



NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

GLOBAL Destination Report

February 2008

Total Meals donated as of 29 Feb. **114,417,030**

China

Snow Emergency

The Christian Science Monitor (Peter Ford) reported the following concerning the February snow emergency in China: "Bitter cold and unusually heavy snowfalls in regions of southern China accustomed to a milder climate have paralysed road and rail links and downed power lines, leaving large swaths of the country without electricity. More than half the country is short of electricity, the official Xinhua news agency reported Sunday, quoting Vice Premier Zeng Peiyan as saying that the crisis "had seriously affected normal operation of the national economy, people's lives, and production."

Subzero winter temperatures are routine in northern China. ...In the wetter south, however, what would normally be rain has this year fallen as snow, collapsing electricity pylons. Heavy accumulations of ice have weighed down and broken transmission lines. This would be bad enough at any time of year, but coming just a week ahead of the Spring Festival, the biggest date in the Chinese calendar, when hundreds of millions of people go home to be with their families for the New Year, power outages that close railroads are potentially catastrophic. Last New Year's, 156 million people took trains home, according to the Railroad Ministry. ...weekend train cancellations at Guangzhou, a magnet for millions of migrant workers who return home only once a year, **left 150,000 people camped outside the station.**"

These storms required the urgent transfer of nearly 2 million people, 7.2 million hectares of crops were damaged, 223,000 houses collapsed and 862,000 houses were ruined. Direct economic loss caused by this calamity amounted to 53.8 billion dollars with over 100 million victims. The Hunan, Hubei, Guizhou, Guangxi, Jiangxi and Anhui provinces suffered the most.



To address this calamity, 300,000 meals of VitaMeal® were sent immediately to some of the most devastated areas. The Greater China region created a one for one match day on 15 February. Over 23,000 bags were donated and matched by corporate donations resulting in a one day donation of over 1.4 million meals. The China Foundation for Poverty Alleviation and Chinese government recognised Nu Skin® and our distributors as contributing more to address this emergency than any other company in China. (2.3 million meals) This message appeared in newspaper and television media throughout the region. We express sincere gratitude to our generous distributors for your help with this disaster, you have truly made a difference in China. Your efforts and the company match made February a record month for VitaMeal® donations.



Malawi



Lekilena was born to a blind street beggar known as Ellena. Her mother passed away in 2000 when she was only months old. Her father was also a street beggar and his whereabouts is unknown. After the death of the mother she was placed in the hands of a grandmother who was also a blind beggar.

The Regional Social Welfare Office tried to take the child after the death of the mother but failed because the grandmother refused. It appeared that she was using young Lekilena as a shield for her begging in order to gain sympathy. Lekilena and her grandmother were living under a bridge in the Old Town portion of the capital city.

The grandmother passed away leaving little Lekilena in the hands of a man who called himself her uncle, though it appears there was no relationship. He was apparently using her in his begging and may have abused her. Due to lack of care the child was abandoned in the street. A businessman found her, cleaned her up and contacted the Regional Social Welfare in Lilongwe. The Minister of Gender contacted Mtendere so she could be cared for and raised properly.

Today Lekilena lives a happy life with the other children at Mtendere Orphanage and receives nutritious VitaMeal®. She is enrolled in the public school in Lumbadzi and will never have to beg in the streets again.



Philippines

“As part of our on-going mission to be a force for good in the world, particularly in the lives of children, Nu Skin Enterprises™ Philippines held its first quarter Nourish The Children® VitaMeal® Feeding on Thursday, 14 February at Sitio Lorenzana, San Dionisio, Parañaque City.

We witnessed once again the power of how a simple act of kindness and generosity from our business partners and employees can help to make a difference in the life of a child... a parent...



It was an outstanding achievement! With the help of Feed the Children Philippines, over 100 children were fed with VitaMeal®. Children enjoyed the delicious recipe served called "Misua - Kalabasa con VitaMeal®" (*VitaMeal® with wheat noodles and squash*)

We are thankful for the untiring efforts of our volunteers who contributed their time to be of service to the 100 children of Sitio Lorenzana, Parañaque City. We truly admire their invaluable efforts and enduring commitment to making a difference in the lives of a child.



Our special thanks to our distributors Ms. Lelani Alfonso and Ms. Naomi Mercado who opened their hearts to others... truly a force for good in the world!"

**All the Best,
NSE Philippines Inc.**

Monthly Distribution Report



November 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 November 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>	<u># of Meals</u> (30 Child Meals per Bag)
Malawi, Africa	2,341,710
China	1,680,000
So. America	180,000
Other locations	34,650
Total	4,236,360

This is a new one month donation record largely due to the China Snow Emergency effort and the associated company match.