

PROGRAM SUMMARY & TARGETED DEMOGRAPHIC

Sunrider® International's partnership with **Engage Now Africa** (ENA) is a multi-year humanitarian initiative focused on strengthening maternal health systems, reducing child malnutrition, and advancing economic self-reliance in underserved African communities.

ENA is a nonprofit implementing long-term, community-based solutions that integrate healthcare delivery, nutrition support, education, and vocational training to address the structural causes of poverty.

The program prioritizes sustainable impact over short-term aid by building systems that improve health outcomes and create pathways to independence.

Target Audience / Demographics

The program directly serves:

- Pregnant and lactating women
- Infants and young children suffering from acute malnutrition
- Mothers receiving postnatal and nutrition education
- Rural families with limited access to healthcare
- Women seeking literacy and vocational training opportunities

Geographic Reach

Program efforts span:

- Ethiopia (maternal health infrastructure + education programs)
- Ghana (community healthcare infrastructure and vocational training)
- Sierra Leone (malnutrition intervention and agricultural self-reliance programs)



Program Evolution (2021–2025)

Over five years, Sunrider's partnership with Engage Now Africa has evolved into a multi-country initiative advancing maternal health, nutrition, education, and long-term self-reliance in underserved communities across Africa.

Years 1–2 (Ethiopia): Sunrider funded the **Wonber Maternal and Child Health Clinic**, delivering prenatal and postnatal care alongside literacy programs, vocational training, and microloan support for women's economic independence. Since opening, the clinic has supported more than 5,400 births and provided vaccinations to over 4,850 children under age five.

Year 3 (Ghana): Sunrider supported completion of the **Atiyorum Community Health Planning and Services (CHPS)** facility, expanding healthcare access to more than 19,000 people and strengthening maternal and child health services in surrounding communities.

Year 4 (Sierra Leone): The partnership expanded into an integrated malnutrition program combining therapeutic nutrition, maternal education, and clinical care, while also supporting clinic renovations, equipment upgrades, and healthcare worker training.

Year 5 (2025): Sunrider funded a three-acre teaching farm in Sierra Leone that equips mothers with hands-on training in agriculture, nutrition, and income-generating skills designed to strengthen household food security and reduce recurrence of malnutrition.

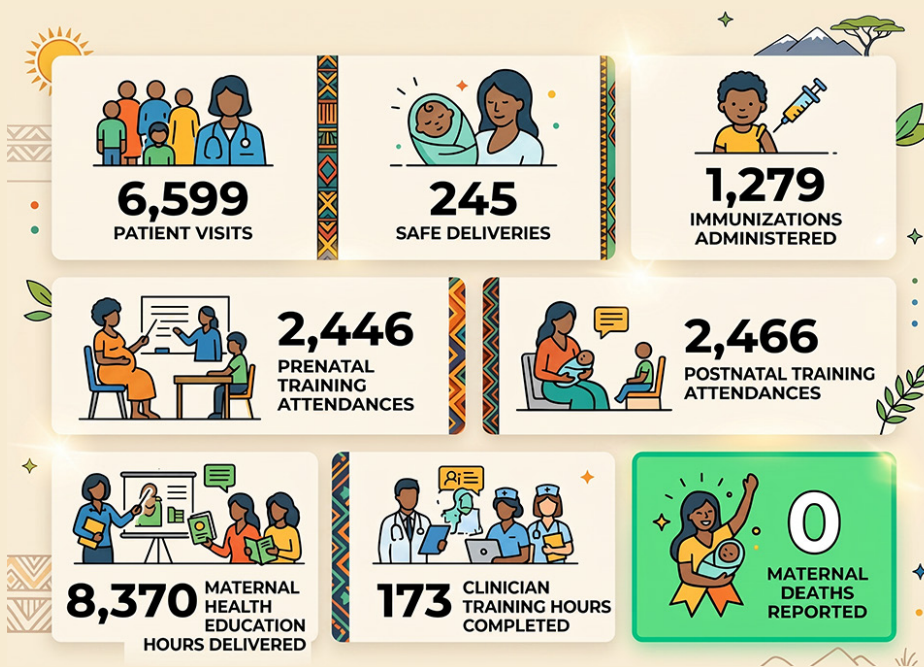
COMMUNITY IMPACT & LONG-TERM OUTCOMES

Demonstrated Community Impact

The clinic has successfully implemented an integrated malnutrition model combining early screening, therapeutic nutrition, maternal education, and food security support to help malnourished children recover while equipping mothers with the knowledge and resources to sustain long-term family health and reduce future malnutrition.

“With Sunrider’s support, ENA treats acute childhood malnutrition through lifesaving nutrition, maternal education, and ongoing clinical care, helping children recover, empowering caregivers, and protecting families from preventable loss.”

— Engage Now Africa



2025 Maternal & Child Impact Data

These outcomes reflect strengthened access to maternal care, improved health education, and expanded clinical capacity.

“Sunrider’s support enables ENA to deliver life-saving nutrition, clinical care, and caregiver education to children suffering from acute malnutrition, helping them recover and regain strength, and giving families the tools to prevent malnutrition long after treatment ends.”

— Engage Now Africa

Long-Term Impact

The program is designed to create generational change by addressing root causes of malnutrition and poverty, not just symptoms.

Key long-term outcomes include:

- Reduced recurrence of childhood malnutrition
- Improved maternal and infant survival rates
- Increased household food security
- Expanded access to education and vocational skills
- Strengthened community healthcare infrastructure
- Increased economic self-reliance among women

The addition of the three-acre Kindia Teaching Farm in Sierra Leone represents a major step toward sustainability by equipping mothers with agricultural skills and nutrition knowledge that directly support long-term family stability.



INVESTMENT, LEADERSHIP & FUTURE INITIATIVES

Monetary Investment

Sunrider® has made significant multi-year financial investments to fully fund program development and implementation, including:

- Maternal health clinic construction
- Healthcare facility expansion and renovation
- Literacy and vocational training programs
- Malnutrition treatment and nutrition education initiatives
- Agricultural self-reliance programs, including land acquisition for the teaching farm

These investments support full program development from initial build-out through ongoing operational delivery.



Human Resource Investment

Sunrider maintains dedicated internal philanthropic leadership overseeing **global charitable initiatives**, ensuring consistent execution, accountability, and alignment across all program activities.



Executive, IBO, and Community Engagement

Engage Now Africa is a featured philanthropic partner at Sunrider's annual global conventions, supported through in-person activations, leadership engagement, and digital storytelling, including:

- Dedicated ENA awareness booths
- Newsroom articles and social media campaigns that raise awareness of the partnership and encourage ongoing support for ENA initiatives
- Onstage presentations and educational sessions
- Direct interaction with Sunrider's executive team and Independent Business Owners (IBOs)
- Onsite fundraising and donation activation

In addition, Sunrider's C-suite leadership actively supports and champions the partnership annually, reinforcing its strategic importance within the company's global impact initiatives.



Future and Ongoing Efforts

Sunrider will continue its partnership with Engage Now Africa into 2026 and beyond, expanding maternal health programming, nutrition education, and agricultural training initiatives.

