



2023
ANNUAL REPORT



vitamin angels®

ABOUT US

Founded in 1994, Vitamin Angels is a public health nonprofit working to improve nutrition and health outcomes in underserved settings worldwide. We work directly with local and national organizations, including governments, to offer evidence-based nutrition interventions and technical assistance in support of the most nutritionally vulnerable groups—pregnant women, infants, and young children—who are underserved by existing systems.

We collaborate with over **1,200 partners** to reach more than **72 million women and children** in **65 countries** annually.





LETTER FROM THE PRESIDENT

2023 was an incredible year. By focusing on nutrition solutions that are both scalable and sustainable, we were able to take our work to a new level, reaching more women, infants and children in the US and in 65 countries around the world. A key to our success has been strengthening our collaborative and evidenced-based approach.

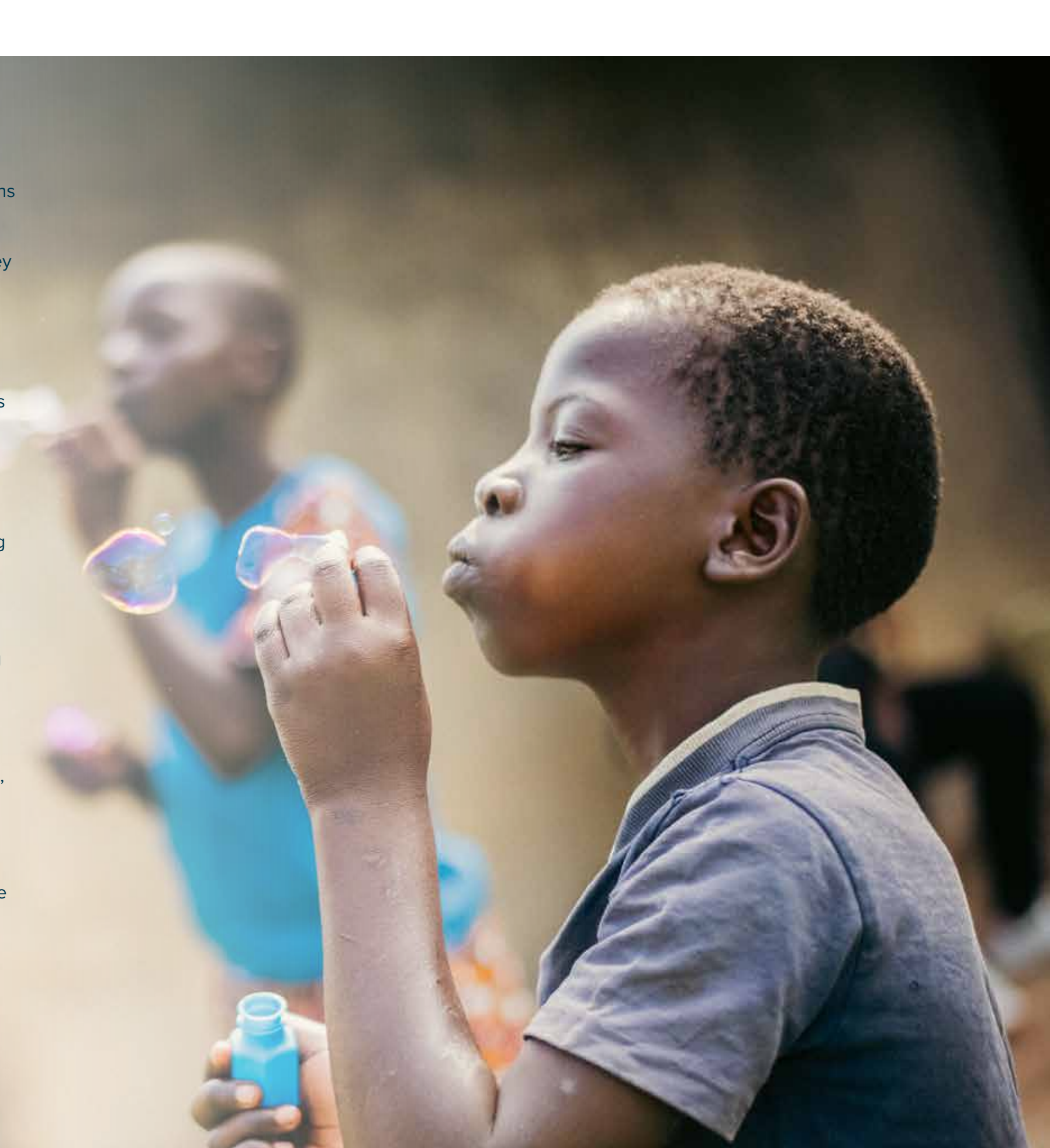
Last year, Vitamin Angels made remarkable progress in enhancing critical partnerships with governments, NGOs, and academic institutions to influence and improve health systems at scale. Much of our work focused on the introduction and expansion of national multiple micronutrient supplementation (MMS) programs and policies by raising awareness, building consensus, implementation research, and assistance with

developing, strengthening, and monitoring effective strategies for service delivery. Additionally, as the global demand for MMS increases, Vitamin Angels saw the need for filling in the gaps in product supplies and helping to address manufacturing challenges, thereby advancing an effective MMS supply strategy at the national, regional, and global levels.

As we reflect on an impactful 2023 and look forward to the years ahead, it is clear that Vitamin Angels is now embarking on another period of dynamic growth, resulting in exciting new opportunities. Last year we impacted 72 million underserved women, infants, and children worldwide. We have a new goal to double our impact to reach 140 million women and children annually by 2033. By collaborating with local stakeholders, national governments, academic institutions, and other trusted public health organizations, we are making great strides in building a supportive environment for improving maternal, infant, and young child nutrition globally.

We cannot do this important work alone. Our deepest gratitude goes out to each and every one of you, our partners and supporters. Together, we are uplifting and amplifying a global community of voices advocating for maternal and child health and bringing a more equitable world within reach.

Howard B. Schiffer
President & Founder / CEO





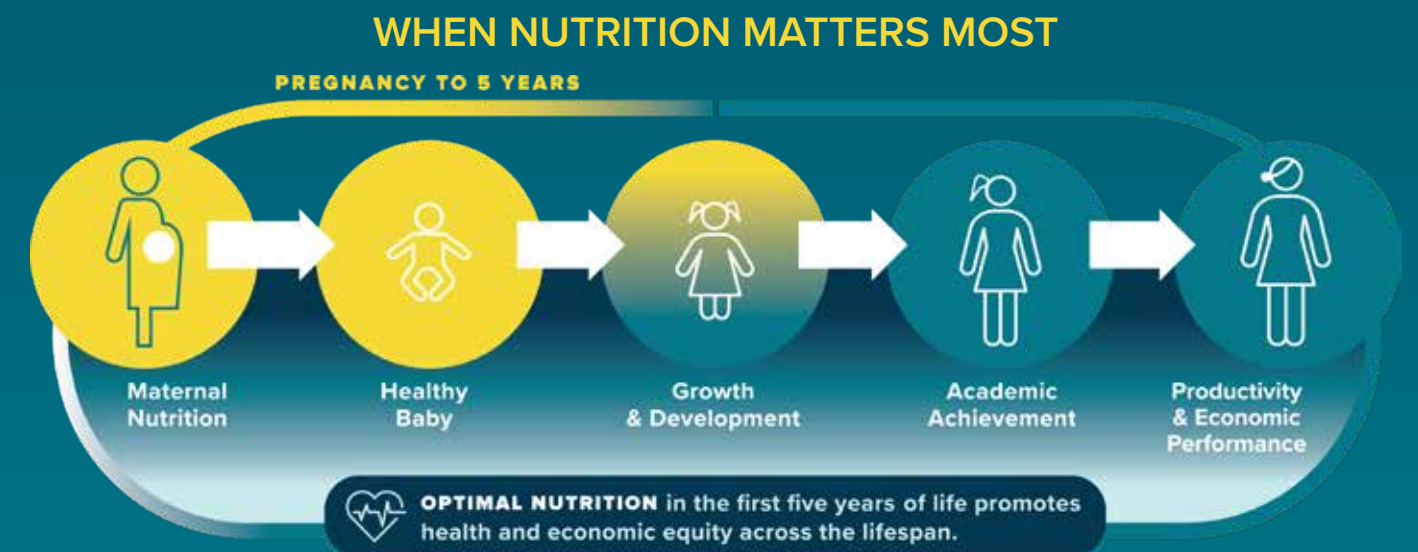
WHY WE EXIST

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

Today, billions of people worldwide experience some form of malnutrition. Our goal is to reduce this inequity by ensuring that the most nutritionally vulnerable populations—underserved women, infants, and children—have access to proven nutrition solutions.

TARGETING A CRITICAL LIFE STAGE

Evidence-based nutrition interventions are a powerful way to support healthy pregnancies, improve birth outcomes, reduce infant and maternal mortality, and protect children under five against debilitating childhood infections. They also enable children to thrive through each stage of development as they grow and learn, leading to greater success for individuals and entire communities.



**THE POWER OF IMPROVING NUTRITION IN 2023:
72 MILLION WOMEN, INFANTS, AND CHILDREN REACHED**
THROUGH OUR REACH*, WE ESTIMATE**:

42,000
CHILD LIVES
SAVED



38,000,000
CASES OF DIARRHEA
AVERTED



4,000
STILLBIRTHS
PREVENTED



360,000 CASES
OF ANEMIA IN PREGNANT WOMEN
PREVENTED, INCLUDING **167,000**
CASES OF IRON-DEFICIENCY ANEMIA

387,000
CASES OF STUNTING
AVERTED WHICH
CAN LEAD TO:

37,000
INCREASED YEARS
OF SCHOOLING FOR
BABIES BORN IN
THESE YEARS

\$285,000,000
IMPROVED LIFETIME
EARNINGS FOR BABIES
BORN IN THESE YEARS

38,000
BABIES BORN WITH **IMPROVED**
BIRTH OUTCOMES
(LOWER INCIDENCE OF PRETERM, SMALL FOR
GESTATIONAL AGE, AND/OR LOW BIRTH WEIGHT)



*Reach is based on Vitamin Angels' global shipments that were largely distributed in 2023. **Impact is estimated using the Lives Saved Tool (LiST). The Lives Saved Tool was developed by the Institute for International Programs at Johns Hopkins Bloomberg School of Public Health. It is housed within Spectrum, a software package maintained by Avenir Health. <https://www.livessavedtool.org>

THE WORK

Vitamin Angels works collaboratively with a wide range of partners—including local community partners, regional and national governments, NGOs, and academic institutions—to deliver a comprehensive package of maternal, infant, and young child nutrition solutions.



EVIDENCED-BASED NUTRITION INTERVENTIONS

We work with local and national stakeholders—including governments—to coordinate the introduction or strengthening of evidence-based nutrition interventions for underserved pregnant women, infants, and children, such as **vitamin A supplementation (VAS)** and **deworming treatment** for children up to age five, and **multiple micronutrient supplementation (MMS)** for pregnant women. Additionally, we are working to expand the depth and breadth of our work by piloting programs and materials that promote optimal **infant and young child feeding (IYCF)**.

MMS

During pregnancy, nutrient demands increase to accommodate the rapid growth and development of the pregnant person and her offspring, and sometimes—particularly in low-resource settings—diet alone is not enough to meet these demands. Nutrient deficiencies during pregnancy can lead to adverse pregnancy and birth outcomes. To address malnutrition in pregnancy, Vitamin Angels provides UNIMMAP MMS*, which have been shown to address micronutrient deficiencies in pregnancy and have a significant and positive impact on pregnancy and birth outcomes. We also offer Social and Behavioral Change (SBC) interventions to improve MMS uptake and adherence, and maternal diet quality.

***UNIMMAP MMS, a specific formulation of the supplement commonly known as prenatal vitamins and minerals.**



VAS+D

To build strong immune systems, reduce illness, and support growth, we work with local community-based partners to deliver vitamin A and deworming treatment to children under 5. Two doses of vitamin A every year during early childhood supports healthy immune systems, promotes growth, prevents blindness, and improves child development overall. Adding deworming treatment helps improve nutrient absorption and improves child health and nutrition. *Photo Credit: Herman Kambala/Vitamin Angels/Fairpicture 2023*

IYCF & SUPPLEMENTARY FEEDING

To build a more comprehensive package of maternal and young child nutrition interventions, Vitamin Angels has begun to conduct research and develop and test behavior change communication strategies for infant and young child feeding (IYCF) programs including breastfeeding and complementary feeding, as well as supplementary feeding programs to address food insecurity. Each program reduces the risk of childhood infection and promotes optimal health and development.



TECHNICAL ASSISTANCE

Vitamin Angels uses implementation science (IS) to help translate evidence-based nutrition interventions to support pregnancy, infant, and young child nutrition programs. IS provides the systematic approach and tools needed to introduce and improve the implementation and impact of policies and programs. Concurrently, we offer learning solutions for our implementing partners, conduct monitoring and evaluation, and provide supply chain solutions. We work in coordination with governments, local stakeholders, other NGOs, and global manufacturers and suppliers to build a supportive ecosystem to reach those who would not otherwise be reached by existing systems.



LEARNING SOLUTIONS

To support our program partners in delivering evidence-based nutrition interventions to women and children in their communities, we offer an array of educational materials, training courses, videos, and resources.

MONITORING & EVALUATION

Our M&E efforts consist of providing program partners with recordkeeping and reporting tools, organizing on-site monitoring visits, and conducting regular coverage surveys. Vitamin Angels leverages M&E to enable continual improvement of our programs and practices.

Photo Credit: Herman Kambala/Vitamin Angels/Fairpicture 2023



SUPPLY CHAIN SOLUTIONS

We work in coordination with governments, manufacturers, NGOs, and other stakeholders to fill gaps in product supplies, address local, regional, and global supply chain issues, and conduct research and consensus-building for sustainable supply chain solutions.



RAISING AWARENESS

A critical component of our work is participating in the broader public health conversation and representing the voices of the populations we serve. By generating evidence, participating in global events, and convening stakeholders, we help raise awareness, build consensus, energize global fundraising efforts, and create a welcoming environment for maternal, infant, and young child health in low-resource settings worldwide.

EVENTS

Vitamin Angels contributes to the broader public health conversation by participating in events, conferences, and meetings.



REPORTS & PUBLICATIONS

We work collaboratively to conduct and support implementation research, and contribute to reports, publications, and other scientific literature.



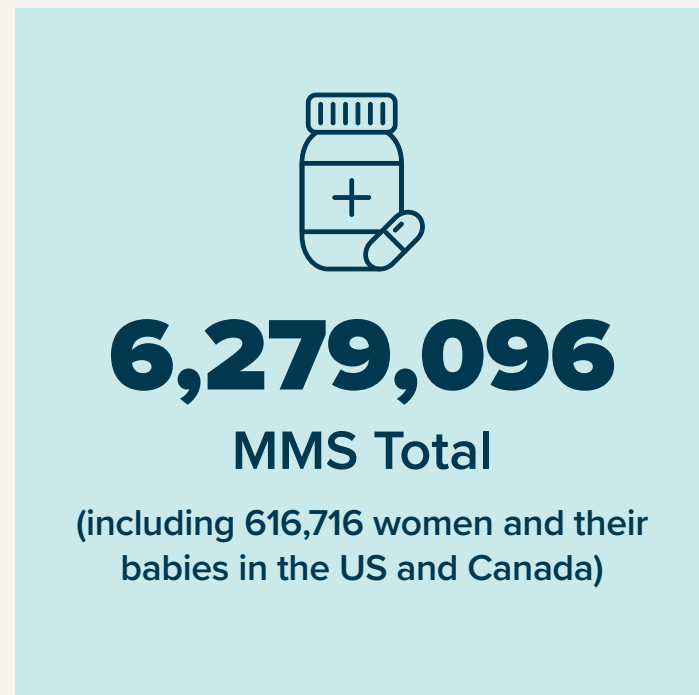
ADVOCACY

Vitamin Angels partners with local governments, national ministries of health, and other implementing organizations to support maternal, infant, and child health policy and fundraising efforts.



DISTRIBUTION OF EVIDENCE-BASED NUTRITION INTERVENTIONS

In 2023, Vitamin Angels reached over **72 million pregnant women, infants, and children** with evidence-based nutrition interventions.



GLOBAL REACH

We worked in 65 countries, through a network of 1,200 program partners with in-country teams working to provide deeper implementation work in eight core countries: DRC, Haiti, India, Indonesia, Nigeria, Mexico, Philippines, and Uganda.



COUNTRIES WHERE WE WORK*

- | | | |
|------------------------------|------------|------------------------------|
| Afghanistan | Guinea | Palestine |
| Angola | Guyana | Panama |
| Bangladesh | Haiti | Paraguay |
| Belize | Honduras | Philippines |
| Bolivia | India** | Rwanda |
| Burundi | Indonesia | Senegal |
| Cambodia | Jamaica | Sierra Leone |
| Cameroon | Jordan | Somalia |
| Canada | Kenya | South Africa |
| Central African Republic | Latvia | South Sudan |
| Chad | Lebanon | Sri Lanka |
| Colombia | Lesotho | Syrian Arab Republic (Syria) |
| Cuba | Liberia | Tanzania |
| Democratic Republic of Congo | Madagascar | Uganda |
| Dominican Republic | Malawi | United Kingdom*** |
| Ecuador | Mali | United States |
| El Salvador | Mauritania | Venezuela |
| Eswatini | Mexico | Vietnam |
| Ethiopia | Mozambique | Yemen |
| Gambia | Myanmar | Zambia |
| Ghana | Niger | Zimbabwe |
| Guatemala | Nigeria | |

* Grant received within the last 2 years. | ** In collaboration with Vitamin Angels India. | *** In collaboration with Vitamin Angels United Kingdom.



VITAMIN ANGELS DOMESTIC WORK

In 2023, Vitamin Angels worked in all **50 states and Puerto Rico**, connecting **610,726 pregnant women and their babies with MMS**.

In the US, Vitamin Angels partners with over **350 organizations, including WIC clinics, Federally Qualified Health Centers (FQHCs), and Health Departments throughout the US and Puerto Rico**. We provide MMS and technical support to these partners, who then distribute MMS to women of reproductive age. Additionally, we are working to expand the breadth of our work by piloting materials to support MMS counseling and collaborating with key partners to conduct formative research on breastfeeding and to support the development of supplemental feeding programs for pregnant women and young children.



OUR PARTNERSHIPS

At the core of Vitamin Angels' success is the ability to unite and mobilize a broad range of partners at the local, regional, and global levels. Our partners include governments, multilateral agencies, NGOs, technical partners, academic institutions, and private sector organizations working to reach the most nutritionally vulnerable groups – pregnant women, infants, and young children.



CORPORATE PARTNERS

The following Vitamin Angels corporate partners made significant financial commitments in support of our mission in 2023. We extend our gratitude to each company listed below for its generous support. These financial contributions play a key role in our ability to protect the health of millions of women and children worldwide.

\$10 Million+



\$5 Million+



\$4 Million+



\$1 Million+



\$100,000+



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

Transparency and accountability are fundamental to Vitamin Angels' core values. They are vital to ensuring we deliver on our promises to our supporters, partners, stakeholders, and most of all, to the pregnant women, infants, and children we serve in low-resource settings worldwide.

HOW WE USE OUR FUNDS



SOURCES OF OPERATING REVENUE



Nutrition and Health Programs
\$131,706,000

Management & General
\$2,547,000

Special Events & Fundraising
\$6,292,000

Total: \$140,545,000

In-Kind Revenue
\$113,649,000

Cash Revenue
\$18,406,000

**Total Revenue and Other Support:
\$132,055,000**

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

RECOGNITION

At every level of our nonprofit organization, our commitment to the highest level of financial accountability shines through.

Both Charity Navigator and Candid (formerly GuideStar) give Vitamin Angels their highest marks for financial transparency. In fact, **we're one of the top 3% of charities to receive a 4-star rating from Charity Navigator for more than a decade.**



More than 10 Years of 4-star Ratings



8 Consecutive Platinum Seal Ratings

Board of Directors

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

Board of Advisors

- Deanna Bratter
- Tara Burkley
- Felicia Ciaccio
- Leigha Dunbar
- Michelle Goolsby
- Joanne Gray
- Peter Hefe
- Michelle Hobson
- Scott Holmes
- Angela Kelly
- John Petrovich
- Sara Snow
- Brian Terry
- Mark Hornick

Honorary Board

- Tom Aarts
- Elliot Balbert

CALL FOR SUPPORT

We cannot realize a world where everyone, everywhere, has a chance to fulfill their potential alone. We rely on collaboration and support. Here are a few ways you can get involved:

Program Partners and Governments

At Vitamin Angels, we work directly with over 1,200 partners, including governments, NGOs, academic institutions, and private sector organizations, to reach more than 72 million pregnant women and children in about 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 vitaminangels.org/apply.

Corporate Partners

Our corporate partners demonstrate their commitment to our mission with generous contributions and by making meaningful connections with consumers, teams and communities, differentiating themselves as a purpose-driven company. Interested in helping meet your company's strategic business goals through a partnership? 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 participant 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.

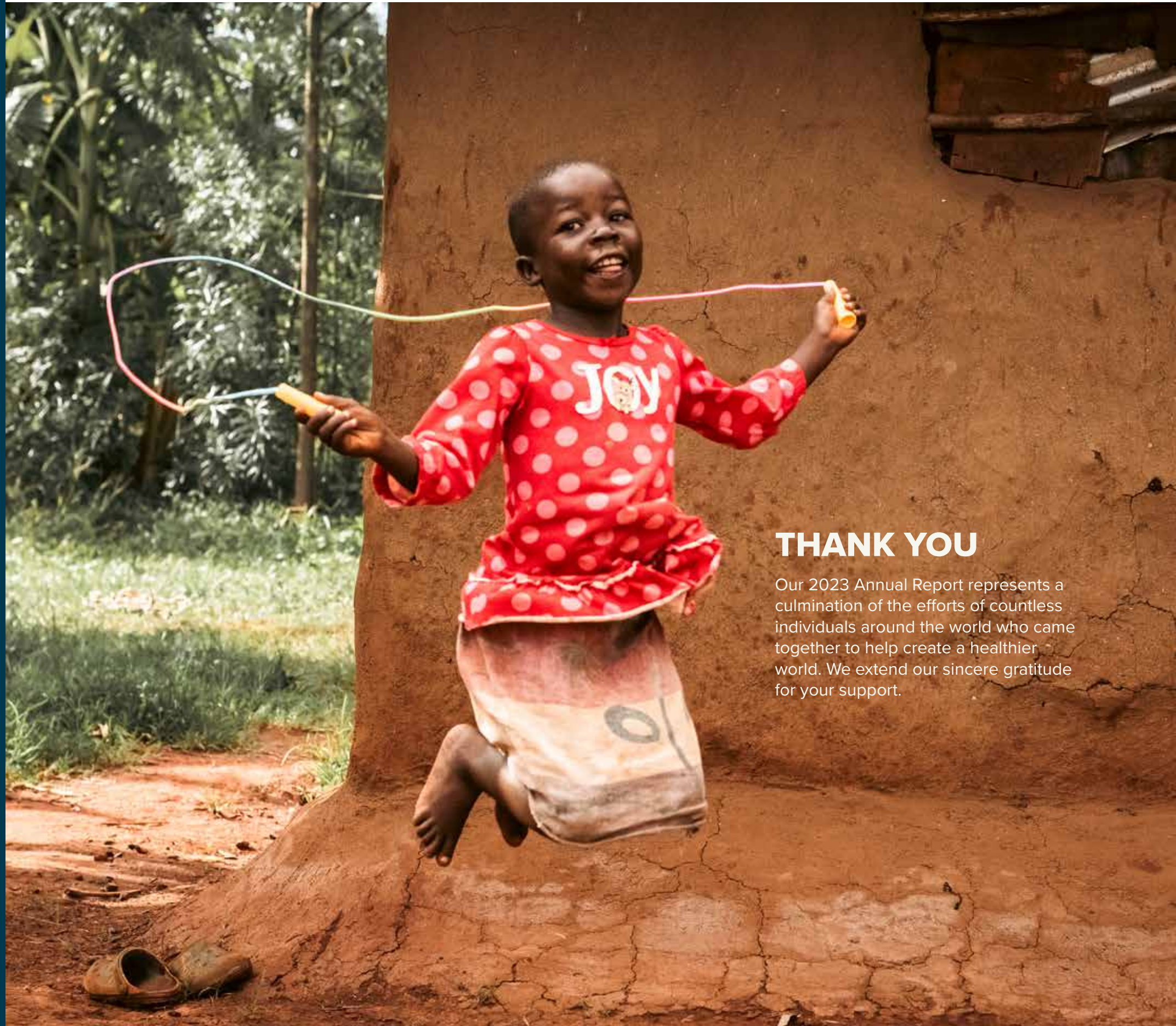
Individual Donations & Fundraising:

We gratefully welcome all contributions to support our mission. Donations to Vitamin Angels can be made via:

Website: vitaminangels.org/donate

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 2023 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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Vitamin Angels is a 501(c)3 tax-exempt organization, incorporated in the State of California and headquartered in Goleta, CA.
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