



U S A N A

TRUE HEALTH  
FOUNDATION

*helping humanity*



ANNUAL REPORT

2015



USANA





## about us

The USANA True Health Foundation is the corporate charitable foundation of USANA Health Sciences, Inc. — a global nutritional company based in Salt Lake City, Utah. The USANA True Health Foundation is dedicated to building a community of Associates and customers who can connect to families around the world. Together, we provide critical human necessities—nutrition, clothing, shelter, medical assistance, and health education to those who are suffering or in need.



## giving back

Created by Dr. Myron Wentz, USANA's founder, and USANA Co-CEO Dave Wentz, to expand and enhance USANA's worldwide charitable activities, the USANA True Health Foundation's impact can be felt around the world.

## Love Life and Live It

We believe in loving life and living it. We believe that being part of a healthy family is essential. We believe in building healthier communities. Connecting our worldwide family of Associates and customers to worthwhile projects related to nutrition, disease prevention, and better health is at the core of our global activities.

**EVERYTHING**  
WE DO HELPS YOU  
**LOVE LIFE**  
**AND LIVE IT.**

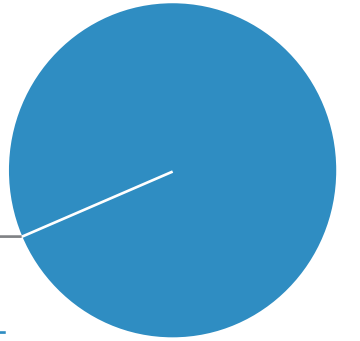




# 100 percent

All administrative and fundraising costs are covered by USANA Health Sciences, Inc. Every dollar donated to the USANA True Health Foundation goes to charitable purposes.

**100%** Program Services  
**0%** Administrative & Funding



## how a **single dollar** can make a **world of difference**

In 2015, the USANA True Health Foundation raised \$1.7 million to assist hundreds of thousands of people around the globe. In the hands of the Foundation, each dollar makes a world of difference to someone in need. Every dollar provides four healthy meals to hungry children around the world. No donation is too small to make a big difference—one meal creates hope.

## 150,000 meals assembled at **International Convention**



In August, Associates, athletes, and celebrity partners came together to assemble 150,000 meals and raise \$160,000 for the Foundation. The large-scale Food Pak event benefited Children's Hunger Fund, one of the Foundation's charitable partners dedicated to feeding malnourished children around the world. Each Food Pak has enough dry foods to feed a family of five for about a week. The Foundation received support from NFL Network correspondent and former American Ninja Warrior host Jenn Brown, as well as world-champion boxers Timothy Bradley, Austin Trout, and Juan Diaz, who helped Associates and employees pack the boxes of food. As we all learned, it only takes a minute or two to assemble a Food Pak, but it makes a world of difference to those in need.



# Champions for Change

## 5K Run/Walk

The International Convention also featured the Foundation's Champions for Change 5k, where nearly 2,500 participants ran the streets of downtown Salt Lake City dressed as superheroes. Cardiothoracic surgeon and three-time Daytime Emmy Award-winning Host of the three-time Daytime Emmy Award-winning *The Dr. Oz Show* Dr. Mehmet Oz hosted the event alongside actress, snowboarder, and Paralympic bronze medalist, Amy Purdy.







## new president

Deb Jordan joined the USANA True Health Foundation in September. An accomplished nonprofit leader, she is most excited about working with USANA Associates and growing participation in Foundation activities. **“It’s really remarkable that there are thousands of Associates who believe so strongly in the mission of the Foundation,”** she says. Deb is looking forward to creating human connections with the Associates and needy families around the world, because there is a human connection to everything the Foundation does.



## aces for humanity

The Women’s Tennis Association’s annual *Aces for Humanity* campaign donated \$25,000 to the USANA True Health Foundation. USANA Executive Vice President of South Asia, Ng Keng Hean, and USANA President of Asia and Greater China, Deborah Woo, accepted the check on-court in Singapore from WTA President, Micky Lawler and athletes, Alla Kudryavtseva and Anastasia Pavlyuchenkova.

## the heart of the company

The USANA True Health Foundation is the heart and soul of the company. There’s a face and soul behind every dollar that’s ever given. Associates aren’t just making money with USANA, they’re donating so their money makes a difference. It’s not just about the bottom line—the Foundation knows what really matters.







## our donors

Thank you to our donors! We are grateful to all of those who have donated and continue to donate their time and monetary contributions. We were able to provide needed resources around the world this year:

- Provided \$600,000 in meals across Eastern Europe, Asia, Australia, Latin America, Haiti, Nepal, and the United States.
- Supplied \$225,000 in disaster aid, vaccines, and water purification tablets to Malaysia, the Philippines, and victims of the devastating earthquake in Nepal.
- Donated nearly \$1 million in Usanimals™ to orphanages, clinics, and Mercy Networks in Guatemala, Honduras, Ghana, Zimbabwe, Uganda, and Peru.
- Donated \$50,000 to International Relief Teams for immediate aid after the Nepal earthquake.
- Donated significant funds to The Smith Family Foundation, KidsCan, and Cornerstone Ministries to assist in the education of children in need in Australia, New Zealand, and the Philippines.







# making an **impact** around the **world**

Every month, thousands of Usanimals™ are sent to orphanages all over the world. Thank you for making it possible. Smiles like this make it all worth it.

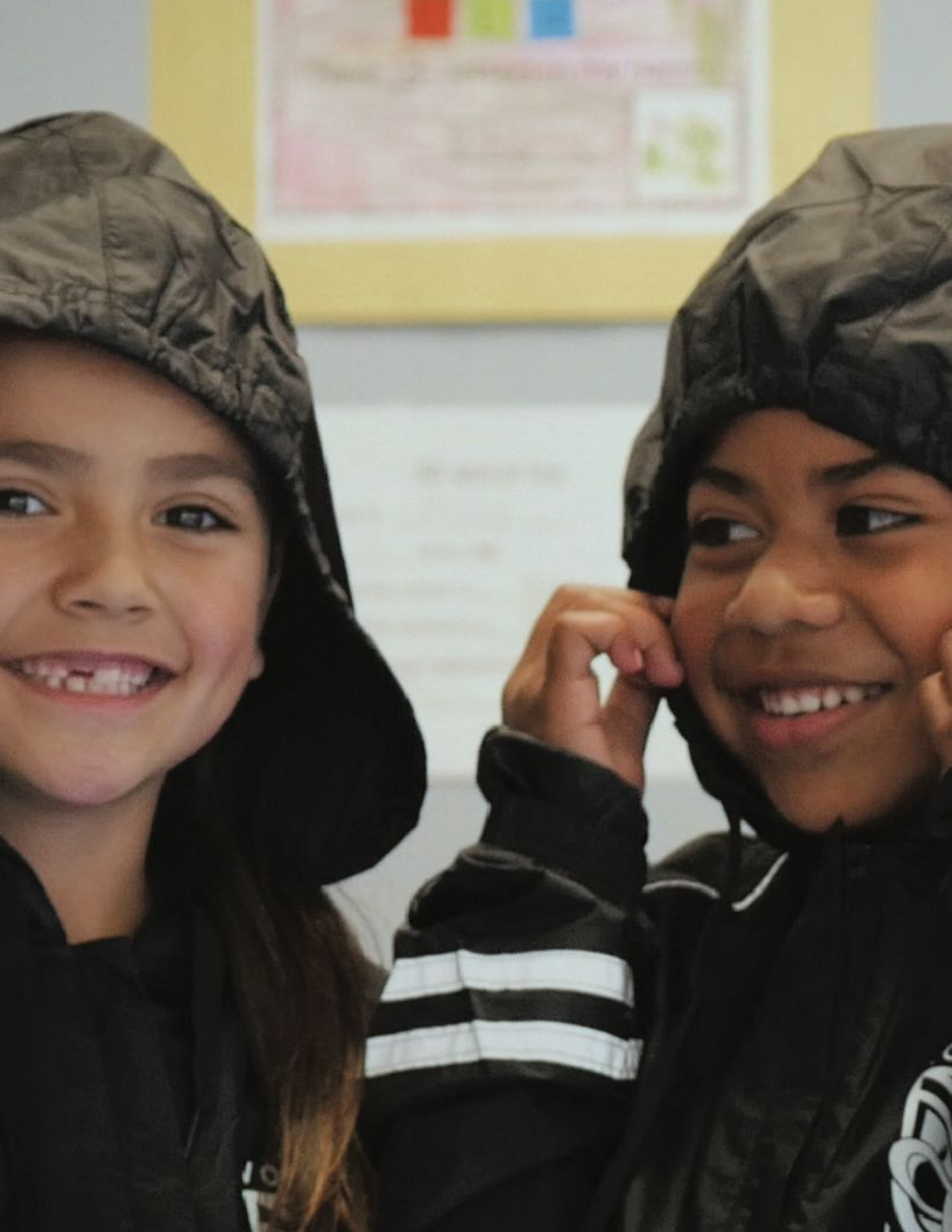


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## New Zealand

Our Associates in New Zealand have partnered with KidsCan—a nonprofit organization dedicated to providing food, clothing, and basic health care in schools. This partnership has provided many opportunities for mutual support and promotion of both the USANA True Health Foundation and KidsCan because both organizations are dedicated to providing critical human necessities to New Zealand children and families who are suffering or in need.





# Philippines

Cornerstone Ministries is a valued partner in the Philippines, where our Associates focus on underserved communities. The funds raised are used to support eight of the 240 elementary schools in the Cornerstone program, in addition to a number of high schools in the region. The focus of the program is expanding to include food programs and distributing healthy meals and Usanimals™ during the holiday seasons.

# Thailand

The Foundation traveled to Thailand with Children's Hunger Fund to provide supplements and meals for families in need. In some impoverished areas of Thailand, desperate families release their children to people promising to provide an education, in hopes of giving them a better life. Despite the promises, however, many of these children end up victims of human trafficking, forced into prostitution and slavery. During the Foundation's week-long visit, the group visited hill tribes and slums to pass out boxes of food. They also spent time at the ZOE House, an orphanage for children who have been rescued from human trafficking. "It's an incredible thing they do here," say USANA Associates Daniel and Dr. Paige Hunter, who were among the trip's participants. For them, the visit was life changing. "When life is comfortable, it's easy to forget...but there's still suffering, and we can and need to do something about it," Paige says.



# #GivingTuesday

Because of donations received on #GivingTuesday, the Foundation was able to give aid on fronts we could never have imagined. Our partners at Children's Hunger Fund met one mother, Prasset, earlier this year in the slums of Chiang Mai, Thailand. Upon entering Prasset's house, they noticed a bag hanging from the ceiling. They soon realized this small bag stored the family's only source of food. As the lights came on, they noticed rats running through the cracks of the wall into the home, and the necessity of a hanging food bag became apparent. It is difficult for some to imagine living under such conditions, but thanks to food and resources provided by USANA's True Health Foundation, our partners were able to offer hope in a difficult situation. Because of each one of you, Prasset's family now has hope of a better life ahead.





## angel heart project

In China, USANA Co-CEO Dave Wentz was fortunate to take pictures with approximately 2,000 members of the USANA Family. The Foundation raised nearly \$30,000 in China to assist with heart surgeries for babies with defects.



## painting for a cause

In Aruba, USANA Associates who were on Sucess on High Seas cruise took time from their travel schedule to volunteer for two worthwhile community service projects. The group of 300 Associates unloaded boxes of school supplies and painted Colegio Ora Ubao-Primary School and Maria Goretti College-Primary School.







# Australia

The USANA True Health Foundation has united with the Smith Family's Learning for Life program, which supports thousands of families by providing financial support for the basic school needs such as books, shoes, and a complete school uniform. Families are also linked to Learning for Life coordinators who support children and their parents with school attendance and engagement, as well as helping them connect with out-of-school learning support programs if needed, giving them the chance to create a better future.

# Malaysia

We hosted our Touch Life, Touch Love, one-day community service project with 200 Associates at five locations, reaching out to the elderly, orphans, and children living with conditions such as blindness, poverty, and homelessness.

## the Nepal Earthquake

On April 25, 2015, a 7.8 magnitude earthquake hit Kathmandu, Nepal. 8,000 people died and 23,000 were injured. Goma Maahi and her family lost their income from fishing, farming, and livestock, and their home was completely destroyed. Her family found themselves without food or shelter. With the support of trusted partners, the USANA True Health Foundation provided emergency shelter and a hygiene kit, giving Goma a foundation on which to rebuild her livelihood. 3,000 other families like Goma's in the three most severely hit districts of Nepal received emergency kits because of your consistent donations that allow the Foundation to react immediately when disasters like this hit.



# United States

9.5 million people live in the Chicago metro area. With such a large population, poverty and violence are commonplace in the Windy City. Eight-year-old Marly's father Joseph has faced times of unsure employment, leaving the family vulnerable to food poverty. The help Marly's family received from the Foundation put food on their table and hope in their hearts for a better tomorrow.





# Haiti

On a Sunday night, Marc Georges, the orphanage director in Port Au Prince, was called to the front gate by security to meet a visitor. There stood a mother with a small child in her arms. She mentioned she was traveling to Argentina and asked that her child, Kenya, two years old, be cared for until she came back. Kenya was in obvious distress, but after an evaluation, it was concluded that she was severely malnourished as she could neither hold her head up nor move her arms or legs. The staff at the orphanage started Kenya on a high protein, vitamin, and calorie diet. She was fed small meals six times a day in addition to her daily dose of Usanimals™. Her transformation was amazing. In just three days, Kenya began to hold her head up and was much more alert.



# Eastern Europe

The first visit to Sasha's home in Belarus was a shock. Garbage and mud covered the floors, and the only available food was chicken and eggs. Upon speaking with Sasha and her brother Mikhail, it was discovered that their mother was an alcoholic and unreliable. Their father traveled to Russia to find work, but there had been no word or support from him. They now lived with their grandmother, who also needed help as both of her legs were broken. The life Sasha and Mikhail lived was often dark, but the food, toys, and support they received were a ray of hope and brought smiles to their faces.





# rebuilding for the future

Imagine for a moment you live in a village in the Philippines. Typhoon season has wiped out your whole village. It happens at least every other year, your home is completely destroyed and all of your food reserves are gone.

Food, clothing, and shelter are basic needs key to the survival of all humans. Without these, we are unable to shift our focus toward any other aspects of life. And while being caught in the midst of typhoon season in the Philippines is far from many of our individual realities, we all share the reality of caring for our families and loved ones. We can all relate, on a human level, to wanting the best for our families and friends, and that is why the work we do at the USANA True Health Foundation is so important.

USANA Auto Order donations (reoccurring monthly donations) are critical—without them, the Foundation would not have the funds necessary to act immediately when a disaster strikes.

The Foundation took part in a project in Iloilo Province, Philippines rebuilding fishing boats destroyed by Typhoon Haiyan—one of the most powerful tropical storms on record. More than 6,000 people in the Philippines were killed, and thousands of homes were destroyed.

With the strategic goal of restoring the livelihoods of 310 fishing households (1,500 people) on 17 islands, the Foundation distributed new boats, and we were able to reach 1,370 more beneficiaries than initially anticipated.

In order to ensure assistance went to the most vulnerable families whose livelihoods depended upon fishing, our local partners collaborated with a local government unit. With support from the Foundation, our partners also established a boat production yard and storage facility complete with 30 carpenters engaged in full-time boat building.

The boat beneficiaries also received a fishing gear kit that included hooks and line sets, gill nets, and fish and crab traps. The focus of this project was on the future needs of these communities. Their lives and dignity were restored. Because of this project, these communities were able to broaden their view of the possibilities in front of them.

Remember, if we bring even just a glimmer of hope to someone's life through the Foundation's efforts, our mission will be accomplished.

## 2015 notable numbers

**56,520**

pounds of food  
were packed at  
International Convention

**1.7 million**

meals were provided  
worldwide

**929**

employees  
worldwide donated  
to the Foundation

**\$827,000**

worth of Usanimals™  
were donated





# our partners

- Children’s Hunger Fund
- International Relief Teams
- Women’s Tennis Association
- Happiness Camp
- KidsCan
- The Smith Family
- Cornerstone Ministries
- China Foundation for Poverty Alleviation



## participate today

Sign up for monthly donations via your Auto Order! It’s quick and easy to add recurring monthly donations for the USANA True Health Foundation. Visit The Hub today. If you prefer to make a donation via check, please make the check payable to USANA True Health Foundation and mail it to the Foundation at 3838 West Parkway Blvd., Salt Lake City, UT 84120. If you need assistance with your donation, please call 801-954-7714.

## financial highlights

### Total Support and Contributions

UTHF - Area of Greatest Need	\$660,000
Children’s Hunger Fund	\$608,000
Sanoviv Medical Assistance Program	\$18,000
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<b>Total UTHF Contributions</b>	<b>\$1,286,000</b>

### Charitable Grants

UTHF - Area of Greatest Need	\$240,000
Children’s Hunger Fund	\$606,000
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<b>Total Charitable Grants</b>	<b>\$846,000</b>
 <b>EXPENSES</b>	 <b>\$0*</b>
<b>NET ASSETS</b>	<b>\$440,000</b>

\*USANA Health Sciences covers all administrative costs for the Foundation.





## USANA True Health Foundation **board members**

James Bramble, President of the Board

David Haynes, Board Member

Elaine Pace, Board Member

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## USANA True Health Foundation **staff members**

Deb Jordan, President

Brian Paul, Executive Director of Communications

Ayugi Arunga, Programs Manager

Susie Derber, Coordinator

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## USANA True Health Foundation

3838 West Parkway Blvd., 3rd Floor  
Salt Lake City, UT 84120

801-954-7714  
[customerservice@usanafoundation.org](mailto:customerservice@usanafoundation.org)





# USANA True Health Foundations **around the world**

**USANA True Health Foundation Canada**

13353 Commercial Parkway, Suite 2118  
Richmond, British Columbia, Canada V6V 3A1

**USANA True Health (Hong Kong) Foundation, Ltd.**

5/F, Sino Plaza,  
255-257 Gloucester Road,  
Causeway Bay,  
Hong Kong

**USANA True Health Foundation Limited;  
and USANA True Health Foundation Public Ancillary Fund**

3 Hudson Avenue  
Castle Hills, New South Wales, 2154, Australia

**USANA True Health Association**

S.A.S., 118 avenue des Champs-Elysees  
75008, Paris, France

**USANA True Health Foundation Charitable Trust  
The Law Offices of Kensington Swan**

89 The Terrace  
Wellington, 6011, New Zealand

**UHS True Health, Inc.**

24th Floor, Tower 1, The Enterprise Center  
6766 Ayala Avenue corner Paseo de Roxas  
Makati City, Philippines 1226

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[www.USANAFoundation.org](http://www.USANAFoundation.org) to find out how signing up  
for monthly donations can make a lasting difference.

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