

A photograph of a woman with dark skin and braided hair, wearing a yellow top, holding a baby. The baby is wearing a pink and white floral shirt. They are outdoors with green foliage in the background.

2021 Annual Report



About Us

Vitamin Angels strives for a world where every mother has a healthy pregnancy, and every child gets an equal chance at a healthy life.

Today, more than 3 billion people worldwide – largely in low-resource settings – experience some form of malnutrition. Our goal is to reduce this inequity by ensuring that underserved, nutritionally vulnerable populations have access to evidence-based nutrition interventions. To accomplish this, we collaborate with over 1,200 local organizations, including governments, across 65 countries. We strengthen, extend, and amplify the work of in-country partners by delivering nutrition resources and services to more than 71 million pregnant women, infants, and children annually who are underserved by existing systems.





Letter from the President

Vitamin Angels reached new heights in 2021, becoming an even more robust, vibrant, and dynamic organization. Amidst the ongoing COVID-19 pandemic, our community continued to forge ahead, steadfast in its commitment to improving maternal and child health.

We built and strengthened relationships with major international nonprofit organizations and government-level stakeholders in countries from Haiti to Mexico, Nigeria, the Democratic Republic of Congo, the Philippines, and Indonesia. Collaborating with our partners and stakeholders, we helped to significantly extend the reach of their nutrition services, while also broadening the range of the specific nutrition services they offer.

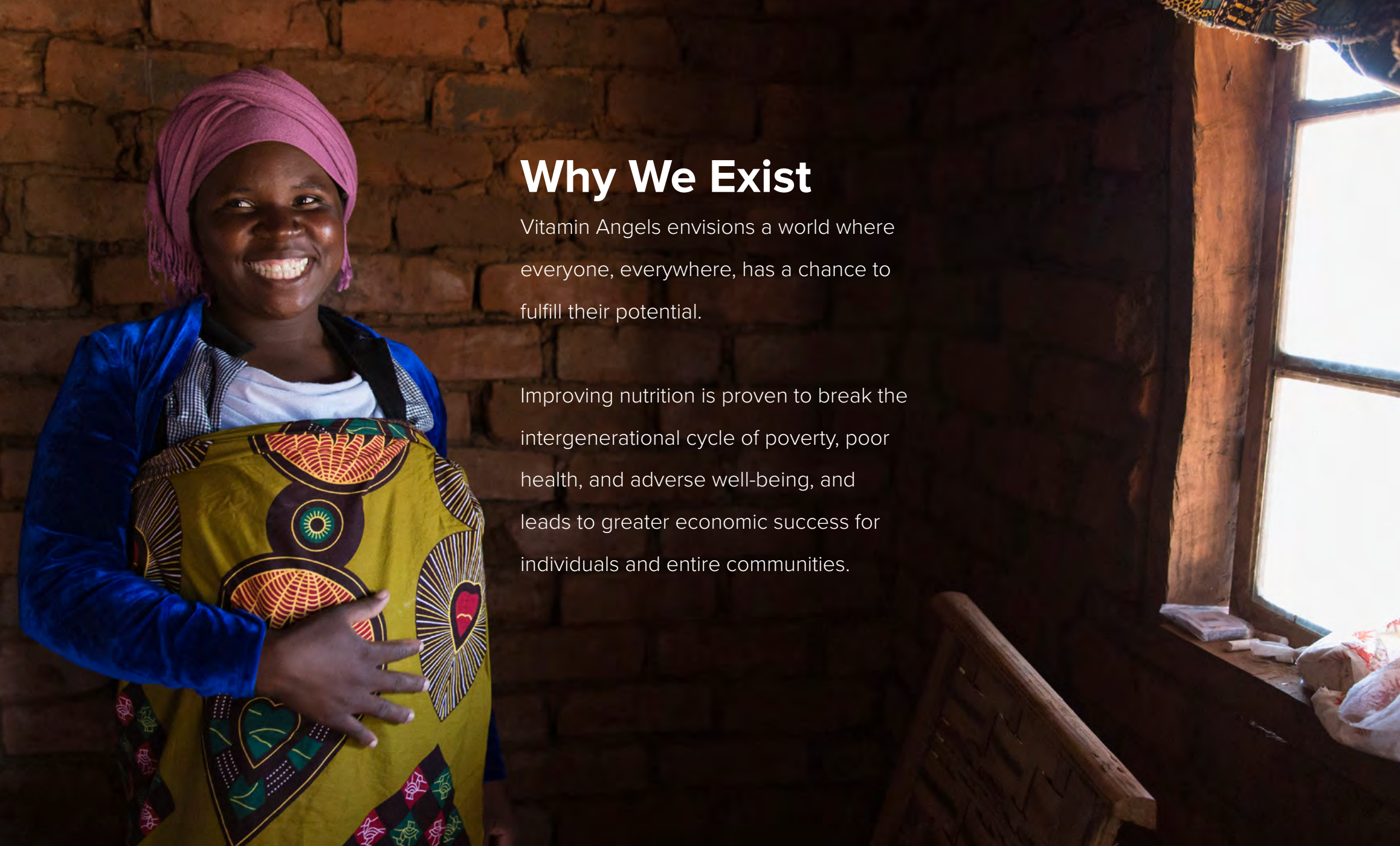
Vitamin Angels India, Vitamin Angels U.K., and Vitamin Angels Canada are all now independently registered organizations, with registrations in progress for Vitamin Angels Philippines and Vitamin Angels Indonesia.

On behalf of Vitamin Angels, I extend our sincere gratitude to our entire community of supporters. As I look ahead to 2022, I'm inspired and confident that we are in an even stronger position to increase our impact and create a healthier world for the women and children we serve.

A stylized, handwritten signature in black ink that reads "Howard".

Howard B. Schiffer
President & Founder / CEO





Why We Exist

Vitamin Angels envisions a world where everyone, everywhere, has a chance to fulfill their potential.

Improving nutrition is proven to break the intergenerational cycle of poverty, poor health, and adverse well-being, and leads to greater economic success for individuals and entire communities.

Targeting A Critical Life Stage

We focus on the most nutritionally vulnerable groups – pregnant women, infants, and children. Ensuring these populations receive proper nutrition is critical because:

- The nutritional needs of pregnant women increase as their bodies undergo physiological changes to support their health and their child’s development.
- The first 2,000 days, starting in pregnancy through age five, are critical for promoting optimal child growth and development.
- Undernourished pregnant women are more likely to experience anemia, which can result in serious complications, including death.
- Healthy pregnant women are more likely to have healthy newborns. Children who grow up strong can thrive in school and beyond.
- Evidence-based nutrition interventions are a powerful

way to support healthy pregnancies, dramatically improve birth outcomes, reduce infant mortality, and protect those under five against debilitating childhood infections. They also enable children to thrive through each stage of their development as they grow and learn, leading to greater economic success for individuals and entire communities.

Addressing Contextual Barriers to Access

Many pregnant women, infants, and young children in low-resource areas face one or more barriers to receiving evidence-based nutrition interventions, such as:

- **Availability**
A limited supply of product or healthcare providers may exist within a specific region or timeframe.
- **Accessibility**
Health care services or products for families in low-resource settings may be too far away, inadequately distributed, or require long waiting lists or waiting times.
- **Affordability**
Families in low-resource areas may find health care to be cost-prohibitive, including appointment fees, transportation costs, and loss of wages while seeking care.
- **Acceptability**
Some communities have a low trust of healthcare providers due to poor quality of care, discrimination, cultural insensitivity and lack of culturally appropriate care, and differing health care beliefs.
- **Awareness**
Interventions and services may be available, but families don’t know they exist or why they are needed.

Our Work

Vitamin Angels strengthens, extends, and amplifies the impact of partners, including governments, NGOs, academic institutions, and private sector organizations working to reach the most nutritionally vulnerable groups – pregnant women, infants, and children – that are underserved by existing systems.

We provide resources and technical assistance, use an implementation science framework to plan, monitor, and evaluate existing programs, and promote advocacy efforts rooted in our years of experience in nutritional programming.



How We Work

Vitamin Angels collaborates closely with over 1,200 partners in 65 countries. We work directly with local organizations, including governments, to assess the evidence and help determine how to reduce barriers to access to essential nutrition interventions – and increase their quality and potential for impact. As a result, existing institutions can extend health and nutrition services further than ever before.

While our process is tailored to the specific needs and circumstances of the communities we serve, each step we take follows an implementation science approach to help ensure women and children benefit from evidence-based nutrition interventions:

1. **We seek to collaborate** with local partners to create an enabling environment to improve maternal and child health outcomes.
2. **We form partnerships** with governments and community partners and work together to evaluate the need among the populations they serve.
3. **We jointly identify barriers** and develop data-driven solutions to ensure effective implementation and increase access to nutrition interventions.
4. **We share data and lessons learned**, adapt our practices as new information is identified, and scale interventions to reach more women and children.



An Evidence-Based Package of Solutions

In close collaboration with our partners, we work to increase access to an evidence-based package of solutions that focuses on the first 2,000 days of life: pregnancy through five years of life.

Evidence-based nutrition interventions are determined by nutritional need and gaps in coverage. These resources include:

<p>Prenatal Vitamins and Minerals (Multiple Micronutrient Supplements, MMS)</p> <p>Women have increased micronutrient requirements during pregnancy due to rapid growth and development, which often cannot be met through diet alone. This is especially problematic in food-insecure settings where high quality diets are difficult to access. Vitamin Angels provides access to the UNIMMAP formulation of MMS during pregnancy because it can safely and effectively improve maternal health and pregnancy outcomes.</p>	<p>Promotion of Optimal Maternal, Infant and Young Child Nutrition (MIYCN) and Supplementary Feeding</p> <p>Social and behavior change approaches are needed to improve nutrition behaviors in the first 2,000 days. Vitamin Angels promotes optimal nutrition behaviors starting during pregnancy to improve maternal diet quality and MMS adherence. Following birth, we promote early and exclusive breastfeeding, with the introduction of nutritionally adequate complementary food beginning at six months along with continued breastfeeding. During these first two years of life, infant and young child feeding is a key to improving child survival and promoting healthy growth and development. And, for children ages 3-5 who need nutritional support, we provide supplementary feeding programs to promote healthy growth and development.</p>
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Distribution of Evidence-Based Nutrition Interventions Delivered

In 2021, Vitamin Angels reached over **71 million pregnant women, infants, and children** with evidence-based nutrition interventions, in 65 countries through a network of 1,200 program partners.

<p>25,525,350</p> <p>VITAMIN A ALONE</p>	<p>17,773,750</p> <p>DEWORMING ALONE</p>	<p>22,633,650</p> <p>VITAMIN A + DEWORMING</p>
<p>5,662,701</p> <p>MMS TOTAL</p>		<p>518,056</p> <p>MMS US & CANADA</p>

<p>Vitamin A Supplementation (VAS) + Deworming</p> <p>Vitamin Angels provides access to bi-annual vitamin A in early childhood to support healthy immune systems, promote physical growth, prevent blindness, and help mitigate the incidence of measles, which can reduce child mortality by up to 24%. Adding Albendazole, an anti-parasitic, ensures optimal absorption of nutrients.</p>	<p>Vitamin Angels’ ability to provide evidence-based nutrition interventions make us an effective partner for governments and NGOs working to improve nutrition and health outcomes.</p> <p>When it comes to health and nutrition, local and national leaders understand the context-specific needs of the communities they serve and can leverage our technical support and resources to help their programs reach the people who are most at-risk with the right solutions.</p> <p>And when women and children have access to quality services and the support they need to incorporate good nutrition into their lives, families do better: gaps in educational attainment shrink, incomes grow, and new opportunities emerge.</p>
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Our Work

Technical Assistance

Vitamin Angels delivers technical assistance to expand and strengthen the evidence-based nutrition services provided by our local and national program partners.

Learning Solutions

Everyone deserves access to knowledge and support to make healthy decisions for themselves and their families. We provide our program partners with educational materials and training courses, videos, and resources to support them in delivering evidence-based nutrition interventions to women and children within their communities.

Monitoring & Evaluation

Vitamin Angels engages in ongoing monitoring and evaluation activities to validate the extent to which Vitamin Angels achieves its mission and to support program management and administrative decision-making. To do this, Vitamin Angels provides program partners with recordkeeping and reporting tools, organizes on-site monitoring visits, and conducts regular coverage surveys.

Our Work

Advocacy

In close collaboration with our partners, we work to support advocacy efforts to create an enabling environment for optimal nutrition outcomes.

Vitamin Angels works with global, national, and local partners to:

- **Raise awareness** of evidence-based nutrition interventions.
- Provide forums and opportunities for stakeholders to discuss and **build consensus** for use of those interventions.
- **Engage with and support** decision makers and other stakeholders as they develop policies and program plans to operationalize new evidence-based interventions.
- **Ensure interventions** are sufficiently funded, effectively implemented, and are meeting the needs of underserved women and children.



Our Global Efforts

Afghanistan	Colombia	Guinea	Lesotho	Palestine	Thailand
Angola	Cuba	Guyana	Liberia	Panama	Togo
Armenia	Democratic Republic of Congo	Haiti	Madagascar	Paraguay	Uganda
Belize	Dominican Republic	Honduras	Malawi	Peru	United Kingdom***
Burkina Faso	Ecuador	India**	Mali	Philippines	United Republic of Tanzania
Burundi	El Salvador	Indonesia	Mauritania	Rwanda	United States
Cambodia	eSwatini	Jamaica	Mexico	Senegal	Venezuela
Cameroon	Ethiopia	Jordan	Myanmar	Sierra Leone	Viet Nam
Canada	Ghana	Kenya	Nepal	Somalia	Yemen
Central African Republic	Guatemala	Latvia	Nicaragua	South Africa	Zambia
Chad		Lebanon	Niger	South Sudan	Zimbabwe
			Nigeria	Syrian Arab Republic (Syria)	



Active defined as an active grant received within the last 2 years.

** In collaboration with Vitamin Angels India

*** In collaboration with Vitamin Angels United Kingdom



Impact Updates

PARTNERING WITH LOCAL GOVERNMENT AND CIVIL SOCIETIES TO INCREASE VITAMIN A SUPPLEMENTATION COVERAGE IN NAGALAND, INDIA

India has the largest number of children experiencing vitamin A deficiency around the world – 62% of Indian children under 5 have low levels of retinol. This has contributed to about 330,000 deaths annually in the country. Despite efforts of the national government, low-resource regions of India currently lack access to necessary health interventions, such as Vitamin A Supplementation (VAS).

Nagaland is located in a mountainous region of India, which makes the area geographically hard-to-reach, in addition to historically marginalized. Due in part to the location, the state receives fewer health services from the national government compared to other states.

In fact, between 2005 and 2006 the VAS coverage among children in Nagaland was at only 6.7%. In 2012, to improve coverage, Vitamin Angels partnered with a civil society organization (CSO) to deliver VAS capsules in hard-to-reach districts in Nagaland. The partnership provided more children access to VAS than had previously been possible, increasing coverage in the region by 20%. In 2016, Vitamin Angels partnered with the Nagaland State Government, in coordination with CSOs, to connect even more children with VAS.

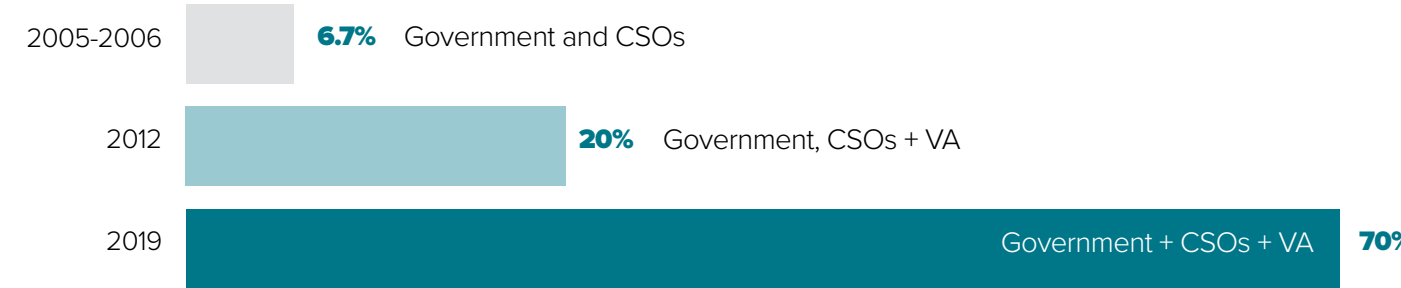
In 2019, Vitamin Angels conducted a coverage survey that found that collaboration between Vitamin Angels, the government, and CSOs helped increase in VAS coverage (at ~70%), contributing to decreased morbidity and mortality in children under 5. Further, children reached by CSOs had higher odds of being from households with lower wealth quintiles, indicating that CSOs are able to increase access among economically vulnerable populations.

In 2021, Vitamin Angels is continuing its work in Nagaland by formally agreeing to provide the National



Health Mission with technical assistance ensuring that evidence based nutrition interventions reach women and children of the state.

Vitamin Angels continues to work in partnership with the government to increase availability and strengthen adherence to vitamin A and deworming interventions for children, and multiple micronutrient supplements for pregnant women; strengthen supply chains for vitamin A and deworming tablets; support capacity building of frontline workers in health and nutrition interventions; support the monitoring of vitamin A and deworming interventions across the state; and strengthen the Maternal, Infant and Young Child Nutrition Programme (MIYCN) to deliver MMS to pregnant women across districts.



Impact Updates

ADVANCING MMS IMPLEMENTATION RESEARCH IN HAITI WITH THE HAITIAN MINISTRY OF PUBLIC HEALTH AND POPULATION AND OTHERS

In 2020, the World Health Organization (WHO) issued a context-specific recommendation for the provision of multiple micronutrient supplements (MMS) in the context of antenatal care (ANC) informed by rigorous research, including implementation research.

Based on the global guidance, the Haitian Ministry of Public Health and Population (MSPP), together with Vitamin Angels, John Hopkins Bloomberg School of Public Health (JHSPH), and the Haitian Health Foundation (HHF), are conducting implementation research to inform the introduction and scale up of an MMS program in Haiti. The implementation research aims to:

- Develop and test social and behavior change communication (SBCC) strategies and tools
- Field test the provision of MMS among pregnant women, including the distribution platform, supply chain, and cost, and
- Identify and implement a methodology to evaluate MMS acceptance, uptake, and adherence among pregnant women.

As the study continues, each partner has played a crucial role in the process, highlighting the importance and value of multi-sector collaboration. Together, Vitamin Angels and its partners continue to leverage their strengths and expertise to advance MMS acceptance, uptake, and adherence among pregnant women in Haiti.

Implementation Research helps determine how to introduce interventions – ranging from cost to communications strategies – in a way that maximizes acceptance, uptake, and adherence.



EXPANDING OUR REACH WHILE INCREASING OUR IMPACT IN THE U.S.

In 2021, Vitamin Angels continued to expand its reach in the U.S. Working in all 50 states and Puerto Rico, we connected 500,000 pregnant women and their babies with MMS.

In addition to growing the number of participants served, Vitamin Angels also worked to increase our impact in the US by:

- Further targeting our expansion to develop partnerships in communities of highest need across the country.
- Forming strategic partnerships with new types of organizations which reach different groups of women in need in their communities
- Diversifying our distribution models by piloting alternative methods for reaching pregnant women with nutrition interventions.



Our Partnerships

At the core of Vitamin Angels’ success is the ability to unite and mobilize individuals, businesses, and organizations toward a common cause. It is thanks to our broad-based community of partners that all we do is possible.

Program Partners

Vitamin Angels would not be able to make the global impact we do today without our large and diverse network of program partners, including governments, in 65 countries who provide health and nutrition services to underserved women and children. When it comes to health and nutrition, local and national leaders understand the context-specific needs of the communities they serve and can leverage our technical support and resources to help their programs reach the people who are most at-risk with the right solutions.

Technical Partners

Our technical partners provide generous guidance of both international health and product manufacturing to ensure programmatic excellence.

The following organizations provided invaluable technical support to Vitamin Angels in 2021:

1000 Days
AIIMS - All India Institute of Medical Science
Airlangga University
Bill and Melinda Gates Foundation
Centre for Health Research and

Development, Society for Applied Studies
Children Without Worms
Global mHealth Initiative
Haitian Ministry of Public Health and Population
Hasanuddin University
Johns Hopkins Bloomberg School of Public Health
Khaitan & Co

Kirk Humanitarian
Micronutrient Forum
Ministerio de Salud Publica – Ecuador
Nutrition Center of The Philippines
NYAS
PDG Communications
Sight & Life
STH Coalition
Task Force on Multiple Micronutrient Supplementation in Pregnancy

TorranceLearning
Trusted Legal
UNICEF
Universitas Gadjah Mada
University of Indonesia
USP
World Vision

Current Partners

In 2021, these partners made significant contributions of cash, products, or services to further our mission. We extend our sincere thanks for their outstanding support in helping to improve the health of women and children worldwide.



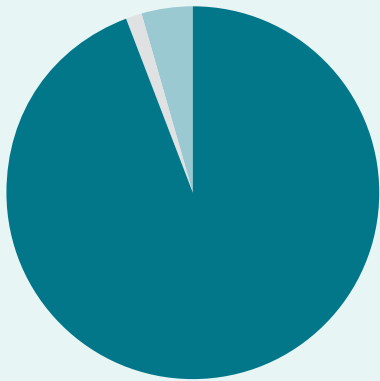
Philanthropic Partners

We are grateful to our many philanthropic partners who have made grants and charitable gifts to support Vitamin Angels efforts to help expand and scale our reach, as well as support operational capacity building and program improvements.

Financials

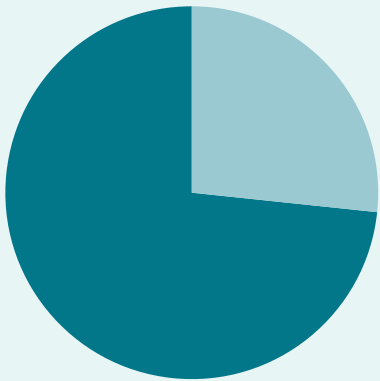
At the core of everything we do at Vitamin Angels is the pervasive and persistent expectation that we operate at the highest level of performance with exceptional accountability and transparency. We hold ourselves to this standard to ensure we fulfill our obligation to those we serve and to all those who entrust us with their contributions.

How we use our funds:



Nutrition and Health Programs **\$113,370,000**
Management & General **\$1,751,000**
Special Events & Fundraising **\$5,055,000**
Total **\$120,176,000**

Sources of operating revenue:



In-Kind Revenues **\$85,126,000**
Cash Revenues **\$31,204,000**
Total Revenues & Other Support **\$116,330,000**

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

Recognition

As a public charity, Vitamin Angels takes great care to meticulously measure cost efficiency and responsibly manage funds to ensure optimum results in fulfilling our mission. At the same time, we strive to identify and deliver innovative solutions to serve nutritionally vulnerable populations. Both Charity Navigator and GuideStar give Vitamin Angels their highest marks for financial transparency.



5 consecutive Platinum Seal ratings



10 consecutive 4-star ratings

Board of Directors

- Clayton Ajello
- Robert Black
- Michelle Brooks
- Parul Christian*
- Sutian Dong
- Michelle Goolsby
- Jim Hamilton
- William Hood
- Elizabeth Kimani-Murage
- Tom Meriam
- Carlyle Newell
- Howard Schiffer
- Jill Staib
- Brian Wood

Board of Advisors

- Deanna Bratter
- Dave Brubaker
- Felicia Ciacchio
- Leigha Dunbar*
- Joanne Gray
- Peter Hefe
- Doug Henson
- Michelle Hobson
- Scott Holmes
- Angela Kelly
- Samantha Prasad
- John Petrovich
- Sara Snow
- Brian Terry
- James Tonkin
- Peter van Stolk

Honorary Board

- Tom Aarts
- Elliott Balbert
- Jeffrey Markel

*Joined in 2021

Call for Support

To expand our global reach and improve the health of nutritionally vulnerable, underserved populations we can't do it alone. Here are a few ways you can get involved.

Program Partners:

At Vitamin Angels, we work directly with over 1,200 partners, including governments, NGOs, academic institutions, and private sector organizations, to reach more than 71 million women and children in 65 countries annually.

If you represent a national government, NGO, or development partner that is interested in collaborating with Vitamin Angels, please email us at programs@vitaminangels.org.

Prospective program partners, please note that grant applications and eligibility requirements are listed on our website at www.vitaminangels.org/apply.

Companies:

Vitamin Angels has a legacy of deep and meaningful relationships with corporate partners who exemplify upstanding citizenry and global leadership in the areas of health and wellness. Our corporate partners have critically empowered our work around the world, and in turn benefited from Vitamin Angels' robust provision of corporate social responsibility, cause marketing, and employee engagement solutions adding value to their business. To get started, please email us at partnerships@vitaminangels.org.

Grant-makers & Philanthropists:

We are actively seeking partnerships with grant-making organizations and individual philanthropists in order to support targeted program efforts to fill gaps in beneficiary coverage across our administrative priority countries as well as support capacity building through implementation research and operational projects. For more information, please email us at dzorub@vitaminangels.org.

Individual Donations & Fundraising:

To make a donation to Vitamin Angels, please visit our website vitaminangels.org/donate

We also accept contributions by:

Phone: 888.615.4123 | Mail: Vitamin Angels, Post Office Box 4490, Santa Barbara, CA 93140

Please also consider: signing up for our email list, following us on social media, and sharing our mission with friends and loved ones.

Thank You

Our 2021 Annual Report represents a culmination of the efforts of countless individuals around the world who came together to help create a healthier world. We extend our sincere gratitude for your support.





Contact Us

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