

# Direct Selling *News*

Serving the Direct Selling and Network Marketing Executive

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Industry with Heart

USANA Health Sciences

## NOURISHING & NURTURING

### THE WORLD'S FORGOTTEN CHILDREN

by Judith Dror

USANA Health Sciences Inc. and its founder Dr. Myron Wentz are not only interested in making superior nutritional supplements and personal products, but are also committed to alleviating pain and suffering throughout the world through better nutrition.

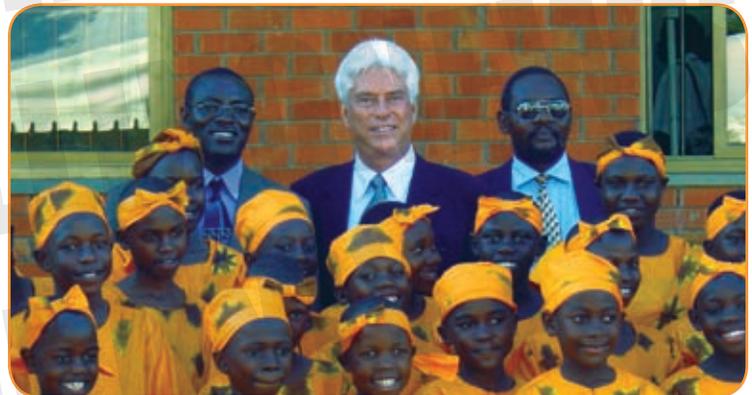
Executives at USANA measure the company's success not just in terms of growth, but also in the impact the company and its associates have on the health of children and families in developing countries. This desire to engage in charitable issues dates back to the early days of the company.

"As we started to grow as a company we realized there were a lot of worthy causes coming our way," says Mark Wilson, USANA Executive Vice President of Customer Relations. "We knew that we were fortunate as a company and we wanted a philanthropic cause to tie our associates into. After a search we found Children's Hunger Fund (CHF) and realized that they fit perfectly with our goal and mission to make sure that the world is a healthier and happier place."

#### Children's Hunger Fund

The mission of the Children's Hunger Fund is "to alleviate the suffering in children around the world." Fighting malnutrition, hunger, inadequate medical treatment, abandonment, violence or abuse, CHF has distributed more than \$500 million in aid, money and care in more than 70 countries since 1991. These contributions represent more than 99 percent of the funds raised by CHF, making it one of the most efficient charitable organizations in the world. Indeed, *Forbes* magazine, Ministry Watch and Charity Navigator all give it their highest rankings for efficiency of administration.

CHF collects food, supplies and funds from corporations and individuals for distribution to needy families around the world. Thousands of volunteers assemble food packs each week. The packs are distributed through a global network of ministries and other charitable organizations. According to Charity Navigator, a respected philanthropy watchdog organization, Children's Hunger Fund currently feeds 30,000 people every week. Their ability to operate effectively and efficiently has earned them Charity Navigator's top four-star rating.



USANA Founder Dr. Myron Wentz with children at the Wentz Medical Center in Uganda.

#### A Natural Partnership

Since 2002, USANA has enjoyed a close relationship with Children's Hunger Fund and it's a partnership that USANA Executive Vice President of Marketing Kevin Guest says is a natural fit. "Children's Hunger Fund resonated with Dr. W because his vision and mission starting USANA was to alleviate the pain and suffering around the world relating to nutrition."

During their five-year relationship, USANA has given CHF more than \$4 million, not including a recent donation of two 18-wheelers to help with the collection and distribution of supplies. USANA raises funds in a variety of ways. The majority of donations are raised through the monthly autoship. "We've been encouraging our associates to get customers to add 1 to 10 dollars each month on the autoship," Wilson says. "Ten dollars will feed one family for one month." USANA associates and customers can also choose to donate USANIMALS™, USANA's children's vitamins. This approach helps CHF and the families it serves to manage their funds consistently throughout the year.

According to Wilson, between 3 to 4 percent of USANA customers donate monthly to CHF through the autoship, and another 1 percent donates across the year. USANA strives to convert more people to monthly donations. "We hope to reach 10 percent someday," he says.

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## Uganda

### The Ravages of Malnutrition

Despite its rich natural resources, fertile land and ample water supplies, Uganda is one of the poorest countries in Africa. The effects of poverty are evident in the rampant health and malnutrition problems that plague the population of 30 million. Each day, more than 330 Ugandans die from malaria because of a lack of adequate medical treatment or facilities. According to the World Health Organization, the life expectancy of Ugandan males and females is 48 and 51 years, respectively.

Children under the age of 5 are especially prone to the ravages of malnutrition and disease. In 2001, 44.8 percent of these children had stunted growth because of malnutrition. By comparison, in the United States, only 3 percent of children under 5 years had stunted growth.

The infant mortality rate is especially high in Uganda. Eight percent of children in Uganda die before their first birthday. In rural areas, there is a 16 percent chance that a child will die before their fifth birthday. The odds for a child's survival are only slightly better in urban areas, where there is a one in 10 chance that a child will die before the age of 5. The major causes of death for children under the age of 5 are malaria, pneumonia and diarrhea-related diseases.

For more information about projects in Uganda or other parts of the world or if you would like to make a donation, please visit Children's Hunger Fund at [www.childrenshungerfund.org/index.php](http://www.childrenshungerfund.org/index.php).

*The Children's Hunger Fund is a nonprofit, tax-deductible 501(c)3 organization.*

Another major source of funds comes from a fund-raiser held during USANA's annual convention, the Children's Hunger Fund 5K Run/Walk for Life. Last year USANA raised \$120,000 through the event and hopes to increase that to \$200,000 in 2007. The top 10 individual contributors are recognized by USANA as "Children's Champions." These fund-raising leaders hold charity events, such as golf tournaments and other activities, in their hometowns.

#### The Children's Champion

Without a doubt, USANA's chief "Children's Champion" is Dr. Wentz. Dedicated to helping CHF meet its goals, Wentz travels frequently around the world, visiting refugee camps and impoverished villages. During one of his

trips, Wentz recognized an opportunity to establish a medical center in Africa. In 2004, during a trip to Uganda, Dr. Wentz met Pastor Peter Kasirivu, a co-founder of African Renewal Ministries. "As we drove on a tour around Ggaba, Pastor Peter showed me an undeveloped piece of land that he hoped would become a medical center," Wentz says. "I fell in love with it and decided that was the place to begin."

Using his personal funds, Dr. Wentz opened the Wentz Medical Center in Ggaba on August 1, 2005. In less than six weeks the center treated more than 500 children. Its impact has continued to grow.

#### An Oasis in a Land of Hunger

A quaint fishing village, Ggaba sits on the shores of Lake Victoria, near the Ugandan capital, Kampala. Before the Wentz Medical Center was established, the closest thing to a medical center was an old house with two rooms.

Today, Ggaba boasts a state-of-the-art medical facility staffed by doctors, nurses and trained midwives. "The center serves the needs of about 3,000 children orphaned by AIDS and malaria, and provides medical services to a community of some 300,000," Wentz says. "We have full waiting rooms and treatment rooms every single day. Doctors and nurses also go out into the field to find sick children in villages to bring them in for treatment."

A primary focus of the Wentz Medical Center is to combat malaria. "We have a mosquito-netting outreach program to reduce the incidence of malaria in the villages," Wentz says. "The disease is developing resistance to the conventional therapies, so the medical center is engaged in developing a malaria treatment program using natural products." The Center also provides critical training for parents and children in nutrition, hygiene and disease prevention.

Wentz finds it gratifying to use his knowledge and funds to help children. "The medical center is providing a real answer to the health needs of thousands of orphans," he says. "It means lives are being improved and that children are beginning to be given the opportunity to live normal lives, an opportunity they would not have had otherwise."

USANA supports the clinic as well by sending supplies of its USANIMALS™. This October, several of the company's leading fund-raisers will visit the Wentz Medical Center to see firsthand how their assistance has changed the lives of children halfway around the world.

Wentz has his eye on helping in other regions of the world as well. Sometime in early 2008 another medical center will be opened in Cambodia.

#### One Helping Hand Among Many

Like Wentz, Guest is proud of USANA's efforts to end hunger among the world's needy children. Guest also notes that the company is not alone in helping others. "The thing that has impressed me, that I wish I could get out to the world, is how philanthropic Direct Selling Association members are as a whole," he says. "When I've gone to meetings and talked to other companies, DSA members are making a dramatic difference in the world very quietly."

"From USANA's perspective it's an opportunity to give back and share what we feel is our mission of health and nutrition," Guest continues. "We think that the best place to start is with children. What other industry can you think of that collectively takes on these types of projects?" 🌍