



20 ANNUAL 25 REPORT



2025 REMINDED US THAT LASTING IMPACT IS BUILT THROUGH PARTNERSHIPS AND THE COURAGE TO EVOLVE.

Dear Friends,

In my first year as President and CEO of Vitamin Angels, I have had the privilege of witnessing firsthand the extraordinary reach and impact of this organization and its partners, helping more than 74 million women and children access life-changing nutrition interventions across 65 countries and every US state.

In my first year, we effectively concluded a three-year strategic cycle defined by growth, resilience, innovation, and partnership. Together, we expanded access to proven nutrition interventions for women and children most at risk, strengthened our network of partners and supporters, welcomed 20 new public and private funders, trained more than 36,000 healthcare providers and community health workers, supported nine national governments in strengthening nutrition systems, and invested in the infrastructure needed to scale our impact in an increasingly complex global health landscape.

At the same time, the challenges facing women and children around the world have become even more urgent. From economic instability and climate-related disruptions to ongoing inequities in healthcare access, too many families still face barriers to the nutrition and care they deserve. These realities reinforce why our mission matters so deeply.

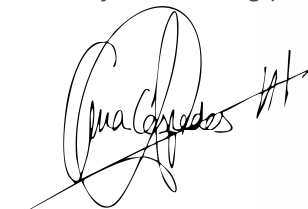
As we look ahead to our next strategic cycle, I am inspired by what we can continue to accomplish together. The future of Vitamin Angels will be shaped by deeper partnerships, greater science and innovation, and an unwavering commitment to reaching the most nutritionally vulnerable populations. We will continue investing in strong health systems, expanding our presence in key regions, advancing data-driven decision making, and strengthening the local partnerships that help programs create lasting impact.

Most importantly, we will continue centering people — mothers, caregivers, healthcare workers, community leaders, and children — in everything we do.

None of this work happens alone. To our donors, partners, advocates, and supporters: thank you. Your generosity, trust, and collaboration make this work possible.

As we step into this next chapter, I am energized by what lies ahead. The work is far from finished, but neither is our resolve. Together, we have built a strong foundation for the future and together, we will continue advancing health equity and improve nutrition for women and children everywhere.

Thank you for being part of this journey.



With gratitude, Upwards!

Ana Céspedes, President & Chief Executive Officer, Vitamin Angels

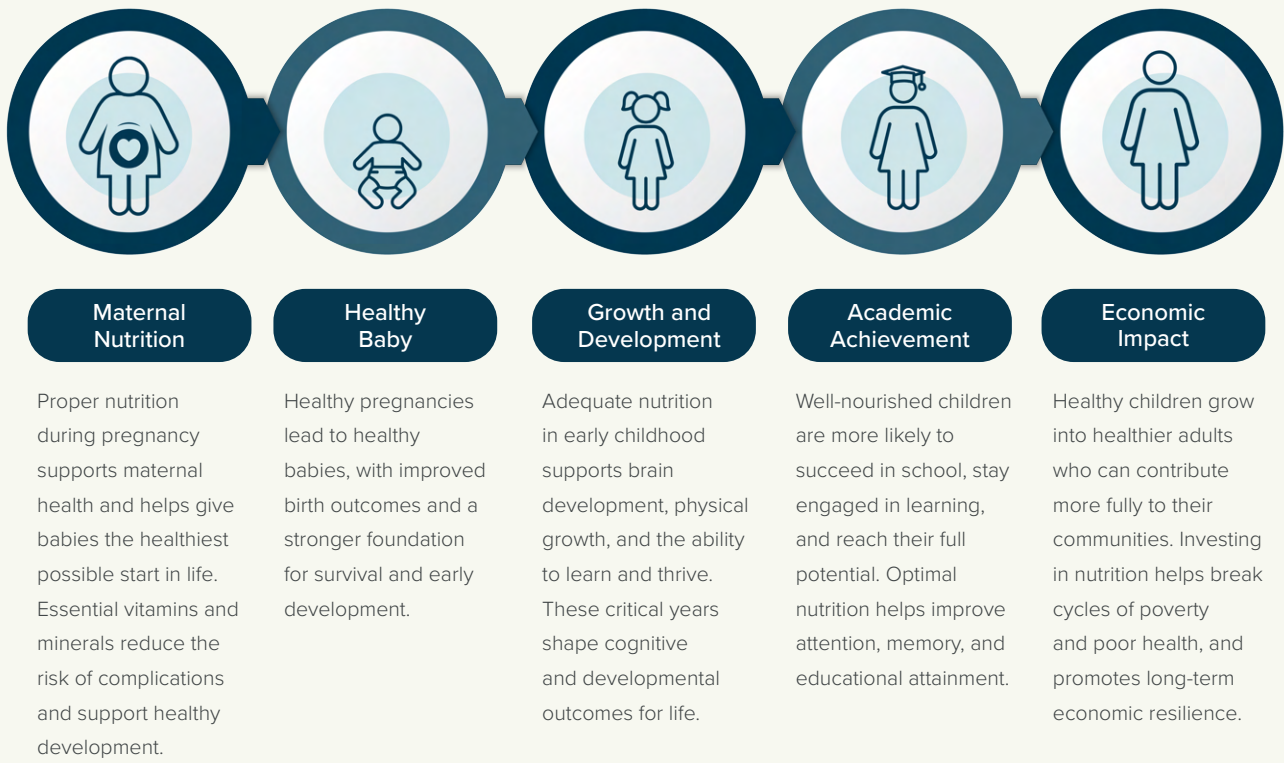
WHY NUTRITION CHANGES EVERYTHING

Optimal nutrition is the foundation for health, learning, and economic opportunity. **Yet nearly half of deaths among children under 5 are linked to undernutrition, and two in three women of reproductive age are deficient in one or more key nutrients.** For pregnant women and young children, poor nutrition can have devastating consequences that can last a lifetime and span generations.

Malnutrition is one of the most urgent and solvable global health challenges of our time. Vitamin Angels focuses on the earliest, most critical window of life—pregnancy through age five—because when women and children have access to essential nutrition, they experience healthier pregnancies and improved birth outcomes, are protected against debilitating childhood infections, and achieve stronger growth and development that can lay the foundation for improved learning, earning potential, and long-term wellbeing.

PREGNANCY TO 5 YEARS

Optimal nutrition in the first five years of life promotes health and economic equity across the lifespan.



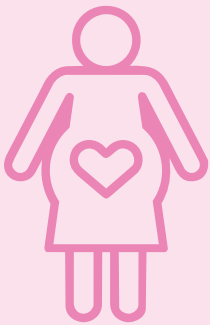
THE LIVES BEHIND THE NUMBERS

Guided by our commitment to turn evidence into measurable health outcomes, we are proud to share what our reach truly represents, lives changed and futures protected.

In 2025, we reached nearly 74 million women and children across 65 countries. Through our reach, we estimate*:

More than
57K
children's lives were saved.

At a time when millions of children still die each year from preventable causes linked to undernutrition and poor health, every life saved represents a critical step toward a healthier future.



Nearly
800K
pregnant women were protected from anemia, safeguarding both their health and their babies.

Globally, anemia affects 37% of pregnant women, making it one of the most common and dangerous nutritional conditions during pregnancy.



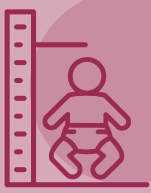
REACHING MILLIONS. CHANGING FUTURES.



More than
81K

babies were born stronger with improved birth outcomes.

Poor maternal nutrition contributes to millions of low birthweight and preterm births worldwide, placing infants at greater risk of illness, developmental delays, and death.



Over
49K

cases of stunting were averted, preserving children's ability to grow, learn, and dream.

Globally, more than 150 million children under five are affected by stunting, limiting their physical growth, cognitive development, and future opportunities.



More than
44M

cases of diarrhea were prevented, keeping children healthier, stronger, and able to thrive.

Diarrheal disease remains one of the leading causes of childhood illness and a major contributor to malnutrition worldwide, with nearly 1.7 billion cases occurring among children each year.



Over
44K

additional years of schooling were gained.

We've helped children build the skills and knowledge that fuel future productivity and earnings. Globally, each additional year of schooling is associated with roughly a 10% increase in lifetime earnings.



Over
\$261M

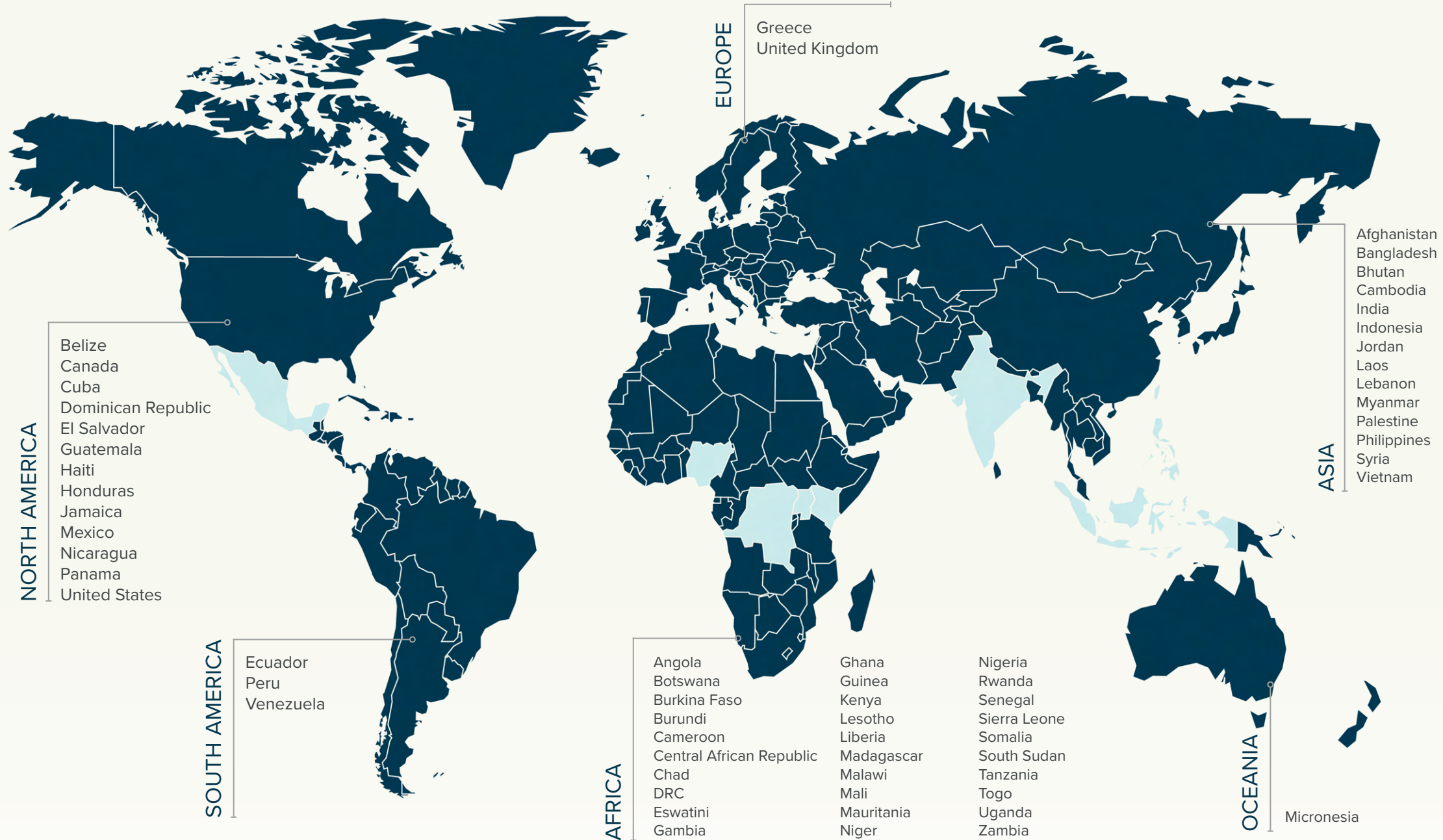
in additional lifetime earnings were obtained.

Better nutrition means increased schooling, fewer sick days, and better economic potential, strengthening families and communities for generations.

*Impact is estimated using the Lives Saved Tool (LST), which was developed by the Institute for International Programs at Johns Hopkins Bloomberg School of Public Health and funded by the Gates Foundation. It is housed within Spectrum, a software package maintained by Avenir Health. livesavedtool.org

OUR GLOBAL REACH

Vitamin Angels works in about 65 countries to deliver evidence-based nutrition solutions for underserved pregnant women, infants, and children. Our established local teams execute deeper implementation work in the Democratic Republic of Congo, Haiti, India, Indonesia, Kenya, Mexico, Nigeria, the Philippines, and Uganda.



OUR LOCAL TEAMS IN 2025



DRC

16,505,590 women and children reached.



HAITI

668,070 women and children reached.



INDIA

2,763,250 women and children reached.



INDONESIA

2,723,400 women and children reached.



KENYA

1,265,664 women and children reached.



MEXICO

687,040 women and children reached.



NIGERIA

13,052,106 women and children reached.



PHILIPPINES

1,675,452 women and children reached.



UGANDA

4,966,878 women and children reached.

PROVEN INTERVENTIONS. REAL IMPACT.

Vitamin Angels focuses on a core package of evidence-based, cost-effective interventions proven to positively impact maternal and child health. These interventions protect women and children during the most critical stage of growth, from pregnancy until age five, to improve health outcomes and help break the intergenerational cycle of poverty and poor health.

MULTIPLE MICRONUTRIENT SUPPLEMENTS

The Challenge

Maternal and child undernutrition remains one of the most persistent global health challenges, affecting health outcomes across the life course. During pregnancy, even mild nutrient deficiencies can increase the risk of complications for both mother and baby, with long-term consequences for growth, development, and survival.



Globally,

2 in 3

women of reproductive age are deficient in one or more key nutrients, with consequences that begin in pregnancy and can last a lifetime and across generations.



Anemia affects

37%

of pregnant women globally and increases the risk of death due to postpartum hemorrhage, the leading cause of maternal death.

The Science Behind Multiple Micronutrient Supplements

Vitamin Angels provides multiple micronutrient supplements (MMS)*, which are formulated to contain 15 essential vitamins and minerals and proven to have a significant and positive impact on maternal and child health.

Compared to iron and folic acid (IFA) alone, MMS can:

- Reduce low birth weight by 12%
- Reduce preterm births by 4 to 8%
- Reduce small for gestational age births by 3 to 8%
- Reduce stillbirths by 5%
- Reduce 6-month infant mortality by 7%

Our Impact

Vitamin Angels is a leading global provider of MMS. By working alongside governments, we are integrating MMS into national and subnational healthcare platforms and providing the intervention, training, and technical support needed to ensure MMS is accessible, acceptable, and taken regularly.



In 2025, Vitamin Angels reached
11,252,458
women and children with MMS.

Through MMS, our reach translated to:

- 12,464 child lives saved
- 81,261 babies born stronger
- 32,595 stunting cases averted
- 784,016 cases of maternal anemia prevented
- 4,055 additional years of schooling gained
- \$31,441,185 additional lifetime earnings generated



*The highest quality MMS, formulated to the UNIMAP MMS standards and developed by the WHO and United Nations.

VITAMIN A SUPPLEMENTATION AND DEWORMING

The Challenge

Millions of children under five face preventable health risks due to vitamin A deficiency and intestinal worm infections, two of the most common causes of undernutrition and illness in early childhood.

Vitamin A deficiency weakens immune function and increases the risk of severe illness, blindness, and death. Intestinal worms impair nutrient absorption, contributing to poor growth, anemia, and reduced developmental outcomes.



Every year, as many as
500,000
children will go blind due to vitamin A deficiency and, of those, half will die within a year of losing their sight.



1.5B
people (24% of the world's population) have infections caused by parasitic worms, which can lead to malnutrition.

The Science Behind Vitamin A and Deworming

Vitamin A supplementation provides children with an essential nutrient that supports immune function, vision, and healthy growth.

- Providing two doses of vitamin A supplements a year is a proven way to prevent childhood blindness and increase survival rates by up to 24%.

Deworming treatment reduces intestinal parasite infections that limit nutrient absorption and contribute to undernutrition.

- 1-2 doses per year can significantly reduce worm burden in high-prevalence settings.

Our Impact

Vitamin Angels works with community and national partners to increase access to vitamin A supplementation and deworming treatment for children under five. Vitamin A helps improve children's immune systems, protects their vision, and promotes healthy development. Deworming treatment complements vitamin A by addressing intestinal parasites, helping children better absorb nutrients from the food they eat, and supporting overall health and nutrition status.



In 2025, Vitamin Angels
reached
62,181,900
children with vitamin A
and deworming.

Through vitamin A and deworming, our reach translated to:

- 43,929 child lives saved
- 464,199 stunting cases averted
- 44,237,498 diarrhea cases averted
- 40,421 additional years of schooling gained
- \$229, 595,822 additional lifetime earnings obtained



INFANT AND YOUNG CHILD FEEDING

The Challenge

The first 1,000 days of life, from pregnancy through age two, represent a critical window for brain development and growth. Nutrition during this period shapes cognitive development, immune function, and long-term educational and economic outcomes. Poor feeding practices during this window contribute to malnutrition, stunting, and long-term developmental deficits.



71%
of children under two years old are not meeting the minimum standard for dietary diversity.



Fewer than
50%
of infants under six months old are exclusively breastfed.

The Science Behind Infant and Young Child Feeding

The nutrition received from infancy through age two can influence a child’s health for a lifetime.

Optimal breastfeeding practices could prevent an estimated **823,000 deaths** among children under five each year, and **20,000 deaths** from breast cancer among mothers each year.

What this Intervention Delivers

Vitamin Angels collaborates with governments and local partners to design and implement infant and young child feeding programs to help infants and young children get the nutrients they need as they grow. This includes supporting efforts to promote early initiation and exclusive breastfeeding, and the introduction of safe, nutrient-dense complementary foods from ages 6 to 23 months. Together we are:

- Expanding access to standardized counseling and guidance for caregivers
- Improving health worker capacity to deliver breastfeeding and feeding support
- Embedding nutrition behavior change strategies into health systems
- Addressing key barriers to optimal feeding at the household, community, and system level



IMPLEMENTATION SCIENCE IN NUTRITION

Vitamin Angels uses implementation science, a proven and rigorous scientific methodology, to implement proven nutrition interventions into effective, scalable programs that work within the context in which they are being delivered.

Implementation science is central to how we create impact, and it helps bridge the gap between evidence and action by identifying what works and under what conditions.

Working alongside governments, health workers, researchers, and community partners, we identify barriers to access and adherence, strengthen health systems, and generate evidence that improves program quality and performance.

Through our collaboration with the **Center for Human Nutrition at the Johns Hopkins Bloomberg School of Public Health**, we advance the evidence base for maternal, infant, and young child nutrition. Together, we generate and apply findings that inform policy, improve program implementation, and help ensure proven nutrition interventions reach the women and children who need them most.



Visit Johns Hopkins Bloomberg School of Public Health's [website](#) to learn more.

POWERED BY EVIDENCE. STRENGTHENED BY PARTNERSHIP.

MAKING AN IMPACT ON COMMUNITIES IN THE PHILIPPINES

FROM FEAR TO CONFIDENCE: SUPPORTING MOTHERS THROUGH BF1KD

Marjorie, a 26-year-old mother of two from **Tayabas City in the Philippines**, used to be afraid of **deworming treatment** for her children: “Some people said the worms would come out of different parts of the body, so I avoided having my children dewormed.” Her eldest child was underweight, while her youngest, 14 months old and still breastfeeding, was shorter than expected for her age. Like many mothers in underserved communities, Marjorie did not realize these signs pointed to deeper nutrition issues or that support was available.

That changed when she joined a **Barangay First 1,000 Days (BF1KD) mother-to-mother support group**, a peer learning network where mothers gather to share experiences and build practical skills in health, nutrition, and infant feeding. Vitamin Angels supports this work through Transforming Lives Through Nutrition, a consortium of global health organizations including Vitamin Angels, Helen Keller Intl, and iDE, funded by the Church of Jesus Christ of Latter-day Saints. Transforming Lives works in 12 countries across Africa and Asia. In the Philippines, the consortium helped strengthen these groups by updating training materials and equipping more than 2,200 frontline health workers across 702 barangays, or small local community districts, with the tools to reach families like Marjorie’s.

Today, Marjorie understands that deworming is safe and important. “Now it’s clear to me,” she said, “I’ll apply what I’ve learned to care for myself and my family—and I want to share it with my friends too.” With 48 local governments now passing ordinances to sustain the BF1KD program, this collaboration is helping build healthier, more informed communities, one mother and one barangay at a time. And for mothers like Marjorie, that change begins with the confidence to care and the courage to share. Marjorie’s story reflects the heart of Vitamin Angels’ next chapter: working alongside global health partners to deliver a more complete system of support for at-risk mothers and children.

“I’ll apply what I’ve learned to care for myself and my family—and I want to share it with my friends too.”

Marjorie, a 26 year-old mom of two.
Philippines



MAKING AN IMPACT ON COMMUNITIES IN THE UNITED STATES

IMPROVING MATERNAL AND CHILD NUTRITION

The United States faces one of the highest maternal mortality rates among high-income countries, with persistent disparities in access to quality prenatal care and nutrition. Optimal nutrition during pregnancy is essential for healthy fetal development and maternal health, yet many women face barriers to accessing prenatal vitamins and other nutrition services.

- Maternal mortality is higher in the US than in all other peer nations: **there are 18.6 deaths per 1,000 births in the US.**
- Maternal morbidity is persistent, impacting women across their lifespan: **there are 88.2 cases of severe maternal morbidity per 10,000 deliveries;** this rate jumps to **102 cases per 10,000 deliveries among Medicaid-funded births,** demonstrating significant socioeconomic disparities.

Why This Work Matters

Through partnerships with more than **200 organizations in the US**, including clinics that support the Special Supplemental Nutrition Program for **Women, Infants, and Children (WIC)**, Federally Qualified Health Centers (FQHCs), and Health Departments, we help ensure mothers and their babies have access to healthier pregnancies and stronger starts to life.

Alongside MMS, commonly known in the US as prenatal vitamins, we are expanding our work to better support pregnant women by collaborating with key partners on formative research focused on **breastfeeding**.

After two boys, Aria welcomed her daughter, Brooklyn, a moment she describes as both powerful and healing. She received prenatal vitamins through the support of Vitamin Angels, which helped her stay strong and nourished throughout her pregnancy.

“I definitely believe that they gave us all the vitamins that we needed. They did make me feel good. They gave me some energy after I would take them. I think this little one was just taking so much from me.”

Aria, United States



In 2025 Vitamin Angels supported

1,102,042

women and their babies with MMS
across all 50 US states, Puerto Rico,
and Guam.

OUR 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 women, infants, and children we serve around the world.



93¢
of every dollar we spend goes to Program Services.

How We Use Our Funds:

- Management & General
\$3,895,000
 - Special Events & Fundraising
\$7,143,000
 - Nutrition & Health Programs
\$154,164,000
- Total Expenses:**
\$165,202,000



Sources of Operating Revenue:

- Cash Revenue
\$36,233,000
 - In-Kind
\$149,748,000
- Total Revenue and Other Support:**
\$185,981,000

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.



We have a **100% rating** from Charity Navigator for transparency and financial efficiency. In fact, we're one of the top **3%** of charities to receive a **4-star rating** from Charity Navigator, for over a **decade**.



Candid (formerly GuideStar) awarded us its 2024 **Platinum** Seal of Transparency for our commitment to the highest level of financial accountability. Vitamin Angels has received **10** consecutive Platinum Seals.



Climate change could cause a 20% increase in hunger and malnutrition by 2050. As a 1% for the Planet environmental partner, Vitamin Angels is committed to helping address the impacts of climate change by protecting the health of mothers and children worldwide.

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

ORGANIZATIONS PARTNERED WITH VITAMIN ANGELS SEE THE VALUE RECOGNIZED BY THEIR CUSTOMERS.

The following Vitamin Angels corporate partners made significant financial commitments in 2025 in support of our mission. We extend our gratitude to each company listed below for its generous support. These contributions allow us to protect the health of millions of women and children worldwide.

\$10 Million+



\$5 Million+



\$2 Million+



\$1 Million+



\$250,000



\$100,000 & In Kind Donations



PARTNER WITH VITAMIN ANGELS

A partnership with Vitamin Angels is a mission-aligned collaboration that helps elevate your brand, build consumer loyalty, and engage your team in meaningful work. Join us and turn your business into a force for good.

When you become a partner, you'll gain strategic and customizable support from our team of experts. We'll help you share the story of how your brand is supporting healthier futures for women and children everywhere.

HOW OUR PARTNERSHIPS WORK

Align on Shared Goals

We work with you to define success for your business and social impact goals.

1

Design a Partnership Model

Together, we co-create a unique, custom model that works for your business objectives.

2

Activate and Deliver

We bring the partnership to life through powerful storytelling while delivering nutrition at scale.

3

Measure and Report

We share impact stories and results to showcase the difference your organization is making.

4



"Fresh Thyme's partnership with Vitamin Angels over the last 10 years has really reinforced our commitment to underserved communities. When we say we're investing where we serve, we're bringing that to life every single day both in the products that we're selling to our customers and the Vitamin Angels round-up campaigns we have throughout the year. The partnership helps to reinforce what we mean when we say that we're investing in the communities we serve."

Liz Zolcak, President

CONTACT US:

To learn more about becoming a Vitamin Angels Corporate Partner email us at partnerships@vitaminangels.org or visit our website: vitaminangels.org/partner

OUR PHILANTHROPIC PARTNERS

We are deeply grateful to our many philanthropic partners whose generosity helps Vitamin Angels bring proven nutrition solutions to women and children during the most important years of life, while also strengthening and improving the programs that make this work possible.



Albert Powers
Abdullah & Sarah Tugan
Allison Ligon
American Eagle Nutrition, Inc.
Andrew and Dorothy Cochrane Foundation
Andy & Trish O'Donnell Charitable Fund
Astler-Parker Family Fund
Bell Hahn and The Little One Foundation
Beverly International Nutrition
Bill Tsai and Leadership Capital Partners
Brandon Steets
Brenneke Family Fund
Bruce and Suzanne McAdams
Byron Treichler Donor Advised Fund
Christopher Lancashire
Conelley-Mister Fund
Daniel Wallace and The John Crayton Pruitt Foundation
Dennis Allen & Jennifer Cushnie
Dennis Diamond
Diana Lucas
Dianne Arnold
Don and Patty Clegg
Don Earl
Dusenberry Fiedel Family Fund
Dustin Soeder
Dwight Reynolds
Edward Hauck
Elizabeth Coker
Elizabeth Sparrock
Heather Schuster and Kiefer & Schuster Engineering PLLC
Helen Wimberly
Jack Kosaian
Jahn and Sabrina Levin Charitable Foundation

James Michaelson and the Michaelson Family Fund
Jane Drinkwalter
Jay Cleve
Jeannette Griffiths
Jim Emme
Jim Knight
Jim Nielsen and the Nielsen Charitable Fund
Joe Minski and WM Partners
John and Dorothy Howard
John Betten
Jonathan Berg
Joy van Hemert and Green Earth Properties
Judy Barrett
Karl Ryssemus
Karuna Foundation
Kathy Louv
Kevin Martignetti
Kevin Werner
Lee Gu Family Fund
Lisbeth Jean Sabol
Louis and Monica Kaplan
Louis J. & Virginia M. Cappelli Family Charitable Trust
Marie Candino Pecenco
Marilyn Tam
Marshall Karp
Michael Jay Marcus
Mike & Rosemary Nelson
Nancy Garrehy
Nancy Stevens and the Lazzara Family
Norm Pelletier
Nu Skin
Peter Lion
Phil & Marcia Moeller

Randall Taishoff Charitable Foundation
Rangarajan Suryanarayanan
Robert & Stacy Carr
Robert and Jenifer Hamilton
Robert Gillison
Rudi Lion
Ruth Lewis
Sally Russ
Sandra Frearson
Scheve Philanthropic Fund
Scott Dysert
Scott Hendren
Secure 24 Alarm Systems
Seidman Family Foundation
Sharon Melinat
Simon Walsh
SKL Foundation
Stacy Bash-Polley
Stelios Constantinides
Stephen & Jill Morris
Susan and Riley Bechtel
The Beverly and John Treadwell Charitable Fund
The Carella Family Charitable Fund and Warburg Pincus
The MTE Fund
The Smidt Family Foundation Trust
Thomas and Shirley Simone
Tom and Erika Schneider
Torill Eccles
Vanalee Carruth
William A. Stern Foundation
William and Maya Hamilton

GRANT MAKERS & PHILANTHROPISTS

Vitamin Angels' next chapter will be built through partnership. We welcome new partnerships with foundations and individual philanthropists who share our commitment to improving maternal and child nutrition. Together, we can reach more underserved communities, strengthen effective programs, and help create healthier futures for generations to come.

For more information, please email us at partnerships@vitaminangels.org



OUR BOARDS

BOARD OF DIRECTORS

Clayton Ajello
Robert Black*
Michelle Brooks
Ana Cespedes
Parul Christian*
Sutian Dong
Jim Hamilton (Board Chair)
William Hood
Arvind Mathur
Tom Meriam
Carlyle R. Newell
Howard Schiffer
Jill Staib
Brian Wood

BOARD OF ADVISORS

Tara Burkley
Felicia Ciaccio
Leigha Dunbar
Michelle Goolsby
Peter Hefele
Angela Kelly
Petra Lingenbrink
John Petrovich
Brian Terry

FOUNDER’S LEGACY CIRCLE

The Founder’s Legacy Circle honors the visionary partners, mentors, and champions who helped shape Vitamin Angels from a small idea into a global movement. Here, we celebrate the individuals who stood beside our Founder, Howard Schiffer, during pivotal moments to offer guidance, resources, and steadfast belief in the mission. Their leadership and generosity played a defining role in Vitamin Angels’ growth and impact.

To learn more, visit our website: vitaminangels.org/about/legacy-circle

LEGACY CIRCLE MEMBERS

Al Powers
Amy Summers
Edward Davis
Keith West
Marshall Karp
Robert Tompkins
Tom Tolworthy

“Vitamin Angels would not be what it is today without the extraordinary people who showed up at just the right moments — often before there was a roadmap, a budget, or proof that this idea would work. These partners and champions believed in the mission, believed in me, and helped turn a simple act of generosity into a global movement. This Founder’s Legacy Circle is a reflection of my deepest gratitude.”

Howard B. Schiffer
Founder and Board Director

*Participation by Robert Black and Parul Christian does not constitute or imply endorsement by the Johns Hopkins University or the Johns Hopkins Hospital and Health System.



vitamin angels®

Mailing Address
Post Office Box 4490
Santa Barbara, CA 93140

Vitamin Angels Office
6500 Hollister Ave. Suite 130
Goleta, CA 93117

Phone: (888) 615-4123
Email: info@vitaminangels.org
Web: vitaminangels.org

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

Tax ID 77-0485881