



NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

GLOBAL Destination Report

July 2008

Total Meals Donated as of 31 July: **130,689,360**

Malawi, Africa

Trip report by Professor John Burnett of Denver University, USA

On Sunday, 27 July, 2008, I arrived in Lilongwe, Malawi, a small African nation wedged between Zambia and Tanzania. We travelled to participate in a project visit with 32 individuals including Nu Skin® distributors from Japan, the United States, Australia, Norway, Sweden and South Africa. The objective was a first-hand observation of various facets of the Nourish the Children® (NTC) program sponsored by Nu Skin Enterprises™.

My participation in the visit resulted from serendipitous events. In March 2008, Brent Goddard, Managing Director of NTC, participated in a panel discussion at the University of Denver, where I am a professor of marketing. Brent heard through his contacts about my academic and service interest in nonprofits (Dr. Burnett authored *Nonprofit Marketing Best Practices*) and so arranged a meeting where we discussed collaborative opportunities. As a result, I volunteered to work with Brent and NTC. Not long after our meeting, Brent suggested I join the group in Malawi to view the NTC operation first hand. I would visit Africa for the third time - not to see the animals and parks, but to meet people of Africa and witness NTC's contribution to alleviating some of the problems they face.

DAY 1 - MONDAY

After what seemed like a one hour night, we met at 8:30 a.m. to begin our tour. Our first stop was the VitaMeal plant outside of Lilongwe where we met and heard the inspiring story of Napoleon Dzombe, the local and essential liaison for NTC in Malawi. His personal story sounds like an American success story of long ago. He convinced his father to sell one of their cows, their most valuable possessions, and buy salt, which he traded for peanuts which he sold to buy cotton which he traded for corn seed. He made his farm a success and then bought a truck which he used to trade lumber. I think you get the drift as to where this is heading.

2008 Malawi Guests

Liv and Chris Amble, Sweden
Craig Bailey and Dixie Souness, Australia
Liza DuPlessis, So. Africa
Tatsuru Igarashi, Japan
Eriko Iwasaki, Japan
Masayuki and Tamako Kishimoto, USA
Enrietta Oosterhuis, So. Africa
Chris and Carol Pollack, USA
Karin and Christer Solen, Norway
Midori Tajima, Japan
Cathryn Wade, USA
Carl and Lena Westberg, Sweden
Tatsuya and Tomomi Yamada, Japan

Accompanied by:

Steve Lund, Exec. Dir. NTC and Family
Brent Goddard, Managing Dir. NTC
Courtland Pearson, VP Sales NSJ
Cheung Tai Cheong, HK Reporter
TseHo Yin, HK Cameraman
Liu Lai Fong, Nu Skin® HK
John and Nancy Burnett, Denver Univ., USA
Hamilton Lima, Cameraman



Napoleon telling his story

Eventually he became a wealthy and powerful business leader in Malawi. In gratitude he sought to return good to his fellow Malawians, an effort leading to some remarkable contributions to the people of his country. His contribution to the VitaMeal manufacturing plant we visited was most impressive.

The entire manufacturing facility is of modest size, but very efficient. We first walked through the warehouse where maize purchased from local farmers was stacked to the ceiling. Most interesting to me was the range of technology exhibited throughout the facility. Since labour is plentiful and inexpensive, there is an abundance of hand inspection and other hand processes. There are also technological modifications, including a brilliant idea to convert commercial cement mixers into blenders for the maize and perfectly-balanced supplement powder. The product (VitaMeal) is carefully inspected and bagged - ten individual bags combined in a larger bag for shipping. The efficiency of the operation, including the integration of man with machine, is impressive.

The next stop provided an opportunity to taste VitaMeal. We gathered around a small pavilion where volunteers had prepared the delicious porridge that tastes of nutritious grain. Most of us liked it very well. Its warmth and hearty richness is surely comforting to the hungry ones fortunate to receive it.

Afterwards, we walked down the hill to an orphanage-school launched and maintained by Napoleon and his staff. Here the approximately 180 children, ranging in age from infants to teens, learn and share daily. Each unit houses eight children and their house mother. These children are well cared for and will receive a complete education. This is a huge advantage as the unemployment rate in Malawi is near 30%, wages are US\$1 per day with economic growth marginal at best.

DAY 2 – TUESDAY

I really looked forward to our second tour to Mtalimanja village, a model I view as the best hope for Africa. We again left early to travel on country roads for about two hours. At the village, singing adults and lively children greeted us. This village is an experimental approach becoming more popular in Third World countries. It is a training school serving forty families selected from surrounding villages. Whole families move into their own apartments and live and study for two years. Husbands and wives attend classes together. They learn such best farming practices as

horticulture, animal husbandry, composting, and irrigation as well as nutrition, family health and child care. The excited students reported their learnings and accomplishments at the various learning centres as we walked around the village. They were especially proud of the surpluses sold outside the village. Impressions here were very positive. The children appeared healthy and energetic. The adults were engaged and very friendly. We sang, danced and shared. This type of program offers grassroots change for the future of Africa. It promises the best hope as the students are charged with returning to their villages to teach all they have learned. This approach is contrary to the traditional rescue model applied



Visitors in the warehouse



Madilitso Orphanage children



European visitor toothpaste gift



Students giving Mtalimanja tour



So. Africa guests in the garden

in much of Africa where those with money give to those without. Nu Skin® and its support programs are employing resources both effectively and efficiently in Mtalimanja Village. **This is what Africa needs.**



Mtalimanja children play with balloons donated by Japanese guests, they will soon move to the Nu Skin® Germany Child Day Care Center.



Guests join the welcome performance



Baobab saplings for the Seeds of Hope Program

DAY 3 – WEDNESDAY

Once again, we departed early to travel country roads alongside a frequent flow of men, women and children walking or riding bicycles. In fact many bicycles serve as mini-trucks with metal racks for carrying items on the back. These racks haul kindling, sugar cane, and other items purchased or to be sold, sometimes stacked several feet high and wide. Two stops were planned - at a VitaMeal preschool and a village. The agenda called for participating in serving a VitaMeal breakfast to the children and distributing bags of VitaMeal to mothers and children of a different village. Eventually due to transportation problems, the two stops rolled into one.

At the preschool we parked in front of a modest red brick building. Outside the building, children held our hands, our clothes and our hearts. We took their pictures and they squealed with delight, laughed and danced around the yard. The children were especially delighted in seeing themselves captured on the digital photo screens. Although appearing generally healthy, their clothes were ragged and often ill-fitting. Older children often carried the little ones. A few sat on the ground and cried.

Inside the preschool the small children, about two to five years, sat on the cement floor in the somewhat dark classroom lit by narrow windows holding their bowls. Their teachers led them in songs and recitations that charmed us. Outside, other women cooked the VitaMeal in large pots over an open fire. Despite efforts by Brent and others to create order, the announcement that food was soon to be served precipitated chaos. The children found it difficult to sit down and be patient. The familiar order of children in lines did not appear to be the common practice. Some children did not have bowls, none had spoons. Despite our efforts to distribute the food calmly and fairly, order was not to be. Instead, the novelty of visitors overtook curiosity. Bigger kids and mothers with babies squeezed into the school through the back door. Being sure every child got a bowlful proved difficult.



Cooking VitaMeal for the children



Cathryn Wade in front of the school



A lucky child with a bowl



The chaos of hungry children

While we participated in the school breakfast, many groups of mothers, babies and small children walked from up to five miles away to wait in a large field to receive the distribution of VitaMeal bags. Word went out to the nearby villages a special distribution was scheduled. Each child and mother was given a ticket and organised to sit in rows by Napoleon.

Soon we rode to the opposite side of the village where we distributed a bag of VitaMeal to each ticket holder. We were instructed to take one ticket in exchange for one bag. No ticket, no bag. This effort held meaning for me in a way I did not expect. I was touched by the children and their mothers, seeing each one individually. I looked in their eyes. I nodded when they thanked me. They were appreciative even when I tripped over their bare feet and toes. We continued until the entire truckload of bags was distributed. Not everyone who came got a bag because we ran out. Napoleon reassured us that those who did not had already received their regular bags would on their next scheduled delivery day.

Although the organisation of the bag distribution went smoothly, the disorder and uncertainty experienced earlier in the preschool remained very disheartening and I felt angry. I was poignantly made aware of too many children without parents, too many with HIV-AIDS. Many children in Africa starve. Many have no one to adequately care for and protect them. Too many children die. I want NTC to succeed where other programs may have failed.

Because of NTC, many are saved - at least in this small country, in the "inconsequential" villages Napoleon's organisation serves (not to forget other international sites NTC serves). The positive results are observable and factual. The VitaMeal fed children are healthier, not malnourished and are growing normally. VitaMeal is making a difference - a big difference. What if just some of these healthier children go to college and become engineers, farmers, health workers, government workers, ministers, business executives or educators? The domino effect can be tremendous. Or, what if some simply return to their villages to share what they have learned like the fortunate students at Mtalimanja? Clearly, problems created over many decades will take many years to solve. Old models have not worked. The new NTC model seems much more promising.

These three days in Malawi left me with a range of personal emotions. Recalling the people, my heart laughs and cries. There was the young student at Mtalimanja with whom I planted a tree, the college student there with whom I exchanged emails (I have already heard from him!) and the exuberant children playing like children everywhere who showed off their childishness for my camera.

The Nu Skin® people I shared these days with were also wonderful and giving. We all chose this journey because we truly care about our world, especially Africa and her beautiful children. It was my privilege to spend three days with them. And in their own words, some quotes from these marvellous people:



Thousands of children patiently await their VitaMeal



Tatsuru Igarashi entertains the children, he has a great ostrich imitation



Guests said that this distribution was the highlight of the trip



"That's me?"



Dr. Burnett and a new Malawian friend

Carl Westberg, Sweden

“NTC has opened my eyes, when it comes to what is possible to do for suffering children. I have not been a person that’s given money to charity before, because I was never really sure where the money went. But, being here and seeing what we’re actually doing, has completely changed my view on what is possible to do. And we’re doing a great job, but we need to do much more.”

“You might think that you can just do a little and that won’t make a big effect on the whole total cause. But, actually, having been here and seeing what we can do has completely changed my view on this. And in order for you to really understand what is possible to do, let me just tell you this. We handed out 2,000 bags of food to 2,000 starving, malnourished children. There were still people in line who did not receive anything this time. And there are thousands and thousands of more children who don’t receive *any* food. Your contribution is definitely needed, together with ours. But *your* contribution, together with your teams, your friends, *you* can make a difference. And so, together, we can make a difference. Not only for a village, not only for a country, but for the whole continent of Africa.”



Westbergs with “Sweden”

Lena Westberg, Sweden

“Being here in Malawi has totally changed everything for us. I’ve thought, and I knew that we were doing a great job before we came down here. But being with these children, handing out the food, and seeing the good we are doing, has completely and totally changed my life, I think, forever. It has been a life-changing experience.”

Carol Pollack, USA

“We want to make this a part of the lives of *every single distributor*. And we would like to see every leader as an Ambassador. Every leader needs to get involved. I want to encourage people to come here, because you really can’t imagine what it’s like until you’re here, till you live it, and till you, you touch it, you feel it. And those children will be inside my heart forever.”



Pollacks at Mtalimanja

Chris Pollack, USA

“It’s been a truly humbling experience, just to see the people and experience the lives that they live. I think that every distributor should really come and understand what we’re doing and see the lives that we’re changing around the world, and especially here in Malawi. It’s been an unbelievable experience and we’re proud to be part of this company.”

Cathryn Wade, USA

“NTC has been such a wonderful part of my life for this past year. And just seeing, firsthand, here in Africa what we are doing for these children has just been incredible. You can really see the good that we’re doing. And just seeing smiles on these children’s faces when they see us and when we are distributing the VitaMeal and seeing what it’s doing for them and their bodies is just incredible. And it really just makes me want to do more and more and more.”



Cathryn with Napoleon

Dixie Souness, Australia

“Well, I think when you witness something like we witnessed in the last few days, one of the natural response is going to be, to feel overwhelmed by everything that we’ve seen. And to feel that there’s nothing that we can do. But I think the NTC program offers an opportunity for each individual to be able to play a small part, which all adds up to a big part, to help solve this problem that we have in the world today.”



Craig and Dixie at sunset

Craig Bailey, Australia

“Up to this point, the NTC program was a beautiful concept. And having experienced what I’ve experienced in the last few days and seeing the desperation and the hope in the faces of the children, and how it affects their very lives, it’s been a life-changing event. And it’s just made it so palpable. So real. I’m not the same person, returning to Australia, as I was before I came.”

Krister Solen, Norway

“Two days ago, we were at the hospital and saw a program where a young baby, six months up to 18 months, was fed with VitaMeal. These were children to HIV positive women. And I hope it will make a big difference, that they will have a better life because of VitaMeal. And that felt very, very good.”



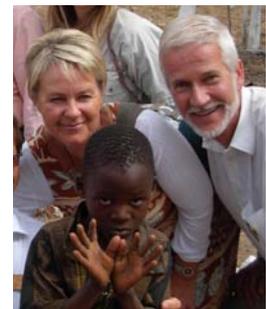
Solens at Mtalimanja

Karin Solen, Norway

“Well, now I can think about someone other than myself. I am a mother and I know what a child needs. So when I think about how I can help other children, this is a big project and I’m very proud to be a part of it.”

Chris Amble, Sweden

“For a long time, I’ve felt that the injustice in the world is unbearable. Some people are rich and some people are extremely poor. That is not fair. And during all these years, I’ve been giving something for the Red Cross and bought some lottery tickets, etc. But not really done anything *really* remarkable. Until NTC came in our way through Nu Skin Enterprises™ and we got the opportunity to do something really good, over a long period of time. And ever since we started with NTC, I’ve felt that my life has been better, because I can do something for other people and make *their* lives better. That’s the main feeling I have.”



Ambles at Mtalimanja

Liv Amble, Sweden

“My experience has been tremendous. Because I’ve been here before I know exactly what the others are saying. And to have my husband come with me this time has been even stronger. We are the leaders - we are making a difference.

Also, to come back here and to see the things that they have done since the opening of the factory and the village itself. It’s tremendous, what we have been a part of, now for just three and a half years. So, we have to go on and we can do amazing things in this country and throughout Africa, in fact.”

Masayuki Kishimoto, USA

“It was a little shocking for me to see how little the people here have, compared to how much we have. The gap is so big. So it’s a little heart-breaking to see the local people and to talk to the local people. By that, we are more convinced to do more to provide help to those less privileged people, needy people...we will do the Nu Skin® business until the end of our journey of our life because of the NTC program. We are determined to do the Nu Skin business with the Force for Good spirit and the heart of NTC forever. So this is going to be our lifetime challenge, to make ourselves available for helping people. Nu Skin®’s NTC, I feel, they are helping us to grow as human beings. Thank you.”



Kishimotos with village leaders

Tamako Kishimoto, USA

“I think we have to share their stories with more people and work together in order to accelerate the NTC programs. We have a lot of things to do. One of the things that I found in Malawi is the effectiveness of VitaMeal. Before I came here, I expected to see many children having swollen belly caused by starvation. However, I rarely saw those children here. I heard that having VitaMeal for 10 consecutive months enables malnourished children to restore their health since VitaMeal is perfectly balanced from a nutritional standpoint. That is really impressive.”

Enrietta Oosterhuis, South Africa

“My experience coming to Africa has really changed my life...Seeing all the footage, all the pictures, everything that we experienced on camera, on internet and everything won’t really give you what we experienced. The experience that you feel coming here and handing out VitaMeal, feeding a child, to see the appreciation in their eyes, and to really see how excited they are to get a nourishing meal, it makes a big difference in one’s world.”



Enrietta and Liza at Mtalimanja

Liza DuPlessis, South Africa

“We went to villages and, during the two or three days, we gave VitaMeal to almost four or five thousand children. And it was the

most wonderful experience in my life! The day we went to the school. That was when something in my brain just clicked. And that was when I *saw* that you can make a difference. Even one bag of VitaMeal can change a child’s life.”

Tatsuya Yamada, Japan

“As the number of people in need is on the rise, we have to do something about it. Some people may think that our effort is like “a drop in the bucket”. They are wrong. We are able to do a lot of things together. Take a small step toward making a huge difference and learn that “Giving” is the most rewarding thing you can do. Let’s work together to experience the happiest moment in our life.”



Yamada-san sharing VitaMeal

“We handed VitaMeal to about a thousand people. I happened to be the person who handed the last VitaMeal today. However, I found that hundreds of people were still waiting for VitaMeal even though the distribution was completed. That has made me determined to work harder and distribute more VitaMeal to them.”

Midori Tajima, Japan

“Children in Malawi are very cute. Look at them! How cute they are! I want to be of more help. Through a very limited number of staff, VitaMeal has been successfully handed to as many as 1,000 people. However, some families were not allowed to receive VitaMeal. I felt very sad when I saw it. I am asking each of you to give more love to the children. Thank you.”



Tajima-san with Malawi friends

Tatsuru Igarashi, Japan

“When we turn on a faucet, we have running water. When we flip the switch on, we have a light. When we go to a supermarket, we can get almost whatever we need. We live in a world of convenience. However, in exchange for that, we may have lost something important such as “respect for life” and “gratefulness for being alive”...If you feel happy, please give a small piece of your happiness to others. Your goodwill will ripple through the world making it a better place to live. I believe that is the basic idea of the NTC and “Force for Good”. I will share my experience in Malawi zealously with many people so that they understand the importance of the NTC.”



Igarashi-san with village children

Courtland Pearson, Nu Skin® Japan

“Every child should be given the necessary food and education to grow up healthy and skilled. Providing the basic needs of life to all children is the fundamental responsibility of every adult in the world. NTC is providing for tens of thousands of children and is raising awareness. My wish is for all companies and people to see the importance of this cause and join us in this effort.”



Courtland amazing a boy with his own image

Brent Goddard, Managing Director NTC

Currently there are five million children who die each year from malnutrition. And it is our dream to be able to save those five million children. We want to do as much as we can. We realise that we can't do that alone. We're not close yet. And so we keep pushing. The reality is that if everybody did just a little... there would be no malnutrition. Those children would be fed and cared for. If everyone could just do a little bit. One bag, one little bit of help for those children. Then it could happen. That's the reality.”



Brent at the VitaMeal distribution

Steve Lund, Executive Director NTC

“One of the remarkable things that we've been able to do as a company is to allow people to give expression to their own yearnings to be philanthropic. To have their lives stand for something more than just making money. Have their lives stand for more than just what happens in their own household and on the way to work and back. But rather to have what they do every day be impactful in dealing with some of the world's hardest problems.”



Steve distributing VitaMeal

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. July 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 July 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	2,850,360
China	27,690
So. America	167,400
Other	29,730
Total	3,075,180

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.