



# Making a difference



**in 15,000 lives every year.**



**The Herbalife Family Foundation (HFF)** was established in 1994 by Herbalife’s founder Mark Hughes (1956–2000) and is dedicated to improving children’s lives by partnering with organizations that provide healthy nutrition to at-risk children. HFF also provides financial support for disaster relief efforts around the world.

Herbalife, its independent Distributors, employees and friends provide the generous contributions that enable HFF to help children in impoverished communities overcome the difficult challenges they face and reach their greatest potential.



**Casa Herbalife**, Herbalife Family Foundation’s (HFF) flagship program, was introduced in 2005 to support existing charitable organizations that help children in need around the globe. The program, named after the Brazilian orphanage Mark Hughes and HFF built in 1998, helps to provide proper nutrition to children at risk through more than 60 programs in over 40 countries.

Casa Herbalife programs receive funding from HFF, as well as invaluable support from HFF donors through numerous volunteer projects.



## To our global HFF family:

The Herbalife Family Foundation (HFF) is making a difference in the lives of thousands of children each and every day. With the generous help of Herbalife Independent Distributors, the company, employees and friends, we are currently bringing healthy nutrition to children through 62 Casa Herbalife programs. This year, we were also able to provide much-needed financial support for the thousands of people whose lives are still in turmoil because of natural disasters in Haiti and Chile.

The Casa Herbalife program started with an orphanage in Rio de Janeiro that Herbalife's founder Mark Hughes (1956–2000) built in 1998. Since then, the Casa Herbalife programs have expanded to 62 programs in 2010 – what a wonderful accomplishment, and we are just getting started. Our dream is that one day we will have hundreds of Casa Herbalife programs around the world, where children will receive the proper nutrition they need to grow and thrive. Together, we can make that dream come true.

The children in our Casa Herbalife programs also receive the love and support of caring adults when we volunteer at our Casa Herbalife organizations. What a difference this can make in the life of a child – knowing someone cares.

Our mission is clear – let's continue to provide funding, volunteer support and love to the children. We are so fortunate to be able to help.

“To those whom much has been given, much is expected.”

from the  
Chairman

Thank you for all you do,

Michael O. Johnson



## Dear HFF friends and supporters:

The most rewarding part of my job as executive director of the Herbalife Family Foundation (HFF) is welcoming children into our family through our global Casa Herbalife program.

The true impact of HFF and our Casa Herbalife programs is measured in our personal connection with the children we serve as volunteers and mentors, as well as the much-needed financial support we provide year after year to our network of Casa Herbalife programs. Because of you, we helped provide more than 8 million nutritious meals last year to more than 15,000 vulnerable children.

We hope this annual report provides an informative and insightful look into our global activities and gives you a sense of pride and accomplishment, knowing you are changing children's lives.

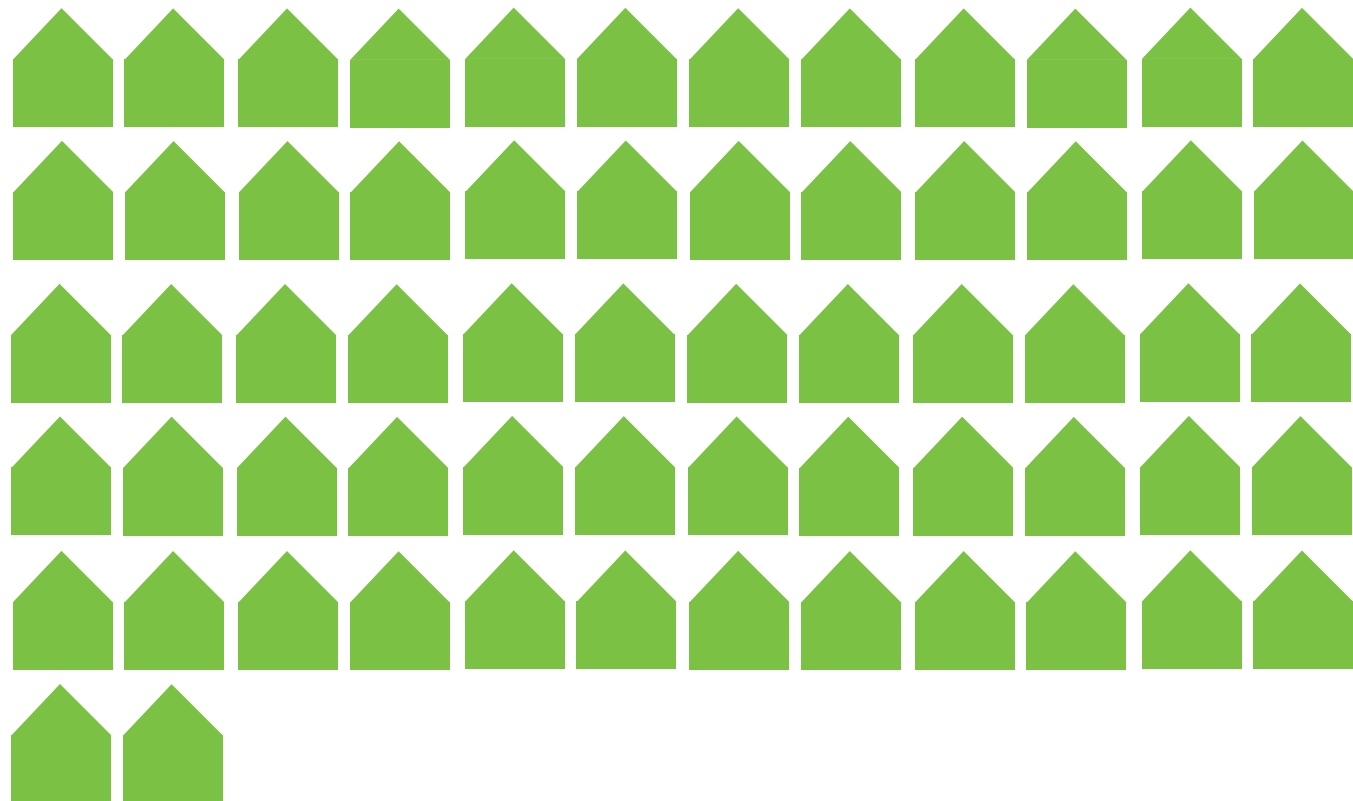
Warmest regards and gratitude,

Robyn M. Browning

# from the Executive Director



to 62 in five years.



**Casa do Menor São Miguel Arcanjo / Rio de Janeiro, Brazil / 1998**

In 1998, Herbalife's founder Mark Hughes financed the building of a new orphanage for a charity and named it Casa Herbalife. Today, Herbalife Family Foundation continues to provide financial support for the charity's food budget; supplying healthy meals to the orphaned children currently living there.



**A Place Called Home / Los Angeles, Calif., United States / 2005**

A beacon of hope in an impoverished neighborhood in South Los Angeles, A Place Called Home (APCH) offers healthy meals and enrichment programs focused on arts, education, athletics and much more to 4,000 members annually. Herbalife Family Foundation has helped build a new state-of-the-art kitchen, provided additional support for food purchases, hosted annual summer events for the center's members and brought in Herbalife volunteers for more than 1,600 hours of service in a year's time.



**Atlanta Children's Shelter / Atlanta, Ga., United States / 2005**

The Atlanta Children's Shelter provides the essentials – shelter, food, clothing and hope – to homeless children and their families. The Casa Herbalife program provides healthy meals and snacks to the children under the center's care, while their parents complete job training and work to achieve financial independence and better care for their families.



**Associação Casa Da Criança de Santos / Santos, Brazil / 2005**

The Casa Herbalife program in Brazil refurbished kitchen facilities and made it possible to start a garden to support the organization's healthy eating program. The children who call Associação Casa Da Criança de Santos home have been orphaned, abandoned or neglected and rely heavily on the services provided here.



**Singapore Children's Society / Singapore / 2005**

The Singapore Children's Society is committed to caring for children and offering compassionate assistance to those who have been abused, neglected or come from dysfunctional families. Here, the Casa Herbalife program helps provide nutritious meals for more than 200 children.



**Aga Pé Foundation / Budapest, Hungary / 2005**

In Budapest, vulnerable teens learn to cook and make healthy decisions as part of Aga Pé's Casa Herbalife program. The organization exists to assist all those disenfranchised, including the homeless, mentally ill and physically disabled, to obtain an improved outlook and healthier life.



**Kobe Jitsugyo Gakuin (KJG) / Kobe, Japan / 2005**

Kobe Jitsugyo Gakuin (KJG) is a community center offering a supportive environment to children and their parents alike. The organization provides after-school enrichment programs and educational opportunities for parents. This Casa Herbalife program recently upgraded its kitchen facilities to allow for easier meal preparation and cooking classes for members.



### **Nuestra Ayuda Inspirada en María (NAIM) / Santiago, Chile / 2006**

NAIM seeks to help not just children, but entire families to overcome poverty. The organization's Casa Herbalife program focuses on providing healthy meals and wellness education to children 3 to 12 years of age. Additionally, NAIM facilitates job training programs for parents in the hopes of helping families rise above circumstance and lead healthier lives.



### **Rumah Bakti Hulu Kelang (RBHK) / Selangor, Malaysia / 2006**

A partnership with RBHK was born in 2006 to help renovate kitchen facilities and improve the quality of life for more than 100 children living in the center. The organization operates a number of enrichment programs, educational and wellness services.



### **Wayne Barton Study Center / Boca Raton, Fla., United States / 2006**

A former law enforcement officer, Wayne Barton understood that teens in South Florida needed an encouraging environment with stimulating activities to keep them off the streets, so he founded the Wayne Barton Study Center in Boca Raton. The Casa Herbalife program provides healthy snacks and meals for the teens every day.



### **Albergue Infantil Los Pinos, A.C. / Guadalajara, México / 2006**

The mission of Los Pinos is to give the neediest children a house, food, education, a home, affection and everything they need in order to live with dignity. The goal is to show these children how to be self-sufficient individuals who can advocate for a better, fairer and more humane society. For more than 20 years, the organization has been helping children in Guadalajara lead healthier, happier lives.



### **Mis Alumnos Más Amigos (MAMA) / Buenos Aires, Argentina / 2006**

MAMA is a comprehensive care center, providing both education and housing for children who have been removed from their homes or orphaned. The organization has been providing quality care for more than 25 years and has helped hundreds of vulnerable children lead better lives in Buenos Aires.



### **Foundation for Children (FFC) / Bangkok, Thailand / 2006**

Foundation for Children (FFC) provides housing, education and proper nutrition to more than 100 children. The organization was founded to protect children's most basic rights and provide a safe environment for orphaned, abandoned and homeless children. Team Herbalife in Thailand regularly volunteers for FFC and has created special projects to educate children on good nutrition, gardening and how to lead a healthy life.



### **SOS Children's Villages / Athens, Greece / 2006**

Herbalife Family Foundation is proud to support Casa Herbalife programs at a number of SOS Children's Villages around the world. In Greece, the program helps provide daily nutritious meals and snacks to the 25 children under the organization's care.



### **Action for Children / London, England / 2006**

Action for Children has been caring for underprivileged and vulnerable children in the United Kingdom for decades. In 2006, a Casa Herbalife program was launched here to support the Young Carers program in which children and teens caring for their ill and disabled parents are taught to budget, shop and prepare healthy meals. The program has been incredibly successful, providing both real world skills and improved self-esteem for participants.



### **Ministerios de Amor, A.C. / México D.F., México / 2006**

For 23 years, Ministerios de Amor has been providing holistic care and a loving environment for impoverished children in Mexico. Currently the organization provides for 400 children in nine homes. Distributors and Herbalife staff in Mexico regularly visit the children in these homes and plan special holiday activities and outings.



### **Acres of Love / Johannesburg, South Africa / 2006**

Acres of Love exists to provide a loving home environment and health care opportunity to children who have been orphaned or abandoned due to HIV and AIDS. The organization now runs more than 20 homes, providing around-the-clock care to the HIV and AIDS epidemic's most vulnerable victims. The Casa Herbalife program not only helps provide nutritious food but also allows the organization to purchase foodstuffs based on special dietary restrictions for children under medical supervision.



Turin,  
Italy



**SOS Children's Villages / Rome, Italy / 2006**

Approximately 60 children currently call the SOS Children's Village in Rome their home. The Casa Herbalife program here provides financial support for the purchase of food and kitchen supplies.



**SOS Children's Villages / Madrid, Spain / 2006**

The Madrid location of SOS Children's Villages provides social and educational activities in addition to providing nurturing home environment to the 80 children living there. Most recently, the support from our Casa Herbalife program has been used to update kitchen facilities, allowing the staff to more efficiently provide healthy meals.



**Obra Do Frei Gil / Oporto, Portugal / 2006**

The Casa Herbalife program at Obra Do Frei Gil was established in 2006 to help the organization upgrade its kitchen facilities and purchase new, much-needed appliances. Since this time, Herbalife staff and independent Distributors have raised funds locally to provide additional support for the 150 children living at the center.



**Caritas Garden Children's Home / Tokyo, Japan / 2006**

The Casa Herbalife program at Caritas Garden has been supporting monthly cooking classes for children since 2006. Additionally, grants have been used to upgrade kitchen facilities so that the staff can provide meals to more than 55 children that live here.



# Los Angeles, California



# Taipei, Taiwan



**Sang Rok Won / Seoul, Korea / 2007**

In Seoul, 40 children live at Sang Rok Won. The organization provides shelter, food, education and activities for neglected and abandoned children 0 to 18 years of age. Distributors and Herbalife staff volunteer regularly at Sang Rok Won, teaching nutrition classes, hosting cooking lessons and even raising funds to send teens to leadership retreats to help build self-esteem.



**Asociación Pro Bienestar Infantil (APROBI) / Bogotá, Colombia / 2007**

APROBI is a daycare for more than 100 children, where they meet their basic needs, receive counseling and educational services and participate in enriching activities, including music and dance. This Casa Herbalife program granted help to build a new dining facility that can accommodate 200 children, allowing the organization to better meet the growing demands of the community.



**Casa do Menor São Miguel Arcanjo / Fortaleza, Brazil / 2007**

The Casa Herbalife program in Fortaleza provides financial support so more than 40 children can eat healthy meals every day. Additionally, funds have helped to refurbish two kitchen facilities.





### Po Leung Kuk / Hong Kong / 2007

Po Leung Kuk in Hong Kong has been caring for victims of domestic violence for more than 100 years. With more than 200 children in the charity's care, "The Kuk" is one of the most well-respected service organizations in the country. The Casa Herbalife program helps provide daily nutrition to all of the children who call Po Leung Kuk home.



### VanHarte Resto / Den Haag, Netherlands / 2007

VanHarte Resto is a community center and restaurant where families can receive free or reduced-cost, healthy meals when they are unable to provide for themselves. While no clients live on the premises, the organization is touching hundreds of lives annually by teaching parents to cook healthy meals and making it possible to provide food for their families during difficult times.



### Jardín de Infancia "Luisa Cáceres de Arismendi" / Caracas, Venezuela / 2007

Through the Casa Herbalife program, Herbalife Family Foundation has been providing financial support for four years to organizations caring for vulnerable children.



### Udelnaya Orphanage / Moscow, Russia / 2007

The Casa Herbalife program at Udelnaya Orphanage provides healthy foods to children ages 6 to 16 years. Originally, Udelnaya Orphanage began taking in homeless and abandoned children. Now, the charity offers formal educational services and enrichment programs in the arts.



### Sara Rose Children Foundation, Inc. / Kitwe, Zambia / 2007

Herbalife Family Foundation was introduced to this amazing charity by Herbalife Chairman's Club members Garry and Jennifer de Brabander in 2007. The organization provides meals, shelter and child care resources to women and children in Kitwe. Hundreds utilize the charity services on a weekly basis. The Casa Herbalife grants provide annual budgetary support and allow the center's founders to feed more children and mothers in need.



### Walker's Place of Safety / Kingston, Jamaica / 2007

The founders of Walker's Place of Safety seek to provide a loving home to children in Kingston who have been abandoned or abused. The center provides transitional housing, enrichment activities and, thanks to the Casa Herbalife program, healthy meals.



### The Infants' Home Child & Family Services / Ashfield, Australia / 2008

Established in 1874 and located in Ashfield, The Infants' Home Child & Family Services is committed to providing education and support programs that help children, from infancy to school age, develop the abilities to meet life's challenges and opportunities. In a given year, more than 1,000 children are helped by this charity – at least one third of them are dealing with disabilities. This Casa Herbalife program has been providing funding for good nutrition for more than three years at this worthy charity.



### Hong Hua Orphanage / Taipei, Taiwan / 2008

Established in 1982, the Hong Hua Orphanage cares for children ages 0 to 18 who are orphaned, abandoned by their parents or unable to live at home because of unstable conditions. In addition to shelter, guidance and educational assistance, the orphanage provides adequate food and clothing to all residents. Casa Herbalife grants are used toward the purchase of food, kitchen upgrades and consultation with professional nutritionists to improve the quality of the meals served.



### Fundación Arco Iris / La Paz, Bolivia / 2008

The Casa Herbalife program in La Paz is providing financial support for nutrition and wellness programs that benefit more than 200 children in one of the most impoverished areas of the city. Fundación Arco Iris also provides assistance with schooling, free medical attention and cultural and athletic activities. Additionally, the organization runs a nursery that looks after 50 pre-school-aged children daily, while their parents find work in the community.



### AIP – Urgent Needs Project Foundation / Istanbul, Turkey / 2008

AIP is a beacon of the community, providing educational opportunities and much-needed resources to impoverished families in Istanbul. The Casa Herbalife program provides seminars on nutrition education and free weekly nutrition packs of food for families to take home.



### The Children's Home in Falbogi / Warsaw, Poland / 2008

The Children's Home offers a nurturing environment for approximately 40 children, ages 3 to 19, who have been removed from their homes by the state. These children have often been abused. The warm environment in the transitional housing allows children to recover and either reconnect with family members or find adoptive households. Casa Herbalife funds are used to purchase fresh foods and have helped upgrade the overall nutrition of meals served on a daily basis.



### Asociación La Buena Esperanza (ALABE) / Lima, Perú / 2008

ALABE was established to combat poverty and malnutrition in Lima. This Casa Herbalife program has helped remodel kitchen facilities to improve access to healthy food and to provide workshops for parents and kitchen staff on food and the monitoring of nutritional indicators. ALABE serves more than 100 children and 20 adults daily.



### Fjölsmiðjan / Reykjavík, Iceland / 2008

The Casa Herbalife program in Iceland helps to provide two meals a day for 80 children at this charitable organization. The center provides direct service and resources for children, teens and their families in the area.



### Garmoniya / Kharkov, Ukraine / 2008

Garmoniya is currently home to more than 60 children, from infancy to 17 years of age. Founded in 2001, the orphanage is focused on providing a safe living environment to the children. The Casa Herbalife program helps to subsidize the orphanage's annual food bill and provides funds for the improvement and updating of kitchen facilities and appliances.



### SOS Children's Villages / Chengdu, China / 2008

Following the devastating earthquakes in 2009, this SOS Children's Village expanded its services to provide for a number of children orphaned by this natural disaster. The Casa Herbalife grant is supporting the daily nourishment of several hundred children.



### Dětské Centrum Zlín / Zlín, Czech Republic / 2009

Herbalife Independent Distributors and staff in the Czech Republic have been supporting the Children's Center in Zlín since 2005, four years prior to a Casa Herbalife program being launched at this charity. The organization provides care for 30 children, ages 6 months to 7 years. Casa Herbalife funds have been utilized to improve nutrition and eating habits for all of the children through basic nutrition lessons, cooking classes and healthy meals.



### Child Fund / Seoul, Korea / 2009

Child Fund provides meals and resources to impoverished families living in Seoul. Last year, the organization provided services and food to more than 500 children on a daily basis. This Casa Herbalife program is helping to support this outstanding effort. Additionally, Herbalife volunteers regularly participate in making lunch boxes for families who are unable to purchase food.



### Yad B'Yad – Hand in Hand / Tel Aviv, Israel / 2009

This charity provides a helping hand to families in need by granting one-time financial assistance and daily services, such as tutoring, counseling and hot meals. The Casa Herbalife program is supporting the organization's food budget, ensuring there are always enough healthy meals for those in need.



### Children's Ark / St. Petersburg, Russia / 2009

Since 1998, Children's Ark has graduated more than 200 children, helping them find adoptive homes or helping them to become independent adults, living and working on their own. Currently, the Casa Herbalife program is helping to provide daily meals for the 60 children living in the orphanage.



### SOS Children's Villages / Bangalore, India / 2009

This SOS Children's Village provides support for more than 400 children and 200 families in Bangalore. Herbalife Family Foundation sponsors 198 children through this Casa Herbalife program, providing the financial resources for the care and feeding received on a daily basis.



### Dom Tuskanac / Zagreb, Croatia / 2009

This charity provides services for teenagers specifically. In 2009, the organization was close to losing its charitable status because of the condition of its run-down kitchen facilities. With the assistance of a Casa Herbalife grant, the kitchen was upgraded, new equipment was purchased and government regulators withdrew the threat of closure. Today, the teens living here receive nutritious daily meals and snacks.



Turin,  
Italy



### **Fundación de Niños La Casita de María (FUCAM) / Medellín, Colombia / 2009**

Fundación de Niños La Casita de María (FUCAM) provides housing, food and recreation to underprivileged, displaced and abandoned children at risk. Approximately 30 boys and girls are entrusted to the organization's care at any given time and, with the assistance of the Casa Herbalife program, receive healthy meals every day.



### **Erie Neighborhood House / Chicago, Ill., United States / 2010**

Erie Neighborhood House is a community service agency founded in 1870 that promotes a just and inclusive society by strengthening primarily low-income, Latino families through skill-building, access to critical resources, advocacy and collaborative community action. The Casa Herbalife program focuses on the 50 pre-school- and kindergarten-aged children who attend the agency daily. Fun, informative nutrition education and healthy eating are combined to encourage these children to lead healthier lives.



### **Centro Nutricional de Celaya, A.C. / Celaya, Guanajuato, México / 2010**

Centro Nutricional Celaya in the state of Guanajuato began as a Rotary Club project in 1990. The center's mission is to improve the nutritional needs and eating conditions of impoverished children in order to prevent physical deficiencies and support healthy development through good nutrition. The Casa Herbalife program supports the organization's ongoing efforts in the areas of malnutrition prevention and diagnosis, nutrition rehabilitation and the Growing Healthy program that provides early education to 40 children.



### **Fundación Sinsoluka / Quito, Ecuador / 2010**

Named after the highly addictive glue that is sniffed by many of the homeless children in Quito, this charity literally pulls children from the streets in an attempt to give them shelter, food and hope for a better future. Annual Casa Herbalife grants support the organization's expanding food expenses. In 2010, Herbalife Independent Distributors, moved by an emotional visit to Fundación Sinsoluka, raised nearly \$150,000 to purchase a larger, centrally-located home for the organization to house their operation. They are now able to help twice as many homeless youth in Quito.



### **Fundación Castro Limón, A.C. / Baja California, México / 2010**

At any given time, 25 children reside at Fundación Castro Limón while they receive treatment for a variety of illnesses at the Pediatric Cancer Center in Tijuana. The services are completely free to families and it offers a sense of home to children who are unable to travel between the hospital and their family's home. The Casa Herbalife program provides funding for the specialized diets the children must maintain while receiving treatment.



### **Associação Beneficente Betsaida / São Paulo, Brazil / 2010**

The Associação Beneficente Betsaida is a shelter in São Paulo that houses 20 children and adolescents from 2 to 16 years old. The Casa Herbalife program is currently training 20 professionals to implement new recreational activities, nutrition education and programs focused on fun play and exercise.



### **General Direction of Social Assistance & Child Protection, District 5 / Bucharest, Romania / 2010**

The Casa Herbalife program in Bucharest is providing financial support for the feeding of 50 children who reside in the orphanage. The charity is located in the poorest area of Bucharest, where many of the children have dealt with abuse and neglect. Herbalife volunteers are raising funds locally to provide additional assistance for programs outside of the scope of nutrition.



### **Taloe Orphanage / Krasnoyarsk, Russia / 2010**

Located in Krasnoyarsk, Russia, Taloe Orphanage was founded in 2002 and is considered to be one of the best charities in the region. Since its establishment, more than 100 children graduated from the orphanage, many of whom were placed with new families. Currently, 20 orphans from 5 to 8 years old live here. The Casa Herbalife program provides a variety of nutritious meals. Herbalife Independent Distributors also conduct special activities with the children around recreation and computer technology.



### **Bereginya / Kiev, Ukraine / 2010**

Bereginya was established in 1999 for orphaned and abandoned children left without parental care. Since the day of its launch, more than 40 children have graduated from Bereginya. Currently, the orphanage cares for 20 children, aged 6 to 17 years. In addition to daily care, the charity also offers a number of enrichment and recreation lessons. The Casa Herbalife grant is being used to repair and renovate the charity's existing kitchen facilities to provide easier access to hot meals.



### **CasaOz / Turin, Italy / 2010**

This organization in Turin provides day care for children with physical and mental disabilities and debilitating illnesses, providing both necessary daily care and free medical attention. Supported mainly by dedicated volunteers, CasaOz has helped more than 3,000 children since its founding. The Casa Herbalife program was designed to help create a sense of normalcy, providing regular, daily meals to the children and their families, free of charge.



### **Action for Children / North Lanarkshire, Scotland / 2010**

Here, the Casa Herbalife program is an exact replica of the highly successful Young Carers program at Action for Children's located in London. Teens learn to budget, shop and cook healthy meals for the ailing and disabled family members they must care for.



### **La Alegría de los Niños, I.A.P. / Querétaro, México / 2010**

Founded in 1994 with the mission of protecting infants and children who are victims of abuse, abandonment and neglect, La Alegría de los Niños, I.A.P., offers a safe haven from the streets for at-risk children and provides food, shelter, care, clothing and education. This Casa Herbalife program helps provide three daily meals and snacks to the 70 children in the organization's care. Additionally, a portion of the funds granted will be used to support essential wellness treatments for children with special needs.



**SOS Children's Villages / Philippines (Multiple locations) / 2010**

More than 600 vulnerable children in eight locations are receiving healthy meals thanks to the Casa Herbalife program in the Philippines. SOS Children's Villages locations in the Philippines provide daily programs and nutrition for impoverished and abandoned children.



**City House / Dallas, Texas, United States / 2010**

City House in Dallas provides emergency shelter and services to children up to 17 years of age. This Casa Herbalife program also supplies three meals to at-risk boys and girls on a daily basis.



**Hogar Providencia de Don Vasco, I.A.P. / Michoacán, México / 2010**

Created in 1945, Hogar Providencia Don Vasco, I.A.P., in Michoacán, is a home for girls, ages 4 to 18 years old, who come from dysfunctional family environments with little or no economic resources. The organization provides shelter and resources, and the Casa Herbalife grant pays for nutritious meals and health education.



# Bogotá, Colombia



# Chengdu, China



**Fundación Don Juan Navarrete y Guerrero, I.A.P. / Sonora, México / 2010**

Fundación Don Juan Navarrete y Guerrero, I.A.P., in Sonora, supports under-privileged families by creating an environment where its members can learn to live as a productive family and be self-sufficient. The Casa Herbalife grant helps the organization serve breakfast, provide groceries and host nutrition seminars.



**Deutsches Kinderhilfswerk e.V. / Berlin, Germany / 2010**

Deutsches Kinderhilfswerk e.V. is a well-established and respected non-government organization in Germany. The Casa Herbalife grant will financially support a free kitchen where children and families can receive nutritious meals.



**CASA HERBALIFE SPECIAL PROJECT:  
Haitian Health Foundation / Jérémie, Haiti / 2010**

Spearheaded by Herbalife Founder's Circle member and 2010 HFF Humanitarian Award recipient Leslie Stanford, Herbalife Family Foundation has entered into a one-year, special project agreement with the Haitian Health Foundation. The organization is established in Jérémie, Haiti, where tens of thousands of refugees have settled, following the devastating earthquakes that destroyed much of Port-au-Prince in January 2010. This money provides the organization with financial support to build a functional, industrial kitchen that will feed hundreds of children and families daily.

# 2010 DISASTER RELIEF

The Herbalife Family Foundation is proud to partner with established humanitarian aid organizations like the International Red Cross and Save the Children to help provide relief efforts when natural disasters strike.

In 2010, Herbalife employees and independent Distributors raised more than US\$160,000 for disaster relief efforts in India, Thailand, Mexico, Chile and Haiti.

One hundred percent of our donations were distributed to organizations working at natural disaster sites, helping to provide shelter, food, drinking water and other forms of life-saving assistance to affected families and children.

After hundreds of thousands were displaced, injured and orphaned by the earthquake in Haiti, Herbalife Independent Distributors rushed to act – not only donating money but time, resources and personal service. Founder’s Circle member and 2010 HFF Humanitarian Award recipient Leslie Stanford and several Distributors forged close relationships with the Haitian Health Foundation, an organization that serves the refugees of this devastating earthquake. These relationships have resulted in a special HFF Casa Herbalife project in nearby Jérémie, Haiti – where Herbalife Independent Distributors are aiding in long-term disaster relief efforts.



photo courtesy of International Red Cross



ASF photography by John D. Tartol III "ASFphoto.com"



Jérémie,  
Haiti

ASF photography by John D. Tartol III "ASFphoto.com"

## 2010 HFF HUMANITARIAN AWARD

From a young age, philanthropy was a way of life for Leslie Stanford. Her mother always prepared enough food at mealtimes to share with patients at local hospitals. "It was the natural thing to do," Leslie says. Her desire to give back, coupled with the financial independence achieved with Herbalife, has given her the opportunity to dramatically improve the lives of others.

In March 2010, Herbalife Family Foundation proudly presented Leslie with the fourth annual Humanitarian Award at Herbalife's 30th Anniversary Leadership Summit to honor her impressive philanthropic work.



Leslie Stanford  
2010 HFF Humanitarian  
Award Recipient

In honor of Leslie's philanthropic work around the world, Herbalife Family Foundation made a one-time donation of US\$10,000 to the Haitian Health Fund – a charitable organization that provides health care and nutritional support to villagers and displaced refugees in southwestern Haiti. The HFF Humanitarian Award was established to recognize Herbalife Independent Distributors, like Leslie, who exemplify community service and have made a significant contribution to changing lives through their outstanding involvement and dedication.

Leslie's generosity and kindness extend far beyond the personal financial donations she makes to HFF. As part of her ongoing service to the advisory board of PeaceJam over the past six years, she has helped facilitate meetings between thousands of teens and Nobel\* Peace Laureates, including the Dalai Lama, and she remains one of PeaceJam's strongest fundraisers and advocates. She also regularly hosts events at her home in support of the Women's Foundation of Colorado and provides short-term accommodations to missionaries.

On recent trips with her family, Leslie helped build homes for those in need in Mexico and delivered clothing to orphanages in Mozambique. She also provided much needed support in Haiti after the devastating earthquake hit the island in 2010. Leslie was instrumental in connecting HFF with the Haitian Health Fund. Thanks to Leslie's involvement, we created a Casa Herbalife special project grant that helped build a new kitchen for the Center of Hope facility in Jérémie, Haiti. The grant also includes financial support for the project for one year.

Leslie is a community leader, fearless advocate, enthusiastic volunteer and an inspiration to us all. She believes that everyone has something to offer, whether it's a donation or a helping hand. It is because of Herbalife Independent Distributors like Leslie that HFF is able to change so many lives around the world.

\* The Nobel Foundation has no affiliation with Herbalife Family Foundation.

# VOLUNTEER IMPACT

In 2010, more than ever before, Herbalife Independent Distributors and Herbalife employees visited the charities supported by our Casa Herbalife programs. Hundreds of employees and Distributors spent thousands of hours working as volunteers, mentoring the children served by our Casa Herbalife programs, and making a positive difference in thousands of young lives.

We received more reports than we ever expected of creative, exciting fundraising initiatives in local communities. From independent Distributors making Formula 1 canisters into collection jars for donations at their Nutrition Clubs to running marathons in honor of Herbalife Family Foundation to cycling 3,200 miles across the United States to raise funds and visibility for Casa Herbalife programs – 2010 was an unforgettable year.

What makes Herbalife Family Foundation stand out among other charitable foundations is our incredible network of more than 2 million people around the world – our Herbalife family. Individually, your generosity and commitment to improving our communities is inspiring. Collectively, our efforts are truly life-changing for vulnerable children around the globe.

As we celebrate our successes over the last year, we encourage everyone to carry on the legacy of Herbalife's founder Mark Hughes (1956–2000) by getting involved and giving back to your community. Together, we are changing children's lives.

Herbalife Independent Distributor Tom Rickoff pictured here with his wife Becky, cycled more than 3,200 miles to raise funds for HFF.



# Financial Report 2010

informe financiero del 2010

## TOTAL ASSETS

ACTIVOS TOTALES

**\$4,166,341**



**\$4,115,324**



Note: All figures are in U.S. Dollars.  
Aviso: Todas las cifras son dólares estadounidenses.

## PROFIT AND LOSS

GANANCIAS Y PÉRDIDAS

	2009	2010
<b>UNRESTRICTED NET ASSETS / ACTIVOS NETOS ILIMITADOS</b>		
<b>SUPPORT AND REVENUE / APOYO E INGRESO</b>		
Contributions / Contribuciones	1,559,526	2,069,181
In-kind / En especie	328,947	407,247
<b>TOTAL CONTRIBUTIONS / TOTAL DE CONTRIBUCIONES</b>	<b>\$2,675,539</b>	<b>\$2,476,428</b>
Interest / Interés	13,412	30,926
Investment loss, net / Pérdida en inversiones, neto	–	(16,571)
Release of restrictions / Publicación de restricciones	–	146,727
<b>TOTAL SUPPORT AND REVENUE / APOYO E INGRESOS</b>		
<b>AFTER RECLASSIFICATIONS / DESPUÉS DE RECLASIFICACIONES</b>	<b>\$2,688,951</b>	<b>\$2,637,510</b>
<b>EXPENSES / GASTOS</b>		
Program Services / Servicios del programa	1,533,126	2,054,916
Supporting Services / Servicios de apoyo		
Management and general / Gestión y recaudación	93,091	109,287
Fundraising / General	372,773	571,056
<b>TOTAL EXPENSES / TOTAL DE GASTOS</b>	<b>\$1,998,990</b>	<b>\$2,735,259</b>
<b>DECREASE IN UNRESTRICTED NET ASSETS</b>	<b>–</b>	<b>(97,749)</b>
<i>DISMINUCIÓN DE ACTIVOS NETOS ILIMITADOS</i>		
<b>TEMPORARILY RESTRICTED NET ASSETS /</b>		
<b>ACTIVOS NETOS TEMPORALMENTE LIMITADOS</b>		
Contributions / Contribuciones		
General / General	174,384	120,719
Disaster Relief / Esfuerzos de auxilio	–	107,376
Releases of restrictions / Publicación de restricciones	(44,250)	(146,727)
<b>INCREASE IN TEMPORARILY RESTRICTED NET ASSETS</b>	<b>–</b>	<b>81,368</b>
<i>AUMENTO DE ACTIVOS NETOS TEMPORALMENTE LIMITADOS</i>		
<b>NET CHANGE IN NET ASSETS</b>	<b>(179,905)</b>	<b>(16,381)</b>
<i>CAMBIO NETO EN ACTIVOS NETOS</i>		
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>\$4,311,609</b>	<b>\$4,131,705</b>
<i>ACTIVOS NETOS AL PRINCIPIO DE AÑO</i>		
<b>NET ASSETS AT END OF YEAR</b>	<b>\$4,131,704</b>	<b>\$4,115,324</b>
<i>ACTIVOS NETOS AL FINAL DEL AÑO</i>		

All numbers are taken from the 2010 audited financial statement.  
For more information, please contact the HFF office.  
Todas las cifras han sido tomadas de la declaración financiera auditada de 2010.  
Para más información, comuníquese con la oficina de HFF.

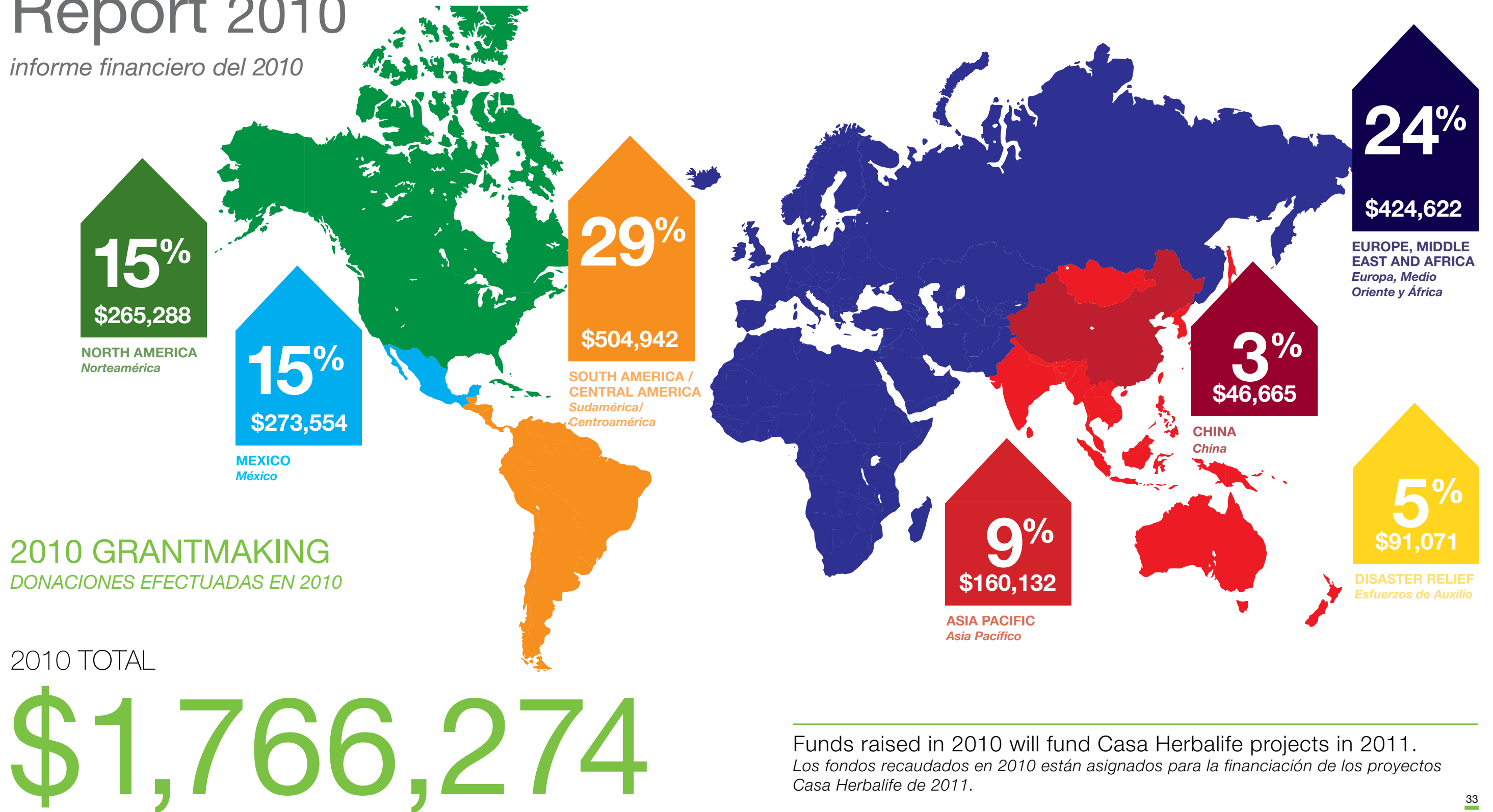
Note: All figures are in U.S. Dollars.  
Aviso: Todas las cifras son dólares estadounidenses.



# Financial Report 2010

informe financiero del 2010

HFF continues supporting Mark Hughes' vision.  
*HFF continúa ampliando la visión de Mark Hughes.*



2010 GRANTMAKING  
 DONACIONES EFECTUADAS EN 2010

2010 TOTAL

**\$1,766,274**

Funds raised in 2010 will fund Casa Herbalife projects in 2011.  
*Los fondos recaudados en 2010 están asignados para la financiación de los proyectos Casa Herbalife de 2011.*

# Donors 2010

contribuyentes de 2010

## TOP HFF DONORS FOR 2010

PRINCIPALES CONTRIBUYENTES PARA HFF EN 2010

The Herbalife Family Foundation would like to thank the following impact donors for their exceptional generosity in 2010.

*La Fundación Familia Herbalife quiere dar las gracias a los siguientes contribuyentes por su impactante labor y la excepcional generosidad que han mostrado en 2010.*

Ma. Sara Alfaro Cazares  
Stephen R. Alosio  
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Edgar Benitez Cortes  
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Queenie (Sze Man) Leung  
Erfeng Li  
Guillermo & Carola Luna  
Seung Ja Park  
John & Fernanda Peterson  
Leslie Stanford & Don Bailey  
Ana F. & Julio Tarralbo  
Lori P. & John Tartol  
Des Walsh

“Everyone is part of the goal and plan of making this a better place to live. Everyone.”  
“*Todos somos parte del plan de hacer de éste un mejor lugar para vivir. Todos*”.

– Mark Hughes (1956–2000)  
Herbalife Family Foundation’s Founder

## DONORS 2010

CONTRIBUYENTES EN 2010

Through the support of many, the Herbalife Family Foundation is improving the lives of children all over the world. We would like to recognize the following donors for their inspired support of HFF through donations of \$100 or more in 2010.

*Gracias al apoyo de todos, la Fundación Familia Herbalife está logrando mejorar la vida de los niños alrededor del mundo. Nos gustaría rendir un reconocimiento a los siguientes contribuyentes por el apoyo que han brindado a HFF por medio de donaciones de \$100 o más en 2010.*

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