



U S A N A

TRUE HEALTH
FOUNDATION

helping humanity



2017
ANNUAL REPORT



TRUE HEALTH
LIVING WITH PURPOSE

TORRANCE
BASKETBALL
Youth Sports

About Us

The USANA True Health Foundation was created by USANA Health Sciences, Inc. — a global nutrition company based in Salt Lake City, Utah. As the corporate charitable foundation of USANA, we are dedicated to building a community of Associates and customers who can make a lasting difference in the lives of children and families worldwide.

Giving Back

We take USANA's vision of creating the healthiest family on earth to heart. Proper food and good nutrition are the building blocks for a healthy life. This is why the USANA True Health Foundation's mission is to provide food and nutrition to impoverished children and families, ensuring they can reach their fullest potential.

How We Do It

USANA manufactures world-class nutritional products, and Associates sell USANA's products through a process called direct selling. This unique business opportunity gives our Associates the freedom to grow their own business, their way. And because our family of Associates truly cares about living a healthy lifestyle, they seek to share that health with others by donating to our Foundation through their Auto Orders and by giving back in their own communities. It's thanks to our generous Associates and USANA employees that we are able to feed so many families.





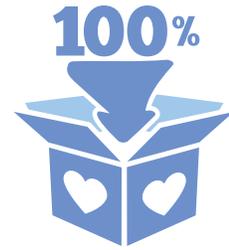
USA
TRUE HEALTH
FOUNDATION
Helping Families

PACKED WITH LOVE BY DORIAN

USA TRUE HEALTH FOUNDATION

100 Percent

All administrative and fundraising costs are covered by USANA. Every dollar the USANA True Health Foundation receives goes to charitable purposes. So you can trust that your dollar will make a real difference.



Every dollar we receive goes to support those in need. USANA covers 100% of all administration costs.

\$1 Donated = 4 Nutritious Meals

In 2017, the USANA True Health Foundation raised US \$1,911,178 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 can provide four healthy meals to hungry children around the world.** No donation is too small—one meal creates hope.

More Than 155,000 Meals Assembled at **International Convention**

Once again, the USANA True Health Foundation hosted a successful Food Pak drive at International Convention. We're thankful for the many Associates and USANA employees who took time out of their busy schedules to pitch in and pack boxes of food. We also received help from Dr. Mehmet Oz, Emmy Award-winning host of *The Dr. Oz Show*, celebrity partners, and Team USANA athletes Chris Mazdzer, Devin Logan, Austin "No Doubt" Trout, Allison Pineau, and Timothy Bradley.

Thanks to the support of many, a total of 159,000 meals were assembled and \$151,524 was raised 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 food to feed a family of five for about a week. As we all learned, it only takes a minute or two to assemble a Food Pak, but it truly means the world to those in need.



USANA
HEALTH SCIENCES

2039

309

2198

22

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Champions for Change

5K Run/Walk

This year, the USANA True Health Foundation's annual Champions for Change Superhero 5K was a sell-out event. More than 3,000 participants woke up bright and early on a Saturday morning and turned out in superhero capes and costumes to run for an important cause. But they weren't the only ones to make a superhero-sized difference. Team USANA athletes Austin "No Doubt" Trout, Germán Sánchez, Mario Mesa, actress Ashley Jones, and even Dr. Oz laced up their running shoes to join the runners.

The 5K was a successful event and everyone left the race with a smile that day. But even more important, the money raised from the event benefited families all over the world.

The USANA True Health Ambassador Award

This year, the USANA True Health Foundation awarded a special honor—the USANA True Health Ambassador Award. This award recognizes Associates who support the Foundation through donations, service, and sharing our mission throughout the world.

To qualify for this prestigious award, Associates had to do the following:

- Donate regularly to the Foundation on their Auto Order
- Answer the call to serve and initiate their own service activities
- Share the mission of the Foundation through meetings and social media

Congratulations to our winners!

- Bob & Mary, Amy & Xian Lin
- Romela Quinn
- Sunday Tsoi
- Dr. Foo Chee Shean
- Lawrence & Precious Sia
- Andrea Equihua & Salvador Milan
- Christian Marc Cruz
- Billy James Dela Fuente
- Lucas Lim & Jane Leow
- Christina Maria Doppler



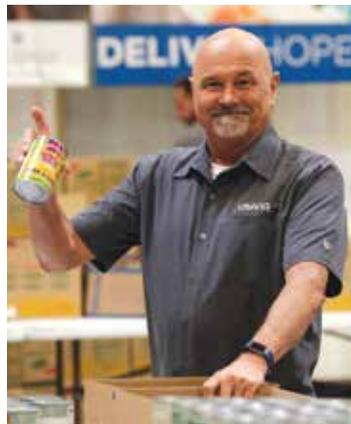
Aces for Humanity

The Women's Tennis Association's (WTA) annual Aces for Humanity campaign generously donated \$25,000 to the USANA True Health Foundation. "The support we continue to receive from the WTA has allowed the Foundation to respond to disasters in a timely manner and help those in need of assistance when it has mattered most," says James Bramble, board president of the USANA True Health Foundation. "We are grateful for our partnership with the WTA and our Brand Ambassadors, and their commitment to helping us make the world a better place."

National Day of Giving Food Pak Drive

This year, the Foundation decided to host an additional Food Pak drive. On November 28 (the National Day of Giving in the U.S.), our USANA family teamed up once again to pack boxes of food for families in need. More than 300 USANA employees and a handful of Associates rolled up their sleeves to help pack 100,000 meals. The event also caught the eye of several local news stations, thanks to USANA's talented PR team. Each person spent around 30 minutes packing about 10 boxes each. 20,000 of the meals went to emergency food pantries in Salt Lake City through the Utah Food Bank. The remaining 80,000 meals were given to our partner— Children's Hunger Fund—to be distributed in the areas we support worldwide.

For USANA employee Amy Zirneklis, packing meals was a touching experience. "I found it very encouraging to be able to provide meals and comfort for those in need," she says. "And I enjoyed the sense of camaraderie that volunteering gives to everyone involved."





Serving Around the World

Uganda

You know donating your money to the Foundation makes a huge difference. But it's a whole different experience when you witness firsthand the difference a meal can make to a family in need. This past year, the USANA True Health Foundation traveled to Uganda with 17 Associates. They teamed up with our partners from Children's Hunger Fund to personally deliver meals to families desperately in need.

"Visiting a mother in hardship who didn't even have enough food for her children broke my heart because that was once my life," recalls Associate Sunday Tsoi. "And people paid it forward to me. So I challenge everyone. You don't need to come to Uganda, but you can make a difference in people's lives by just giving."

Each day was filled with hard work and lots of love. The group also got down and dirty painting a school in the remote area of Bethany Village. But the giving didn't end there—those volunteering took it a step further. Between the Foundation and those Associates, another \$32,000 was donated to support an early childhood development program. This special program for individual school-aged children allows sponsors to provide critical nutritional support up until each student's high school graduation. The money also supported various piggery projects, supplying families with piglets to raise and sell.



Mexico

For five days, the USANA True Health Foundation cared for children in an orphanage in Baja, Mexico. Hearts were softened, and it was a truly special experience for all involved.

"I'm very blessed to have the True Health Foundation here and just be with my people serving the community. Thank you," says Associate Daniel Trejo Elizalde.

The group also spent time delivering food to many families in the surrounding areas as well as serving individuals staying in an addiction recovery mission. They even gave lots of love and treats to children in the community. As everyone learned, when you give your all, you often receive so much more in return.



Coming Back Full Circle

By Brian Paul, President of the USANA True Health Foundation

I first met David in 2007 in Uganda on a joint service trip with USANA and Children's Hunger Fund. This was long before I had started working full time for the Foundation. My job back then was to document the work we were doing there. It was an incredible experience, especially since Dr. Myron Wentz was also in attendance.

We visited the Wentz Medical Clinic, community churches, sponsored schools, and orphanages, where we witnessed the incredible progress being made with the feeding programs we supported. It made me proud to work for an organization that made giving back a top priority. It was at one of these schools where I met David, a small, skinny 14-year-old boy with a big dream to become a video producer. So we let him hang out with us for a week to see how it was done. He worked hard to keep up with us—carrying my tripod and even driving us around. I remember feeling like I made a big impression on him and I know he certainly made a powerful impression on all of us.

Fast forward 10 years—I was now leading a team of USANA Associates back to Uganda with the purpose of showing them how their donation dollars have been hard at work. We made our first stop at the Gaba Community Church. I hopped out of the car, eager to see old familiar faces, and guess who bee-lined it over to shake my hand? Well, at first, I didn't recognize him. After all, he was a grown man. Then I saw a large camera hanging off his shoulder. "David!" I shouted. I could not believe my eyes. After a tight, brotherly hug, he explained to me that because of the support he received from the USANA True Health Foundation, his family was fed and his mom was able to send him to school so he could fulfill his dream of making videos.

David now spends his time supporting our partners by documenting the needs of struggling families in order to help others live their dreams. Paying it forward is how he will spend the rest of his life.

I know we are changing lives. I know that your donations, however big or small, are making dreams come true for impoverished children and families all over the world. My wish is that others may see the value of these lives and join us in this great work.





United States

Hurricane Harvey

Natural disasters are always sobering events. But if there is one ray of hope from the devastation of Hurricane Harvey, it's the fact that so many people came together to help lift others out of tragedy. When Hurricane Harvey struck Houston, Texas, more than 50 Associates answered the call to serve. During the aftermath of the disaster, Associates distributed emergency meals and supplies to those most desperately in need.



In addition, the USANA True Health Foundation donated \$130,000. All proceeds were used to provide food, nutrition, and other aid through the Foundation's long-time partners, Children's Hunger Fund and International Relief Teams, as well as Houston-based officials who assisted in the distribution.

One Associate volunteer, Gina Hunter, summed it up best: "If somebody calls our name, we are there. That's what it's all about."

Hurricane Maria

When Hurricane Maria made landfall in Puerto Rico in September 2017, it caused a level of widespread destruction and disorganization rarely seen in American history. Almost three weeks after the storm cleared, most of the island's residents still lacked access to electricity and clean water.

During this devastating time, the USANA True Health Foundation stepped in and provided a \$40,000 grant to their partner, International Relief Teams. This amount went toward providing a half truckload of baby formula that was transported from the Similac warehouse in Puerto Rico due to transportation issues at the port. The formula arrived in three days, providing over 49,000 servings of critical meals for mothers to give their babies.

Food for Inner Cities

Through their partnership with Children's Hunger Fund, the Foundation donated 428,000 meals that were given to families in the inner cities of Chicago, Los Angeles, San Antonio, Atlanta, and Dallas.



THIS IS NASIB.

Thanks to our donors, his wife and four children now have a safe and healthy space to call home.

Malaysia

12 Associates, 3 Days, and 1 Beautiful Home

For one deserving family in Malaysia, four walls became a home. The USANA True Health Foundation, along with 12 Associates from Singapore and Malaysia, spent four days building a home from the ground up for an Orang Asli family.

When the Associates first began construction, they had very little experience. But this didn't stop them from building a dream home. "We learned that we can motivate each other and work as a team," says USANA Associate Melvin Neo. "This is what USANA has been teaching us to do. And now we have this opportunity to build a home for a family who really needs it."

When they weren't busy building, the group spent their spare time handing out rice meal and crackers to 180 families. On top of that, USANA Associate Dr. Foo Chee Shean and members of his team showed up to provide medical services, which included administering checkups, tetanus shots, and de-worming medicine.

Each day was filled with hard work and lots of giving. Dr. Foo Chee Shean summed up the overall experience best: "Life is more than just making money. It's also about giving back. And this is what USANA is all about—giving back."





Canada

Making a Difference in Canada and Abroad

Our Canadian Associates have been making quite an impact across the world. Each dollar that has been generously donated has provided four meals, and together these Associates have provided more than 475,000 meals that were given to children and families suffering from hunger and malnutrition.

A New Partnership to Bring Hope



Just recently, the USANA True Health Foundation partnered with Canadian Feed the Children (CFTC). Together, the Foundation and CFTC aims to support community-led, sustainable programs that are specifically designed to alleviate hunger in indigenous communities in Canada. We're excited to see the health and hope that will be brought to many children and families in seven different communities.

Mexico

Sending Relief in the Aftermath of the Earthquake

When a devastating 7.1 magnitude earthquake unexpectedly struck in Mexico City, the Foundation was prepared to help those impacted.

The Foundation granted \$50,000 to Children's Hunger Fund to assist in relief efforts. The majority of the donation was used to purchase, transport, and deliver food for children and families in Mexico City, Puebla, and other areas in need.

"Ironically, circumstances like the one we have gone through bring us closer together and remind us how fragile we are," says Carlo Ledezma, Vice President of Latin America. "I am proud to see all the tireless effort and countless hours devoted by regular people to help those in need, who lost not only material possessions, but loved ones."

Through their partnership with Children's Hunger Fund, the Foundation was able to help make sure that those who were needing to rebuild didn't have to worry about where their next meal came from.





Philippines

Our family of Associates and employees have been busy in the Philippines, providing food, education, and even hope through a variety of projects.

In-School Feeding Camp

Elementary students from seven Cornerstone Ministry schools were provided with a daily dose of Usanimals™ (twice a day), as well as a healthy breakfast every Saturday from January through March. The program proved to be so successful it was repeated later in the year. The children were also weighed and measured by Associate volunteers to record their progress. Along with this, Associates have been giving their time conducting reading classes, hygiene lectures, nutrition highlights, dream-building lectures, and even teaching the benefits of supplementation. In December, Associates also donated 250 pairs of brand new shoes to school children in need, making it a very special Christmas.

World Service Week

Many heartfelt service projects took place during USANA's World Service Week in May 2017. The service projects included providing 300 meals for the poor and homeless in Cubao Quezon City, visiting and serving more than 300 sick children in a children's hospital, providing 250 bottles of mineral water to street sweepers and traffic guards around Metro Manila and Davao, and much more.

Our gratitude goes out to our wonderful USANA family in the Philippines for their dedication and kindness.



THEY GUARD THEIR
COATS LIKE
GOLD



Australia

Partnering with Foodbank to Support the Banana Program

Bananas are an extremely important commodity in Australian supermarkets, and Foodbank (a relief organization) has an excellent relationship with a number of large banana farmers in Far North Queensland who donate bananas. But due to transport and storage costs, these much-needed nutritional foods can only make it as far as the Queensland distribution center. Thanks to an AU \$50,000 donation from the USANA True Health Foundation, Foodbank is now able to distribute these bananas to children and families outside of Queensland.

Giving Meals in the Democratic Republic of Congo



In Australia, the Foundation has been busy with plans to set up feeding programs for schools in the Kasai region of the Democratic Republic of Congo. There has been conflict in Kasai for many years, and more than 10,000 children have been affected and forced to leave their homes and schools and escape into the nearby bush area.

In addition to the feeding programs, the Foundation is funding the operation of child-friendly spaces. These spaces will serve to provide care and support for the affected children, who have now returned home from the bush.

New Zealand

Continuing the Fight Against Hunger and Malnutrition with KidsCan

The USANA True Health Foundation is pleased to continue their partnership with KidsCan in New Zealand. Together, KidsCan and the Foundation are helping Kiwi kids live their full potential and create a brighter future, by providing them with much needed food, clothing, and health items in their schools.

KidsCan believes that education equals opportunity, and all children, regardless of their social economic background, should have an equal chance. The Foundation donated NZ \$40,000 in 2017 and pledges to continue supporting this cause.



Our Partners

- Children's Hunger Fund
- International Relief Teams
- World Vision
- KidsCan
- The Australian Foodbank
- Cornerstone Ministries



Participate Today

Sign up for monthly donations through your Auto Order. It's quick and easy to add a recurring monthly donation 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 the 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 801-954-7309.

Financial Highlights

Total Support and Contributions (In US Dollars)

UTHF - Area of Greatest Need	US \$647,076
Children's Hunger Fund	US \$1,262,659
Usanimals™	27,798 bottles

Total UTHF Contributions **US \$1,911,178**

Charitable Grants

UTHF - Area of Greatest Need	US \$719,474
Children's Hunger Fund	US \$1,260,391
Usanimals™	27,798 bottles

Total Charitable Grants **US \$1,979,865**

EXPENSES **\$0***

NET ASSETS **US \$1,375,284**

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



USANA True Health Foundation **board members**

James Bramble, Board President

Denis Waitley, Board Member

Dave Gregersen, Board Member

USANA True Health Foundation **staff members**

Brian Paul, President

Ayugi Ntambwe-Kalala, Programs Manager

Eric Davies, Administrative Coordinator

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