




# GLOBAL CITIZENSHIP REPORT **2011**





“We try every single day to help people move from where they are to where they want to be. We have – and we always will – believe in better.”

*- Amway Chairman Steve Van Andel  
and Amway President Doug DeVos*

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*Steve Van Andel*

Steve Van Andel  
Chairman

*Doug DeVos*

Doug DeVos  
President

# MEET OUR LEADERS

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The Amway story begins with our fathers who, as business partners, shared a belief that with encouragement and hard work anyone can move to a better place. This belief is articulated through the Amway vision of *helping people live better lives*. Our vision dictates how we do business and drives our behaviors around our employees, customers and neighbors in communities throughout the world.

Today, the Amway commitment to corporate citizenship remains constant. Whether it is countries that need help recovering from devastating disasters or Amway employees lending their time and talent to worthy causes – being mindful of the people around us has always been front and center in all that we do.

The Amway™ One by One Campaign for Children helped 1.5 million youth last year and more than 9.5 million since the program launched in 2003. In 2011 alone, our distributors and employees logged 200,000 volunteer hours for charitable organizations all over the world. And Amway played an important role in helping the people of Japan in the aftermath of the historical earthquake and tsunami.

These are examples that represent the immense compassion Amway and our employees and distributors have always expressed toward others around the world. It's how Rich and Jay's intent to make a difference in people's lives is continually brought to life.

When it comes to our commitment to corporate citizenship, we try every single day to help people move from where they are to where they want to be. We have – and we always will – believe in better.



# WHO WE ARE

## Corporate Citizen, Passionate People

Innovator, manufacturer, champion of free enterprise – Amway is a \$10.9 billion global enterprise and one of the world’s largest direct selling businesses. Our business opportunity and products make people’s lives better and our people make the planet a better place.



Amway World Headquarters, Ada, Michigan

From our World Headquarters in Ada, Michigan to the far corners of the world, Amway is a global company that cares about communities. And it’s been that way since 1959. Today, our reach spans more than 80 countries and territories, connecting people around the world with life-changing business opportunities and compelling brands like NUTRILITE™ vitamin, mineral and dietary supplements; ARTISTRY™ skincare and colour cosmetics; and eSpring™ water treatment systems.

Amway is a values-based employer of choice with a workforce of 20,000 and a distributor network more than three million strong. From continent to continent, our employees and distributors are inspired by the Amway vision of *helping people live better lives*. It’s our purpose, and we pursue it with passion.

## The Founding Families of Amway

Friends and fellow entrepreneurs Rich DeVos and Jay Van Andel founded Amway as a low-cost business opportunity, combining well-designed, high-quality products with an innovative direct-selling business model rooted in relationships. Over the past 52 years, Amway has grown to become a powerful global enterprise.

Our founding families still own Amway today. Doug DeVos is President and Steve Van Andel is Chairman, and both continue their fathers’ legacy of active leadership, serving as prominent members of leading business and industry organizations.



Amway Founders – Rich DeVos and Jay Van Andel

**Our Brands Do Wonders Worldwide**

Our product portfolio shines with more than 450 distinctive nutrition, beauty and home care products that carry the Amway™ name.

From concept to creation, quality and environmental stewardship are built into every AMWAY product. We use only the best ingredients in our products, and we take all steps necessary to guarantee customer safety and satisfaction, starting with a 100 percent satisfaction guarantee.

**NUTRILITE** is the world’s number-one selling vitamin and dietary supplement brand.<sup>1</sup>

**ARTISTRY** is among the world’s top five, largest-selling premium skincare brands.<sup>2</sup>

**eSpring** is the world’s largest-selling brand of point-of-use water systems.<sup>3</sup>

1 Source: Euromonitor International Limited; 2010 retail sales.

2 Source: Euromonitor International Limited; Beauty and Personal Care 2011. Premium Cosmetics and Premium Skincare category and subcategory; global 2010 value RSP.

3 Source: Verify Markets study of 2009 global sales.

Amway operates in more than 80 countries and territories. Our four regions are The Americas (North America/Latin America), Greater China (China/Hong Kong/Taiwan), Asia Pacific (Japan/Southeast Asia/Korea/Australia/New Zealand) and Europe/India/Southern Africa.

**We Empower Entrepreneurs**

Amway has a 52-year history of advocating free enterprise and celebrating entrepreneurship. We empower individual economic and personal freedom with a business opportunity that resonates across continents and cultures. Since 1959 Amway has paid out more bonuses and cash incentives to its distributors than any other direct selling company in history.<sup>4</sup>

In collaboration with our dedicated distributors, we share a global consciousness for creating positive change in people’s lives around the world.

4 Source: Euromonitor International Limited; this claim is expressed in value terms for the time period 1959 to 2009. Primary and secondary research derived individual company sales and bonus and cash incentive payouts, and then a tiered filtering methodology was implemented to remove all competitors to Alticor, validating the claim.



# WHAT MATTERS MOST

## **Guided by Vision, United in Purpose**

*Helping people live better lives.* It's the Amway vision, and it inspires everything we do, every day. It guides our strategic choices, drives our innovation and compels us toward a purposeful global consciousness: to create positive change in people's lives around the world.

## **AMWAY VALUES**

### **Partnership**

Amway is built on the concept of partnership – and it's been that way since the beginning. The partnership among the founding families, employees and distributors is our most prized possession. We always try to do what is in the long-term best interest of our partners, in a manner that increases trust and confidence. The success of Amway will reward all who have contributed to its success.

### **Integrity**

Integrity is essential to our business success. We do what is *right*, not just whatever works. Amway success is measured not only in economic terms, but by the respect, trust and credibility we earn.

### **Personal Worth**

We acknowledge the uniqueness created in each individual. Every person is worthy of respect and deserves fair treatment and the opportunity to succeed to the fullest extent of his or her potential.

### **Achievement**

We are builders and encouragers. We strive for excellence in all we do. Our focus is on continuous improvement, progress and achievement of individual and group goals. We anticipate change, respond swiftly to it, take action to get the job done and gain from our experiences. We encourage creativity and innovation.

### **Personal Responsibility**

Each individual is responsible and accountable for achieving personal goals, as well as giving 100 percent effort in helping achieve corporate or team goals. By helping people help themselves, we further the potential for individual and shared success. We also have a responsibility to be good citizens in the communities where we live and work.

### **Free Enterprise**

We are proud advocates of freedom and free enterprise. Human economic advancement is clearly proven to be best achieved in a free market economy.



Amway employees at our World Headquarters



## Amway FOUNDERS' FUNDAMENTALS

FREEDOM | FAMILY | HOPE | REWARD

When we say we are a company built on values, we mean it. Our Founders' Fundamentals are embedded, literally, in stone in front of our World Headquarters in Ada, Michigan.

These fundamental principles, along with our corporate values and vision, provide a solid foundation for all of our business operations, from our dealings with our distributors to the leadership positions our executives hold within their communities.

### Freedom

Personal opportunity and economic opportunity go hand in hand. With Amway, you have the freedom to change your life by owning your own business.

### Family

We all need family to cheer us on. We are all members of the global Amway family – we respect and take care of each other to foster success.

### Hope

Inspiring you to dream bigger. Amway creates an environment where hope can thrive.

### Reward

Happiness is best achieved through earned success. Amway rewards what you achieve, and also what you help others achieve.

## CITIZENSHIP VISION

By positively changing the way people live through our business, business opportunity, and AMWAY™ products and services, we collectively improve the world around us. To sustainably grow as a global corporate citizen, we will continue to fulfill the Amway vision of *helping people live better lives* by caring for our communities, our employees and our planet. This Global Citizenship Report demonstrates just how.



Amway employees at our World Headquarters



# Ethics

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## **Integrity, Always**

Partnership and integrity are cornerstones of Amway. As a global enterprise that conducts business in more than 80 countries and territories, our operations are subject to laws as diverse as the world itself. Yet while these regulations and customs may differ, our promise to maintain the highest ethical standards remains unwavering. And it's been that way since 1959.



# EXPECTATIONS OF EXCELLENCE

## **We value our employees.**

Ours is a stimulating work environment that creates opportunities for all employees to realize their full potential. Amway diligently maintains a safe, clean and friendly workplace for all employees. We do not tolerate harassment, intimidation, violence or drugs in the workplace. We prize diversity and believe that all people should be respected and treated fairly regardless of personal characteristics such as their sex, race, ethnicity, disability, age or religion.

## **We are loyal to our company.**

Honesty and loyalty are key virtues for both Amway employees and the company itself. We expect our employees to act in the company's best interest and to exercise solid judgment unclouded by personal interests or divided loyalties. We keep business information private and do not misuse it for personal gain or to the detriment of the public or other companies.

## **We value fair competition.**

A proud advocate of free enterprise, we never agree with a competitor to fix prices, divide territories or allocate customers. We respect our own and others' copyrights, trademarks, patents, trade secrets and other forms of intellectual property.

## **We are honest in all business dealings.**

Amway employees are expected to record and report business information truthfully, as well as maintain accurate books and records. Our legal staff works closely with both our local affiliates and government officials all over the world to help ensure that laws and regulations are followed. We do not make any payments to foreign government officials for the purpose of securing unfair advantage; we comply with local anti-corruption laws, including the United States Foreign Corrupt Practices Act. When business customs call for giving and receiving gifts and entertainment, we exercise good judgment and moderation.

## **We protect our customers.**

We stand behind the quality of our products and guarantee customer satisfaction. If for any reason the customer is not completely satisfied, a product may be returned within a specified period for an exchange or refund of the product's price plus applicable tax. Additionally, Amway works with consumer protection organizations to enhance consumer education.

## **We support ethical direct selling.**

As a leading global direct selling company, we engage more than three million individuals around the world who create their own businesses in partnership with Amway. We are committed to working with other ethical companies through industry organizations to promote direct selling and ensure ethical conduct.

## **We have financial checks and balances.**

Amway is a private company built on the fundamentals and values of our founders, which continue to guide our employees, officers and directors today. The corporation is managed by a Board of Directors that balances our founding families with outside directors. Governance practices at Amway are designed to consider the interests of our many stakeholders: shareholders, affiliates, suppliers, distributors, customers, employees and the communities in which we do business. The Board oversees our good governance and risk management policies, holding regular long-term planning sessions to ensure that strategic plans are aligned for the future.

## **We mitigate risk.**

We work to reduce risk resulting from Amway operations, both to protect our employees and to minimize downtime for our distributors. Our current worker safety incident rate is well below the industry average, and we have an active property loss protection plan that includes building and maintaining our facilities to meet appropriate fire protection standards, storing materials properly and conducting inspections to ensure our systems are working and in compliance.

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**We demand quality.**

Amway quality assurance teams closely monitor quality, from incoming components and materials through the manufacturing process and out into the field worldwide. We have many proactive programs in place to ensure that our strict quality standards are met.

**We pride ourselves on product safety.**

The health and safety of our customers and the environment are of paramount importance to us. AMWAY™ products are carefully evaluated to meet our high standards of safety and effectiveness. All ingredients in all personal and home care, cosmetic and nutritional products are considered safe for their intended use by appropriate government agencies, independent scientific review and the best consultative resources available to our scientists.

***Product Recall Policy***

The AMWAY product recall policy clearly outlines the procedure to be taken for any product we've distributed (including labels and literature) that must be recalled for any reason. Regardless of the nature of the incident, actions are immediately taken by management to ensure the safety of our distributors and their customers.

**We expect high standards of our suppliers.**

From providing a safe work environment to allowing full access to compliance inspections to fair employment practices, Amway embraces and upholds a Supplier Code of Conduct to ensure that the goods we sell are not the product of unacceptable working conditions. Doing so keeps our workforce productive and positioned to meet our customer demands for high-quality products at fair prices.

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**UNITED STATES DIRECT SELLING ASSOCIATION (DSA) CODE OF ETHICS**

In the United States, the DSA's commitment to ethical business practices and consumer service is its Code of Ethics. As a member company, Amway pledges to abide by the Code's standards and procedures, which speak to both customers and sellers and ensure that member companies will make no statements or promises that might mislead either customers or prospective salespeople. Pyramid schemes are illegal and companies operating pyramids are not permitted to be members of the DSA.

**WORLD FEDERATION OF DIRECT SELLING ASSOCIATIONS (WFDSA) WORLD CODE OF ETHICS**

The WFDSA is comprised of 60 national direct selling associations and one regional federation. Amway leaders around the world hold more than 50 leadership positions in direct selling associations. Membership in the WFDSA requires a commitment to abide by its World Code of Ethics, established to protect consumers globally. Amway fervently promotes and abides by this World Code.

Globally, the World Code of Ethics is a constantly evolving, enforceable standard of behavior. The cornerstone of the direct selling industry's commitment to ethical business practices and customer service, the World Code is a mechanism that ensures independent salespeople and customers are treated fairly and respectfully.



Amway employees building a playground in West Michigan

# Communities

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## **Community Pride, Far and Wide**

*Helping people live better lives* is at the center of everything we do at Amway.

Our business opportunity, our respected brands, our enduring relationships, our global citizenship – we are people who care about people. That care manifests itself in many forms, from reaching out with hands to rejoicing with hearts to revitalizing by sharing resources.

Since 1959, Amway has contributed \$428 million to causes around the world. Our leadership, employees and distributors have joined forces to inspire people and create positive change in the communities we serve. We've seen the power of making human connections, of rebuilding after disaster, of energizing economic development. And our work is far from complete.



2010

8

2011

9.5

million children impacted



2.3

2.5

million hours volunteered



141

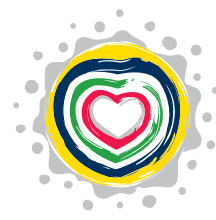
166

million dollars donated

**all children impacted,  
hours volunteered,  
and dollars donated  
are measured in MILLIONS**

\*Cumulative totals since the campaign was launched in 2003,  
includes efforts of Amway, employees and distributors worldwide

# AMWAY™ ONE BY ONE CAMPAIGN FOR CHILDREN



**Amway™ ONE by ONE**  
campaign for children

From the Americas to Asia, Amway is a global corporate citizen poised to respond, rebuild and rejuvenate people and places around the world.

The Amway™ One by One Campaign for Children rallies the entire Amway family to make a difference in the lives of disadvantaged children across the globe. Leadership, employees, distributors – together, we fulfill our vision of *helping people live better lives* by giving these children the resources, nurturing and inspiration they need to live, learn, achieve and, of course, play.

Wherever Amway conducts business, we strive to positively impact the people and communities around us. Because needs are as diverse as the people themselves, Amway One by One supports hundreds of partner organizations to address the specific concerns of each community. Whether it's landscaped facilities that beautify neighborhoods or local partnerships that ensure public safety, teaching basic gardening skills or helping impoverished children gain access to cancer treatment, we have a long history of improving lives and lifting spirits.

Across continents, Amway is making positive change. And we're just getting started.



LIVE – Cape Town, South Africa



LEARN – Tainan, Taiwan



ACHIEVE – Delhi, India



PLAY – Rostov, Russia



Lusaka, Zambia



# HIGHLIGHTED STORY

## NUTRILITE LITTLE BITS

Across the world, hundreds of millions of children are loved and nurtured but malnourished. NUTRILITE™ Little Bits™ is the Amway effort to help eliminate chronic malnutrition in these children.

Across Amway – and especially through our NUTRILITE™ products – we know that deficiencies of key micronutrients like iron, zinc, vitamin A and iodine can prevent kids from growing, inhibit brain development, and contribute to anemia and disease. That’s why we’re partnering with organizations around the world to not only fill these nutritional gaps but give these children the best start in life.

NUTRILITE Little Bits™ is a supplement that packs 15 essential vitamins and minerals into a tasteless, odorless powder. When added to any native food, this powerful product fills micronutrient deficiencies in children from six months to five years old. And it’s working.

### Making a Difference in Mexico

In partnership with the Salvador Zubirán National Institute of Nutrition in Mexico, we conducted a pilot study with approximately 150 kids, ages one to five, with exceptional results: After just six months of intervention, NUTRILITE Little Bits reduced both the prevalence of iron deficiency anemia by nearly 90 percent and the prevalence of stunting by 18 percent. The program also produced more active, talkative and playful children. In 2011, working with partner Un Kilo de Ayuda, we helped support more than 600 children with NUTRILITE Little Bits.



Exclusively from 

### Next Stop: Zambia

Thanks to our partnership with the Christian Alliance for Children in Zambia (CACZ), we took NUTRILITE Little Bits to Africa in August 2011. CACZ Executive Director David Siame says, “About 35 percent of the children are stunted in growth, due mainly to the food they eat – it’s not fortified. This program intervenes where the family eats. We follow the family where they are.” Thanks to NUTRILITE Little Bits, 175 Zambian children now get the nourishment they need to grow and thrive.

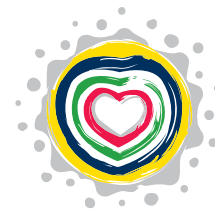
The NUTRILITE Little Bits story brings all the pieces of Amway together: It fulfills our vision to help people live better lives. It connects the expertise of Nutrilite with communities. It’s another shining example of how Amway™ One by One is changing lives, one child at a time. And it soon will be expanded to reach more children, in more countries.



Villa Victoria, Mexico



[Videos at Amway.com](http://Videos.at.Amway.com)



**Amway™ ONE by ONE**  
campaign for children

# REGIONAL HIGHLIGHTS

## THE AMERICAS

### LATIN AMERICA

- ▶ **18** homes built and 2 remodeled for families in **Guatemala, El Salvador, Costa Rica, Colombia, Brazil** and **Argentina**
- ▶ **500** children with cancer in **Venezuela** and their families receive medicine, transportation and lodging
- ▶ **657** children with chronic malnourishment received essential micronutrients in **Mexico**

### NORTH AMERICA

- ▶ **13** skyscrapers repelled down to raise money for children with special needs in **Canada**
- ▶ **2** heart surgeries provided for children in the **Dominican Republic**
- ▶ **1** new partnership begun to help children with disabilities in **Puerto Rico**
- ▶ **10** centers supported to mentor at risk children in the **United States**
- ▶ **60** walks held to raise funds for children with special needs in the **United States**
- ▶ **5** gardens planted and harvested in the **United States**
- ▶ **6,100** toys delivered to children during the holidays in the **United States**

#### **Buena Park, California – Nutrilite Headquarters**

- ▶ **12** barrels of warm coats and clothes collected and donated for the holidays
- ▶ **1,800** pounds of food given
- ▶ **1** afterschool children's health program designed by Nutrilite experts
- ▶ **13** special events held for formerly abused children living in shelters, along with employee volunteer mentors

#### **West Michigan – Amway World Headquarters**

- ▶ **47** inner-city high school students received specialized business education
- ▶ **600** pen pal letters written to help students elevate their reading and writing skills
- ▶ **2** new playgrounds built by Amway employees
- ▶ **4,000** books collected by employees for local schools

## ASIA PACIFIC

### AUSTRALIA/NEW ZEALAND

- ▶ **270** modified bicycles provided to children with disabilities following one fundraising walk across the Sydney Bridge in **Australia**
- ▶ **4** sports equipment packs were donated so children with disabilities can play with safer sports equipment in **Australia**
- ▶ **1** city's recovery quickened with funds from Amway, distributors and employees in **New Zealand**

### JAPAN

- ▶ **400,000** cards distributed with a hotline telephone number for children who survived the earthquake and tsunami
- ▶ **8,000** abused and neglected children received support and counseling

### KOREA

- ▶ **12** Nutrilite soccer classes held for children who may not have access to sports programs
- ▶ **1,000** children learned about nutrition and health related education to prevent obesity

### SOUTHEAST ASIA

- ▶ **1** television talk show appearance to advocate for children's issues in **Indonesia**
- ▶ **2** pediatric facilities at government hospitals renovated in **Malaysia**
- ▶ **101** children attended special family camps in **Malaysia**
- ▶ **4** libraries sponsored for 2,500 children in the **Philippines**
- ▶ **9** centers for disadvantaged children and youth that received enrichment programs in **Singapore**
- ▶ **5** school libraries built for 937 children in remote areas of **Thailand**
- ▶ **35** students graduated through an Amway scholarship in **Thailand**
- ▶ **2** surgery missions to help 140 children with cleft lips and palate deformities in **Vietnam**

## GREATER CHINA

- **400,000** children from migrant worker families were helped in **China**
- ▶ **88** university partnerships sent postgraduate volunteers to teach in remote, underserved areas of **China**
- **6,100** volunteers taught families how to care for the environment at Environmental Theme Parks across **China**
- **65,270** volunteers are registered with the Amway Volunteer Association throughout **China**
- **1,500** people participated in customized mental health learning programs in **Hong Kong**
- ▶ **7,161** junior high school students at 19 schools in underserved areas of **Taiwan** have tuition covered and schools sponsored
- **126** children in **Taiwan** with burns or facial disfigurements attended a specialized summer camp just for them

## EUROPE/INDIA/SOUTHERN AFRICA

### EUROPE

- **1** business run raised funds for children with cancer in **Austria**
- **1** community in Mali provided clean water by distributors in **Belgium**
- **100** children with chronic childhood diseases treated with new medical equipment in **Croatia**
- Donations of medical equipment, supported by volunteer work for child trauma patients in **Czech Republic**
- **4** homes improved to provide overnight stays for children in need of healthy lifestyles and self esteem in **Denmark**
- **1** run in **Finland** helped provide education for underserved girls in Nepal and support for a global parent program
- **1,300** children received visits by clown doctors to speed their recovery in **France**
- **3,000** children across **Germany** given free lunches as a result of a hunger initiative
- **250** orphaned and abandoned children received care and treatment in **Greece** with shelters across the country
- **1,991** trees planted by distributors and local children across **Hungary**
- **450** children in **Italy** gained access to new, safe sports facilities, thanks to Amway and its European distributors
- **1** new water playground built for children in the **Netherlands**
- **105** distributors in **Norway** ran to raise money for schools in Africa
- **1** playground built by distributors and staff in **Poland**
- **3** children with chronic diseases had their dreams come true in **Portugal**
- **300** disabled children and their families received education and medical treatment in **Romania**
- ▶ **100** sensory rooms and playrooms equipped for 130,000 children across **Russia** over the last four years
- Multiple cultural and sports activities provided for disabled children in **Slovakia**
- **1,000** children with chronic diseases and injuries received extra support in **Slovenia**
- **1** clown doctor provided for a children's hospital in **Spain**
- **230** runners raised funds for disaster relief and preparedness in **Sweden**
- **8,763** products given to children with cancer in **Switzerland**
- **200** disadvantaged families received preschool education in **Turkey**
- **7** playgrounds built by more than 800 distributors and their families at children's hospitals in **Ukraine**
- **70** children with cancer were given extra support in the **United Kingdom**

### INDIA

- **3,000** visually challenged students received training at 15 computer/vocational centers
- **150** visually impaired students were given a new studio to record curriculum materials to improve their studies
- **90** visually challenged students took part in job training and courses
- **15** road shows conducted with local police to sensitize drivers to visually challenged pedestrians
- **200** visually challenged children participated in a national chess and dance competition

### SOUTHERN AFRICA

- **950** children given specialized lap desks for their schoolwork across **South Africa**
- ▶ **175** children received essential micronutrients through NUTRILITE™ Little Bits in **Zambia**

To read stories about these worldwide programs, visit the Amway™ One by One blog at [www.blogs.amway.com/onebyone](http://www.blogs.amway.com/onebyone).



[Videos at Amway.com](http://Videos.at.Amway.com)

YOUR BUSINESS

# Amway

HOME

BEAUTY

NUTRITION



The following regional stories highlight just a few of the hundreds of programs supported through the Amway One by One Campaign for Children. You can read more stories on the Amway One by One blog at [www.blogs.com/onebyone](http://www.blogs.com/onebyone).



# REGIONAL STORIES

## WEST MICHIGAN

### **United Way Campaign**

When it comes to United Way, Amway employees are nothing short of...united.

The United Way Campaign is the biggest fundraiser at Amway headquarters by far: In fact, so many of our generous employees participate that Amway has become a leading United Way employee contributor in West Michigan.

Our collective support enables the Heart of West Michigan United Way to significantly impact lives in our local community. In collaboration with local organizations, the United Way uses donations to advance the common good by supporting those who have fallen on hard times. By building preventive systems to keep these problems from happening in the first place, the United Way remedies critical issues related to income, health and education.

Last year, Amway employees contributed more than \$615,000 to United Way, either through direct giving or creative fundraising events like bake sales and silent auctions. Amway increases the power of employee engagement by contributing fifty cents for every employee dollar committed. And on the United Way Day of Caring, which occurs on or around September 11, employees join with other companies and community members that provide volunteer support to dozens of nonprofit organizations. These inspiring volunteers prove that every person, every little bit, can make all the difference.



[Videos at Amway.com](https://www.amway.com/videos)

# REGIONAL STORIES

## UNITED STATES

### Positive Sprouts

How do you encourage city youth to eat more fruits and vegetables? By teaching them how to grow and harvest them, naturally.

That's just what the Amway 'Positive Sprouts' program is doing across the United States. And as we look back on year two of this \$1 million, three-year partnership with Boys & Girls Clubs of America, we're happy to report that our program is sprouting sensationally: A dozen community gardens have been built with the help of Amway employees and distributors, who have tilled and toiled alongside Boys & Girls Club members and staff.

Designed to improve nutrition among Club members, this hands-on initiative is a how-to course on the importance of eating right to live well. 'Positive Sprouts' supports Boys & Girls Club's healthy lifestyle initiative to engage members in positive behaviors that nurture their wellbeing and help them set personal goals to achieve promising futures. We're feeding bodies and minds, and we couldn't be more fulfilled.



# REGIONAL STORIES

## GUATEMALA

### Habitat for Humanity

It started with six Amway distributors and one plan: build homes in Guatemala. And that's just what these ambitious humanitarians did, alongside thankful future homeowners under the hot Central American sun.

Word spread and soon more Amway volunteers joined, including Tim Foley, an Amway Founders Crown Ambassador who both recruited helpers and helped subsidize their trips. Eight years later, more than 85 people now make the annual trip to the Zacapa region to mix concrete, fill in floors, heft cinder blocks and cut rebar.

Employees and distributors, uplines and downlines, parents and kids – this generous group of Amway volunteers from the United States, Mexico, Guatemala and El Salvador built 12 homes in Guatemala last year and, with the help of an Amway match grant, will purchase property for an additional 40. And just in time: High illiteracy rates and low wages create barriers to home ownership in Guatemala, forcing increasing numbers of families to live in unsafe or crowded conditions.

Yet our work doesn't stop there: These dedicated distributors have inspired a formal partnership between Amway and Habitat for Humanity to build homes in 10 countries across Latin America. It's sweat equity with a sweet ending – proving there really is no place like home.



[Videos at Amway.com](https://www.amway.com/videos)

# REGIONAL STORIES

## RUSSIA

### Equal in Sport

They're kicking it in Moscow: The Russian capital hosted the 'Equal in Sport' football playoffs.

Amway partners with Perspektiva, a regional organization benefitting the disabled, to provide this positive program, which empowers young athletes from low-income families and with special needs to realize their sports dreams. From coaching and equipment to facility rentals and travel, Amway fully funds 'Equal in Sport'. This year alone, we engaged 200 young athletes comprising 16 teams across four Russian cities for weekly practices, and intercity and regional matches. For many of these young players, the final tournament in Moscow marked their first trip in an airplane.

At the finals, nearly 100 Amway distributor and employee volunteers were inspired by the talents of a 12-year-old who, without the support of 'Equal in Sport', would not have the financial resources to pay for league fees or even a uniform. Likewise, an 11-year-old with cerebral palsy impressed his fellow athletes with his determination and vast knowledge of Italy's top football clubs.

The victors from the 2010 playoffs, Team Futbolishka from St. Petersburg, won a special trip to Italy to meet the world-famous AC Milan professional team. While there, they trained at the AC Milan Academy Junior Summer Camp and even played in an unforgettable match with the AC Milan Junior Team that ended in a 3-to-3 tie. For Team Futbolishka, it was not "Veni Vidi Vici" but "We came. We played. We won together."



# REGIONAL STORIES

## UKRAINE

### Road to Success

Some of life's most important lessons aren't taught in school. And without the guidance of a parent, some youth may never learn them at all.

We're talking about life skills, and we're teaching them to orphaned teens in Ukraine through the 'Road to Success' program. Launched as a business school, this AMWAY™ program educates high school students on the skills they need to succeed after graduation. From learning to independently organize and plan their time, to forming and expressing their opinions, to earning and spending their money appropriately, these teens are getting fundamental knowledge for starting their careers – and their adult lives – off on the right foot.

Amway distributors and employees regularly share their expertise and time, conducting 'Road to Success' trainings and workshops. Each year, more than 300 teenagers arrive at camps and attend lessons on communication, computer technologies, environmental protection and vocational projects. Even when camps are not in session, Amway distributors and employees, along with other business experts, visit 2,000 students in boarding schools across Ukraine.

Each year, the program improves with new courses, new experts and new participants. Since 2007, Amway distributors and employees have donated \$220,000 in funds and 1,500 hours of volunteer time to keep 'Road to Success' running, paving the road for the success of their grateful students.



# REGIONAL STORIES

## INDIA

### Amway Opportunity Foundation

Imagine a world filled with darkness – literally. Such is life for the visually challenged. Yet the Amway Opportunity Foundation (AOF) is finding a way to shed new light into their lives.

It all began in 1999, when AOF provided funding for Braille textbooks. In just six years, we served 85,000 visually challenged schoolchildren. As a logical next step, we turned our focus to technology-based learning by opening The AOF Computer Center for Excellence in mid-2008. This high-tech, hands-on facility provides computer training and IT skill development to enable visually challenged students to integrate into mainstream society and become financially independent.

In partnership with social organizations like the National Association for the Blind and the All India Confederation for the Blind, AOF has also set up fully functional computer centers at schools. To date, we've created 15 centers across the country, supporting more than 3,000 visually challenged students with leading-edge hardware and software to enhance and ease their learning. Amway volunteers teach skills like interpersonal communications, interview handling, assertiveness and appropriate body language. Further, AOF has made a three-year commitment to provide funding for computer instructors, as well as recurring facility costs like Internet service, electrical wiring, air conditioning and electricity, with the hopes of extending support beyond this initial grant period.

