



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 (FTC) 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 secondly, we wanted 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, when 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 criticise or be pragmatic when you are 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 just had some time off, some peaceful time and some time away from the many children she lives with and cares for. Dianne was apologetic that she had spent US\$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. Next, we went to Edass' village and stayed there for a few days. I was the only Mazungu (white person) they had seen in a long while, and they sang for us when we arrived. Then the chief asked me what it is exactly that I am doing. So I explained to him that we have an orphanage for HIV+ children and I complemented 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 headman brought a young boy. As Dianne described him, I saw a picture forming: a child in the last stage of full-blown AIDS; skin stretched against his bones, eyes vacant and barely able to walk. The headman pleaded for Dianne and Edass to take him in. Dianne proceeded to beat herself up, feeling guilty for what she could not change. She couldn't do anything to treat this poor young soul. She had more children than she could afford already, and she certainly could not afford the extra US\$200 it would cost to return this village son's body home, as he was sure to die soon. She cried from wounds of guilt. I cried too and assured her that she couldn't do everything and save everyone. At the same time, I recognised that this guilt wound would probably never heal completely – the scab



**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**

would remain. Every time she would remember his face, the wound would break open. She wanted to bring that poor boy to her home in the worst way, although he had probably found peace by then.

This impossible burden was declined, but more children were brought in. Jolly, this boy's brother, was still healthy enough; yet they asked if he could be taken in. Dianne couldn't do anything but accept. Then Dianne was brought to a granny in the village, an aged woman who lost her own children and her husband to AIDS, and who was now taking care of 18 grandchildren. Could Dianne help? Could Dianne take two of hers? Dianne's escape for a brief vacation had now been commandeered by AIDS in this small village. Again, she couldn't turn them down. The granny must have felt as though an unbearable weight had been lifted, a miracle had befallen to two of her little ones. She fell on the dirt floor and kissed Dianne's feet. Embarrassing for Dianne, but the granny knew she wouldn't live long, and was wondering who would take care of her 18 beloved grandchildren. Now, at least two grandchildren were safe. For this granny, exhausted from AIDS's burden, it was an appropriate gesture of extreme gratitude.

As the next day arrived, more children were brought to Dianne – little ones who lost their moms and dads, uncles and aunts and who had 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 was wondering 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 together with their lonely brothers and sisters.

During her "vacation", 12 more children were brought to Dianne, all without parents and all from a village of three or four hundred. Dianne was struggling 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 finished her story and we took a couple of pictures to share, carried our VitaMeal into their kitchen and bid them good-bye. "They will be struggling more than ever, month to month, but at least we did not leave 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](http://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, Nu Skin®.

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## 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 towards 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 programme will help target our Millennium Development Goals Four and will lead to a healthier future generation of Fiji Citizens,” he said.

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## China

### Donating VitaMeal to Speech and Hearing Impaired Kids in Heilongjiang Province

On 20 October, 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 the China Foundation for Disabled Persons (CFDP) and the 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 even 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 (US\$91) 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 (US\$65), plus 280 RMB (US\$42) 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 (US\$91) 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 (US\$121) and his grandfather's basic living allowance of 150 RMB (US\$23). 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 02 November, 2010, Nu Skin<sup>®</sup>, the World Children's Fund (WCF) and the 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<sup>®</sup> will produce and facilitate the donation of 45 million servings of VitaMeal to CFDP in the next 10 years. In this partnership, Nu Skin<sup>®</sup> 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 organisations 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" of nearly 60 years old scrubs each piece of clothing in a basin. In the baby walker next to her, a boy that is about one year old plays with toys using his disabled hands. Two boys of seven or eight lean besides 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 got married and currently, 10 disabled children remain. Their ages range from a newborn 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. 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 while, Wang Xiaofen was surprised to discover that, due to the nutritious food, the weak, disabled children amazingly did not seem to catch a 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 worries 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 anaemia - and to improve their educational performance.
- Provide policymakers with objective study results that elucidate the impact of 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 Nu Skin 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](http://www.reapchina.org) for more information.



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## Philippines

### **The VitaMeal nutrition programme in the Philippines (Feed the Children report)**

Last year, the VitaMeal feeding programme 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 (FTCP) utilises the survey results as a guide in determining the priority areas for the programme. New local government units and non-government organisations served as our partners in reaching more children beneficiaries in strategic sites.

The programme 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 programme 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 kilometres 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 programme ran for three months, and VitaMeal was served three times a week. Benefitting from this programme were 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 programme 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 as a shoemaker to support the family.

The youngest child is Kurt Nidua, who was born on 30 September, 2008. He was suffering from severe malnutrition, as a paediatrician discovered when he was confined in the nearby community hospital because of dehydration. He only weighed 4 kg at the start of the feeding programme.

Upon discharge from the hospital, he was included in the VitaMeal programme. After three months of continuous attendance at the feedings, he gained almost 10 kg. The nutritional status of Kurt Nidua became normal and his immunity against sickness improved. At present, Kurt weighs 14 kg 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 Nu Skin Philippines who co-funded the feeding programme.



**Kurt while in the hospital**



**Kurt after attending the feeding program**

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

For many years, Feed the Children Philippines (FTCP) 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 programme 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 programme 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 programme sustainability plans. Among the important information gathered during this activity, is 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 on 22 September, 2010. 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 programmes possible. From October through December 2010, VitaMeal donations were delivered to authorised 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 programme.

<b><u>Destination</u></b>	<b>Total # of VitaMeal Servings (30 Child Meals per Bag)</b>
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
<b>Total</b>	<b>10,604,010</b>

Nourish the Children<sup>®</sup> 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.