

Vitamin Relief USA

Vitamin Relief USA

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Steady Supply of Tishcon Multi's Transform Impoverished School

When Bessie Gardner became principal of Ruleville Elementary, she stepped into the challenge of a lifetime.

Placed on probation by the state for low test scores, Ruleville Elementary was in serious trouble. That trouble was a direct result of the state of its student body: severely impoverished, malnourished children, most of whom had behavioral problems.

Ms. Gardner says she wasn't surprised. The poverty is so prevalent in this rural Mississippi community that she estimates that fully two thirds of her students receive no food at home, relying on the schools' breakfast, lunch and afternoon snack programs for sustenance. This equates to no dinner or food on the weekends for hundreds of her students.

"I learned that malnourished children are angry children. I had so many kids with discipline problems. Any little thing would set them off. At the end of every school day, I could count on a long line at my desk of children who had caused some kind of trouble

during the day."

Believing that malnourishment was at the root of many of her students' problems, Ms. Gardner excitedly applied to Vitamin Relief USA (VRUSA) when she learned that she could receive free vitamins for her students. Thanks to a generous donation to VRUSA from Tishcon Corporation, Ruleville Elementary, like hundreds of other organizations, was granted a continuous supply of high quality chewable multivitamin/minerals for the children.

Starting in 2003, each school day before lunch, the staff at Ruleville has distributed vitamins to all the students. Many bottles of vitamins were given to the parents so the children could take vitamins at home. "The parents who didn't want to comply, I challenged them," she said. "I told them to take the vitamins themselves - just double the dose - and they'd see for themselves how much good these vitamins can do."

"Time and again, parents would come back to me with



Located in Ruleville, Mississippi, Ruleville Central Elementary's students are considered some of the poorest of the poor.

a story to tell- especially the parents who worked night shifts. They said they weren't falling asleep at work anymore, that they had much more energy and were now cleaning their homes and cooking meals for their children. So now the parents were converts and their children's lives at home became better."

After three years of distributing the Tishcon donated multi-vitamins to the students, the atmosphere at the school is totally different. Ruleville Elementary is no longer on probation. Many children who resisted doing their homework are now earning 100%'s on their tests and asking for more books to read.

(continued on page 2)



Charity Navigator Awards VRUSA With Highest Rating

Vitamin Relief USA received a “4 star rating” (the highest available) for its financial health from Charity Navigator, the premier charity watchdog organization.

Widely recommended in such publications as *Forbes*, *The Wall Street Journal* and *The Washington Post*, Charity Navigator helps charitable givers make intelligent decisions by providing information on over five thousand charities and by evaluating the financial

health of each of these charities.

Charity Navigator’s analysis of VRUSA can be viewed at: www.charitynavigator.org.

It includes ratings in the following categories:

- Expenses
- Organizational Efficiency
- Revenue
- Leadership salary

Also included is VRUSA’s

income statement as well as analysis of peer non profits.

“Our good standing with Charity Navigator,” says Michael Morton, Executive Director, “reflects VRUSA’s commitment to healthy fiscal management and low cost programs that effect lasting and beneficial improvements for those in need. Last year, 90% of all contributions went directly to our programs and those we serve.”

You Can Provide a Malnourished Child with Daily Vitamins for One Year for Only \$36.50!

Visit www.vitaminrelief.org to sponsor a child today.

Tishcon Transforms School (continued)

Because the children are on task, Ms. Gardner has more time on her hands. “It’s Friday afternoon and there’s no long line of troubled children at my desk. That in itself is amazing. Not only that, I finally have time to meet with my teachers twice a week. I never had time before! I’m also adding into the schedule my favorite thing to do at school - listen to my students read to me. Nothing gives me greater pleasure.”

In addition to the students at Ruleville Elementary, Tishcon Corp’s generosity has

allowed Vitamin Relief USA to provide consistent daily multivitamins to tens of thousands of children in America since 1999 including children with AIDS, abused children, impoverished children, foster children, homeless children, children in battered women shelters, Head Start children, children living on Indian reservations, children who survived hurricanes, floods, droughts and fires.

“There are no words to truly express the gratitude and deep respect that we hold for Raj Chopra, Vipin Patel and Arun

Chopra of Tishcon Corp. Their extraordinary generosity improves the everyday moments of thousands of children whose lives are difficult, painful. What can be more noble?” asks Morton.

To learn more about the improvements occurring everyday in children because of vitamins Tishcon and other generous supplement manufacturers donated for Vitamin Relief USA’s free vitamin program, please read this year’s survey results on the following page.

New Program for Over Fourteen Thousand Seniors



A generous donation of Centrum Silver and Caltrate Calcium from Wyeth Consumer Healthcare marks the continuation of VRUSA’s free vitamin distribution program for undernourished seniors. The donation helps VRUSA to provide a year’s supply of Centrum Silver to over 3,300 seniors and Caltrate to over 14,000 seniors.

Recipients of these products span the nation and include elders in the Dakota Indian Reservations, homeless and needy seniors in New York, California, Colorado, Florida, Texas and senior refugees in Nebraska.

Elders of the Red Cliff Bank of Lake Superior Chippewa Indians in Bayfield, WI were initially hesitant to receive vitamins. They remember

hearing stories from their elders that the US Government had poisoned the tribe’s children with vitamins several decades earlier.

However, after discussions with a trusted nurse at the reservation, the elders are taking the supplements regularly with positive results.

2006 Survey: Over 50% of Parents & Teachers Report Reduction in Illness, Increase in Energy & Appetite in Kids

2006 Vitamin Relief USA Survey confirmed once again that the free vitamin program for children is improving all aspects of children's lives.

Parents and teachers reported improvements in the children's energy, eating habits, sleeping, emotional and mental health, concentration, social behavior with peers, grades and self-confidence.

This year the reports from teachers and parents show that long term use of VRUSA vitamins leads to increased improvements and less seasonal illness in children. For example, in 2002, 37% of teachers and staff reported less illness in participating children and 28% of parents agreed. In 2006, 52% of teachers reported their children had less illness and 51% of parents agreed. In day-to-day life, these increased ongoing improvement in children equates to less time at the doctors and

more time in the classroom. It is no surprise that over one-third of teachers and staff in this year's survey reported that the children were performing better at school.

Hundreds of parents expressed their gratitude for the changes the program has made in their lives including Stephanie Weber from YWCA Family Village in St. Petersburg, FL. She says, "I don't have to worry about not having the money to get the vitamins my boys need. Now my children get over colds faster. This prevents them from missing daycare, which in turn prevents me from missing work."

VRUSA staff were pleased to learn that physicians, physician's assistants and nurses have used VRUSA vitamins this year to improve anemia in malnourished children. "A lot of our patients, especially children, are iron deficient. Adding the multi-vitamins has improved their Hgb count,

usually by the follow-up visit," says Diane Marshall, Director of Nursing at Floating Hospital in New York.

Physicians at Mary's Center in Washington D.C. are even using the programs' multivitamins to reduce obesity by recommending that the parents use VRUSA multi's to supplement their children's nutrition intake instead of additional food.

"These survey results are all welcome validations about the value and the benefits that Vitamin Relief USA's programs are providing every day to children in need," says Mary Morton, Senior Program Officer.

Vitamin Relief USA provides daily vitamins to over 24,000 children at more than 300 sites in 31 states across the United States. Last year VRUSA supplied over 14 million supplements to children alone.



NAI Donates Daily Supplements For 8,000 Poor Students in Mississippi Delta

When Mark LeDoux of Natural Alternatives International's (NAI) learned that thousands of children in the Mississippi Delta were so poor that many of the children only had access to food at school, he went into action. His action equated to a pledge from NAI to supplement those children's nutritional intake with over twenty four thousand bottles of 240 count high quality chewable multi-vitamins a year.

Since March of this year, over 8,000 severely malnourished children are now receiving daily vitamins—including

students at Inverness Elementary School, East Sunflower Elementary, James C. Rosser Elementary, Moorehead Middle School, Ruleville Central High School, Mt. Bayou Public Schools, as well as many local churches and Head Starts.

VRUSA's distribution contact in the Mississippi Delta says, "We are like a third world country here—so many sick people. You can just see the vitamin deficiency on their faces: depression, blank stares, restlessness, worry. With these vitamins, we can

break the cycle now so the children can have a better life, so they can move forward. These children need a hand up and these vitamins are an important beginning."

"Mark LeDoux and all the people at NAI are making a huge contribution. Their multi-vitamin/mineral chewables give these children a chance for a future and we deeply appreciate them being partners with us in this important work," says Connie Whitaker, president of Vitamin Relief USA.





Many Thanks To Our Supporters!

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