



NOURISH THE CHILDREN®  
AN INITIATIVE OF NU SKIN ENTERPRISES

# GLOBAL Destination Report

August 2008

Total meals donated as of 31 August: **133,140,660**

## Philippines

### Report from the Philippines office



NOURISH THE CHILDREN™  
AN INITIATIVE OF NU SKIN ENTERPRISES



### **NOURISH THE CHILDREN FEEDING AT BASECO**

Nu Skin Enterprises™' mission is to be a force for good in the world – particularly in the lives of children. Through the Nourish the Children initiative, we continuously extend our sincerest efforts in feeding hungry children.

The second leg of our Feeding Activity this year, in partnership with the Feed the Children Philippines, was held last 14 August, 2008 at Baseco Compound in Tondo, Manila. Nu Skin Enterprises™ Philippines, Inc. employees and distributors were happily received by 100 children together with their parents and guardians.



It was a day filled with fun and laughter as the children actively participated in the games and rendered dance numbers to their parents' delight as they cheered with so much enthusiasm. The parents did not let their children just take the centre stage as they performed a Hawaiian dance as well.



The major highlight of the programme was the feeding of the children with the special recipe called "Ginataang Vitameal", a snack/desert made with coconut milk. Gifts consisting of baseball cap, mug and food supplement were also distributed.



It is another inspiring achievement for Nu Skin® and our compassionate distributors to see priceless faces of children enjoying the food that we served.



Our special thanks go out to **Lelani Alfonso, Cecile Felicitas and Naomi Mercado** who helped and participated in this event.

Again, our heartfelt thanks to everyone in making this feeding activity a very successful one.



**Let us all continue to be a powerful force in saving children's lives throughout the world!**

**Our very best from,**

**Nu Skin Enterprises™ Philippines, Inc.**

## Malawi

**Excerpts from a letter written in July by the Feed the Children representative for the donors who visited Malawi's FTC programmes in local hospitals:**

Dear Nu Skin® Ambassadors,

Thank you for a great outing yesterday. I wanted to send you an email to re-cap what we did and saw. We visited Bwaila hospital, which is the Malawi Government hospital. In particular, we met with Mrs. Gertrude Mwale the University of North Carolina (UNC) team leader and her colleague Chifundo Zimba (research manager).

UNC sponsors a programme called Call to Action or CTA for short. They also host one called BAN, which is similar. Mothers who are HIV positive can visit BAN or CTA. Mothers in the BAN programme are known to be seeking treatment for HIV, so many opt to use the CTA so that their HIV status remains unknown, as they could be getting other services besides HIV treatment. The CTA programme has no support for children in the programme, so a Memorandum of Understanding (MOU) has been signed between UNC and Feed the Children (FTC) to provide VitaMeal for one year to children of mothers who are HIV positive. The programme will give VitaMeal to infants aged six to 18 months. During this time their HIV status is unknown (testing is futile as the test may show the mother's antibodies) and the children are particularly vulnerable at this age.

The goals for providing the VitaMeal are to

- Help boost the infants' nutritional status and so that they can thrive during these important years,

- Encourage the mothers to wean their infants from breast milk at six months and go strictly to solid foods (this is where most transmissions occur because of long-term breast feeding/exposure to HIV laden breast milk),
- Encourage mothers to come monthly for other services,
- Encourage other mothers to join the programme and benefit.

Culturally, mothers' breast feed for two years or longer, but specialists say that by six months the baby has enough antibodies from the mother to resist malaria and other illnesses. Bottle/formula feeding is not really an option because of dirty water and cost, so breast feeding for just six months is advised. If the mother provides solid food and breast milk, transmission rates are very high because the food cuts minute holes in the tender oesophagus and provides a porthole of entry for the HIV laden breast milk to enter the system. HIV transmissions in children from breast milk is said to be at 40%, so VitaMeal plays an important role in providing mothers the ability/resources to wean and raise an HIV negative child. Experts say that risk of transmission is lower when there is only breast milk and no solid food, as solid food generally provides the entry point.

We then visited Baylor Hospital, which is open to the public and treats children with HIV. They have come to us asking for a similar MOU as we have with Bwaila. Their target audience would be infants born to HIV positive mothers (who often have other children in the programme) and children who are malnourished between 80-85%.

Baylor provides other forms of therapeutic feeding to children who reach less than <80% of their nutritional needs, but for those reaching only 81% or higher they do not have the resources to give them foods. Many of those children are at risk of exposure to HIV + breast milk and also other illnesses that strike malnourished children, thus the request for VitaMeal. It is expected that we will sign a MOU with Baylor in September of this year with a starting number of participants reaching 250 in the first few months.

In general, VitaMeal provides an opportunity for children to get the start they need in life. Life expectancy in Malawi has dropped to an average of 37 years. Children have a much higher chance of living to be 50 if they can make it to five or even two years of age. VitaMeal provides (if at least the only meal they receive in a day) enough nutrients needed daily to fight off illnesses, function at a higher, more normal capacity mentally and to thrive and grow.

FTC also gives VitaMeal to a programme which provides commercial sex workers alternative education, jobs and opportunities, a similar programme called Chisomo which does the same for street children, a large scale programme through community based organisations (CBOs) which in turn gives the VitaMeal to child-based care centres (CBCCs) and many other orphanages and needy recipients throughout Malawi.

We are pleased to be partnered with Nourish the Children and we thank you for your support. Please do not hesitate to contact me about any aspect of the programme.

Bryce Sitter  
International Country Director  
Feed the Children Malawi

## 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. August 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 August 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	2,038,470
Philippines	360,000
China	14,040
Zimbabwe	27,000
Other	11,790
<b>Total</b>	<b>2,451,300</b>

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.