OUR PURPOSE

Vitamin Angels fights for a world where every mother has a healthy pregnancy, and every child gets a chance at a healthy life. We focus on where we can make the greatest impact: malnutrition, which threatens the health, wellbeing, and future of children around the world, every day.

We seek out those who are the hardest to reach. Pregnant women, infants, and children are already vulnerable. Living beyond the margins puts them at even greater risk.

Improving nutrition from the very start is a proven way to break the cycle of poverty and poor health that can hold families and communities in its grip for generations. Healthy mothers are more likely to have healthy newborns. Children who grow up strong can thrive in school, and in life. And when they do, a world of possibility emerges.

To effect sustainable, lasting change, we work alongside governments and like-minded organizations. This year, with the support of our broad-based community of partners, we will reach more than 70 million women and children worldwide. Our work earns Charity Navigator and GuideStar’s highest ratings. All that we’ve accomplished only makes us fight harder. We urge you to join us.
Our Impact

70+ million kids helped
1600+ field partners
70+ countries
FOCUSED ON UNDERSERVED POPULATIONS

Roughly 30% of the global population lacks access to health services

National healthcare systems provide substantial services to combat undernutrition in low- and middle-income countries (LMIC) reaching, on average, 70% of those in need. However, despite their best efforts, roughly 30% of the world’s population goes unreached due to a variety of complex factors related to geographic location, socioeconomic status, infrastructure, environment, social norms, discrimination, and education.

Vitamin Angels focuses its efforts on this 30% by strategically partnering with qualified local nonprofit organizations – our Field Partners – who serve these vulnerable populations. Through this approach, Vitamin Angels compliments the efforts of existing national health services and reaches those who need nutritional services the most.
Our Model

WORKING LOCALLY TO IMPACT GLOBALLY

To make the greatest impact, Vitamin Angels leverages the intimate knowledge and existing infrastructure of our Field Partners (local nonprofit, government, and faith-based organizations) around the world by adding our vitamins and minerals to their existing health and nutrition services.

Through these partnerships, we are able to maximize our reach and effectively provide millions of moms and babies with essential vitamins and minerals through the arms of our partner organizations. Vitamin Angels currently has 1600+ Field Partners globally, making it the largest nutrition distribution platform of its kind.
Our Program Interventions

Vitamin Angels focuses on the following areas where we can make the greatest impact:

• Prenatal Multivitamins
• Vitamin A
• Deworming
• Supplementary Feeding

CREATING LONG-TERM CHANGE AND IMPACT

Alongside our distribution programs, Vitamin Angels is also working to create lasting change within the countries we serve by conducting implementation research (demonstration projects), monitoring and evaluation (coverage surveys), education/learning services, and leading various advocacy campaigns to increase awareness about malnutrition and maternal health as a global public health problem.
PREGNATAL MULTIVITAMINS

Pregnant women have an increased need for vitamins and minerals throughout pregnancy. Poor nutrition during pregnancy negatively affects not only the health of the mother, but adversely impacts fetal development, birth outcomes, and perpetuates a cycle of poor nutrition for generations to come. Maternal undernutrition contributes to approximately 7,000 newborn deaths every day.

OUR DOMESTIC PREGNATAL MULTIVITAMIN PROGRAM

In the United States, a significant number of pregnant women do not meet the basic requirements for the many vitamins and minerals they need through the foods they eat alone. While most pregnant women in the US take a multivitamin to help meet their increased need for nutrients, 30% do not, thus leaving them even more vulnerable to the risk of dietary inadequacies.

Vitamin Angels partners with over 330 organizations spanning across all 50 U.S. states. These organizations include community health centers, free clinics, family planning organizations, WIC sites, and pregnancy resource centers. In 2019, Vitamin Angels reached over 200,000 underserved pregnant women in the United States with prenatal multivitamins.
Vitamin A Deficiency (VAD)
VAD occurs when intake of vitamin A-rich foods is insufficient to meet the body’s needs. For infants and young children whose minds and bodies are rapidly growing and developing, vitamin A is essential. VAD may lead to night blindness (xerophthalmia), complete blindness, as well as weakened immune systems making it harder for children to fight off life-threatening illnesses. Stunting is another risk factor associated with VAD and affects 1 in 4 children worldwide. While most of the symptoms associated with VAD are not visible, some children may demonstrate thin, brittle or lightening hair and dry, flaky skin.

For decades the WHO, UNICEF, and Nutritional International (formerly Micronutrient Initiative) have promoted VAS as an effective and proven preventative approach that can save lives.

What is Vitamin A?
Vitamin A is a fat-soluble vitamin that’s important for normal vision, the immune system, and reproduction. Vitamin A also helps the heart, lungs, kidneys, and other organs work properly. This essential nutrient is not produced by the body, so it must be consumed in food or supplement form.
Soil transmitted helminths (STH), also known as intestinal worms, are one of the most common infections worldwide and affect the poorest and most deprived communities. STH are transmitted by eggs present in human feces, which in turn contaminate soil in areas where sanitation is poor. Intestinal worms produce a wide range of symptoms including diarrhea, abdominal pain, general fatigue, anemia, and weakness. STH infection worsens problems associated with chronic undernutrition by consuming available nutrients from within a child’s digestive system. Children under five years of age are vulnerable to STH infections because they are in a period of intense physical and mental development.
It is estimated that one in four children in the UK are from low-income households and are at risk for food insecurity and micronutrient deficiency. With limited resources, food insecure families often resort to purchasing inexpensive foods. This results in low nutrient-dense diets and disproportionately increases the risk of micronutrient deficiencies among at-risk populations.

Vitamin Angels works in the UK to provide healthy supplemental food packages, free of charge, to select nurseries serving children who are at nutritional risk. The package is designed to complement existing nutrition services and reduce the prevalence of both inadequate nutrient intakes and of excessive nutrient intakes. Nurseries receive weekly deliveries of self-selected fruits, vegetables, and protein-rich foods.
Vitamin Angels is at the forefront of leading critical public health nutrition programs throughout the world in an effort to end childhood malnutrition worldwide. In 2018, Vitamin Angels announced its vision to significantly reduce newborn mortality due to vitamin deficiencies by scaling up its multiple micronutrient supplementation (MMS) program, stopping malnutrition from the start. The goal is to meet the needs of 50 million pregnant women annually within the next ten years.

Along with scaling up the MMS program, Vitamin Angels is working towards advancing advocacy efforts, research and policy towards national and global implementation and scale-up of prenatal multiple micronutrients during pregnancy. Specifically, Vitamin Angels has partnered with the Haitian Ministry of Health to conduct implementation research in Haiti to further inform effective application and scale-up of prenatal multiple micronutrients. This research will inform and further support policy change in Haiti and other developing countries around the world.

In 2019, Vitamin Angels announced a $7.5M pledge to improve global maternal health and birth outcomes by 2022 at the Bill & Melinda Gates Foundation 2019 GoalKeepers event. The commitment will accelerate availability and use of multiple micronutrient supplements among pregnant women in low and middle income countries.
Corporate Partnerships + Our Funding Model

Millions of lives in the U.S. and around the world benefit from the generous, unwavering support of our corporate partners. Vitamin Angels is partnered with over 150 companies.

“We are proud to serve millions of women and children around the world through our partnership with Vitamin Angels.”

—Sharon Leite, CEO The Vitamin Shoppe®

“We’re proud to back the far-reaching work of Vitamin Angels that helps at-risk populations gain access to lifesaving resources, allowing them to live healthier lives.”

—Lyndsey Waugh, Executive Director of the Sprouts Healthy Communities Foundation

“Getting the chance to be on the ground in Peru was extraordinary and the evidence of the impact of these vitamins is incontrovertible. It reminded me that 10 million isn’t just a number, it’s lives. It’s people working hard every single day to make a better life for themselves and their families.”

—Courtney Nichols Gould, Co-Founder, Co-CEO SmartyPants Vitamins

“Vitamin Angels has been a true representation of how Dietary Supplements can save lives throughout the world. NOW has been a committed supporter of the Vitamin Angels Mission from the beginning, and continues to do so today. I also personally support the Vitamin Angels mission, and am pleased to be a part of such a stellar effort to help those in need. Congratulations on 25 years, and we wish you many more!”

—Jim Emme, CEO, NOW Foods
“I truly believe Vitamin Angels came into being to give children and mothers the chance to lead meaningful, healthy, and productive lives.”
– Howard Schiffer, President & Founder, Vitamin Angels

After the 1994 Northridge Earthquake, a relief agency contacted Howard Schiffer—a natural products industry veteran—requesting a donation of vitamins for families in Southern California. Howard was amazed by how happy and grateful his contacts were to have an opportunity to make a difference. Howard’s “a-ha!” moment came soon after. He learned of the dramatic impact that vitamin A has on a child’s development, and how despite vitamin A supplementation being simple and inexpensive, very few of the children who needed it had access to it. With that information, Howard founded Vitamin Angels. That first year, Vitamin Angels gave over 100,000 vitamins to families in need. As the organization grew, Howard took out a third mortgage on his home to keep his family and the all-volunteer operation going. Along the way, they found more people who wanted to help and together they were able to give more and more children a chance at a healthy start in life.

In 2019, the organization celebrated its 25th anniversary of serving mothers and children around the world. Vitamin Angels continues to grow and expand its programs with each year not only to reach more vulnerable mothers and children, but also advance advocacy efforts, research and policy change within the public health industry. Although the organization has experienced significant positive growth and change over the last 25 years, Howard remains focused on leading Vitamin Angels’ with the same passion, optimism and vision that he had from the very beginning.
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