

2017 Global Philanthropy Report of the Direct Selling Industry

How Direct Selling Companies and Their Independent Representatives Give Back to Communities and People Around the World

World Federation of Direct Selling Associations

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Executive Summary

The direct selling industry markets consumer products and services in over 100 countries on six continents through 107 million independent representatives that generated retail sales of \$183 billion in 2016. As a successful global industry, it is our privilege and pleasure, through corporate philanthropy activities, to give back to people around the world and to the communities where we live and work. More than four in five direct selling companies (82 percent) have corporate philanthropy activities, based on a WFDSA survey of 63 companies

The Origins of Our Giving

- How direct selling companies began their involvement in philanthropy is as diverse as the companies in the industry.
- One in four direct selling companies with philanthropy activities (23 percent) has had such activities since the foundings of their companies.
- Many direct selling companies start their philanthropy by establishing a foundation.

How We Give

- Supporting and partnering with charities and non-governmental organizations (NGOs) play a central role in the philanthropy activities of direct selling companies. Forty percent support or partner with one or two charities or non-governmental organizations; 38 percent, with three to ten charities or NGOs; and 21 percent, with 11 or more charities or NGOs.
- The top three criteria of direct selling companies in determining financial contributions to organizations are (1) the organization having the same values and goals as the company, (2) the reputation and legal status of the organization and (3) the impact and effectiveness of the organization.
- The top three criteria of direct selling companies in determining non-financial contributions to organizations are (1) the organization having the same values and goals as the company, (2) the impact and effectiveness of the organization and (3) the interest of employees in volunteering for the organization.
- The contributions of direct selling companies take many forms. Nearly all (82 percent) make cash donations, 65 percent make in-kind services donations, 59 percent donate the time of their employees or representatives, 45 percent donate a portion of the sale proceeds of certain

products to charity, 43 percent sponsor charitable events and 27 percent match to a pre-set percentage the donations of their employees or representatives.

What We Give

- Forty-four companies reported giving \$76 million to charitable causes outside the United States in 2016. Among 41 companies that reported donations for both 2015 and 2016, reported giving increased 54 percent in 2016.
- Nineteen companies reported giving \$78 million to charitable causes inside the United States in 2016. Among 18 companies that reported donations in the U.S. for both 2015 and 2016, reported giving increased 41 percent in 2016.
- Twenty-four companies reported that their representatives, the independent salespeople of the direct selling companies, made financial donations of \$50 million in 2016. These 24 companies reported data for both 2015 and 2016, and show a decrease in financial contributions by representatives of 18 percent in 2016.

Who Benefits from Our Giving

- Causes, communities, and people around the world benefit from the philanthropy of the direct selling industry.
- Eighty-three percent of direct selling companies with philanthropy activities support health and human services through financial donations or volunteer participation. Education is supported by 65 percent, environmental protection and conservation by 29 percent, art and culture by 29 percent and economic development by 25 percent.
- The philanthropy of the direct selling industry benefits many types of people, but particularly children and women. Forty-four percent focus or give special attention to children and 19 percent to women.
- Twenty-six companies reported that 9.3 million people benefited from their corporate support to charitable/philanthropic causes in 2016. Sixteen companies reported that 4.5 million people benefited in 2016 from the charitable/philanthropic causes supported by their representatives.

1. Introduction

As a worldwide industry existing in more than 100 countries with retail sales of \$183 billion in 2016 and with 107 million independent representatives, the direct selling industry takes its responsibility for good citizenship very seriously (Exhibit 1-1). Our commitment to good citizenship is expressed in our giving back to people around the world and to the communities where we live and work.

This report tells the story about the global citizenship of the direct selling industry and the impacts of its philanthropy on communities and people worldwide. It describes the beginnings of our philanthropy (Chapter 2), how we give (Chapter 3), what we give (Chapter 4) and who benefits from our giving (Chapter 5).

The report is based on the *2017 Direct Selling Worldwide Corporate Philanthropy Survey*, a survey of direct selling companies that was conducted by the World Federation of Direct Selling Associations (WFDSA) during May-June 2017. The survey collected information on how their philanthropy began, their support of and partnerships with charities and non-governmental organizations (NGOs), their criteria for contributing to charities and philanthropic organizations, the forms of the contributions and more. The survey not only collected information on the corporate contributions of direct selling companies, but also on the contributions of their independent representatives.

A total of 63 direct selling companies submitted usable responses. Fifty-two (82 percent) of the companies indicated they sponsor or support philanthropy activities (Figure 1-1). These fifty-two companies are listed in the appendix.

Exhibit 1-1

What is Direct Selling

Direct selling is a dynamic and expanding method of marketing goods and services to consumers in-person away from retail stores. In direct selling, salespeople usually personally explain and demonstrate products to consumers, generally in homes and workplaces, but also use modern technologies (e.g., social media) to build and maintain relationships with customers.

Direct selling companies predominantly use this method of marketing to consumers instead of retail stores, telemarketing, mail solicitation and other techniques. They use salespeople, who are usually independent of the companies, to market to consumers. Companies call them by various titles, including representatives, consultants, and distributors.

These independent representatives have an

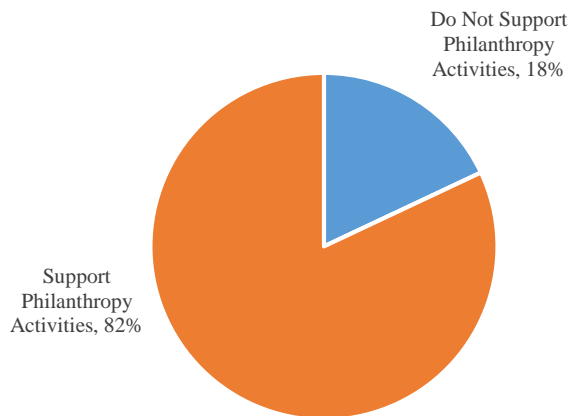
opportunity to earn an income and build a business. They have the flexibility to put in the time and effort they want, be their own boss and determine their own goals. They can work part-time, perhaps supplementing their family income, or work full-time, perhaps building a new career.

Through direct selling, consumers benefit from having an alternative to department stores, shopping centers, malls and other retail stores. Direct selling offers consumers convenience and service, including personal explanation and demonstration of products and home delivery.

The World Federation of Direct Selling Associations (WFDSA) estimates that in 2016 the direct selling industry had 107 million independent representatives and \$183 billion in retail sales worldwide.

Figure 1-1

Over Four in Five Direct Selling Companies Sponsor or Support Philanthropy Activities



SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

2. The Origins of Our Giving

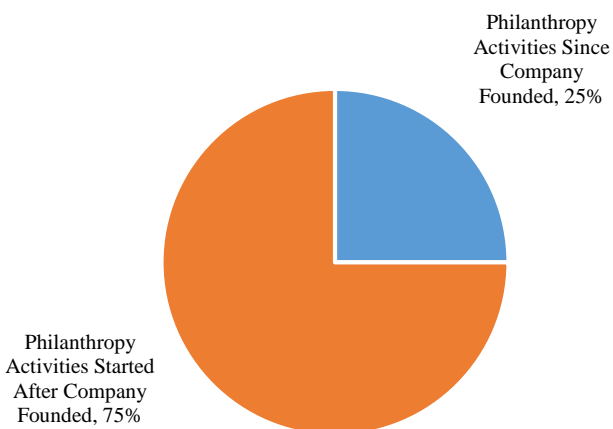
The philanthropy of companies in the direct selling industry has many beginnings.

Of the 51 survey participants with philanthropy activities that reported when they began such activities, one in four (25 percent) of them have had philanthropy activities since the founding of their companies (Figure 2-1). For example,

- Captain Torture supported charities relating to childhood when the company began, because at that time it designed fashion collections only for children.
- Essen Aluminios focused its giving in its local community when the company was founded.
- H2O at Home says its “involvement in corporate philanthropy began at the very starting of its activity, with a view to offset over the long term its carbon impact.”
- Infinitus’ philanthropy, which began when the company was established in 1992, is rooted in its corporate value of “Si Li Ji Ren,” meaning “Consider Collective Benefits Before Acting.”

Figure 2-1

One in Four Direct Selling Companies Has Had Philanthropy Activities Since Their Founding



SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

Companies have started their philanthropy activities in a variety of ways. For instance,

- Forever Living Products (M) Sdn Bhd started by holding a charitable event in 2014 to bring together distributors to pack food for the poor.
- Edmark Philippines reached out to a non-governmental organization behind the Fantastic Mum Nigeria Project in 2016.
- Natura launched in 1995 the Crer para Ver (Believing is Seeing) line of non-cosmetic products, and all its profits go to support projects to improve the quality of public education.
- TAIWAY MLM International supported a visually impaired group music performance.
- In 2009, Young Living invested in the creation of a charter school (Young Living Academy) in Ecuador that supports the families of the town of Chongon.

Others began by creating a charitable organization.

- Arbonne created a grant-making non-profit organization in 2012 in the United States, which has expanded to Canada, Australia, and the United Kingdom.
- The Avon Foundation for Women was founded in 1955 by Avon “with the fundamental mission of promoting or aiding charitable, scientific, educational, and humanitarian activities, with a special emphasis on those activities that improve the lives of women and their families.”
- BOCHiNG formed the Zhongxinghui Cultural and Educational Foundation in honor of the company founder — Ms. Zhongxing Hui.
- Belcorp says, “To recognize and value the potential of thousands of women that make up a large part of the Belcorp operation, the beauty consultants, Belcorp Foundation was created in 2003 by the Belmont family with the aim of empowering women to take control of their life and assume the role as agent in the transformation of society.”
- CNI Enterprise (M) Sdn Bhd established Yayason CNI (CNI Foundation) in 1998.
- Modere incorporated its Modere Give Back program in 2015, and its initial donation was to a local school in Puerto Vallarta, Mexico.
- Shaklee philanthropy began in 1992 when it created Shaklee Cares in response to some Shaklee family members and hundreds of company employees and sales leaders asking how they could help victims of Hurricane Andrew.

3. How We Give

Direct selling companies give in many ways and manners. This chapter describes the supporting and partnering of direct selling companies with charities and non-governmental organizations (NGOs), the criteria they use to determine contributions and the forms of those contributions.

SUPPORTING AND PARTNERING WITH CHARITIES AND NGOS

Supporting and partnering with charities and non-governmental organizations play a central role in the philanthropy of direct selling companies. Nearly all (98%) the survey respondents with philanthropy activities volunteered that they support or partner with such organizations.

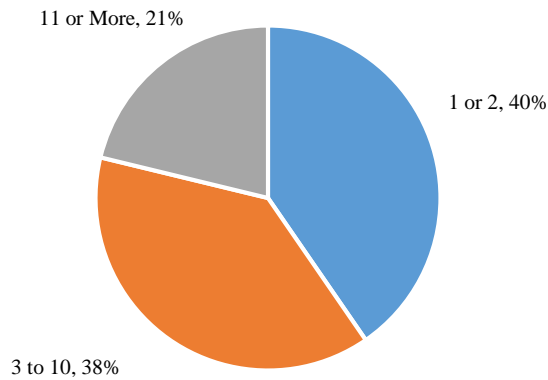
Of the 47 companies that provided the names or number of charities and NGOs they support or partner with, 40 percent support or partner with one or two charities or NGOs (Figure 3-1). Cadware Sdn bhd supports the Perak United Chinese Ladies Fellowship. Canyon Organics supports Meals on Wheels and the Guide Dogs Association. DLF Sp. Zo.o. supports the Professor Zbigniew Religa's Cardiac Surgery Development Foundation. Pro-Partner donates to the Andrew Food Bank and the Eden Social Welfare Foundation. Successmore Being supports Thansettakij Multimedia and the foundation of a famous artist in Myanmar.

Another 38 percent sponsor or support three to 10 organizations. Annique Health and Beauty, for instance, supports CHOC (Childhood Cancer Foundation), the Avril Elizabeth Home, Dignity Dreams, and Look Good Feel Better. Nu Life supports Joyful (Mental Health) Foundation (in Hong Kong), The Community Chest (Hong Kong), Buddha University (Myanmar), and the Buddha Orphanage Society (Myanmar).

Finally, 21 percent support or partner with 11 or more organizations. Herbalife supports the American Red Cross, Special Olympics, Common Threads, NALEO, and more. In 2016, Scentsy supported Shriners Children's Hospitals, Clic Sargent, Starlight Children's Foundation, Autism Speaks, the Center for Citizen Leadership, Wounded Warrior Canada, Autism Spectrum Australia, The National Autistic Society, Fundacion Incluyeme, Family Advocates, Idaho Shakespeare, etc.

Among the 49 survey respondents who volunteered whether or not they are interested in working with other charitable organizations or other direct selling companies on causes of mutual interest, four in five companies (80 percent) volunteered that they did (Figure 3-2).

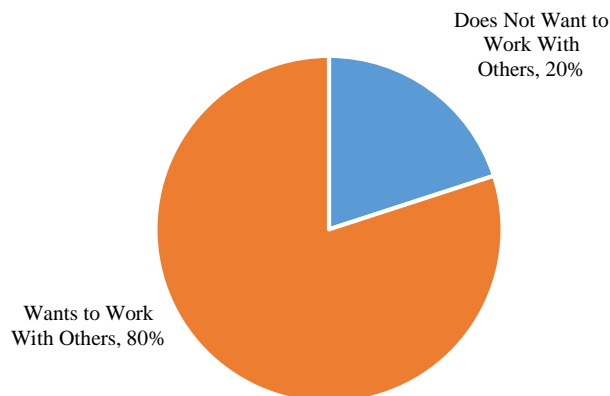
Figure 3-1
Number of Charities or NGOs Sponsored or Supported by Direct Selling Companies with Philanthropy Activities



NOTE: Percentages do not sum to 100 percent because of rounding.

SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

Figure 3-2
Most Companies Want to Work with Other DSA Members or Organizations on Philanthropy Activities



SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

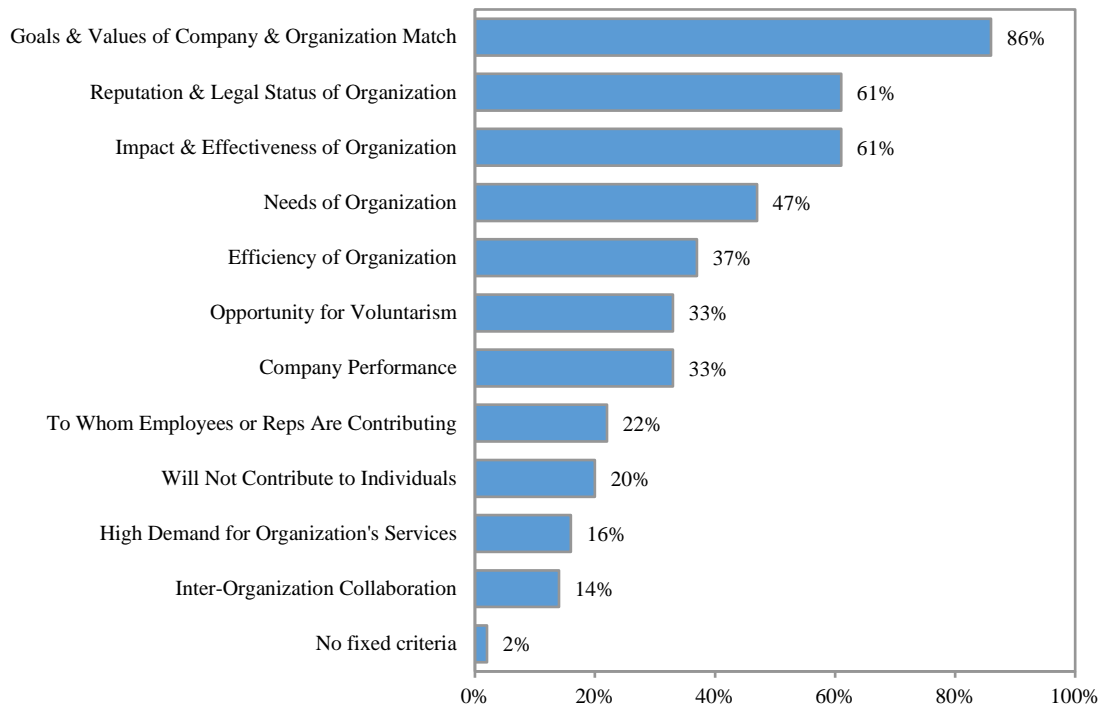
CRITERIA FOR GIVING

Direct selling companies use varied criteria in deciding to whom to give and on how much to give. Some have rigorous criteria, while others have no fixed criteria.

Forty-nine survey respondents with philanthropy activities volunteered what criteria they use in making financial contributions. Among these survey respondents, the criterion most volunteered was that the charity or philanthropic organization had to have the same goals and values as the company (86 percent) (Figure 3-3). The next two most important criteria — the reputation and legal

status of the organization and the impact and effectiveness of the organization — were tied with 61 percent each. These criteria were followed by needs of the organization (47 percent) and impact and efficiency of the organization (37 percent). Thirty-three percent reported as criteria opportunity for voluntarism and company performance. Twenty-two percent reported to whom employees or representatives are contributing as a criterion, followed by will not contribute to individuals (20 percent), high demand for organization’s services (16 percent), inter-organization collaboration (14 percent), and no fixed criteria (2 percent).

Figure 3-3
Criteria of Direct Selling Companies for Financial Contributions

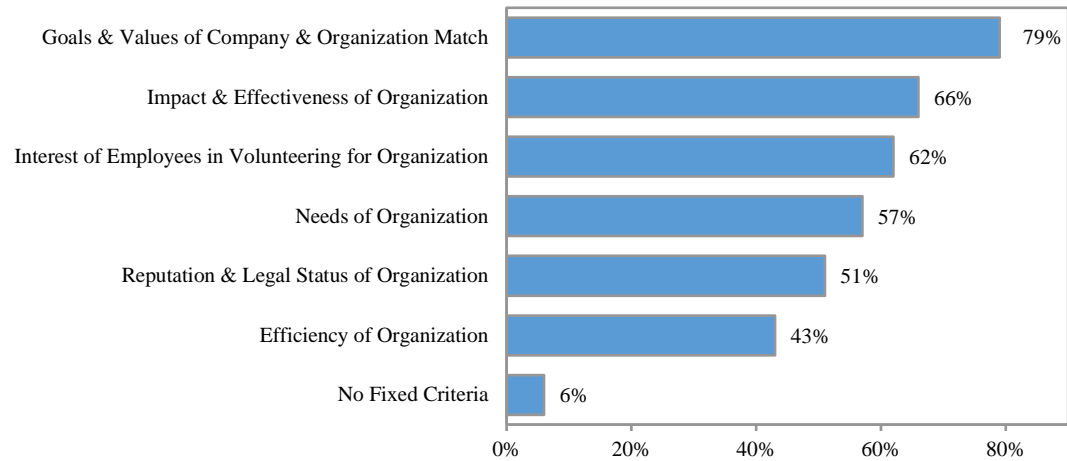


NOTE: Percentages do not sum to 100 percent because more than one criterion could be volunteered.

SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

Forty-seven percent of survey respondents with philanthropy activities volunteered what criteria they use in making non-financial contributions, such as voluntarism. The top two criteria for non-financial contributions were the goals and values of the company and organization match (79 percent), and impact and effectiveness of the organization (66 percent) (Figure 3-4). The next most volunteered criteria were interest of employees in volunteering for organization (62 percent) and needs of organization (57 percent). Finally, 51 percent volunteered as a criterion the reputation and legal status of the organization, followed by the efficiency of the organization (43 percent) and no fixed criteria (6 percent).

Figure 3-4
Criteria of Direct Selling Companies for Non-Financial Contributions



NOTE: Percentages do not sum to 100 percent because more than one criterion could be volunteered.

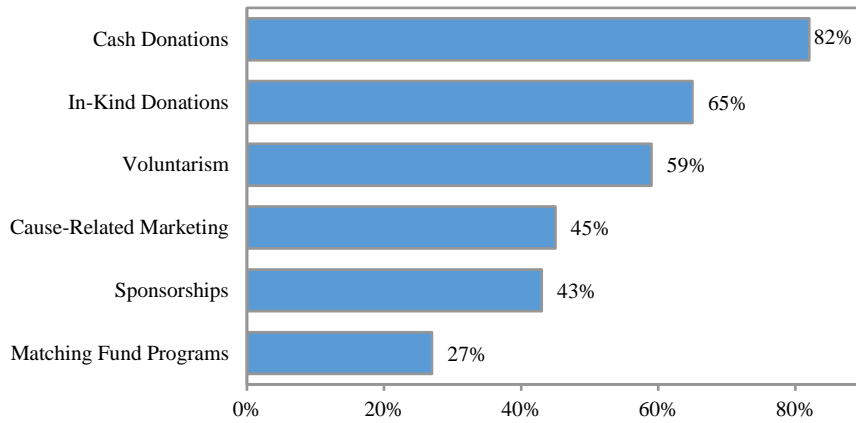
SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

FORMS OF GIVING

Fifty-one respondents with philanthropy activities volunteered what forms of giving they use. Four in five (82 percent) make cash donations (Figure 3-5). Sixty-five percent make in-kind donations, and 59 percent contribute through voluntarism, where company employees and/or representatives donate time to charitable and philanthropic organizations. Forty-five percent contribute through cause-related marketing, such as selling products with a portion of the proceeds benefiting a charity. Forty-three percent give through sponsorships, such as funding a golfing event that benefits charity while increasing brand recognition. Finally, 27 percent contribute through matching fund programs, whereby, if employees or representatives donate to a designated charity, the company will match a pre-set percentage of their donation.

Some direct selling companies use just one form of contribution, while others use several. Fourteen percent volunteered that they use all six contribution methods discussed in the prior paragraph (Figure 3-6). One in ten companies (10 percent) use five methods, 22 percent use four, 16 percent use three, 18 percent use two and 22 percent use one.

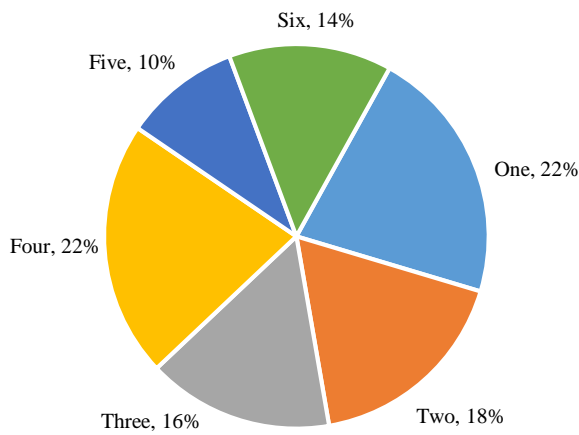
Figure 3-5
Types of Contribution Methods Used by Direct Selling Companies with Philanthropy Activities



NOTE: Percentages do not sum to 100 percent because more than one method could be volunteered.

SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

Figure 3-6
Number of Types of Contribution Methods Used by Direct Selling Companies with Philanthropy Activities



NOTE: Percentages do not sum to 100 percent because of rounding.

SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

4. What We Give

Direct selling companies and their representatives make financial contributions to charitable and philanthropic causes worldwide. This chapter presents information about financial contributions in 2016.

TOTAL FINANCIAL CONTRIBUTIONS

Forty-seven survey respondents volunteered that their company or their representatives made financial contributions to charitable and philanthropic causes in 2016. These reported financial donations totaled \$204 million, for an average contribution of \$4.3 million. Contributions increased an estimated 23 percent in 2016.

CORPORATE FINANCIAL CONTRIBUTIONS

Forty-six companies reported giving \$154.4 million to charitable causes in 2016, for an average corporate contribution of \$3.6 million. Corporate contributions increased an estimated 47 percent in 2016.

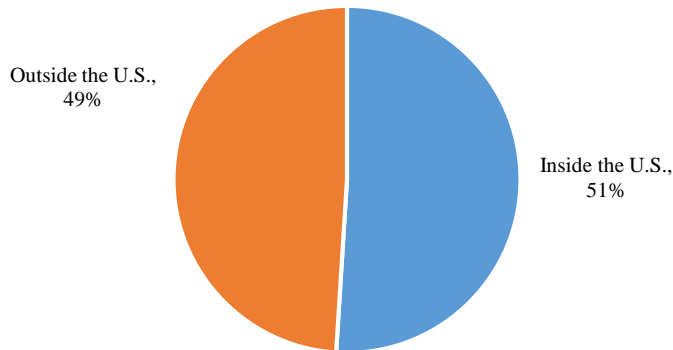
Forty-four companies reported giving \$76.4 million to charitable causes outside the United States in 2016, for an average contribution of \$1.7 million. Among 41 companies that reported donations for both 2015 and 2016, reported giving increased 54 percent in 2016.

Nineteen companies reported giving \$78.0 million to charitable causes inside the United States, for an average contribution of \$4.1 million. Among 18 companies that reported donations in the U.S. for both 2015 and 2016, reported giving increased 41 percent in 2016.

Corporate 2016 financial contributions to charitable causes outside the United States accounted for nearly one-half (49 percent) of total corporate contributions (Figure 4-1).

Figure 4-1

Corporate Financial Contributions Outside the U.S. Versus Inside the U.S.



SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

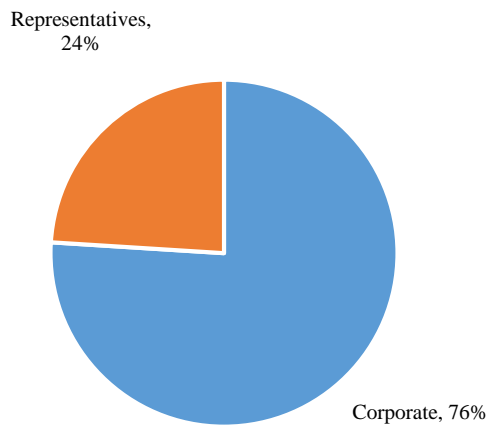
FINANCIAL CONTRIBUTIONS OF REPRESENTATIVES

Twenty-four companies reported that their representatives, the independent salespeople of the direct selling companies, made financial donations of \$49.7 million in 2016. These 24 companies reported data for both 2015 and 2016, and show a decrease in financial contributions by their representatives of 18 percent in 2016.

Contributions by representatives accounted for 24 percent of total contributions (Figure 4-2).

Figure 4-2

Financial Contributions in 2016, Corporate Versus Their Representatives



SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

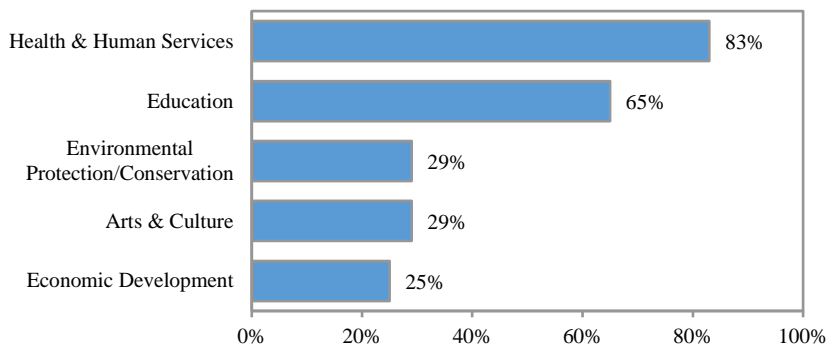
5. Who Benefits from Our Giving

Causes, communities, and people around the world benefit from the philanthropy of the direct selling industry. This chapter describes the people and types of causes that are beneficiaries of the industry’s giving.

THE CAUSES THAT BENEFIT

Financial donations and voluntary participation from direct selling companies support many types of philanthropy activities (Figure 5-1). Four in five (83 percent) survey participants with philanthropy activities reported that they support health and human services activities. The area next most supported is education (65 percent), followed by environmental protection/conservation and arts and culture (both with 29 percent), and economic development (25 percent).

Figure 5-1
Areas Supported by Financial Donations or Volunteer Participation

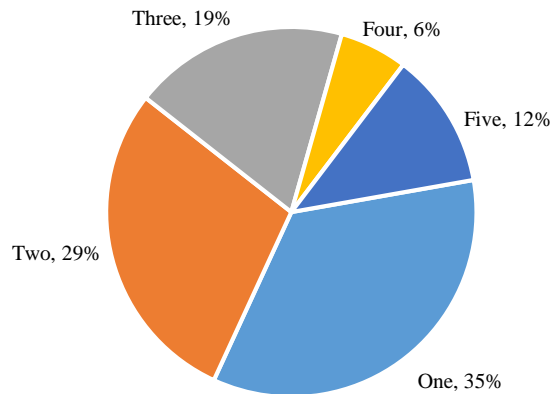


NOTE: Percentages do not sum to 100 percent because more than one area could be volunteered.

SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

Direct selling companies may support one type of cause or several (Figure 5-2). Thirty-five percent of survey participants with philanthropy activities (35 percent) support only one area through financial donations or voluntary participation. Twenty-nine percent support two areas; 19 percent, three; 6 percent, four and 12 percent, five.

Figure 5-2
Number of Areas Supported by Direct Selling Companies



NOTE: Percentages do not sum to 100 percent because of rounding.

SOURCE: WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey.

THE PEOPLE WHO BENEFIT

Many people benefit from the philanthropy of the direct selling industry. Twenty-six companies reported that 9.3 million people benefited from their corporate support to charitable/philanthropic causes in 2016. Sixteen companies reported that 4.5 million people benefited in 2016 from the charitable/philanthropic causes supported by their independent representatives.

The philanthropy of the direct selling industry benefits many types of people, but particularly children and women. Forty-four percent focus or give special attention to children and 19 percent to women.

Here are examples of company philanthropy that benefits children.

- Affinity Business Network through its 100% Foundation partners with organizations that focus on children: Project Feed the Children, Eco Children, Siyasiza, The Almond Tree, and Benoni Child Welfare.
- AKEO supports L'enfant Bleu (The Blue Child), an organization in its home country of France that assists victims of child abuse.
- The Power of 5, the signature CSR initiative of Amway, uses the expertise and resources of the company to prevent childhood malnutrition.
- Through its foundation, Arbonne supports programs and opportunities that promote the development of confidence and self-esteem in teenage boys and girls.
- Atomy Malaysia Sdn Bhd donates to the YMCA and the Majudiri 'Y' Foundation, which works toward educating youth that are deaf.

- Through its premium CSR initiative World Learner, Best World educates students through cross-cultural immersion and scholarship.
- Círculo donates to the Hospital Sant Joan de Déu Barcelona, a teaching hospital that focuses on pediatrics, gynecology, and obstetrics.
- The corporate social investments of Clientèle include the education of children, and child and youth care centers.
- Make-A-Wish Foundation has been a major focus of Isagenix philanthropy since 2012.
- Through its Global Kids Fund, LR Health & Beauty supports children's aid projects in the countries it does business.
- Natura supports the public education of children through Instituto Natura and the Crer para Ver product line.
- Nu Skin promotes the nutrition and uplift of children through its Force for Good Foundation.
- Oriflame contributes to the social support of children in the countries in which it operates through its foundation, which was founded in 2009.
- PHHP Marketing (M) Sdn Bhd provides jobs to intellectually handicapped children.
- Pres Les (Pty) Ltd assists children in local communities in the areas of education, medical care, and sports programs.
- Sabika supports children through its collaborating with Child Law Services and CASA Westmoreland.
- The philanthropy activity of Tentorium benefits at least 200 children aged 2 to 14 every year.
- Thirty-One Gifts donates welcome bags to all Ronald McDonald Houses in the U.S. and Canada (quantity of 500,000 to date), which are provided to families at check-in.
- Through its Heart to Heart Foundation, Vestige Marketing Private Limited promotes the health and education of children.
- In 2016, through its philanthropy efforts (direct and partnered), Young Life impacted over 200,000 children throughout the world.

Below are some examples of direct selling companies that give special attention to women.

- As the “company for women,” Avon says it has the unique ability and commitment to educate and mobilize people worldwide on issues that are of vital importance to women.”
- Over the past 13 years, more than 25,000 women have benefited from the investment of US\$ 15 million by Belcorp toward educational programs in 11 Latin American countries.

- Captain Tortue supports Le Cancer du Sein, Parlons-en!, which raises funds for research against breast cancer.
- The campaign “Reina de Corazones” (Queen of Hearts) is conducted by Essen Aluminios’ foundation, which promotes the care of women’s hearts.
- Guy Demarle’s foundation awarded 10,000 euro in February 2017 toward research about the diet and nutrition of pregnant women.
- Sabika supports the breast cancer research of Komen for Cure and the National Breast Cancer Foundation.
- Thirty-One Gifts says the goals of its charitable giving is to “help girls discover their authentic selves at a young age, empower them as women and support them as they shape families and communities.”

Below are more examples of companies benefiting various peoples and causes.

- Sales leaders and employees of Nu Skin around the world provide services annually to their local communities on Force for Good Day.
- Origami Owl supports several charities by incorporating a charity element to annual Designer events and its annual convention.
- Perfect’s main charity efforts are Project Hope (building schools for children), western China development, community medical care, blood donation drives, and education.
- In 2016, Team National, in conjunction with its vendor partners, donated over 300 mattresses to flood victims in Louisiana to assist with rebuilding efforts.
- Totalife supports the National Ilan University and the Learnlearn Foundation, which was created by the company and promotes health and weight control.
- Unicity will contribute health food products to certain organizations or disaster reliefs, and will coordinate certain service projects.
- The corporate foundation of USANA has a mission focused on food and nutrition.
- In the earthquake of 2016 in Ecuador, Yanbal donated 12,000 units of sunscreen products to the Red Cross.

6. Conclusion

This report reveals through numbers and stories the global philanthropy of the direct selling industry. It shows an industry stepping up to help those who are less fortunate and to touch with enduring impact the lives of others by supporting education, arts and culture, environmental protection, economic development and other causes. The origins of our giving, how we give, what we give and who benefits from our giving differ by direct selling company and individual representative. Behind this diversity, however, is a common commitment to give back to people around the world and to the communities where we live and work.

Appendix

List of Participating Companies

WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey

List of Participating Companies
WFDSA 2017 Direct Selling Worldwide Corporate Philanthropy Survey

4Life Research	Isagenix International
AdvoCare	LR Global Holding GmbH
Affinity Business Network	Modere
AKEO	Natura Cosmetics
Amway Corporation	Nu Life International (Asia) Ltd.
Annique Health and Beauty	Nu Skin
Arbonne Charitable Foundation	Oriflame
Atomy Malaysia Sdn Bhd	Origami Owl
Avon Products, Inc. / New Avon LLC	Perfect (China) Co., Ltd.
Belcorp	PHHP Marketing (M) Sdn Bhd
Best World International Ltd	Pres Les (Pty) Ltd
BOCHiNG	Pro-Partner LTD.
Cadware Sdn bhd	Sabika, Inc.
Canyon Organics	Scentsy, Inc
Captain Tortue Group	Shaklee Corporation
Círculo	Successmore Being Co., ltd.
Clientèle	TAIWAY MLM international Co., Ltd.
CNI Enterprise (M) Sdn Bhd	Team National Hope Foundation
DLF Sp. zo.o.	Tentorium
Edmark Philippines, Inc.	Thirty-One Gifts
Essen Aluminios S.A.	TOTALIFE
Forever Living Products (M) Sdn Bhd	Unicity
Guy Demarle Grand Public	USANA
H2O AT HOME	Vestige Heart to Heart Foundation
Herbalife	Yanbal International
Infinitus Hong Kong Limited	Young Living