



Reports from the Field



Producing VitaMeal in Malawi Africa

Nourish the Children™ joined forces with Feed the Children International, Healing Hands International™ and The Malawi Project™, to construct a plant in Malawi, Africa. The new manufacturing plant will produce VitaMeal food that is donated to nourish thousands of AIDS orphans.

The Malawi Project™

Construction on the plant began in March 2004, and the dedication was held on November 3, 2004. The now-completed plant will produce enough food to nourish 24,000 children a day. Officials from the above organizations attended the opening of the food plant, along with members of the Malawi parliament, African chiefs, business leaders, and the media. The dedicatory ceremony included the presentation of a memorial plaque and cutting of the red ribbon by the officials in attendance, including Nu Skin executives Blake and Brooke Roney and Sandie Tillotson.

Attendance at this event exceeded expectations by over 2,000 people, leaving individuals sitting on bags of wheat and standing in any available open space. Among the important people attending the event were the construction workers who labored during the past months to complete the project in record time. They were seated near the front of the auditorium and were awarded with certificates of appreciation, and a live chicken to carry home for family celebrations.

Food Relief has been a major need for Malawi since the arrival of the worst famine to strike this portion of the sub-Sahara in over 50 years. Though the worst of the famine is past, the nation is not expected to be fully back on its feet for another 3 to 5 years. Portions of the population, such as widows and orphans, are part of an ongoing program of aid that is not projected to end, even when the results of the recent famine are no longer evident. Shipments of VitaMeal™ have meant survival for thousands of people during the last year. The new plant will provide jobs to an estimated 400 farmers and workers, as well as easily available, less-expensive VitaMeal™ donations.



Make a difference. Join the Nourish the Children cause today!



NOURISH THE CHILDREN™



Mission

NTC Mission Statement

Nourish the Children's mission is to be a force for good in the world – particularly in the lives of children. We are deeply troubled that every day more than 15,000 children around the world are dying from malnutrition. Our joint mission is to be a powerful force in saving children's lives.

We will accomplish our mission by combining company product donations with voluntary product donations from our global distributor force and their customers. Every donation will reach needy children through a select group of reputable relief agencies, including Feed the Children, who frequently report on the progress and health of children nourished by Nourish the Children. The primary products donated are nutrient-dense foods, formulated for convenient family use, but ideally suited to meet the nutritional requirements of malnourished children.

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Vitameal

The Benefits of VitaMeal™

Nourish The Children, teamed our own PhD scientists with Dr. Ken Brown of the University of California, Davis—an expert in child malnutrition—to create an ideal food for malnourished children, VitaMeal.

Each VitaMeal:

- Contains a balance of carbohydrates, protein, fat, and fiber
- Provides essential fatty acids required for normal brain development, skin health, and immune defense
- Provides electrolytes which are needed to maintain normal fluid balance and muscle function
- Includes 25 essential vitamins and minerals
- Provides vitamin A, which is essential for normal sight and immune functions
- Provides bone nutrients for normal growth and skeletal development
- Ingredients can easily be added for every taste and culture (VitaMeal™ is vegetarian and non-dairy)
- Each bag contains 30 child meals of nutritious, delicious food



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Global Charity Partner

Feed the Children—Global Charity Partner

Although NTC partners with a number of effective charities around the world, our primary global partner is **Feed the Children**. Feed The Children is an international, non-profit, non-denominational Christian relief organization with headquarters in Oklahoma City, Okla., that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disaster. During its 27-year history, Feed The Children has created and developed one of the world's largest private organizations dedicated to feeding hungry people. FTC is the 3rd largest international charity in the United States, based on private, non-government support. Last year, Feed the Children shipped 183 million pounds of food and other essentials to children and families around the world. Since its founding, FTC has helped people in 118 countries.

Since 2002, the Nourish the Children initiative has used Feed the Children to deliver donated bags of its VitaMeal product to areas of the world where there is need. FTC is very efficient in their operations with 89 percent of all Feed the Children's expenditures going to program services, 8 percent to fundraising costs, and only 3 percent to administrative costs in fiscal year 2005. This makes it possible for Feed the Children to distribute millions of VitaMeal meals at no charge to Nourish the Children. Feed the Children currently meets all of the Better Business Bureau's Standards for Charitable Solicitations (www.give.org). Charity Navigator, the nation's largest evaluator of charities, gives Feed the Children four stars, the highest possible rating for efficiency (www.charitynavigator.org). Ministry Watch also rates Feed the Children as a four star charity based on efficiency (www.ministrywatch.org).

Feed The Children is particularly suited to support Nourish the Children because it is one of the few charities that deal mostly with gifts-in-kind or non-cash donations. The charity is able to leverage its cash donations to distribute a large amount of donated goods and supplies around the world, including VitaMeal. We have enjoyed our relationship with Feed The Children which makes it possible for Nourish the Children to distribute thousands of VitaMeal bags to our projects in distant corners of the world without charge.

Make a difference. Join the Nourish the Children cause today!

Nourish The Children

Lyrics By Brenda Burch

Music: Brenda Burch, Walt Gaisford, Chuck Myers

Brown eyed little one, dust on his cheek
No clothing on his back, he's fragile and weak
Hoping for someone to answer a prayer
To bring him sweet relief, to end the despair
Away upon a far off land are those of us who believe we can

CHORUS

Nourish the children
Feed a precious soul
Save a life from suffering
Then watch a child grow
Nourish the children
Love a child to life
Help them learn, laugh, and play
Show them we'll provide
We will nourish the children today

Frail baby girl cries in the night
There's no food or drink, no reason to
smile
With some tender care maybe she'll be
Somebody who believes in changing destiny
Just one heart, one spirit saved, unites a cause we cannot forsake

CHORUS





Feed The Children Partners with
Nourish the Children®



Maker of VitaMeal® distributes its nutrient rich food to the world's hungriest children

Feed The Children and **Nourish the Children** (NTC) share a similar name and common goal—to **feed the world's hungry children**.

NTC is an initiative of Nu Skin Enterprises, a global direct sales organization with brands like Pharmanex, **Photomax**, and Big Planet. They make VitaMeal, a nutrient-dense food for malnourished children, and seek out charitable partners to help distribute it where needed most around the world.

Although NTC partners with many charities around the world, their primary global partner is Feed The Children.

Here's why the partnership works:

- For **over 25 years**, Feed The Children has been effectively reaching the world's children. And since 2002, we have been helping deliver donated bags of VitaMeal around the world.
- Feed The Children is one of the few charities that deal mostly with gifts-in-kind or non-cash donations. **That means we find corporations like NTC that donate food, clothing, or medicine so our only cost will be in distribution.**
- We apply donations to distributing donated goods and supplies like VitaMeal. Donated dollars go a long way toward feeding the world's hungry children.

This partnership enables NTC to distribute its product to thousands of FTC programs in distant corners of the world--without charge. That's a win-win situation for both organizations... **but the real winners are the hungry children we serve.**

Feed The Children Partners with Nourish the Children® *An interview with Larry Jones*

On June 17th, an interview took place with Larry Jones, founder of Feed The Children, the Global Charity partner of the Nourish the Children (NTC) initiative. He started Feed The Children over 24 years ago with his wife Francis. It all began in Haiti with a 9 year old boy asking Larry for a nickel to buy a roll. This made Larry think of the tons of excess wheat in Oklahoma. He decided to personally find a way to deliver that wheat to the hungry children of Haiti. Feed The Children now operates worldwide, working with hundreds of organizations and feeding thousands of people.

Larry Jones agreed that the Nourish the Children partnership is a "match made in heaven", as he shared his appreciation for VitaMeal® and the promising future of NTC. He attributes the good partnership to both organizations having an eagerness to be involved in nourishing children in need all over the world and to really make a difference in children's lives.

Mr. Jones shared the story of children in an abandoned-child center who he started feeding VitaMeal five times a day. He said the difference VitaMeal made was tremendous and upon his return to the center months later he barely recognized the once-frail bodies. This excitement for the benefits of VitaMeal is leading Mr. Jones to start operations in new countries. His hope is to increase Feed The Children's reach to 10-15 more countries soon. In fact, he plans on distributing VitaMeal as the first item of distribution in the next country to which Feed The Children extends operations.

Mr. Jones explained how getting VitaMeal to schools and community centers nourished children both with food as well as opportunities and education. He cited examples of schools and community centers in Malawi and other countries, whose enrollment increased significantly because of VitaMeal. NTC feeds children, but greater yet, it nourishes them with needed nutrients that support the health and strength necessary for them to take advantage of education and training opportunities. The great success of VitaMeal distribution is dependent on having a steady stream of food donations. Mr. Jones thanked all those who support Nourish the Children. "Your continued assistance in the NTC initiative strengthens these children and their future. Thank you."

