



## 2019 S. L. Gimbel Foundation Fund Grant Application

Internal Use Only:
Grant No: _____

### Organization / Agency Information

<b>Organization/Agency Name:</b> Vitamin Angel Alliance Inc		
<b>Physical Address:</b> 111 West Micheltorena St., Suite 300, Santa Barbara, CA, 93101		
<b>Mailing Address:</b> PO Box 4490 Santa Barbara CA 93140		
<b>CEO or Director &amp; Title:</b> Mr. Howard Schiffer, President and Founder		
<b>Phone:</b> (562) 900-5590	<b>Fax:</b>	<b>Email:</b> Howard Schiffer Tel: (805) 292-8103 kharbison@vitaminangels.org
<b>Contact Person &amp; Title:</b> Daniel Zorub, Consultant		
<b>Phone:</b> (562) 900-5590	<b>Fax:</b>	<b>Email:</b> zorubd@gmail.com
<b>Web Site Address:</b> <a href="http://https://www.vitaminangels.org">http://https://www.vitaminangels.org</a>		<b>Tax ID:</b> 77-0485881

### Program / Grant Information

**Program Area:** Health

<b>Program/Project Name:</b> Vitamin A & Deworming Coverage Gaps in Administrative Priority Countries			<b>Amount of Grant Requested:</b> \$75,000
<b>Total Organization Budget:</b> \$76,127,166	<b>Per 990, Percentage of Program Service Expenses (Column B/ Column A x 100):</b> 93%	<b>Per 990, Percentage of Management &amp; General Expenses Only (Column C / Column A x 100):</b> 2%	<b>Per 990, Percentage of Management &amp; General Expenses and Fundraising (Column C+D / Column A x 100):</b> 7%
<b>Purpose of Grant Request (one sentence):</b> To provide life-saving vitamin A and deworming treatment to vulnerable underserved children ages 6-59 months at risk for vitamin A deficiency and undernutrition.			
<b>Program Start Date (Month and Year):</b> 8/30/2019		<b>Program End Date (Month and Year):</b> 7/31/2020	
<b>Gimbel Grants Received: List Year(s) and Award Amount(s)</b> • 2018 grant for \$50,000.00			

## S.L. Gimbel Foundation Fund Grant Application

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### Organization / Agency Information



<b>Organization/Agency Name:</b> Vitamin Angels Alliance Inc.		
<b>Physical Address:</b> 111 W. Micheltorena St., Suite #300		<b>City/State/Zip</b> Santa Barbara, CA 93101
<b>Mailing Address:</b> PO Box 4490		<b>City/State/Zip</b> Santa Barbara, CA 93101
<b>CEO or Director:</b> Howard Schiffer		<b>Title:</b> President and Founder
<b>Phone:</b> (805) 564-8400	<b>Fax:</b> (805) 564-8499	<b>Email:</b> info@vitaminangels.org
<b>Contact Person:</b> Daniel Zorub		<b>Title:</b> Manager of Philanthropic Partnerships
<b>Phone:</b> 562-900-5590	<b>Fax:</b> (805) 564-8499	<b>Email:</b> dzorub@vitaminangels.org
<b>Web Site Address:</b> www.vitaminangels.org		<b>Tax ID:</b> 77-0485881

### Program / Grant Information

**Interest Area:** ☐ Animal Protection ☐ Education ☐ Environment ☒ Health ☐ Human Dignity

<b>Program/Project Name:</b> Vitamin A & Deworming Coverage Gaps in Administrative Priority Countries		<b>Amount of Grant Requested:</b> \$75,000.00	
<b>Total Organization Budget:</b> <b>\$17.8m</b> (cash operating expense budget, excludes GIK)	<b>Per 990, Percentage of Program Service Expenses (Column B/ Column A x 100):</b> <b>93%</b>	<b>Per 990, Percentage of Management &amp; General Expenses Only (Column C / Column A x 100):</b> <b>2%</b>	<b>Per 990, Percentage of Management &amp; General Expenses and Fundraising (Column C+D / Column A x 100):</b> <b>7%</b>
<b>Purpose of Grant Request (one sentence):</b> To provide life-saving vitamin A and deworming treatment to vulnerable underserved children ages 6-59 months at risk for vitamin A deficiency and undernutrition.			
<b>Program Start Date (Month and Year):</b> August 2019 (receipt of grant funds)		<b>Program End Date (Month and Year):</b> July 2020 (project completion)	
<b>Gimbel Grants Received: List Year(s) and Award Amount(s)</b> 2012 grant for \$50,000.00; 2014 grant for \$50,000.00; 2016 grant for \$50,000.00; 2018 grant for \$50,000.00			

### Signatures

<b>Board President / Chair (print name and title):</b> Michelle Goolsby, Board Chair	
<b>Signature:</b> 	<b>Date:</b> June 14, 2019
<b>Executive Director/President (print name and title):</b> Howard Schiffer, President and Founder	
<b>Signature:</b> 	<b>Date:</b> June 17, 2019

## **2019 S.L. Gimbel Foundation Fund APPLICATION**

### **Narrative**

#### **I. Organization Background**

With experience as a midwife, nutritional counselor, and successful business owner in the dietary supplement industry, Howard Schiffer founded Vitamin Angels (VA) in 1994 with a vision to improve the lives of undernourished children globally. VA helps populations at-risk to undernutrition—specifically pregnant women, nursing mothers, and children under five—gain access to lifesaving and life changing vitamins. Prenatals help ensure the health of mothers, while vitamin A directly provided to children helps strengthen their immune systems. Our vitamin A programs are complemented by distributions of albendazole, a medicinal intervention for deworming, ensuring the effectiveness of beneficiaries' receipt of vitamins, which could otherwise be compromised by the presence of intestinal worms.

In accordance with WHO and UNICEF, micronutrient supplementation and deworming argues that a good health foundation for children empowers better school attendance and performance, increases earning potential, yielding long-term positive impact on communities. Today, Vitamin Angels is serving over 52 million children and mothers by operating through a network of 1000 NGOs (field partners, grantees, and technical partnerships) in 66 countries (including U.S. and Canada). VA's vision is to create a world where every child has the chance to lead a healthy and productive life.

With experience as a midwife, nutritional counselor, and successful business owner in the dietary supplement industry, Howard Schiffer founded Vitamin Angels (VA) in 1994 with a vision to improve the lives of undernourished children globally.

Vitamin Angels (VA) is a 501(c)(3), US-based non-profit organization, focused on the global public health problem of undernutrition. Our mission is to help at-risk populations in need – specifically pregnant women, new mothers, and children under five – gain access to life-changing vitamins and minerals.

To achieve this mission, VA provides annual grants of vitamin A supplements (VAS) and albendazole (deworming agent) for children ages 6-59 months, and multiple micronutrient supplements (MMS or prenatal multivitamins) for pregnant women to qualified Field Partners.

These Field Partners are locally registered NGOs (non-governmental organizations) across VA's respective operating environments, and have an intimate understanding of the communities they serve in order to target women and children living in hard-to-reach populations. Hard-to-reach is defined as individuals not reached or underserved by national health services or other existing healthcare systems, thereby representing a critical coverage gap among vulnerable populations in need of essential nutrition interventions.

#### **Organizational Accomplishments:**

Since receiving our last Gimbel Foundation grant in 2016, Vitamin Angels has made best use of these resources to consistently grow and expand our programming in terms of: beneficiary reach; number of field partners; and operating environments. Total global reach over the 4 years is accounted for in the following:

- FY2013 - 28,156,737 beneficiaries, 45 countries, 418 field partners;
- FY2014 - 36,475,738 beneficiaries, 51 countries, 719 field partners;
- FY2015 – 48,455,880 beneficiaries, 55 countries, 833 field partners;
- FY2016 – 52,782,902 field partners, 66 countries, 1140 field partners.

Other recent accomplishments include:

- In 2017 were awarded the Brandon Hall Group gold award in the category of “Best Unique or Innovative Learning and Development Program” for our eLearning program, developed in partnership with TorranceLearning. Press release available online to learn more.
- In 2017, Keystone Accountability conducted a survey of Vitamin Angels' field partners. Overall, Vitamin Angels was rated 7th, out of a global cohort of 80 international NGOs.
- Recipient of GuideStar Platinum Seal of Transparency for highest level of financial accountability.
- Recipient of the highest Charity Navigator rating for the last 9 years for transparency and financial efficiency. Throughout our years of partnership with the Gimbel Foundation, Vitamin Angels (VA) has used your support to continue successfully scaling our programs:
- FY2016– 52,782,902 beneficiaries, 66 countries, 1,140 Field Partners;
- FY2017– 61,760,461 beneficiaries, 74 countries, 1,283 Field Partners;
- FY2018– approx. 70.5M beneficiaries, 70 countries, 1600+ Field Partners.

Other recent accomplishments include:

- In 2019, VA is celebrating its 25th Anniversary.
- In 2018, VA announced its “Global Prenatal Campaign” with the vision to stop malnutrition from the start by providing multiple micronutrient supplementation (MMS) for pregnant women.
- Rated one of Charity Navigator’s “10 Best Humanitarian Relief Organizations”.
- Received the highest ratings for financial transparency and impact from Charity Navigator (4-stars) and GuideStar (Platinum Seal).

Strengthening of Monitoring & Evaluation (M&E):

In 2018 VA invested heavily in strengthening and making updates to its M&E system, summarized in three key categories:

- (1) Vetting & Reporting: VA conducts a rigorous onboarding process of its Field Partners including vetting, training, and collecting documented coordination with local governments, in order to help ensure Field Partner’s ability to serve hard-to-reach population and the non-duplication of services. After successful qualification, VA requires all Field Partners to report on distribution activities.
- (2) On-site Monitoring: VA conducts on-site monitoring visits of a representative sample of 20% of Field Partners, to validate that service delivery of VA supported nutrition interventions is conducted according to best practices.
- (3) Coverage Surveys: This effort helps determine the coverage or proportion of beneficiaries in a specific target population who report receiving vitamin A, deworming, and/or prenatal MMS from VA supply and/or the government supply, or neither. In 2018, VA conducted a coverage survey in Nagaland, India. In 2019, VA will conduct at least one additional coverage survey in 2019 as part of a routine process for evaluating program coverage.

Program Activities:

VA’s International Program distributes vitamin A, prenatal multivitamins, and albendazole. Other programs include technical advisory for mass drug administration best practices, nutritional counseling, and breastfeeding advocacy. Funding for vitamin A projects under our International Program is the focus of this grant application. For children under five, malnutrition can disrupt physical and cognitive development and is linked to almost half (45%) of childhood deaths. Vitamin A supplements strengthen immune systems and fight off life-threatening illnesses for children who don’t have access to foods with vitamin A. Our beneficiaries are children 6-59 months living in at-risk communities in remote regions of countries with documented vitamin A deficiency (consistent with WHO/UNICEF priority countries) in Africa, Asia, and Latin America. Our beneficiaries live in countries with limited foodscapes, no access to fortified food, or who can’t afford to buy foods with vitamin A are often deficient and in need of vitamin A supplementation. In 2016, VA distributed specifically vitamin A to 43,534,550 beneficiaries in 66 countries through a network of 1140 field partners operating in different communities. VA has become the largest distributor of vitamin A to the NGO community internationally, and our goal is to continue targeting the approximately 190 million children who are underserved and systematically missed by government-led supplementation programs.

Vitamin Angels will purchase 2,000,000 vitamin A capsules, according to our quality standards and specifications following WHO formulation, at an estimated cost of \$.025/dose (2.5 cents) to purchase enough vitamin A for an estimated 1,000,000 (one million) children at a total cost of \$50,000. We will ship the vitamin A capsules to our



field partners who will distribute one dose of vitamin A directly to beneficiary children ages 6-59 months twice annually.

Vitamin Angels (VA) is a 501(c)(3), US-based non-profit organization, focused on the global public health problem of undernutrition. Our mission is to help at-risk populations in need – specifically pregnant women, new mothers, and children under five – gain access to life-changing vitamins and minerals.

To achieve this mission, VA provides annual grants of vitamin A supplements (VAS) and albendazole (deworming agent) for children ages 6-59 months, and multiple micronutrient supplements (MMS) for pregnant women to qualified Field Partners. These Field Partners have an intimate understanding of the communities they serve and target women and children living in hard-to-reach populations. Hard-to-reach is defined as individuals not reached or underserved by national health services, thereby representing a critical coverage gap among vulnerable populations in need of essential nutrition interventions.

Most governments offer health and nutrition services intended to meet the needs of their citizens. But despite their best efforts, limited resources often constrain their ability to do so. National health services serve approximately 70% of eligible populations at-risk for undernutrition globally. VA focuses on serving the remaining coverage gap of 30%.

All of VA's interventions (VAS, deworming, and MMS) are evidence-based interventions, and our program needs assessments are informed by national health data. An attachment will be included with our application providing links to efficacy citations for reference.

In addition to providing VAS, deworming, and MMS, VA also provides technical assistance (i.e., through VA's Learning Solutions Platform) to ensure partners are conducting interventions according to best practices.

## **II. Project Information:**

### **A) Statement of Need**

Vitamin A supplementation (VAS) and deworming (D) are WHO recommended evidence-based public health interventions delivered by Ministries of Health.

VAS is delivered to infants and children at risk of undernutrition because it can: increase child survival, support healthy immune systems, promote physical growth, prevent blindness, help mitigate incidence of measles, and can reduce under-5 mortality by up to 24%.

Deworming is the treatment of soil-transmitted helminths (intestinal worms), and helps to reduce risks of parasitic infection and improve uptake of micronutrient supplementation, such as VAS.

VAS+D programs supported by UNICEF/WHO and national governments serve approximately 70% of at-risk eligible populations. Vitamin Angels is committed to closing the gap by providing VAS+D to the remaining 30% of eligible underserved children under 5 at-risk for undernutrition and not being reached by existing health systems.

In May 2018 UNICEF released a report, "Coverage at a Crossroads", warning that VAS programs are in crisis as over 140 million children are at greater risk of illness, hearing loss, blindness, and death if urgent action is not taken to provide them with life-saving vitamin A supplements. In 2016, only 64 percent of children in-need were reached with two doses of vitamin A, leaving over one third of children unprotected from the devastating effects of vitamin A deficiency. There are also stark inequities in program coverage, meaning that the most vulnerable children are not always being reached. Between 2015 and 2016, VAS coverage dropped by more than half in countries with the highest under-five mortality rates.

As our mission is concerned with the health of women and children vulnerable to undernutrition, this update from UNICEF documents the global burden that Vitamin Angels' programs face. Our present and future challenge is the expanding universal coverage gap that increasingly demands more resources to fill. We are committed to filling this gap with increased support from partners like The SL Gimbel Foundation Fund and the Community Foundation.

If we fail to act now, the many gains achieved in the past two decades risk backsliding further, leaving millions of children vulnerable to preventable causes of death. As the world mobilizes towards the 2030 Agenda for Sustainable Development – and the target of ending preventable deaths in children under age 5 – there has never been a better time to reprioritize this safe, cost-effective, evidence-based intervention.

While Vitamin Angels serves communities globally, for this project we are seeking to support the need in 8 administrative priority countries, with a collective beneficiary gap of approximately 4,619,000 children and a subsequent funding gap of \$1,242,000.

## B) Project Description

This project is to provide undernourished children with vitamin A supplementation and deworming treatment to reduce childhood morbidity and mortality.

However, what makes our programming unique is our effort to target beneficiaries who are “hard-to-reach”. Hard-to-reach is defined as individuals not reached or underserved by national health services, thereby representing a critical coverage gap among vulnerable populations in need of essential nutrition interventions. These populations account for approximately 30% of at-risk eligible beneficiaries not being served by existing healthcare systems.

In order to manage these coverage gaps, VA has categorized 8 out of the 74 countries in which we work as “administrative priority countries”. Based on a needs assessment that considers coverage gaps, beneficiary needs, existing infrastructure, and capacity, VA has identified the following countries to meet this “priority” criteria: India, Nigeria, the Democratic Republic of Congo (DRC), Uganda, Indonesia, Philippines, Haiti, and Mexico.

The approximate cost to provide one beneficiary with the necessary two doses of vitamin A and albendazole (deworming agent) annually is \$0.27 cents. The beneficiary coverage gap in terms of number of children and total project costs to fill those gaps by country are: India– 2,839,000, \$766,000; Nigeria– 1,001,000, \$270,000; DRC– 48,000, \$12,000; Uganda– 44,000, \$11,000; Indonesia– 39,000, \$10,000; Philippines– 106,000, \$28,000; Haiti– 280,000, \$75,000; Mexico– 262,000, \$70,000.

Cumulatively the need in these countries represents a coverage gap of approximately 4,619,000 children with a subsequent funding gap of \$1,242,000. Our requested funds of \$75k would enable VA to work towards filling the coverage gaps in these priority countries.

What makes our programming and projects innovative is our unique model of working with NGO “Field Partners”. Our grassroots model centers on strengthening the capacity of locally registered NGOs to deliver nutrition services in a manner that is coordinated, where possible, with national health services.

All of our Field Partners are rigorously vetted and on-boarded, in order to ensure their existing programs are suitable for successfully implementing our program goals. This is locally sustainable as we graft our programs onto existing healthcare outreach. Partnering with NGOs already working in at-risk communities, VA takes on the role of a grant-making organization to provide our Field Partners with gift-in-kind grants of vitamin A and albendazole, as well as training and technical assistance to ensure our partners can deliver the vitamin A and albendazole interventions according to best practices. With VA’s support, our Field Partners are thus the direct service provider of interventions to beneficiaries. VA then conducts appropriate Monitoring & Evaluation activities to validate that we are accomplishing our goals in the field.

Currently, VA has over 1,600 Field Partners. Our distribution model is not only novel, but highly efficient because it requires local contribution of human and logistical resources, which (1) increases beneficiaries reached, (2) creates a sense of local participation, initiative, and ownership, (3) focuses on reaching children who are generally not served by national healthcare systems.

## C) Project Goal, Objectives, Activities & Expected Outcomes

### *Project Goal:*

Reduce risks of morbidity and mortality for approximately 278,000 children due to vitamin A deficiency and undernutrition, by providing vitamin A supplementation (VAS) and deworming treatment (both evidence-based recommended nutrition interventions by UNICEF and the WHO) to beneficiaries ages 6-59 months in “hard-to-reach” underserved communities not being reached by existing healthcare systems.

### *Project Objectives:*

Increase life-saving/changing vitamin A supplementation and deworming treatment coverage by approximately 278,000 at-risk, eligible, hard-to-reach children ages 6-59 months in VA Administrative Priority Countries.

### *Program Activities:*

VA's International Program distributes vitamin A, prenatal multivitamins, and albendazole. Other programs include technical advisory for mass drug administration best practices, nutritional counseling, and breastfeeding advocacy. Funding for vitamin A projects under our International Program is the focus of this grant application. For children under five, malnutrition can disrupt physical and cognitive development and is linked to almost half (45%) of childhood deaths. Vitamin A supplements strengthen immune systems and fight off life-threatening illnesses for children who don't have access to foods with vitamin A. Our beneficiaries are children 6-59 months living in at-risk communities in remote regions of countries with documented vitamin A deficiency (consistent with WHO/UNICEF priority countries) in Africa, Asia, and Latin America. Our beneficiaries live in countries with limited foodscapes, no access to fortified food, or who can't afford to buy foods with vitamin A are often deficient and in need of vitamin A supplementation. In 2016, VA distributed specifically vitamin A to 43,534,550 beneficiaries in 66 countries through a network of 1140 field partners operating in different communities. VA has become the largest distributor of vitamin A to the NGO community internationally, and our goal is to continue targeting the approximately 190 million children who are underserved and systematically missed by government-led supplementation programs.

Vitamin Angels will purchase 2,000,000 vitamin A capsules, according to our quality standards and specifications following WHO formulation, at an estimated cost of \$.025/dose (2.5 cents) to purchase enough vitamin A for an estimated 1,000,000 (one million) children at a total cost of \$50,000. We will ship the vitamin A capsules to our field partners who will distribute one dose of vitamin A directly to beneficiary children ages 6-59 months twice annually.

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To achieve this mission, VA provides annual grants of vitamin A supplements (VAS) and albendazole (deworming agent) for children ages 6-59 months, and multiple micronutrient supplements (MMS) for pregnant women to qualified Field Partners. These Field Partners have an intimate understanding of the communities they serve and target women and children living in hard-to-reach populations. Hard-to-reach is defined as individuals not reached or underserved by national health services, thereby representing a critical coverage gap among vulnerable populations in need of essential nutrition interventions.

Most governments offer health and nutrition services intended to meet the needs of their citizens. But despite their best efforts, limited resources often constrain their ability to do so. National health services serve approximately 70% of eligible populations at-risk for undernutrition globally. VA focuses on serving the remaining coverage gap of 30%.

All of VA's interventions (VAS, deworming, and MMS) are evidence-based interventions, and our program needs assessments are informed by national health data. An attachment will be included with our application providing links to efficacy citations for reference.

In addition to providing VAS, deworming, and MMS, VA also provides technical assistance (i.e., through VA's Learning Solutions Platform) to ensure partners are conducting interventions according to best practices.

#### *Expected Outcomes:*

Provide life-saving/changing vitamin A and deworming treatment for approximately 278,000 children at-risk for undernutrition in Administrative Priority Countries.

Vitamin A supplementation increases child survival, supports healthy immune systems, promotes physical growth, prevents blindness, helps mitigate incidence of measles, and can reduce under-5 mortality by up to 24%.

Deworming helps to reduce risks of parasitic infection and uptake of micronutrient supplementation, like vitamin A.

Our vitamin A and deworming programs are conducted with confidence that, as evidence-based interventions recommended for universal coverage by UNICEF and the WHO, if a child receives the recommended intervention they will benefit from these health outcomes.

#### *Evaluation:*

#### 5. Evaluation

Vitamin Angels (VA) will track that beneficiary coverage expanded by 278,000 eligible children using the following Monitoring and Evaluation (M&E) activities. VA's M&E strategy is designed to measure the progress and extent to which VA is meeting its mission. Vitamin Angels M&E framework is intended to facilitate benchmarking of the organization against established best practices and to stimulate action to improve overall program operations. VA implements three main methods of data collection toward validation of outputs and outcomes. These methods are described below.

(1) Vetting & Reporting: VA aims to collect annual distribution reports from 100% of Field Partners including inventory reconciliation reporting, 6-month check-ins, and an annual report every 12 months.

(a) To further ensure VA avoids duplication of services to eligible beneficiaries, VA also collects additional documentation from Field Partners detailing their coordination with local government.

(2) On-Site Monitoring: VA conducts on-site monitoring visits of a representative sample of 20% of its Field Partners to validate that VA supported interventions are delivered according to best practices. In 2018, VA successfully monitored 15% of its Field Partners, and conducted 128 monitoring visits in 19 countries, utilizing 28 monitors. In 2019, VA is monitoring 20% of its Field Partners.

(3) Coverage Surveys: In 2018, VA designed and conducted a coverage survey in the remote state of Nagaland, India. The objective of the coverage survey was to determine the coverage of vitamin A and deworming interventions in the state and VA's contribution to filling gaps in services. This data will support VA's efforts to improve program operations, and will enable VA to model impact (e.g., reduction in mortality) using statistical software such as the Lives Saved Tool (LiST). In 2019, VA will conduct another coverage survey in Nigeria.

#### D) Timeline

Provide a timeline for implementing the project. State the start date and ending date of the project, include timeframes for specific activities, as appropriate.

- August 2019 - Expected Receipt of Grant Funds
- Q4 2019 - Procurement of Product and Logistics Processes. Please note, that Q4 is typically our busiest quarter for shipping product to our Field Partners.
- Q1-Q2 2020 - Ongoing Field Partner Management Processes and Programs Activities (as detailed in the "project activities" section).
- July 2020 - Conclusion of Grant Period and Submission of Evaluation Report

#### E) Target Population

Who will this grant serve? How many people will be impacted? Provide a breakdown: Number of Children, Youth, Adults, Seniors, Animals.

While the scale and scope of Vitamin Angels' beneficiary portfolio is comprised of over 70M vulnerable women and children at-risk for undernutrition in 70 countries, as previously stated the \$75k in grant funds requested will be used to provide life-saving/changing vitamin A supplementation and deworming treatment to an approximate 278,000 children ages 6-59 months who are underserved or not being served by existing healthcare systems in our Administrative Priority Countries (India, Nigeria, the Democratic Republic of Congo, Uganda, Indonesia, Philippines, Haiti, and Mexico) during the grant period. A complete list of countries and communities we serve can be found on our website: <https://bit.ly/2M3pfhi>.

#### F) Projects in the Community

How does this project relate to other existing projects in the community? Who else in the community is providing this service or has a similar project? Who are your community partners (if any)? How are you utilizing volunteers?

The global community is working to achieve universal vitamin A distribution for at-risk populations. Multi-lateral agencies (UNICEF, WHO) and bi-lateral agencies (USAID) provide the most funding and are very successful at reaching infants and children who have access to health care facilities. VA, on the other hand, focuses on remote and underserved populations who are often most in need and have little or no access to health care. Through our Field Partner model, we have unique access to these populations to fill the gaps left by larger programs. VA is the second largest supplier of vitamin A after UNICEF, and our approach promotes capacity building and sustainability of Field Partners that are already integrated



into these hard-to-reach communities. We provide our Field Partners with product, training and technical assistance to ensure best practices for intervention service delivery including (1) onsite trainings + eLearning platform, (2) educational materials, (3) technical guidelines, (4) materials custom for language groups and cultures, (5) technical advisory services to assist partners with planning and problem solving, and (6) M&E activities to validate granted product is reaching targeted beneficiaries. Although VA does not use volunteers, our Field Partners use volunteers to organize the vitamin distributions.

#### **G) Use of Grant Funds**

How will you use the grant funds?

Based on needs assessments that considers coverage gaps, beneficiary needs, existing infrastructure, and capacity, at a cost of \$0.27 cents per beneficiary Vitamin Angels (VA) will use the \$75k in grant funds to provide life-saving vitamin A and deworming medication to an approximate additional 278,000 children ages 6-59 months in our Administrative Priority Countries in order to reduce the risks of vitamin A deficiency and ultimately the risks of morbidity and mortality as associated with micronutrient deficiencies and undernutrition.

VA has identified the following countries that meet this "priority" criteria: India, Nigeria, the Democratic Republic of Congo (DRC), Uganda, Indonesia, Philippines, Haiti, and Mexico. The total beneficiary coverage gap that Vitamin Angels is working to address in these countries is approximately 4.6M children resulting in a funding gap of approximately \$1.2M needed to serve these children.

Please note\* (1) that our target number of children is rounded to the nearest thousandth; (2) our cost per beneficiary is based on a blended cost analysis; (3) total project costs are rounded to the nearest thousandth; and (4) our calculation for use of grant funds as - \$75,000 grant dollars / \$0.27 cents per beneficiary = approx. 277,778.78 beneficiaries, rounded up to 278,000

### **XVI. Project Future**

#### **A) Sustainability**

Vitamin Angels has a fundraising model fairly unique compared to other nonprofits by providing corporate partners (typically in the dietary supplement, natural products, and specialty retail / grocery industries) with business solutions in the areas of CSR, cause-marketing, and employee engagement.

VA executes on a well-developed strategy for maintaining and increasing donations by identifying and developing close relationships with ingredient suppliers, manufacturers, vendors, brands, and retailers. Some of these partnerships having a legacy dating back nearly 20 years. Per VA's expertise in providing corporate partners with business solutions, these relationships are based upon working with the most senior members of company leadership to engage both the employees and customers on the importance of the donation. This model deeply integrates the VA mission not only into a partner's company culture, but also into their operations, sales, and marketing platforms. VA has over 200 partnerships with companies that make regular donations. A complete list of our corporate partners and major donors can be found on our website: <https://bit.ly/1M3nvfR>.

### **IV. Governance, Executive Leadership and Key Personnel/Staff Qualifications**

#### **A) Governance**

The Board of Directors is Vitamin Angels' governing board. They provide fiscal guidance, strategic direction, approve operations plans, and provide oversight to the executive leadership. The standing committees are: Audit, Compensation, Development, Governance, Investments, and Programs. The Board of Directors makes decisions by receiving relevant information from the executive team, management, and all staff for discussion of pertinent topics prior to taking a majority vote.

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#### **B) Management**

Describe the qualifications of key personnel/staff responsible for the project.

The Programs Division bears responsibility for project oversight. All programs operations are overseen by Director of Programs, Dr. Kristen Hurley, PhD, MPH. As faculty at The Johns Hopkins Bloomberg School of Public Health, Dr. Hurley works with Vitamin Angels' staff stationed throughout the globe, to ensure that operations are running smoothly. In addition, Dr. Clayton Ajello, DrPH, MPH, is VA's Senior Technical Advisor who has served 12+ years as VP for International Programs (public health, clinical, primary care training) at The Johns Hopkins University. He specializes in advising non-profit organizations seeking to bring about sustainable, high impact public health initiatives in low resources settings. Also informing and supporting program activities is board member, Dr. Robert Black, MD, MPH. Dr. Black is a professor in the Department of International Health and Director of the Institute for International Programs at the Johns Hopkins Bloomberg School of Public Health. As a member of the US Institute of Medicine and advisory bodies of the WHO, International Vaccine Institute, and other international non-governmental organizations, his focus is pediatric healthcare policy globally.

## S.L. Gimbel Foundation APPLICATION

Organization Name:

Vitamin Angels Alliance Inc.

**V. Project Budget and Narrative (Do not delete these instructions on your completed form).**

A) **Budget Table:** Provide a detailed line-item budget for your entire project by completing the table below.

Requested line items should be limited to Ten (10) line items. The less the better.

**A breakdown of specific line item requests and attendant costs should include:**

- 1) Line item requests for materials, supplies, equipment and others:
  - a. Identify and list the type of materials, supplies, equipment, etc.
  - b. Specify the unit cost, number of units, and total cost
  - c. Use a formula/equation as applicable. (i.e. 40 books @ \$100 each = \$4000)
- 2) Line item requests for staff compensation, benefits: **Do not use FTE percentages.**
  - a. Identify the position; for each position request, specify the hourly rate and the number of hours (i.e. \$20/hr x 20 hours/week x 20 weeks = \$8,000)
  - b. For benefits, provide the formula and calculation (i.e. \$8,000 x 25% = \$2,000)
- 3) Line items on Salaries/Personnel included in budget (contribution or in-kind) but NOT requested from the Gimbel Foundation must be broken down per number 2) above: Provide rate of pay per hour and number of hours.

Line Item Request	Line Item Description (Maximum two lines)	Support From Your Agency	Support From Other Fundors	Requested Amount From Gimbel/TCF	Line Item Total of Project
Vitamin A + Deworming	Vitamin A + Deworming Intervention Service Delivery for 278,000 children	N/A	N/A	\$75,000.00	\$75,060.00
					0
					0
					0
					0
					0
					0
					0
					0
<b>TOTALS:</b>		\$ N/A	\$ N/A	\$ 75,000.00	\$ 75,060.00

**B) Narrative:** The budget narrative is the justification of “how” and/or “why” a line item helps to meet the project deliverables. Provide a description for each line item request as necessary. Explain how the line item relates to the project. If you are requesting funds to pay for staff, list the specific duties of each position. See attached SAMPLE Project Budget and Budget Narrative

1. Vitamin A + Deworming: Provision of vitamin A supplementation and deworming treatment for eligible beneficiaries at a cost of approximately \$0.27 cents per beneficiary.

Based on the amount of funds we are eligible to request from the Gimbel Foundation, our calculation for use of grant funds is as: \$75,000 grant dollars / \$0.27 cents per beneficiary = approx. 277,778.78 beneficiaries, rounded up to 278,000.

In order to reach approximately 278,000 beneficiaries, at \$0.27 cents per beneficiary it would cost approximately \$75,060.00.

## S.L. Gimbel Foundation APPLICATION

**VI. Sources of Funding:** Please list your current sources of funding and amounts.

### *Secured/Awarded*

Name of Funder: Foundation, Corporation, Government	Amount
Corporations	\$ 16,200,000
Individuals	\$ 300,000
Foundations	\$ 100,000
Government	\$ 0
GIK donations of product	\$ 108,000,000
	\$
	\$
	\$

### *Pending*

Name of Funder: Foundation, Corporation, Government	Amount	Decision Date
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	

**Diversity of Funding Sources:** A financially healthy organization should have a diverse mix of funding sources. Complete those categories that apply to your organization using figures from your most recent fiscal year.

Funding Source	Amount	% of Total Revenue	Funding Source	Amount	% of Total Revenue
Contributions	\$ 16,000,000	%	Program Fees	\$ 0	0 %
Fundraising/Special Events	\$ 500,000	%	Interest Income	\$ 0	0 %
Corp/Foundation Grants	\$ 500,000	%	Other:	\$ 108.0 M	0 %
Government Grants	\$ 0	%	Other:	\$ 0	0 %

**Notes:**

Most of Vitamin Angels (VA) cash contributions come from one partnership with Walgreens (\$10.0m). VA is actively trying to diversify its funding sources. VA also receives GIK donations of product (Vitamin A, Albendazole, and Multiple Micronutrient Supplements for pregnant women). The amounts above are what is forecasted to be received in 2019 but are not yet secured. We also anticipate receiving \$108.0m in donated product in 2019. The value of the product is assessed at fair value in accordance with Generally Accepted Accounting Principles in the US.



## S.L. Gimbel Foundation APPLICATION

### VII. Financial Analysis

Agency Name: Vitamin Angels

Most Current Fiscal Year (Dates): From January 1, 2017 To: December 31, 2017

This section presents an overview of an applicant organization's financial health and will be reviewed along with the grant proposal. Provide all the information requested on your **entire organization**. Include any notes that may explain any extraordinary circumstances. Information should be taken from your most recent 990 and audit. **Double check your figures!**

#### Form 990, Part IX: Statement of Functional Expenses

##### 1) Transfer the totals for each of the columns, Line 25- Total functional expenses (page 10)

(A) Total Expenses	(B) Program service expenses	(C) Management & general expenses	(D) Fundraising expenses
\$85,100,015	\$79,241,369	\$1,959,648	\$3,898,998

##### 2) Calculate the percentages of Columns B, C, and D, over A (per totals above)

- Program services (B) – A general rule is that at least 75% of total expenses should be used to support programs
- Management & general administration (C) – A general rule is that no more than 15% of total expenses should be used for management & general expenses
- Fundraising (D) – A general rule is that no more than 10% of total expenses should be used for fundraising

(A) Total Expenses	(B) Program service expenses	(C) Management & general expenses	(D) Fundraising expenses
	Columns B / A x 100	Columns C / A x 100	Columns D / A x 100
Must equal 100%	93 %	2 %	5 %

##### 3) Calculate the difference between your CURRENT year budget for management & general expenses and your previous management & general expenses per your 990 (Column C)

Percentage of Organization's <u>Current</u> Total Budget used for Administration	Column C, Management & general expenses per 990 above	Differential
2 %	2 %	- %

If the differential is above (+) or below (-) 10%, provide an explanation:

## **S.L. Gimbel Foundation APPLICATION**

**Quick Ratio:** Measures the level of liquidity and measures only current assets that can be quickly turned to cash. A generally standard Quick Ratio equals 1 or more.

<b>Cash</b>	<b>+ Accounts Receivables</b>	<b>/Current Liabilities</b>	<b>= Quick Ratio</b>
\$8,363,000	\$ 4,898,000	1,251,000	10.6

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### **Excess or Deficit for the Year:**

<b>Excess or (Deficit) Most recent fiscal year end</b>	<b>Excess or (Deficit) Prior fiscal year end</b>
\$24,322,000 Excess	\$5,011,000 Excess

### **Notes:**

The Quick Ratio above was using figures from the balance sheet as reported on the 2017 990. The quick ratio as of 12/31/18 is as follows:

Cash \$10,420,000 + AR \$4,357,000 / Current Liabilities \$1,319,000 = 11.2

The Excess in 2018 of \$24.3m is mostly due to timing of when we received GIK products. We received much of our product at the end of 2018 where we were expecting shipments to be made in early 2019. Accordingly, our GIK revenue in 2018 was much higher than we anticipated, causing a large excess.

# Vitamin Angels

## Budget vs. Actuals: 2019 Budget vs FY18 P&L

	2018 Actual	Total 2019 Budget	Variance
<b>Income</b>			
4000 Contribution Income	0.00	0.00	0.00
4001 Corporate Donations	1,650,560.00	850,000.00	800,560.00
4002 Individual Donations	226,927.11	200,000.00	26,927.11
4003 Promotions	12,830,198.32	14,630,000.00	-1,799,801.68
4004 Events	635,570.00	650,000.00	-14,430.00
4005 Web Donations	184,730.55	150,000.00	34,730.55
4006 Foundation	371,032.47	520,000.00	-148,967.53
4027 In-Kind Donations	120,025,703.26	108,000,000.00	12,025,703.26
4028 In Kind Donated Prof. Services	179,311.00	0.00	179,311.00
Total 4000 Contribution Income	\$ 136,104,032.71	\$ 125,000,000.00	\$ 11,104,032.71
Total Income	\$ 136,104,032.71	\$ 125,000,000.00	\$ 11,104,032.71
Gross Profit	\$ 136,104,032.71	\$ 125,000,000.00	\$ 11,104,032.71
<b>Expenses</b>			
5000 Salaries, Payroll & Related Expenses (Main)	3,943,942.97	4,537,290.00	-593,347.03
5001 Payroll Expenses (b)	286,122.73	1,134,323.00	-848,200.27
5002 Changes in Accrued vacation	-10,227.61	0.00	-10,227.61
5030 401K Employer Expenses	142,670.87	0.00	142,670.87
5040 Medical-Health Savings Account	2,700.00	0.00	2,700.00
5042 Insurance/ Health/Dental/Life	276,752.02	0.00	276,752.02
5050 457 Expense	60,000.00	0.00	60,000.00
Total 5000 Salaries, Payroll & Related Expenses (Main)	\$ 4,701,960.98	\$ 5,671,613.00	-\$ 969,652.02
6000 General Business Expense	0.00	0.00	0.00
6002 BOD Meetings	23,286.74	10,000.00	13,286.74
6005 Gifts	1.15	2,500.00	-2,498.85
6007 Meals- Meetings	0.00	5,000.00	-5,000.00
6008 Registration Fees/Licenses/Organization Taxes	12,653.32	10,000.00	2,653.32
6009 Staff Development/	28,726.52	30,000.00	-1,273.48
Total 6000 General Business Expense	\$ 64,667.73	\$ 57,500.00	\$ 7,167.73
6015 Development	0.00	0.00	0.00
6022 Misc.	45,815.43	34,900.00	10,915.43
6025 Professional & Consulting	207,564.96	91,000.00	116,564.96
6026 Intern	5,000.00	4,800.00	200.00
6027 Travel & Travel Advance	349,469.09	334,157.00	15,312.09
6028 Tradeshow	10,852.91	20,583.00	-9,730.09
6029 Donor Recognition	604,067.26	638,500.00	-34,432.74
Total 6015 Development	\$ 1,222,769.65	\$ 1,123,940.00	\$ 98,829.65
6040 Corporate Services	0.00	0.00	0.00
6041 Accounting & Legal	241,756.43	50,000.00	191,756.43
6044 Professional & Consulting	177,360.00	50,000.00	127,360.00

6045 Travel & Travel Advance	6,025.51	20,000.00	-13,974.49
6046 Intern Stipend	0.00	2,400.00	-2,400.00
<b>Total 6040 Corporate Services</b>	<b>\$ 425,141.94</b>	<b>\$ 122,400.00</b>	<b>\$ 302,741.94</b>
6050 Marketing	0.00	0.00	0.00
6051 Website	32,216.75	68,750.00	-36,533.25
6052 Professional & Consulting	624,982.50	582,125.00	42,857.50
6053 Travel & Travel Advance	30,407.33	98,500.00	-68,092.67
6055 General Marketing	49,817.80	39,150.00	10,667.80
6056 Programs	2,893.47	14,000.00	-11,106.53
6057 Ongoing Outreach	87,292.91	82,500.00	4,792.91
6058 Campaigns/Nurturing	26,862.78	65,000.00	-38,137.22
6059 Events	276,208.70	405,000.00	-128,791.30
<b>Total 6050 Marketing</b>	<b>\$ 1,130,682.24</b>	<b>\$ 1,355,025.00</b>	<b>-\$ 224,342.76</b>
6060 Program Costs	0.00	0.00	0.00
6063 Product-	0.00	0.00	0.00
6064 Shipping	1,315,253.11	1,257,464.00	57,789.11
6065 Warehousing	130,175.52	149,253.00	-19,077.48
6066 Intern Stipend	3,400.00	4,560.00	-1,160.00
6068 Professional Services and Consultants	1,536,618.65	1,818,686.00	-282,067.35
6069 Travel	81,129.33	55,824.00	25,305.33
6090 Product Purchases-redistributed	3,614,316.45	3,614,316.45	0.00
6095 Product Distributed (InKind)	95,455,814.81	95,455,814.81	0.00
6096 Monitoring and Technical Assistance	104,541.03	157,700.00	-53,158.97
6098 India	188,206.34	328,560.00	-140,353.66
6099 Africa	519,551.82	570,061.00	-50,509.18
6100 Program Mgmt. Dept.	10,231.76	101,194.00	-90,962.24
6102 Asia Operation	132,903.67	138,346.00	-5,442.33
6103 LAC Operation	83,515.29	116,096.00	-32,580.71
6104 US & Canada Operation	51,789.46	55,906.00	-4,116.54
<b>Total 6060 Program Costs</b>	<b>\$ 103,227,447.24</b>	<b>\$ 103,823,781.26</b>	<b>-\$ 596,334.02</b>
6071 Bank Charges	43,489.23	15,000.00	28,489.23
6073 Merchant Account Fees	22,525.28	25,000.00	-2,474.72
<b>Total 6071 Bank Charges</b>	<b>\$ 66,014.51</b>	<b>\$ 40,000.00</b>	<b>\$ 26,014.51</b>
6078 Office Supply	46,413.14	40,000.00	6,413.14
6074 Computer	431,682.30	376,000.00	55,682.30
6075 Dues, Subscrip, Publications	2,090.79	3,000.00	-909.21
6076 Insurance	104,414.97	100,000.00	4,414.97
6077 Maintenance & Repair	5,247.00	10,000.00	-4,753.00
<b>Total 6078 Office Supply</b>	<b>\$ 589,848.20</b>	<b>\$ 529,000.00</b>	<b>\$ 60,848.20</b>
6081 Shipping & Mailing	0.00	0.00	0.00
6080 Postage & Shipping/Fedex	1,728.40	3,000.00	-1,271.60
<b>Total 6081 Shipping &amp; Mailing</b>	<b>\$ 1,728.40</b>	<b>\$ 3,000.00</b>	<b>-\$ 1,271.60</b>
6082 Rent	177,225.62	306,250.00	-129,024.38
6083 Utilities	19,350.49	30,000.00	-10,649.51
6084 Telephone	51,291.74	45,000.00	6,291.74
<b>Total 6082 Rent</b>	<b>\$ 247,867.85</b>	<b>\$ 381,250.00</b>	<b>-\$ 133,382.15</b>
6447 Misc	7,284.88	50,000.00	-42,715.12

Total Expenses	\$ 111,685,413.62	\$ 113,157,509.26	-\$ 1,472,095.64
Net Operating Income	\$ 24,418,619.09	\$ 11,842,490.74	\$ 12,576,128.35
Other Income			
6450 Investment Income	139,897.89	0.00	139,897.89
6455 Unrealized Gains/Loss-Investments	-177,573.97	0.00	-177,573.97
6456 Interest Income	106.88	0.00	106.88
Total Other Income	-\$ 37,569.20	\$ 0.00	-\$ 37,569.20
Other Expenses			
6460 Depreciation expense	28,945.00	0.00	28,945.00
6462 Amortization Expense	71,481.42	0.00	71,481.42
6470 Realized Gains/Loss-Investments	-50,407.80	0.00	-50,407.80
6480 Loss on Asset written off	1,146.00	0.00	1,146.00
Total Other Expenses	\$ 51,164.62	\$ 0.00	\$ 51,164.62
Net Other Income	-\$ 88,733.82	\$ 0.00	-\$ 88,733.82
Net Income	\$ 24,329,885.27	-\$ 783,448.98	\$ 25,113,334.25

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**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	1,469,751.	1,469,751.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16	72,736,725.	72,736,725.		
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	749,385.	345,745.	232,399.	171,241.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	2,821,986.	868,521.	1,124,722.	828,743.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	137,005.	46,582.	52,062.	38,361.
9 Other employee benefits	260,409.	88,539.	98,955.	72,915.
10 Payroll taxes	249,351.	84,779.	94,754.	69,818.
11 Fees for services (non-employees):				
a Management				
b Legal	32,512.	15,936.	16,576.	
c Accounting	29,620.		29,620.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	2,162,218.	1,464,146.	88,978.	609,094.
12 Advertising and promotion	1,500,657.			1,500,657.
13 Office expenses	890,896.	807,943.	34,277.	48,676.
14 Information technology	354,404.	177,202.	70,881.	106,321.
15 Royalties				
16 Occupancy	191,366.	95,683.	38,273.	57,410.
17 Travel	418,528.	71,798.	20,532.	326,198.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	11,243.		11,243.	
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	138,350.	69,175.	27,670.	41,505.
23 Insurance	93,530.	46,765.	18,706.	28,059.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a PROGRAM DIRECT EXPENSES	852,079.	852,079.		
b				
c				
d				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	85,100,015.	79,241,369.	1,959,648.	3,898,998.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here ☐ if following SOP 98-2 (ASC 958-720)

## Vitamin Angels 2019 Budget

	<u>2019 Budget</u>
<b>Income</b>	
4000 Contribution Income	0.00
4001 Corporate Donations	850,000.00
4002 Individual Donations	200,000.00
4003 Promotions	14,630,000.00
4004 Events	650,000.00
4005 Web Donations	150,000.00
4006 Foundation	520,000.00
4027 In-Kind Donations	108,000,000.00
4028 In Kind Donated Prof. Services	0.00
Total 4000 Contribution Income	<u>\$ 125,000,000.00</u>
Total Income	<u>\$ 125,000,000.00</u>
Gross Profit	<u>\$ 125,000,000.00</u>
<b>Expenses</b>	
5000 Salaries, Payroll & Related Expenses (Main)	4,537,290.00
5001 Payroll Expenses (b)	1,134,323.00
5002 Changes in Accrued vacation	0.00
5030 401K Employer Expenses	0.00
5040 Medical-Health Savings Account	0.00
5042 Insurance/ Health/Dental/Life	0.00
5050 457 Expense	0.00
Total 5000 Salaries, Payroll & Related Expenses (Main)	<u>\$ 5,671,613.00</u>
6000 General Business Expense	0.00
6002 BOD Meetings	10,000.00
6005 Gifts	2,500.00
6007 Meals- Meetings	5,000.00
6008 Registration Fees/Licenses/Organization Taxes	10,000.00
6009 Staff Development/	30,000.00
Total 6000 General Business Expense	<u>\$ 57,500.00</u>
6015 Development	0.00
6022 Misc.	34,900.00
6025 Professional & Consulting	91,000.00
6026 Intern	4,800.00
6027 Travel & Travel Advance	334,157.00
6028 Tradeshow	20,583.00
6029 Donor Recognition	638,500.00
Total 6015 Development	<u>\$ 1,123,940.00</u>
6040 Corporate Services	0.00
6041 Accounting & Legal	50,000.00
6044 Professional & Consulting	50,000.00
6045 Travel & Travel Advance	20,000.00

6046 Intern Stipend	2,400.00
Total 6040 Corporate Services	<u>\$ 122,400.00</u>
6050 Marketing	0.00
6051 Website	68,750.00
6052 Professional & Consulting	582,125.00
6053 Travel & Travel Advance	98,500.00
6055 General Marketing	39,150.00
6056 Programs	14,000.00
6057 Ongoing Outreach	82,500.00
6058 Campaigns/Nurturing	65,000.00
6059 Events	405,000.00
Total 6050 Marketing	<u>\$ 1,355,025.00</u>
6060 Program Costs	0.00
6063 Product-	0.00
6064 Shipping	1,257,464.00
6065 Warehousing	149,253.00
6066 Intern Stipend	4,560.00
6068 Professional Services and Consultants	1,818,686.00
6069 Travel	55,824.00
6090 Product Purchases-redistributed	3,614,316.45
6095 Product Distributed (InKind)	95,455,814.81
6096 Monitoring and Technical Assistance	157,700.00
6098 India	328,560.00
6099 Africa	570,061.00
6100 Program Mgmt. Dept.	101,194.00
6102 Asia Operation	138,346.00
6103 LAC Operation	116,096.00
6104 US & Canada Operation	55,906.00
Total 6060 Program Costs	<u>\$ 103,823,781.26</u>
6071 Bank Charges	15,000.00
6073 Merchant Account Fees	25,000.00
Total 6071 Bank Charges	<u>\$ 40,000.00</u>
6078 Office Supply	40,000.00
6074 Computer	376,000.00
6075 Dues, Subscrip, Publications	3,000.00
6076 Insurance	100,000.00
6077 Maintenance & Repair	10,000.00
Total 6078 Office Supply	<u>\$ 529,000.00</u>
6081 Shipping & Mailing	0.00
6080 Postage & Shipping/Fedex	3,000.00
Total 6081 Shipping & Mailing	<u>\$ 3,000.00</u>
6082 Rent	306,250.00
6083 Utilities	30,000.00
6084 Telephone	45,000.00
Total 6082 Rent	<u>\$ 381,250.00</u>
6447 Misc	50,000.00
Total Expenses	<u>\$ 113,157,509.26</u>

Net Operating Income	<u>\$ 11,842,490.74</u>
Other Income	
6450 Investment Income	0.00
6455 Unrealized Gains/Loss-Investments	0.00
6456 Interest Income	<u>0.00</u>
Total Other Income	<u>\$ 0.00</u>
Other Expenses	
6460 Depreciation expense	0.00
6462 Amortization Expense	0.00
6470 Realized Gains/Loss-Investments	0.00
6480 Loss on Asset written off	<u>0.00</u>
Total Other Expenses	<u>\$ 0.00</u>
Net Other Income	<u>\$ 0.00</u>
Net Income	<u>-\$ 783,448.98</u>

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**S.L. Gimbel Final Evaluation Report Questions.**  
**Questions 1-15 are required and must be completed**

**1. Organization name:**

Vitamin Angels

**2. Grant #**

20180048

**3. Grant Period**

March 1, 2018 – February 28, 2019

**4. Location of Services (City and State)**

International Program to provide vitamin supplementation to underserved children in need. In 2018, Vitamin Angels programs served over 70M beneficiaries in 74 countries around the world. Vitamin Angels' headquarters is based in Santa Barbara, California.

**5. Name and Title of person completing evaluation.**

Daniel Zorub, Manager of Philanthropic Partnerships

**6. Phone Number:**

562-900-5590

**7. Email address.**

dzorub@vitaminangels.org

**8. Total number of clients served through this grant funding.**

Purchase of product to serve 1,000,000 (one million) beneficiaries.

**9. Describe the project's key outcomes and results based on the goals and objectives.**

- Objective I: The objective of this program was to use the \$50,000 in grant funds to purchase 2,000,000 high dose (200,000 IU) vitamin A capsules at the approximate cost of \$0.025/dose to reach an approximate 1,000,000 children with lifesaving vitamin A.
  - Outcome for objective 1: Vitamin Angels purchased 2,000,000 vitamin A capsules at the cost of roughly \$50,000. The vitamins were distributed by in-country grantee partners (our "field partners") to program countries identified by UNICEF as having moderate to severe vitamin A deficiency. In 2018, we reached 1,000,000 additional children with lifesaving vitamin A.



- Objective II: The second objective was to reduce mortality among undernourished children in countries with documented high rates of vitamin A deficiency.
  - Outcome for objective 2: According to the Cochrane Review, research shows that for vulnerable populations of children ages 6-59 months at-risk for vitamin A deficiency, Vitamin A supplementation can help reduce childhood mortality by up to 24% (Imdad et al.), in addition to helping support healthy immune systems, promoting physical and cognitive development, and helping reduce the risks of blindness.
  - It is not part of this program, however, to collect or analyze health survey data as this is an evidence-based intervention focused on universal coverage of target populations as aligned with UNICEF and WHO best practices.

**10. Please describe any challenges/obstacles the organization encountered (if any) in attaining stated goals & objectives.**

**11. How did the organization overcome and/or address the challenges and obstacles?**

- Our work focuses on providing evidence-based nutrition interventions to hard-to-reach children that do not have access to national health services. Challenges specific to our work include ensuring coordination among field partners and any government programs, avoiding duplication of services to eligible beneficiaries, and ensuring our programs are delivered to beneficiaries according to best practices. To address these challenges, we have taken steps in the following areas:
  - Improved field partner qualifying process and trainings
  - Implementation of a suite of learning solutions
  - Improved reporting and documentation
  - On-site monitoring
  - Coverage Surveys

*Identification, Training, and Oversight of grantee partners (our “field partners”) challenges including the following:*

**1. Qualifying Field Partners**

One of our requirements for qualifying our field partners revolves around the partner’s capacity to ensure distribution of vitamin A to the same beneficiaries twice annually. We require field partners to reach at least 200 children between the ages of 6 months and five years and have regular contact with the beneficiaries. Our focus is on children who are underserved and living in remote regions of developing countries not being reached by

existing healthcare systems, which makes access to these organizations challenging. For example, we work with small health clinics high in the Andes of Peru and in remote corners of Nagaland, India.

- a. To help us find qualified partners and effectively manage these dynamic relationships, we have hired local consultants who are familiar with their region of expertise, the socio-political environment there, culture, language, and other local needs to help us identify and vet qualified field partners. Our consultants are senior public health professionals and typically also have experience working with their local or national governments. We now have approximately 25 consultants across Asia, Africa, and Latin America.
- b. Additionally, we spread the word about our offer to provide vitamins to potential new field partners via online service, social media, and through aggressive networking via our existing beneficiary field partner network. Our Programs Managers are charged with recruitment and retention of new field partners on an ongoing basis. In 2018 Vitamin Angels worked with over 1600 NGO field partner organizations serving over 70M beneficiaries in at-risk communities in 74 countries.

## 2. Training Field Partners

We face challenges in the oversight of field partners to ensure our interventions are correctly distributed according to best practices and according to schedule (every 6 months to eligible children). Because we have nearly 1600 field partner organizations in remote regions with often little or no access to internet, it can be difficult to monitor and evaluate our field partners.

- a. To overcome some of these challenges, we provide educational materials and training programs to train community health workers on best practices including focusing on children ages 6-59 months, using sterile instruments (scissors for cutting open vitamin A capsules), implementing Infection Prevention Practices or hand hygiene, etc. We also schedule biannual check-ins and require our field partners to submit reports on their programs. We have a team of 4 Programs Managers, approximately 25 international consultants, and support staff to identify, vet, and monitor our field partners.
- b. Additionally, in 2016 Vitamin Angels developed an e-learning platform designed to train health care workers to safely administer the vitamins and educate them about vitamin deficiencies. Stored on a simple USB drive, this platform was adapted for individuals with limited computer skills or irregular internet connectivity. As Vitamin Angels continues to expand its

field partner network, this program will be extremely beneficial in supplementing in-person trainings.

- a. As of now our eLearning solution eLearning solution has been crucial in helping expand this reach, affording trainings to approximately 800 healthcare providers with potential reach of approximately 10,000 people. The course is currently offered in English, Bahasa Indonesia, French and Spanish, and is currently undergoing translation into Hindi and Haitian-Creole.
- b. Our eLearning solution has not only helped us achieve these programmatic milestones, but also received the Gold Award for "Best Unique or Innovative Learning and Development Program" from the Brendan Hall Group. Additionally, our eLearning solution was featured on CNN Business - <https://cnnmon.ie/20QnpGg>.

### 3. Reporting, Monitoring & Evaluations

2018 Vitamin Angels re-invested into further strengthening our monitoring & evaluations platforms.

- a. In addition to our rigorous training of field partners according to best practices, Vitamin Angels has historically collected reporting from 100% of field partners, including inventory reconciliation reporting, 6 month check-ins, and an annual report every 12 months
  - i. Also to further ensure we are avoiding any duplication of services to eligible beneficiaries, in 2018 we started collecting additional documentation from field partners that details their coordination with local government.
- b. Historically, Vitamin Angels has conducted on-site monitoring visits to ensure best practices from a representative sample of field partners. Solidifying our efforts on this front, in 2018 Vitamin Angels invested into the hiring more regionally based monitors to conduct onsite monitoring of a representative sample of 15% of our field partners. We successfully monitored 15% of our field partners, in 19 countries, utilizing 28 monitors.
- c. In 2018 Vitamin Angels also invested into designing and conducting our first ever coverage survey. This was conducted in a region of India, and while the results are still being analyzed, this data will provide invaluable insights into our programming outcomes. In 2019, we will be conducting at least one more coverage survey in Nigeria.

## **12. Describe any unintended positive outcomes as a result of the efforts supported by this grant.**

- Positive unintended outcomes as a result of the efforts supported by this grant include the following:
  - In 2019, Vitamin Angels is celebrating our 25<sup>th</sup> Anniversary – 25 years of serving vulnerable women and children at-risk for malnutrition globally.
  - In 2018, Vitamin Angels reached over 70M beneficiaries in 74 countries.
  - Thanks to the support of the SL Gimbel Foundation Fund and The Community Foundation, Vitamin Angels is empowered to not only trust in a continuity of support for our existing global health programming, but can ambitiously think beyond our legacy programs to invest into the next most critical interventions in service of accessible beneficiary populations.
  - In 2018, this was marked by the launch of our “Global Prenatal Initiative” striving to help “stop malnutrition from the start” by connecting vulnerable women at-risk for undernutrition during pregnancy with prenatal multivitamins to help reduce maternal anemia, reduce low birth weight and babies who are small for their gestational age (SGA), as well as help reduce infant mortality and preterm birth among undernourished women. For pregnant women who are anemic, prenatal multivitamins can reduce risk of early childhood mortality by up to 29%. In alignment with the United Nations Sustainable Development Goals, our vision of this initiative is to reach 50M women annually with prenatal multivitamins by 2030 to help reduce newborn mortalities due to vitamin deficiencies. This initiative also further empowers Vitamin Angels’ domestic programming in service of vulnerable populations of women here in the United States indeed qualify for our prenatal nutritional supplementation.
  - Additionally, Vitamin Angels is further validated by our reoccurring receipt of the highest of ratings for financial transparency and impact from Charity Navigator (4-stars) and GuideStar (Platinum Seal).

## **13. Briefly describe the impact this grant has had on the organization and community served.**

This grant has had a positive impact on our organization highlighted by the following:

1. 1,000,000 additional children reached with lifesaving vitamin A in 2018.
2. Reduced child mortality by up to 24% among children with vitamin A deficiency. This is based on research on the impact of vitamin A supplementation. It is not part of this project, however, to collect or analyze health survey data.
3. Strengthened relationships with field partners.

**14. Please provide a narrative on how the funds were used to fulfill grant objectives. Support documents (receipts, expense reports or marketing materials) can be emailed to [grant-info@thecommunityfoundation.net](mailto:grant-info@thecommunityfoundation.net) or faxed to 951-684-1911 or mailed to The Community Foundation, 3700 Sixth St. Suite 200, Riverside, CA 92501**

The \$50,000 in funds was used to purchase approximately 2,000,000 high dose vitamin A liquid capsules, which are administered every 6 months. The funds from the S.L. Gimbel Foundation Fund allowed us to reach an additional 1,000,000 children with lifesaving vitamin A (2 capsules/year/child). The vitamin A was shipped to our field partners and distributed to at-risk children under five.

Please see the below page of the evaluation form for invoice of vitamin A capsules purchased on July 29<sup>th</sup>, 2018. The invoice shows a purchase of \$1,041,871.02 of which \$50,000 in funds from the S.L. Gimbel Foundation Fund Grant was used towards. The specific Quantity, Pricing, and Unit Price are not included because of confidentiality agreement with our suppliers and the nature purchasing product in mass quantity. The price is roughly \$0.025 per capsule. Please see invoice / purchase order below.





# Invoice

U.S. Employee Identification No. 27-4085144

Page 1 of 2

## DSM Nutritional Products LLC

DSM Nutritional Products LLC  
Attn: Accounts Payable  
100 W 33rd Street  
New York, NY 10001

## DSM Nutritional Products LLC

DSM Nutritional Products LLC  
3827 Corner  
Chicago, IL 60693

DOCUMENT NO.

2931943959

DOCUMENT DATE

06/29/2018

DISCOUNT DATE

07/29/2018

DUE DATE

07/29/2018

## BILL TO:

VITAMIN ANGELS  
c/o Ada Lauren  
P.O. BOX 4490  
SANTA BARBARA CA 93140

## SOLD TO:

VITAMIN ANGELS  
c/o Ada Lauren  
P.O. BOX 4490  
SANTA BARBARA CA 93140

## SHIP TO:

VITAMIN ANGELS  
c/o Ada Lauren  
P.O. BOX 4490  
SANTA BARBARA CA 93140

PLEASE NOTIFY US IF THE ABOVE INFORMATION IS INCORRECT. DSM Nutritional Products, 45 Waterview Boulevard, Parsippany, NJ 07054-1298 Telephone (800) 526-0189 Telex (972) 287-9420

PURCHASE ORDER NO.

PO-011947

REFERENCE DOC.

2922891436

SHIPPED DATE

06/29/2018

CUST. NO.

VUS0916259

CARRIER

1114807538

ORDER NO.

1114807538

PRODUCT CODE/  
PRODUCT DESCRIPTION

LOT QUANTITY  
& U/W

PACKAGE SIZE  
& U/W

NO. OF  
PKGS.

PRICING  
QUANTITY

UNIT PRICE  
& U/W

AMOUNT

Prod. No. BP00037062  
VA VIT A UN CAPS 200,000U 500CAPS/BOT

Batch 4345991

Batch 4347924

Batch 4347925

Batch 4347927

Batch 4347928

Batch 4347929

Batch 4347930

Batch 4347931

Prod. No. BP00036062  
VA VIT A UN CAPS 100,000U 500CAPS/BOT

Batch 4345992

Batch 4347923

Batch 4389795

8,148 BOT

8,307 BOT

8,283 BOT

8,271 BOT

8,316 BOT

8,396 BOT

8,288 BOT

8,217 BOT

8,134 PC

8,123 PC

1,343 PC

1 BOT

1 BOT

1 BOT

1 BOT

1 BOT

1 BOT

1 BOT

1 BOT

4 BOT

1 BOT

1 BOT

8148

8307

8283

8271

8316

8396

8288

8217

8134

8123

1343

66,226.000 BOT

13.27 BOT

167,552.00

9.52 PC

17,600.000 PC

167,552.00

9.52 PC

167,552.00

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9.52 PC

167,552.00

Issued By:  
DSM Nutritional Products  
200 Riecke Drive  
Bridgewater  
NJ  
07823-1113

100K 10  
578,800,000 doses  
SEE PROVISIONS ON REVERSE SIDE

Pay this amount on or  
before discount date \$  
Net Invoice Total USD \$ 1,046,371.02  
- \$ 4500.00

Total for VIT. to pay = \$1,041,871.02

**15. Please relate a success story**

More stories available at: <https://www.vitaminangels.org/stories>

**HAPPY AND AT EASE IN UGANDA:** Learn about 18-month-old Sadrak and how vitamins have helped support his health.



Meet Sadrak, a bubbly 18-month-old boy who craves the spotlight. According to his mom, Joan, he enjoys spending afternoons watching her and his uncle, Dickens, tend to their garden. While there may be some friendly competition between Joan and Dickens over who is the better gardener, there's no denying that the garden, ripe with cassava, soybeans, sweet potatoes, greens, beans, maize and simsim (sesame seeds), is beautiful. The Vitamin Angels team was pleasantly surprised to learn that the family eats the majority of what is grown—it's more common for families to sell precious crops and use the income to purchase staple foods like cassava in bulk.

Sadrak started receiving vitamin A as soon as he was old enough, at six months of age. He continues to grow more energetic a result of his continued good health and increased appetite. Joan attributes some of the marked difference in Sadrak's health--in comparison to her five older children--to his access to vitamin A and deworming. Joan told Vitamin Angels she feels "happy and at ease" because her child is so healthy; she is grateful she does not have to worry about his health.



**FROM UNDERNOURISHED TO UNSTOPPABLE:** Vitamins gave young Jocabeth a chance at a brighter future, and her mother peace of mind.



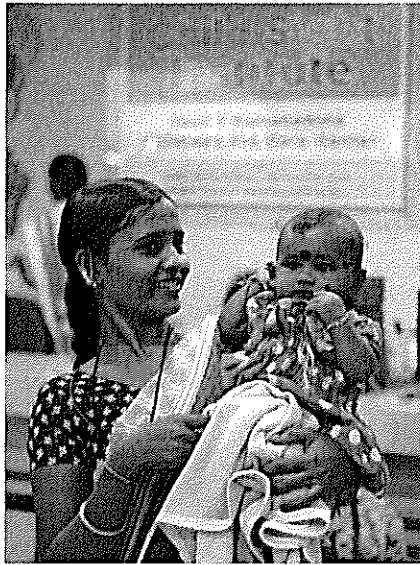
When Flor was pregnant with her daughter Jocabeth (wearing orange ribbons), doctors warned her that she was at risk of miscarriage. Although she defied the odds and carried Jocabeth to term, Jocabeth was skinny as a young child and only wanted to eat bread. It was a scary time for Flor.

One day, word spread that a local health organization was bringing a nutritionist to Flor's village of Guadalupe Cote, Mexico. Flor took a chance. During that first visit, a screening showed that her daughter was in the 'danger zone' for malnutrition. The nutritionist provided counseling for Flor and Jocabeth promptly received her first dose of vitamin A and a deworming tablet.

These days, Jocabeth is an energetic and joyful three-year-old. And she's not the only one -- Flor's niece Ana, and many of the children in her community, are thriving as well. When Flor saw the improvement in her daughter's health she began sharing the vitamins' impact with her family and community, and more children began attending the distributions.

Since that first distribution over a year ago, Flor is happy and relieved that her daughter is doing so well. Ana's mother sent us back with a message for our supporters: "Thank you that God planted it in your heart to do this work. Please keep helping children." With your help, we can do just that, and stop malnutrition before it starts for children like Jocabeth and Ana all around the world.

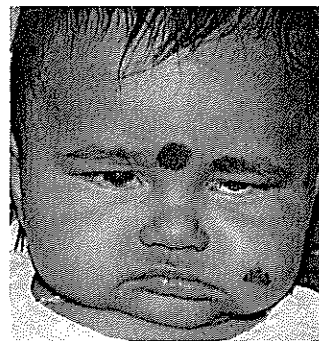
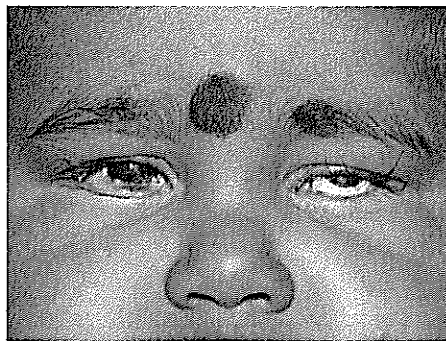




**KAVERI SEES A BRIGHTER FUTURE THANKS TO VITAMIN A:** Learn how just three therapeutic doses of vitamin A were essential in preventing 7-month-old Kaveri from going blind.

It can be a daunting task for the human body to maintain and sustain normal physiological homeostasis, especially in infants, who have high nutritional needs.

About 4 weeks ago, Kaveri's young mother couldn't see the usual twinkle in her daughter's eyes. Kaveri had developed dryness in her eyes that then led to whitening of the transparent part of the eyes. Kaveri's parents became increasingly concerned about her eye health and took her to several eye doctors in Kurnool, their hometown, but no one was able to help them. The only thing the parents were told was that she would lose her eyesight if not treated immediately. After two weeks of visiting local doctors, feeling helpless, Kaveri's parents decided to make the journey to Hyderabad and visit L.V. Prasad Eye Institute (LVPEI).



Keratomalacia is an eye disorder that results from vitamin A deficiency. Keratomalacia can be present even in a child who otherwise appears healthy. This was the case with Kaveri. At presentation, her corneas were completely dry, lustreless, filled with keratin plaque and were on the verge of perforation. The delay in diagnosis could have permanently damaged her corneas or even led to her death. Once keratomalacia was diagnosed, Kaveri was treated with high-dose vitamin A.

Within a few hours of receiving her first dose of Vitamin A (100,000 IU) Kaveri's eyes turned transparent again. A week, and two more doses of Vitamin A (100,00 IU) later, Kaveri's eyesight was restored. Kaveri's mother is happy to see the usual twinkle in her daughter's eyes again. Thankfully, Kaveri constantly has her mother's arm around her - the most comfortable and reassuring place in the world.

Please note, questions 18 – 24 are not relevant considering the scale and scope of our beneficiary portfolio is comprised of over 70M women and children in 74 countries. Our specific demographic focus adheres to UNICEF and WHO best practices to provide all children ages 6-59 months with vitamin A supplementation and deworming treatment, and pregnant women at-risk for undernutrition with prenatal multivitamins. This project and grant were to superficially support the procurement of vitamin A to serve target beneficiaries, children ages 6-59 months.

**Questions 16-24 are optional questions and relate to demographic information on clients served. This helps us provide a broader picture of your organization and populations being served.**

**(Q16-17 optional space to relate additional success stories)**

Additional success stories provided above

18. Which category best describes the organization. Please choose only one.

19. What is the organization's primary program area of interest?

20. Approximate percentage of clients served through grant in each ethnic group category. Total must equal 100%

21. Approximate percentage of clients served from grant funds in each age category.

22. Approximate percentage of clients served with disabilities from grant funds.

23. Approximate percentage of clients served in each economic group.

24. Approximate percentage of clients served from grant funds in each population category.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **AUG 06 2003**

VITAMIN ANGEL ALLIANCE INC  
1450 ORANGE GROVE AVE  
SANTA BARBARA, CA 93105-0000

Employer Identification Number:  
77-0485881  
DLN:  
17053088709003  
Contact Person:  
ADAM R STANDEN ID# 31124  
Contact Telephone Number:  
(877) 829-5500  
Public Charity Status:  
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated October 21, 1998, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

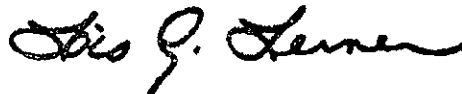
Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)

## 2019 VA BOARD LIST

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Clayton	Ajello	DRPH, MPH	Vitamin Angels; Johns Hopkins Bloomberg School of Professor and Director - Institute of International
Robert	Black	MD, MPH	Programs - Department of International Health - John Hopkins Bloomberg School of Public Health
Michelle	Brooks		Arlon Group
Michelle	Goolsby		Sequel Holdings
Jim	Hamilton		Neptune Wellness Solutions
Elizabeth	Kimani-Murage	DRPH	African Population and Health Research Center
Tom	Meriam		Goodwin Procter
Howard	Schiffer		Vitamin Angels
Brian	Wood		Imperial Capital

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Scott	Holmes	IMMORDL
William	Hood	William Hood & Company
Doug	Jones	Vitamin Shoppe
Angela	Kelly	Nutrivation, LLC
Samantha	Prasad	Minden Gross
Sara	Snow	Public Figure, Author, TV host
Jill	Staib	William Hood & Company
James	Tonkin	Healthy Brand Builders
Peter	van Stolk	Sustainable Produce Urban Delivery

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Elliot	Balbert	Balbert & Associates