



vitamin angels®

2016 Annual Report

Our mission

Vitamin Angels' mission is to help at-risk populations in need—specifically pregnant women, new mothers, and children under five—gain access to lifesaving and life changing vitamins and minerals.



Letter from the President

There is an African proverb that says:

If you want to go fast, go alone. If you want to go far, go together!

For the past twenty-two years, Vitamin Angels has been uniting people in our belief in the power of vitamins to transform lives. So many of you have stood up and committed to fighting malnutrition – because you really do care. You have been with us as we’ve celebrated healthy babies born and children beginning to thrive.

In our 2016 Annual Report we’re proud to share some of our major achievements, but perhaps the most meaningful achievement of all, is bringing together an incredible group of individuals, corporate partners, and field partners who are passionate about giving children around the world the chance to lead healthy and productive lives.

Today, Vitamin Angels is reaching over 52 million children and moms. Today, Vitamin Angels is 1,000 partner organizations strong. Today, Vitamin Angels is working 67 countries around the world including the United States.

Today, thanks to your support, **we are going far together!**

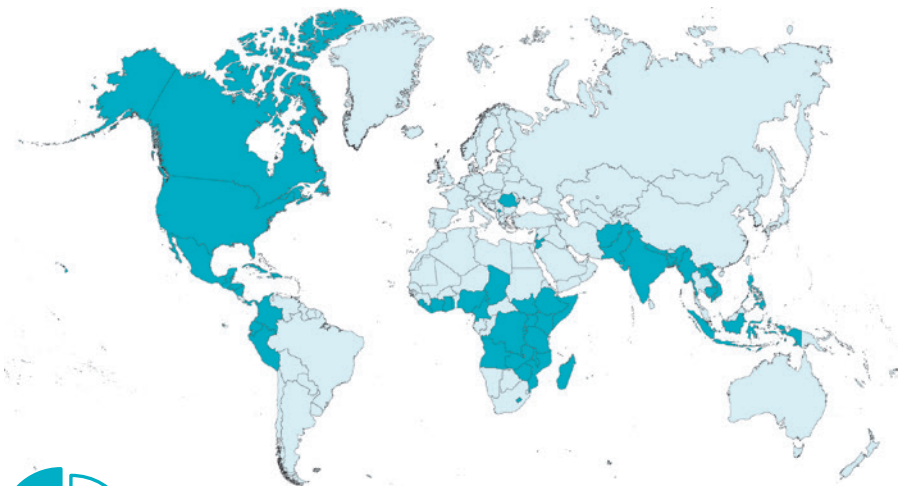
Howard



Measuring success

Thanks to the generous support of individuals, companies, and field partners, in 2016, we made more progress toward fulfilling our mission than we ever have in a single year.

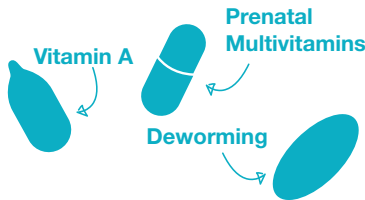
More than **52 million** children under five and pregnant women served.



We worked in **1 in 3 countries** worldwide

Over 300 million doses

of life changing vitamin A, deworming tablets and prenatal multivitamins were distributed.



Over 1,000 nonprofits

added our vitamins to their existing programs for populations without access to national health services.



Saving lives

Vitamin A + Deworming

Vitamin A supplements work to strengthen immune systems and fight off life-threatening illnesses for children who don't have access to foods with vitamin A. Just two doses a year can significantly reduce illness or death.



Over the last 5 years, we've doubled the number of children we reach with vitamin A and deworming.

Wherever possible, we pair deworming tablets with vitamin A to eliminate worms in children and stop parasites from absorbing the critical nutrients — like vitamin A — which a child needs to develop.



Nurturing hope



Prenatal Multivitamins

Babies of poorly nourished moms may be small-for-gestational age or have low birth weights. Our prenatal multivitamins deliver essential nutrients so more babies can survive and thrive.

We reached over 400,000 women in 2016!

Nutritional Counseling

In combination with prenatal multivitamins, we promote nutritional education, particularly for breastfeeding and supplementary feeding practices, to ensure good health is long-lasting.



Our Approach

To serve millions of moms and children worldwide, we leverage the intimate knowledge and existing infrastructure of qualified local nonprofit organizations—our Field Partners—and add our nutrition interventions to their existing community healthcare or nutrition services. We also provide our field partners with technical assistance in the form of training and educational materials.

Reaching Underserved Populations

Roughly 30% of those residing in low- and middle-income countries don't have access to national health services.*

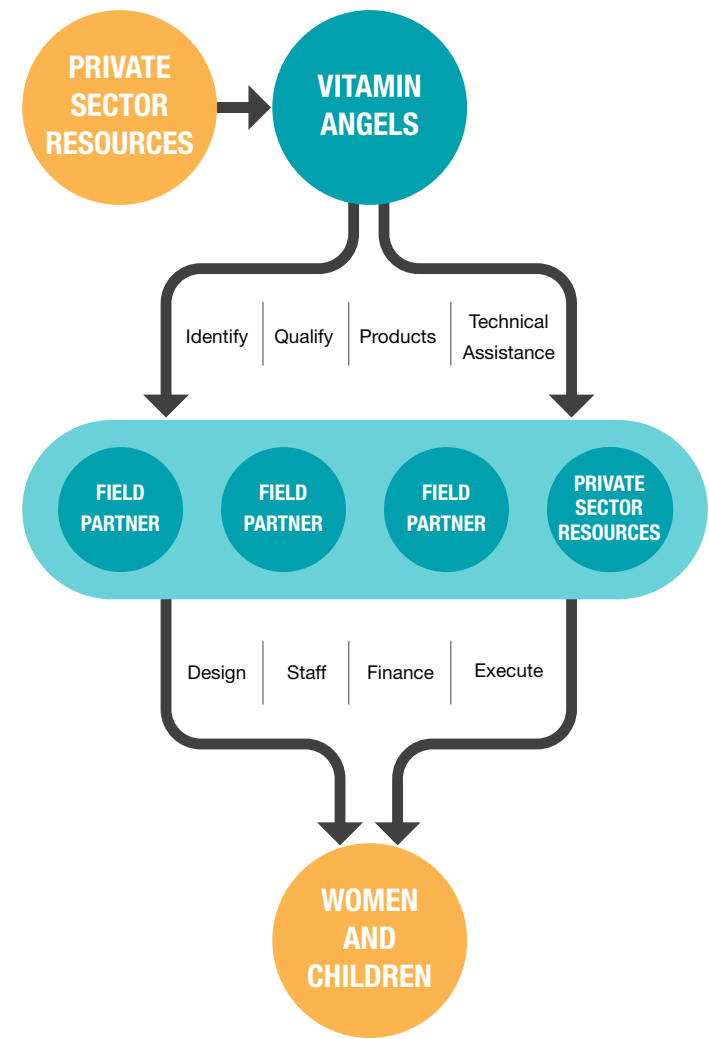


*30% is a global average of individuals who do not have access to health services. Coverage may be higher or lower in different countries and regions.

Our Model

Vitamin Angels' model is rooted in grass-roots coordination of services delivered through locally sustainable supply and distribution systems (e.g. local NGOs) that target the “hard-to-reach.”

How we add value:





Leading the Way

Charity Presents Opportunity for Other Agencies to Leverage Its Insights on Large-Scale Micronutrient Deployment

On October 23rd, Vitamin Angels, a highly-rated charity that provides nutritional support to children and mothers in need, brought together a group of public health experts at the 2016 Micronutrient Forum Global Conference (MN Forum) held in Cancun, Mexico to discuss the charity's unique and noteworthy distribution model that provides micronutrient supplementation to nearly 50 million individuals annually.

Vitamin Angels technical team members, including senior leadership from Johns Hopkins, consultants, and partner organizations, including Un Kilo de Ayuda and Mexico's Ministry of Health, led a sponsored symposium entitled: "Leveraging a proven approach to achieve large scale deployment of multiple micronutrient supplements to pregnant, nutritionally at risk, hard-to-reach women." Approximately 100 guests representing government organizations, national and international non-government organizations, multi-lateral organizations, and academia participated in the session.

"Vitamin Angels is committed to expanding availability of multiple micronutrient supplements for pregnant women through non-governmental health systems that operate in collaboration with national health services to close the coverage gap," said Vitamin Angels' Senior Technical Advisor, Clayton A. Ajello, DRPH, MPH. "Deployment of this proven, low cost intervention can make significant inroads into improving birth outcomes, especially for those who are the hardest to reach and generally have limited or no access to national health services."

The MN Forum, whose theme was "Positioning Women's Nutrition at the Centre of Sustainable Development", convened over 700 participants from 73 countries and 336 organizations around the world. Vitamin Angels' presentation addressed one of the MN Forum's four program tracks focused on scaling up micronutrient interventions in vulnerable populations and bridging the gaps between evidence and implementation. As, "the primary objective of the MN Forum is to foster dialogue among the research, policy, clinical, program and private sector communities to facilitate the translation of evidence for policy and program planning," Vitamin Angels' expertise in this area was particularly relevant to many attendees.

Furthering its dissemination of relevant insights/knowledge, Vitamin Angels also took part in the poster presentation at MN Forum, sharing a poster entitled: "Addressing a gap in prenatal and postnatal multiple micronutrient (MMN) supplement coverage for low-income pregnant and lactating women in the United States".

Building Sustainable Alliances in Haiti

In August, Vitamin Angels convened a summit of nonprofit organizations operating in Haiti. It brought together 60 individuals from 41 existing partner organizations in Haiti, as well as groups interested in partnering with Vitamin Angels. Representatives from UNICEF were also in attendance. The event, the first of its kind for Vitamin Angels, allowed partner organizations to come together to network, discuss the realities of their work in the field, and examine ways to expand micronutrient supplementation and deworming in Haiti.

Vitamin Angels is working to bring together like-minded organizations to maximize shared resources, overcome challenges, and identify gaps in coverage in order to expand health services. Vitamin Angels hopes to replicate this networking model in other countries and regions where it operates.



Haiti: Country Detail



The Need

Severe: Vitamin A Deficiency status

Prevalent: Presence of Parasitic Worms

29%: Population of Children under 5 who are stunted

Our Impact:

2016 Children Served: **635,864**

2016 Women Served: **34,957**

Program Established: **2008**



Complementing National Health Services in the Philippines

In November, Vitamin Angels received a nod of support from the new Philippines Health Secretary, Dr. Paulyn Jean Rosell-Ubial. Vitamin Angels' Country Program Manager, Dr. Luz Escubil, met with Dr. Ubial to explain the organization's unique model for leveraging non-governmental organizations (NGOs) and other private sector organizations to help at-risk populations gain access to life changing vitamins and minerals.

"I welcome the additional hands on board," said Secretary Ubial. "We can use all the help we can get in meeting the health needs, particularly in the areas of malnutrition and hidden hunger."

Amongst children under five in the Philippines, vitamin A deficiency is ranked as "severe" by the World Health Organization, 33.5% are stunted and 21.6% are underweight. A recent report issued by the Filipino organization, Social Weather Station, also indicated the number of Filipinos who self-identify as experiencing hunger jumped 10% over the last 15 years to 21 million.

Working with partner organizations including the Assisi Development Foundation, AmeriCares, Feed the Children, Save the Children, and World Vision, Vitamin Angels continues to expand its efforts in the Philippines to distribute high dose vitamin A, albendazole (deworming tablets) and prenatal multiple micronutrient supplements to at-risk and hard to reach women and young children. The charity reports substantial growth in beneficiaries served, geographic areas reached, and expansion of its NGO partnership network over the past several years.

Secretary Ubial affirmed that NGOs and civil society organizations are the groups that are able to access marginalized and geographically isolated communities in the Philippines. She expressed optimism that the target for vitamin A coverage would be reached with the synergy of the partnerships mobilized by Vitamin Angels and the Department of Health.

Last month, Vitamin Angels also joined other local and national organizations in pledging support for the 'Philippines Initiative for Zero Hunger (PIZH)' which could lead to the passage of a law creating the Zero Hunger Commission, a multi-sectoral body for the coordination of efforts to address the problem of hunger among Filipinos.

Philippines: Country Detail



The Need

Severe: Vitamin A Deficiency status

Prevalent: Presence of Parasitic Worms

33.5%: Population of Children under 5 who are stunted

Our Impact:

2016 Children Served: **694,792**

2016 Women Served: **12,948**

Program Established: **2010**



United States: Country Detail



The Need

Total Population: **323.4 million**
Population of children under 5: **~20 million**
Prenatal anemia rating: **Moderate**

Our Impact:

2016 Children Served: **32,840**
2016 Women Served: **67,706**

Kamyrah and Kenadi

The sisters attended a back-to-school event hosted at the local library in Spring Valley, California. They got everything they needed for the upcoming school year, including vitamins.



Helping at Home

Meet Liam

Liam received vitamins at a community event in Southern California. He hammed it up for the camera, leaving everyone doubled over with laughter!



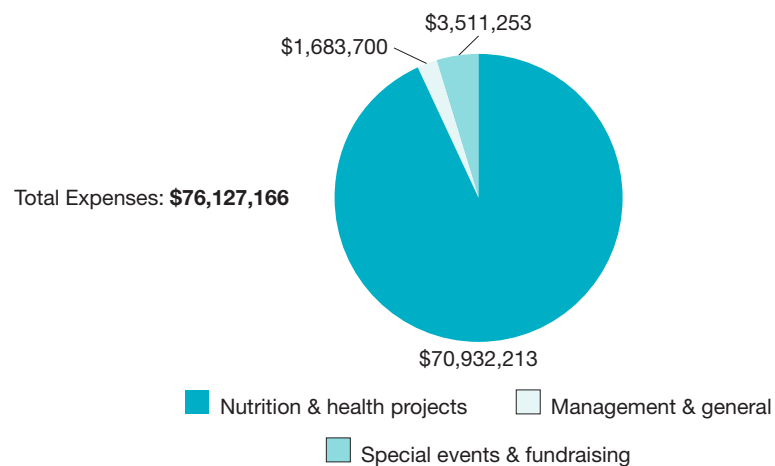
Ashley and Beau

Living on the Cheyenne River Sioux Reservation, Ashley is pregnant and taking prenatal multivitamins to ensure that Beau's little brother or sister has the best chance at a healthy life.

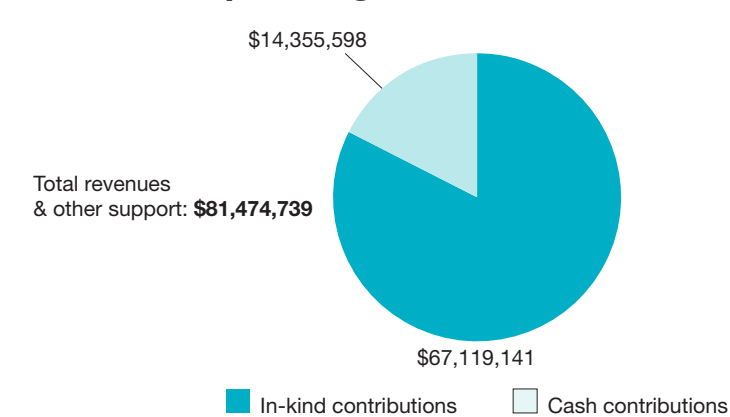


Finance Report

How we use our funds



Sources of operating revenue



We have received a 4-star rating—their highest—from Charity Navigator for Financial Health, Accountability and Transparency.



Audited financial statements and Form 990 available at: vitaminangels.org/financials

Our Board

Board of Directors

Clayton Ajello, DRPH, MPH
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Jim Tonkin



2016 Contributors

Our heartfelt thanks to the generous companies listed here, as well as countless dedicated and giving individuals, for helping bring the power of vitamins to children around the world.

\$5 Million +

Walgreens

PROCAPS
LABORATORIES

The WORM
PROJECT

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The Emerson Group
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GOODWIN
PROCTER

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Causely

informa
exhibitions

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Lonza

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Metagenics™
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nutraclick®

Package All
go to market

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corp.
GIL-TEC

viva
natural

WHOLE
FOODS
MARKET

\$10,000 +

emerson
E-CO-LO-GISTICS
Delivering to Improve Health

Slimfast
OHNS

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HEALTH FOODS

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Services Donations

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Alternative Medicine Review	HUB International	Nutritional Outlook Magazine	Total Health Magazine
Better Nutrition	Ingredients Insight	Overnight Labels, Inc.	UNFI
Dicentra	Natural Solutions Magazine	Select Nutrition	Vitamin Retailer
Epoch Times	New Hope Network	Salani Design & Merchandising	Whole Foods Magazine
Fitness Trainer	NoorVitamins		

Donations received in 2016. *Gift-In-Kind donation values based on the cash-value as calculated per 'fair value' under FASB 157.



The Power of Vitamins

At Vitamin Angels, we love helping children, we love supporting good health, and we love traveling the world to be inspired by those we serve. And it's a good thing we love our work, because we have a huge job in front of us – ending malnutrition. We've made it our mission to get lifesaving vitamins to millions of the hardest to reach mothers and children.

Vitamins, though small in size, have enormous impact. They help mothers give birth to vibrant babies, help children fight infection and disease, and create hope for a healthier tomorrow. In the most critical situations, vitamins save lives. We are continuously encouraged by the strength and fortitude of the families we meet, despite the incredible challenges they regularly face. We believe the well-being of society is linked to the health and safety of mothers and children.

We believe in the power of vitamins.



A photograph of a child, likely a young girl, sitting against a wall made of cracked, dry mud. The child is wearing a light blue sweater and a colorful, knitted hat with red, yellow, and green patterns. Her hands are clasped in her lap. The background is a textured, brownish-yellow wall with deep cracks.

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