Not Your Average Charity.

Vitamin Angels fights for a world where every mother has a healthy pregnancy, and every child gets a chance at a healthy life.

Vitamin Angels reaches 60 million pregnant women and children through a network of over 2,000 program partners spanning every U.S. state and 65 countries worldwide.

Founded in 1994, Vitamin Angels is a US-based, registered 501(c)(3) nonprofit. Charity Navigator and GuideStar recognize us with their highest ratings.

Our Mission

Vitamin Angels helps at-risk populations in need — specifically pregnant women, new mothers, and children under five — gain access to life-changing vitamins and minerals.

Our Focus

Vitamin Angels generates resources to promote health and economic equity across the lifespan by ensuring nutritionally vulnerable, underserved populations have access to evidence-based nutrition interventions.
Every mother. Every child. Everywhere.

To build a more just world, Vitamin Angels starts at the very beginning.

We focus on improving access to nutrition interventions for underserved pregnant women and young children. Nutrition has a decisive impact on the health, well-being, and future of a child. It enables them to thrive throughout each stage of their development as they grow and learn, leading to greater economic success. As families and communities thrive, the path toward equity opens up for all.

Vitamin Angels’ efforts directly influence the highlighted factors which are associated with long-term, cyclical outcomes.
Overcoming Barriers to Access

The World Health Organization estimates that at least half of the world’s population lacks access to essential health services. Gaps in service coverage remain largest in low resource settings globally and disproportionately affect communities experiencing marginalization. Due to a variety of complex factors, millions of women and children remain unreached with essential health and nutrition services.

Key barriers include:

- **Availability**
  Limited supply of product or healthcare providers

- **Accessibility (Geographic)**
  Services are too far away

- **Affordability**
  Inability to pay costs, including product fees, appointment payments, and transportation costs

- **Acceptability**
  Low trust of healthcare providers due to poor quality of care, discrimination, mistreatment, cultural insensitivity, etc.

- **Awareness**
  Does not know about interventions or services
What We Do

Delivering Evidence-Based Nutrition Interventions

We specifically focus on ensuring access to a range of evidence-based, cost-effective nutrition interventions that target the first 1,000 days of life (i.e., from conception to 24 months of age) and children up to 5 years of age.

Prenatal Vitamins and Minerals (Multiple Micronutrient Supplements, MMS)
Women have increased micronutrient requirements during pregnancy due to rapid growth and development, which often cannot be met through diet alone. This is especially problematic in food-insecure settings where high-quality diets are difficult to access. Multiple micronutrient supplementation (MMS) during pregnancy can safely and effectively improve maternal health and birth outcomes.

Vitamin A
Vitamin A supplementation is recommended by the World Health Organization for universal distribution among children 6-59 months of age in settings where vitamin A deficiency is a public health problem. Vitamin A supports healthy immune systems, promotes physical growth, prevents blindness, helps mitigate the incidence of measles, and can reduce under-5 mortality by up to 24%.

Deworming
The World Health Organization recommends that all children ages 12 to 59 months living in countries endemic with intestinal parasites receive preventive deworming. Deworming gets rid of intestinal worms and improves absorption of nutrients, including vitamin A supplementation. Treating children for worms is one of the simplest and most cost-effective ways of improving their health.

Supplementary Feeding and Maternal, Infant, and Young Child Nutrition (MIYCN)
The World Health Organization supports education and awareness efforts to promote early and exclusive breastfeeding, and the introduction of nutritionally adequate complementary foods at six months. Infant and young child feeding is a key area to improve child survival and promote healthy growth and development. Optimal nutrition during the first 1,000 days lowers morbidity and mortality, reduces the risk of chronic disease, and fosters better development overall.

Collectively our efforts influence these Sustainable Development Goals

No Poverty
A healthy start for young children promotes economic equity across the lifespan.

Zero Hunger
Improving nutrition and alleviating food insecurity help mitigate adverse outcomes associated with hunger.

Good Health and Well-Being
Increasing child survival rates and improving access to maternal health services supports overall well-being and long-term health.
Where We Work

Vitamin Angels partners with stakeholders (e.g. governments, academia, and non-governmental organizations) at both the national and local level to increase the availability of evidence-based nutrition interventions to women and children. We work with a global community of more than 2,000 program partners that have an intimate knowledge of their target communities and infrastructure in place to reach the women and children who need nutrition interventions the most.


"Active" defined as product shipped within the past 2 years meaning that product is in country, being distributed, regardless of whether an actual shipment was received in that calendar year. 
Spotlight: Our Work in the U.S.

We increase health equity in the U.S. by ensuring access to high-quality prenatal vitamins and minerals and nutrition education materials that support maternal health and positive pregnancy outcomes.

We focus on helping pregnant women who experience low socio-economic status, marginalization, sub-optimal housing and transportation, and lack of health insurance. Currently, we reach 20% of pregnant women who have limited access to prenatal vitamins and minerals.

Domestic Impact

450,000 Pregnant women and their babies reached
350 Program Partners
50 States and Puerto Rico

U.S. Program Partners

Our partners include local organizations like Community Health Centers, Public Health Departments, and Free Clinics.

Program Partner Reach:
- 66% are located in communities experiencing very low socio-economic status
- 83% are located in communities where the majority of the population belong to racial minority groups or speak English as a second language
- 83% are located in communities with crowded housing and limited transportation
In the same way that our programmatic efforts are developed and implemented with expertise and care to most effectively fulfill our mission, we strategically create and engage in partnerships that can maximize the generation of resources to fund those efforts.

An official partnership with Vitamin Angels allows businesses to do more than charitable giving. Purpose-driven companies appreciate a competitive advantage. Our expertise delivers business solutions in cause-marketing, employee engagement programming, corporate social responsibility initiatives, and more.

Corporate Partners

Our corporate partners provide generous and unwavering support that helps improve the lives of millions of women and children worldwide.

$10 Million+
Walgreens
Walgreens Boots Alliance

$5 Million+
Kirk
ProCaps Laboratories

$4 Million+
Bayer

$500,000+
goli
Smarty Pants Vitamins
The Vitamin Shoppe

$250,000+
Brenntag
DSM
Goodwin Procter

$100,000+
Metagenics
Whole Foods
Informa
VitaQuest

$50,000+
Sprouts
Nature’s Sunshine
Matys
Eco Natural
A2Z

$20,000+
EyePromise
Gnosis
NatureOne
Organifi
Optimal
Purity Products
Smith’s
Tropic’s
Vitamin & Me
Vitaminhouse

Donations received in 2020. Gift-In-Kind donation values based on the cash value as calculated per ‘fair value’ under FASB 157. Please note that starting in 2021, the suggested partnership minimum donation is $30,000.