



## Making a Difference: Isagenix International COVID-19 Response



Through product donations and grants, Isagenix International and our 501(c)(3) nonprofit, the ISA Foundation, have put tremendous resources into helping ensure the wellbeing of communities worldwide during the COVID-19 pandemic.

While our global wellbeing company donates products to food banks and foundation partners year-round, we increased donations to assist those affected by the pandemic, including children out of school, homebound seniors, front-line emergency workers, and Navajo Nation residents. So far in 2020, Isagenix has donated more than \$5.3 million worth of products to nonprofits in the United States, Australia, Canada, Mexico, New Zealand, South Korea, and the United Kingdom. The donations represent more than 1.25 million snacks and meal replacements, including 378,924 servings of IsaKids® Super Smoothie and 767,323 drinks. We've also donated 8,095 IsaBlender® blenders and shaker cups to help nonprofits make shakes and smoothies.

In addition, the ISA Foundation has provided COVID-19 relief through 12 grants totaling \$525,000 to U.S.-based nonprofits.

## Product Donations: A Closer Look

Product donations have helped thousands of people during the pandemic. For example, we donated:



- Products with a retail value of \$41,856 to 340 seniors living in low-income housing in Chicagoland and the surrounding suburbs. The donation included 6,800 protein-rich meal replacement bars and 3,400 protein-packed snacks. Isagenix independent distributor Dawn Bartolini delivered the products to six housing sites developed by Colorado-based nonprofit Mercy Housing.
- Products with a retail value of \$96,412 to first responders via New York-based nonprofit ParaDocs, who distributed the items. The donation included 600 high-quality, protein-rich meal replacement bars, 11,520 protein-rich snack bars, 5,232 sticks of hydration drink mix, and 7,488 energy drinks.
- Products with a retail value of over \$219,000 to individuals and families via Valley of the Sun United Way in Phoenix. The nonprofit distributed the items to other nonprofits serving people affected by the pandemic. The donation included 57,658 protein-rich snacks, including over 38,000 servings of IsaKids Super Smoothie.

Isagenix continues to donate products to help provide COVID-19 relief.

## Foundation Grants: A Closer Look

Foundation grants have paved the way for critical nutrition and resources to reach people around the world. For example:

- A \$150,000 grant to Georgia-based SERV International is helping the nonprofit provide over 1 million meals in the United States and Kenya to those affected by extended quarantine measures.
- A \$50,000 grant to California-based Team Rubicon is going to the nonprofit's COVID-19 response fund, helping the organization provide emergency medical assistance in the Navajo Nation and move food donations to people in the United States having difficulty accessing and affording food.
- A \$15,000 grant to Arizona-based Dignity Health Foundation East Valley has been used for personal protective equipment and medical equipment to help Dignity's Chandler, Arizona, hospitals respond to COVID-19 patients.

The ISA Foundation's latest round of grant applications includes projects related to the pandemic. Applications are being reviewed now, and recipients will be notified in December.

## Making It Happen

Isagenix has invested monetary and human resources into our COVID-19 response. We've also been honored to have several independent distributors help distribute products.

- Isagenix not only donated more than \$5.3 million worth of products to nonprofits but also covered \$6,011 in shipping costs to move products to their destinations.
- 17 employees from the marketing, legal, operations, and finance departments have worked on product donations, from identifying products to shipping them to nonprofits. For one of our first large donations, our CEO at the time spent over an hour helping to load the products into a local nonprofit's vehicle.
- 18 employees from the legal, sales, finance, and marketing departments — including eight executives — spent at least 90 minutes each this summer reviewing the grant applications that ultimately resulted in funding 12 recipients' COVID-19 projects.
- 15 independent distributors volunteered at least two hours each to deliver products to nonprofits or directly to facilities caring for people affected by the pandemic.



## Expected Long-Term Impact

While our product donations and grants have made an immediate impact, we anticipate long-term benefits as well. Providing assistance during COVID-19 has strengthened relationships with existing nonprofit partners and forged new partnerships, putting Isagenix and the ISA Foundation in an even stronger position to serve communities moving forward. In addition, we've refined our process for quickly connecting products, resources, and nonprofit partners to people in need, which will make it even easier to address a variety of needs in the future, including pandemic relief.