal for each boarding student every school day. REAP will provide a subsidy for costs from cooking VitaMeal

See <http://reap.stanford.edu> or www.reapchina.org for more information.



Philippines

The VitaMeal nutrition program in the Philippines (Feed the Children report)

Last year, the VitaMeal feeding program expanded to 37 provinces in the country with high incidence of malnutrition based on the Food Nutrition Research Institute 2008 Survey. Feed The Children Philippines utilizes the survey result as a guide in determining the priority areas for the program. New local government units and non-government organizations served as our partners in reaching more children beneficiaries in strategic sites.

The program encountered some difficulties during implementation, since working with the parents and other local service providers is often very challenging. But through close monitoring by the partners and the FTCP Nutrition Coordinator, many of these problems were addressed. Seeing the effects of the program on the children and the dedication of the partners made the experience very fulfilling for all of the stakeholders. A total of 136,356 malnourished children attended 95 feeding sessions that brought about improved health conditions and increased interest in school. The rehabilitation rate reached 85%, higher than the target rehabilitation of only 75%.

The Value of VitaMeal

In many places in the Philippines—especially in the northern part of the country where indigenous people live in mountainous and very remote areas—VitaMeal is a precious commodity. In many instances, transporting this commodity to the feeding sites requires a lot of work and sacrifice for the people, but somehow, it is accomplished.

In places where trucks are no longer feasible, the commodities are transported by carabao (water buffalo) drawn carts. Before it reaches its final distribution sites, several men take turns carrying the VitaMeal on their backs, walking in high, steep terrain and across rivers. In some places, it has to be carried by foot for at least six kilometers to the most remote schools. During the rainy season, the men can only carry one box at a time.

According to Rev. Donald Soriano, the director of Bethesda International Ministries, “We don’t mind how tiring the efforts are as long as our children are provided with the highly nutritious food.” He added, “In the far flung areas, there are several instances when the VitaMeal provided by Feed The Children is the only meal they have for the day.”



School children are excited for the arrival of the commodities



The school principal lends his hands during the VitaMeal delivery

Making a difference...

Feed The Children Philippines in partnership with the Open Heart Foundation, conducted a supplemental feeding in Binan, Laguna. This program ran for three months, and VitaMeal is served three times a week. Benefitting from this program are 300 children from three different feeding sites—100 children in Lupang Pangako, 100 in Sitio Pulo (both in Brgy Dela Paz), and 100 in Zone 8 Malayan, Brgy. Malaban. Monthly weighings were performed to monitor the progress of all the program participants.

Among the VitaMeal beneficiaries are the Nidua siblings. The ages of the five children range from two to six years old. Their parents have no permanent source of income and they are squatting in a private lot near the feeding site at Sitio Pulo in Brgy. Dela Paz. Their house is constructed of light materials and their area is prone to flood during rainy seasons. The father works to support the family as a shoemaker.

The youngest child is Kurt Nidua, who was born on September 30, 2008. He was suffering from severe malnutrition, as a pediatrician discovered when he was confined in the nearby community hospital because of dehydration. He only weighed four kilograms at the start of the feeding program.

Upon discharge from the hospital, he was included in the VitaMeal program. After three months of continuous attendance at the feedings, he gained almost 10 kilograms. The nutritional status of Kurt Nidua became normal and his immunity against sickness improved. At present, Kurt weighs 14 kilograms and is living a normal life with his siblings. According to his mother, the appetite of her other children improved since they also attended the feeding sessions.

The family is very thankful to Feed The Children and NuSkin Philippines who co-funded the feeding program.



Kurt while in the hospital



Kurt after attending the feeding program

Monitoring Implementation of Nutrition Program Among Partner Communities **By Soy Lumaad, Nutrition Program Coordinator, FTCP**

For many years, Feed The Children Philippines has continuously served malnourished children in many parts of the country. This is done through VitaMeal supplemental feeding three times weekly for six months through partnership with local governments, churches, and other charities operating in many parts of the country. The program could not have been successfully implemented without the in-kind and cash counterparts provided by the various partners and parents in the communities.

At the end of a feeding cycle that runs for six months, a standard practice is to conduct a “Feedbacking” workshop, in which all implementing partners participate. This activity is mostly attended by the local executives, nutrition program coordinators, village health workers, and parent representatives. It is an effective venue to check and review partners’ adherence to implementation standards, evaluate progress of the project, measure gains and success, review problems and difficulties and how they were solved, and discuss program sustainability plans. Among the important information gathered during this activity, is to check the rehabilitation percentage of all malnourished children served and the average weight gained of each child within six months of implementation. An average of 80% rehabilitation has been reported in almost every Feedbacking Conference.

The attached photos were taken last September 22, 2010 wherein representatives from four partner municipalities of Zamboanga del Norte in Mindanao attended the Feedbacking Workshop.



Monthly Distribution Report



We appreciate the generosity of our distributors and customers, whose donations make these programs possible. From October through December 2010, VitaMeal donations were delivered to authorized charity partners for distribution to those who needed 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 the needs of recipients. These numbers also include donations from Nu Skin Enterprises through the corporate match program.

<u>Destination</u>	Total # of VitaMeal Servings (30 Child Meals per Bag)
Malawi, Africa	6,229,890
China	2,789,250
Philippines	390,000
South America	360,000
South Africa	352,650
Mongolia	180,000
Canada	59,820
Zimbabwe	27,000
Fiji	28,860
Russia	6,540
Other	180,000
Total	10,604,010

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.