

2020 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 120 million independent representatives that generated retail sales of \$180 billion in 2019.

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. Nine in ten direct selling companies (92 percent) have corporate philanthropy activities, based on a WFDSA survey of 37 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 (27 percent) has had such activities since the inception of their companies, and often it is rooted in the values of the companies' founders.
- Some companies start their philanthropy by creating a charitable organization.

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. Nine in ten direct selling companies with philanthropy activities support or partner with charities or non-governmental organizations.
- Fifty percent support or partner with one or two charities or non-governmental organizations; 25 percent, with three to ten charities or NGOs; and 25 percent, with 11 or more charities or NGOs.
- One-half (48 percent) of direct selling companies with philanthropy activities are interested in working with other charitable organizations or other direct selling companies on causes of mutual interest.
- The top three criteria of direct selling companies in determining financial contributions are (1) the organization having the same values and goals as the company, (2) the impact and effectiveness of the organization and (3) the reputation and legal status of the organization.

- The top three criteria of direct selling companies in determining non-financial contributions are (1) the organization having the same values and goals as the company, (2) the impact and effectiveness of the organization and (3) the needs of the organization.
- The contributions of direct selling companies take many forms. Nine in ten (88 percent) make cash donations, 62 percent contribute through cause-related marketing, 53 percent donate the time of their employees or representatives, 50 percent make in-kind donations, 44 percent sponsor charitable events and 35 percent match to a pre-set percentage the donations of their employees or representatives.
- Some direct selling companies use just one form of contribution, while others use several. Twelve percent use all six contribution methods discussed above. The same percentage (12 percent) use five methods, 18 percent use four, 26 percent use three, 21 percent use two and 12 percent use one.

Where We Give

- Twenty-nine survey respondents reported having philanthropy activities in 81 countries, including one in Africa, 18 in Asia/Pacific, 47 in Europe, one in the Middle East, seven in North America, and seven in South America.
- Among the 81 countries, the number of survey respondents with philanthropy activities in each country ranged from one to 14.
- Of the 29 respondents, 34 percent are in 1 or 2 countries, 31 percent are in 3 to 10, and 34 percent are in 11 or more.

What We Give

- Twenty-five survey respondents reported that their company or representatives contributed a total of \$44.8 million to charitable or philanthropic causes in 2019, for an average contribution of \$1.8 million.
- Twenty-four companies reported donating \$41.6 million in 2019, for an average corporate contribution of \$1.7 million.
- Eight companies reported that their representatives, the independent salespeople of the direct selling companies, made financial donations of \$3.1 million in 2019, for an average of \$389 thousand.
- Contributions by representatives accounted for 7 percent of total contributions in 2019.

Who Benefits from Our Giving

- Causes, communities, and people around the world benefit from the philanthropy of the direct selling industry.
- Ninety-one percent of direct selling companies with philanthropy activities support health and human services through financial donations or volunteer participation. Education is supported by 66 percent, environmental protection and conservation by 47 percent, economic development by 28 percent and art and culture by 19 percent.
- Direct selling companies may support one type of cause or several. Twenty-eight percent of survey participants with philanthropy activities support only one area through financial donations or voluntary participation. Twenty-two percent support two areas; 28 percent, three; 16 percent, four and 6 percent, five.
- The philanthropy of the direct selling industry benefits many types of people, but particularly children and women. Sixty-nine percent focus or give special attention to children and 25 percent to women.
- Eleven companies reported that 3.4 million people benefited from their corporate support to charitable/philanthropic causes in 2019.
- Six companies reported that 188 thousand people benefited in 2019 from the charitable/philanthropic causes supported by their independent representatives.

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.

Additional Information: Giving in Response to Coronavirus

- During the online data collection phase of the *2020 Direct Selling Worldwide Corporate Philanthropy Survey* from January to May 2020, the Coronavirus outbreak was sweeping the globe, and direct selling companies responded through giving.
- In a survey conducted by the U.S. Direct Selling Association during April 13-15, 2020, 19 companies described their philanthropy activities in response to Coronavirus.
- Some produced wellness and personal care products, such as hand sanitizer, in their plants and donated them to medical facilities and first responders

- Others made cash and other donations to help people in need resulting from Coronavirus.
- Direct selling companies are giving in the many ways and manners as before the Coronavirus pandemic.

1. Introduction

As a worldwide industry existing in more than 100 countries with retail sales of \$180 billion in 2019 and with 120 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), where we give (chapter 5), and who benefits from our giving (Chapter 6). After the conclusion for the survey report in chapter 7, additional information about giving in response to Coronavirus from a different survey is provided in chapter 8.

The report is based on the *2020 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 January-May 2020. 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 37 direct selling companies submitted usable responses. Thirty-four (92 percent) of the companies indicated they sponsor or support philanthropy activities (Figure 1-1). These 34 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

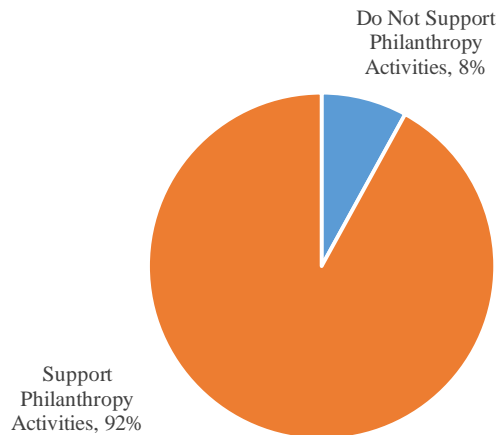
opportunity to earn an income and build a business. They have the flexibility to put in the time and effort they want, be their own boss and determine their own goals. They can work part-time, perhaps supplementing their family income, or work full-time, perhaps building a new career.

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 2019 the direct selling industry had 120 million independent representatives and \$180 billion in retail sales worldwide.

Figure 1-1

Nine in Ten Direct Selling Companies Sponsor or Support Philanthropy Activities



SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

2. The Origins of Our Giving

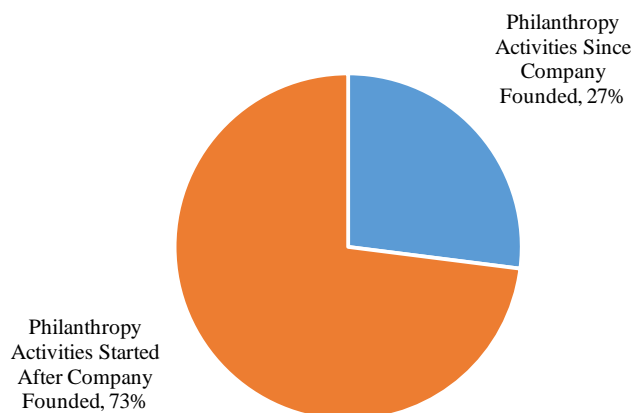
The beginnings of philanthropy in the direct selling industry are as diverse as the companies in the industry.

Of the 34 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, from inception, Modere has participated in philanthropic events during its incentive trips or as opportunities for contributions arose. When giving back starts at the establishment of the company, it is often rooted in the values of the founders:

- Since Amway was established in 1959, its founders believed in supporting the communities where they did business.
- The philanthropy of Atomy began at its start when Chairman Han Gill Park, after receiving his first salary from the company, asked a local school if it would accept a small donation for students who could not afford a meal.

Figure 2-1

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



SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

Some began by creating a charitable organization.

- Victoria France established the association Victoria Gives a Smile in 2013.
- Youngevity has a global foundation supported by each market.

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

- Best World started in 2010 with the World Learner Student Immersion Scholarship.
- The first ribbon cutting ceremony of LifeVantage in 2009 had a philanthropic piece associated with it, and every major event since has included a philanthropic cause.
- Organic Vision started by participating in the HKDSA charity programs with various local NGOs starting back in 2018.
- USANA saw a need to support impoverished children through the world with nutrition and formed a partnership with Children's Hunger Fund.
- Ongoing since 2017, it started for one anonymous company with the sponsorship of one child.

3. How We Give

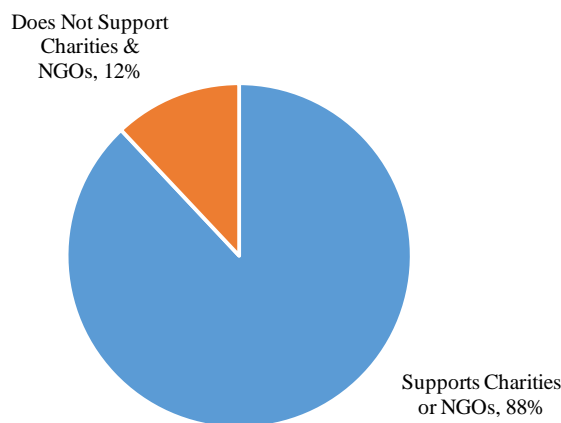
Direct selling companies give in many ways and manners. This chapter describes the supporting and partnering of direct selling companies with charities and non-governmental organizations (NGOs), the criteria they use to determine contributions and the forms of those contributions.

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. Nine in ten (88 percent) of the survey respondents with philanthropy activities indicated that they support or partner with such organizations (Figure 3-1).

Figure 3-1

Nine in Ten Direct Selling Companies with Philanthropy Activities Sponsor or Partner with Charities or NGOs

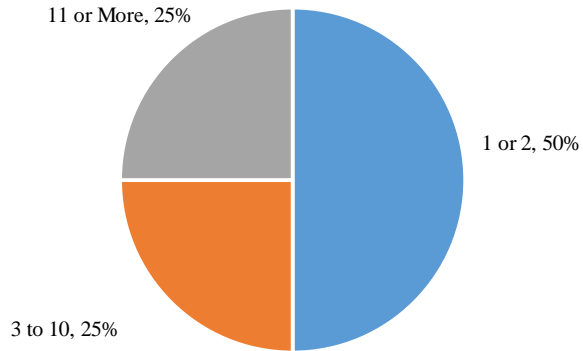


SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

Of the 28 companies that provided the names or number of charities and NGOs they support or partner with, one-half (50 percent) support or partner with one or two charities or NGOs (Figure 3-2). Captain Tortue supports Pink Ruban. Unique – Yanbal supports Liga de Lucha Contra el Cáncer in Peru and Look Good Feel Better in Peru and Ecuador.

Figure 3-2

Number of Charities or NGOs Sponsored or Supported by Direct Selling Companies with Philanthropy Activities



SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

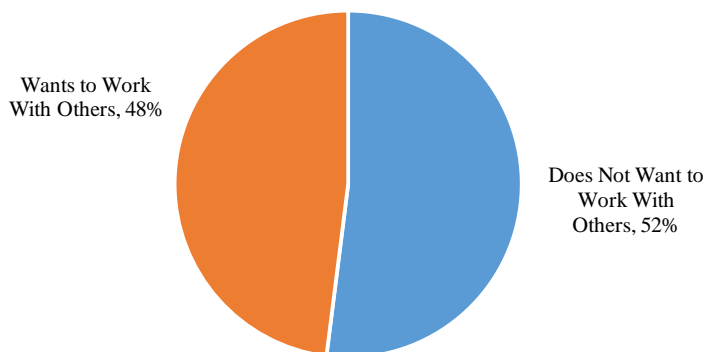
Another 25 percent sponsor or support three to 10 organizations. Minor Corporation supports Scomadi Thailand, Anello Thailand, PUBAT, the "1 อำนล้านต้น" Project, and more. PolyHERB Network partners with Friends in Need (Volunteers Foundation of the Thai Red Cross), Ramathibodi Hospital, and Pakkred Home for Boys Operation Center. SwissJust Latinoamerica supports Fundación Forge, Techo Argentina, and MACMA.

Finally, 25 percent support or partner with 11 or more organizations. Natura supports Fundação Lemann, Associação Bem Comum, Instituto Sonho Grande, ICE (Instituto de Corresponsabilidade pela Educação), and others. Scentsy partners with Sunshine Kids Foundation, National Breast Cancer Foundation, Rethink Breast Cancer, Ronald McDonald Charities, Autism Speaks, American Heart Association, March of Dimes, Shriners Hospitals for Children, Habitat for Humanity, Alex's Lemonade Stand, Make-A-Wish, etc.

Among the 29 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, one in two companies (48 percent) volunteered that they did (Figure 3-3).

Figure 3-3

One in Two Companies Want to Work with Other DSA Members or Organizations on Philanthropy Activities

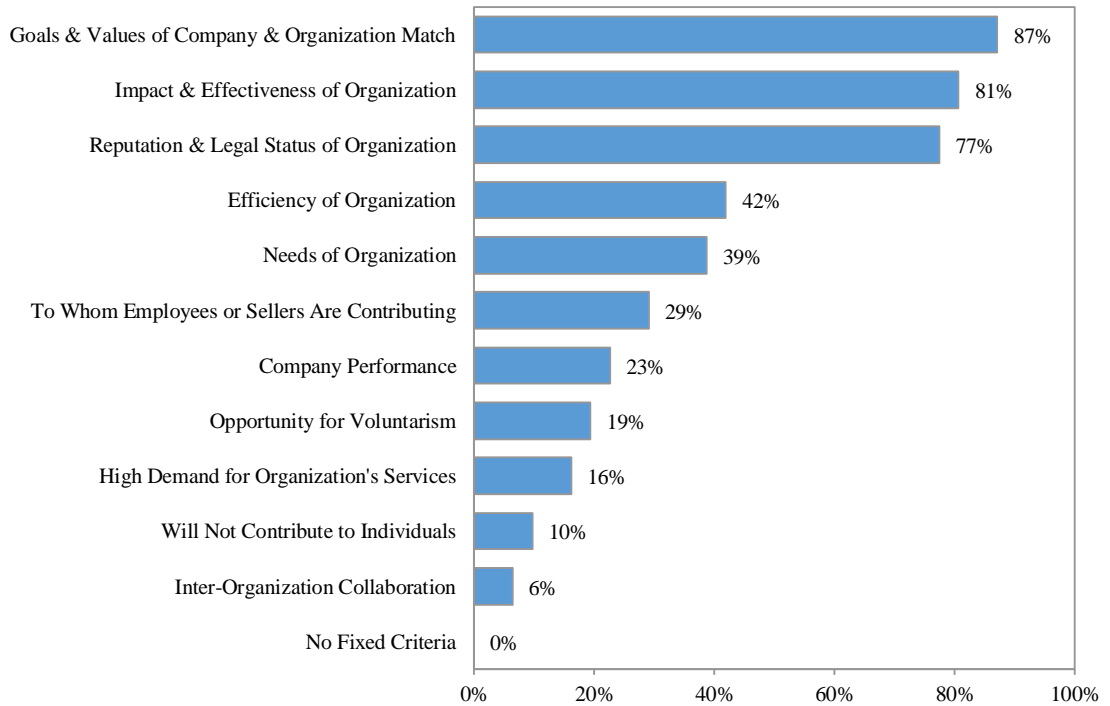


SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

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.

Thirty-one 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 (87 percent) (Figure 3-4). The next two most important criteria were impact and effectiveness of the organization (81 percent) and reputation and legal status of the organization (77 percent). These criteria were followed by efficiency of the organization (42 percent) and needs of the organization (39 percent). Twenty-nine percent reported to whom employees or representatives are contributing as a criterion. Company performance, opportunity for volunteerism, and high demand for the organization's services were three criteria reported by 23 percent, 19 percent, and 16 percent of the reporting companies, respectively. Ten percent will not contribute to individuals, and 6 percent look for inter-organization collaboration when donating. No company reported having no fixed criteria when donating.

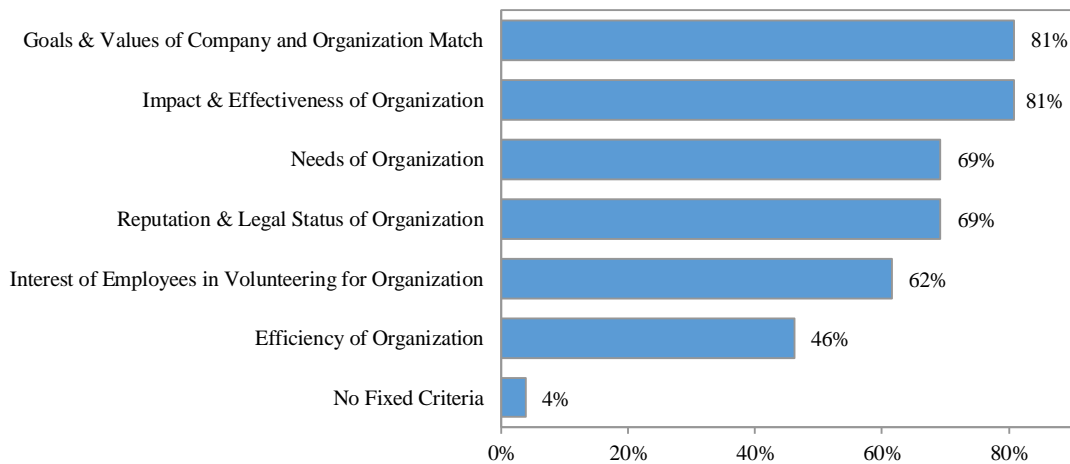
Figure 3-4*Criteria of Direct Selling Companies for Financial Contributions*

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

SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

Twenty-six percent of survey respondents with philanthropy activities volunteered what criteria they use in making non-financial contributions. The top two criteria for non-financial contributions — goals and values of the company and organization match and impact and effectiveness of the organization — were tied with 81 percent each (Figure 3-5). The next two criteria (needs of the organization and reputation and legal status of the organization) were also tied, with 69 percent each. Sixty-two percent reported interest of employees volunteering for the organization as a criterion, and 46 percent reported efficiency of the organization. Four percent reported having no fixed criteria.

Figure 3-5
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 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

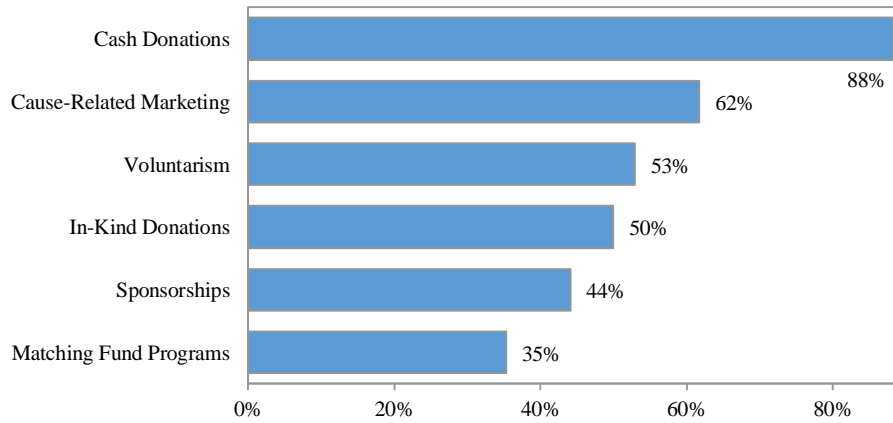
FORMS OF GIVING

Thirty-four respondents with philanthropy activities volunteered what forms of giving they use. Nine in ten (88 percent) make cash donations (Figure 3-6). Sixty-two percent contribute through cause-related marketing, such as selling products with a portion of the proceeds benefiting a charity, and 53 percent contribute through volunteerism, where company employees and/or representatives donate time to charitable and philanthropic organizations. One-half (50 percent) make in-kind donations, and 44 percent give through sponsorships, such as funding a golfing event that benefits charity while increasing brand recognition. Finally, 35 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. Twelve percent volunteered that they use all six contribution methods discussed in the prior paragraph (Figure 3-7). The same percentage (12 percent) use five methods, 18 percent use four, 26 percent use three, 21 percent use two and 12 percent use one.

Figure 3-6

Types of Contribution Methods Used by Direct Selling Companies with Philanthropy Activities

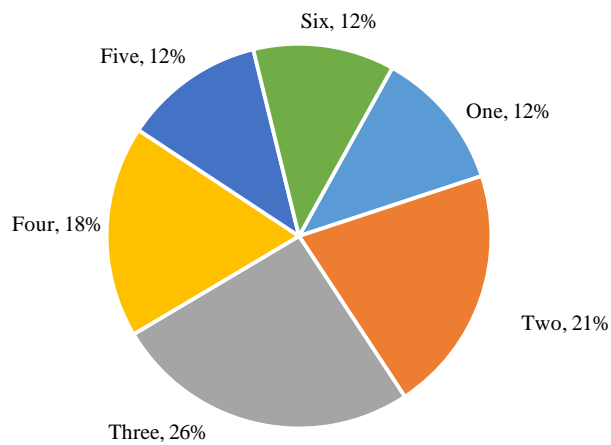


NOTE: Percentages do not sum to 100 percent because more than one method could be volunteered.

SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

Figure 3-7

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 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

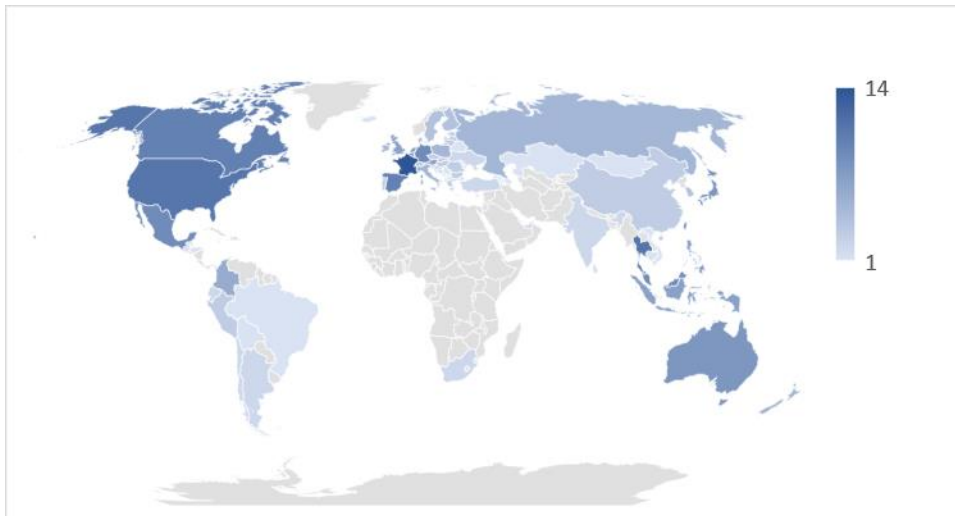
4. Where We Give

As part of a global industry, direct selling companies have philanthropy activities that span the world and involve many countries. Twenty-nine survey respondents reported the countries in which they have philanthropy activities. Overall, they have such activities in 81 countries, including one in Africa, 18 in Asia/Pacific, 47 in Europe, one in the Middle East, seven in North America, and seven in South America.

Among the 81 countries, the number of survey respondents with philanthropy activities in each country ranges from one to 14 (Figure 4-1).

Figure 4-1

Number of Direct Selling Companies with Philanthropy Activities in Each of 81 Countries

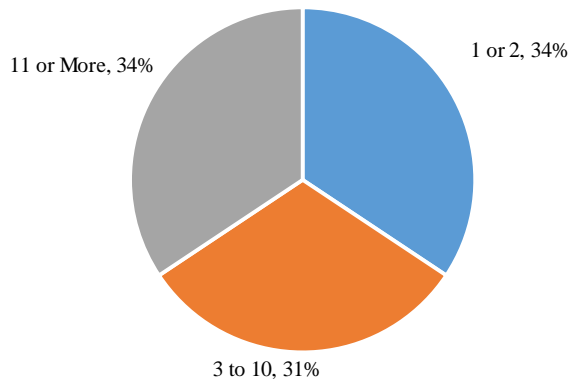


SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

Of the 29 respondents, 34 percent are in 1 or 2 countries, 31 percent are in 3 to 10, and 34 percent are in 11 or more (Figure 4-2).

Figure 4-2

Number of Countries in which Direct Selling Companies Have Philanthropy Activities



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

SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

5. 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 2019.

TOTAL FINANCIAL CONTRIBUTIONS

Twenty-five survey respondents volunteered that their company or their representatives made financial contributions to charitable or philanthropic causes in 2019. They reported financial donations totaling \$44.8 million, for an average contribution of \$1.8 million. Contributions increased an estimated 86 percent in 2019.

CORPORATE FINANCIAL CONTRIBUTIONS

Twenty-four companies reported giving \$41.6 million to charitable causes in 2019, for an average corporate contribution of \$1.7 million. Corporate contributions increased an estimated 73 percent in 2019.

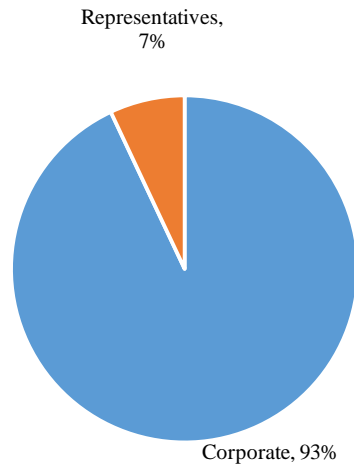
FINANCIAL CONTRIBUTIONS OF REPRESENTATIVES

Eight companies reported that their representatives, the independent salespeople of the direct selling companies, made financial donations of \$3.1 million in 2019, for an average of \$389 thousand. These 8 companies reported data for both 2018 and 2019 and show an increase in financial contributions by their representatives of 148 percent in 2019.

Contributions by representatives accounted for 7 percent of total contributions (Figure 4-1).

Figure 5-1

Financial Contributions in 2019, Corporate Versus Their Representatives



SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

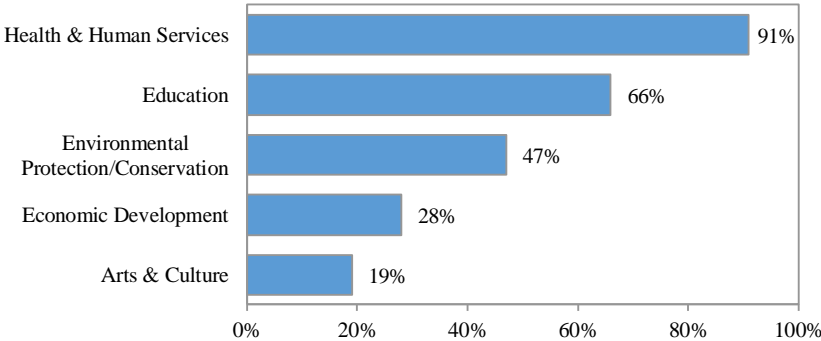
6. Who Benefits from Our Giving

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). Nine in ten (91 percent) survey participants with philanthropy activities reported that they support health and human services activities. The area next most supported is education (66 percent), followed by environmental protection/conservation (47 percent), economic development (28 percent), and arts and culture (19 percent).

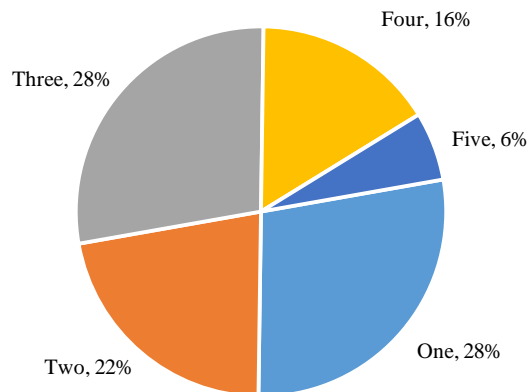
Figure 6-1
Areas Supported by Financial Donations or Volunteer Participation



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

SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

Direct selling companies may support one type of cause or several (Figure 5-2). Twenty-eight percent of survey participants with philanthropy activities support only one area through financial donations or voluntary participation. Twenty-two percent support two areas; 28 percent, three; 16 percent, four and 6 percent, five.

Figure 6-2*Number of Areas Supported by Direct Selling Companies*

SOURCE: WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey.

THE PEOPLE WHO BENEFIT

Many people benefit from the philanthropy of the direct selling industry. Eleven companies reported that 3.4 million people benefited from their corporate support to charitable/philanthropic causes in 2019. Six companies reported that 188 thousand people benefited in 2019 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. Sixty-nine percent focus or give special attention to children and 25 percent to women.

Here are examples of company philanthropy that benefits children.

- 4Life supports Feed the Children and SOS Children's Village.
- AKEO supports L'Enfant Bleu (The Blue Child), an organization in its home country of France that assists victims of child abuse.
- In distributing the Little Bits Dietary Supplement to children under the age of 5, Amway partners with different health organizations based on country.
- Atomy, for example, hosted children's camp in Cambodia affecting at least 2,000 children and their families.
- Through the World Learner initiative, Best World rewards underprivileged students with outstanding performance an opportunity to experience growth through travel and student immersion in Singapore, charity events, cultural activities, and art and science excursions.

- GECO Diffusion works with the proWIN foundation, which supports children and adolescents in need.
- Modere partners with Vitamin Angels, a nonprofit organization that provide vitamins to underprivileged children and new mothers.
- NL International contributes to an orphanage in Russia.
- Nu Skin promotes the nutrition and uplift of children through its Force for Good Foundation. One of the organizations funded by the Foundation is Bátor Tábor, which provides summer camp experiences to children struggling with illness.
- Philkraft supports giving poor children the opportunity of higher education.
- PM-International is the largest corporate sponsor worldwide of World Vision. The partnership started in 2003.
- An anonymous survey respondent supports Scouts et Guides de France and Rejoué, an association that collects, cleans, reassembles, and distributes used toys, to protect the environment by encouraging reuse.

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

- Guy Demarle supports research programs about the impact of food on pregnant women and fetus development.
- Infinitus organizes Happy GPS Workshops that are conducted by NLP Masters. The main objective of the workshops is to help women with the challenges in their families and workplaces through NLP skills.
- M Paris supports an association, Vivre Comme Avant, that helps women that have struggled or are struggling with breast cancer to get back the life they had before getting sick.
- Through a partnership between Movimento Natura and its Diversity and Inclusion area, Natura supports initiatives to promote women's rights and reduce domestic violence.

Below are more examples of companies benefiting various peoples and causes, or an interesting aspect of the company's giving.

- International Marketing Group supported planting trees, distribution of free blankets in winter, and a cleanliness drive under Swachh Bharat Abhiyan in its hometown.
- Laboratoire Science et Nature created the Science et Nature Foundation in 2019.
- LifeVantage includes a philanthropic activity on each of its incentive trips for distributors.
- Through the Raising the Bar program of Scentsy, its employees are encouraged to volunteer in the community. Every six months, employees record the time they spent volunteering by requesting up to 8 hours of "volunteer time - unpaid". At the end of six months, all

submitted hours are multiplied by the company's average hourly rate, and this money is included in the donation made to the company's current charitable cause.

- The corporate and volunteer programs of Shaklee focus on preserving the environment and enhancing human health. Shaklee partnered with Nobel Prize Winner Dr. Wangari Maathai, founder of the Green Belt Movement, in its Million Trees, Million Dreams campaign, which served as a model for a similar campaign later adopted by the United Nations.
- USANA, through its foundation, gives immediate and long-term global food relief for those in severe need.
- One anonymous survey respondent allows its distributors to participate in local charity events and distributes free product to charities.

7. 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.

8. Additional Information: Giving in Response to Coronavirus

During the online data collection phase of the *2020 Direct Selling Worldwide Corporate Philanthropy Survey* from January to May 2020, the Coronavirus outbreak was sweeping the globe, and direct selling companies responded through giving. This chapter highlights the positivity and generosity of direct selling in supporting their communities. The information is from a survey conducted by the U.S. Direct Selling Association.¹

- 4Life Research is working with local school districts and teaming up with national food pantry distributors.
- Aloette Cosmetics donated 10 percent of its proceeds during April 15 – May 15, 2020 to the American and Canadian Association for Critical Care Nurses.
- Amway produced and distributed 60,000 units of hand sanitizer to local hospitals and nonprofit organizations at no cost to them and secured 80,000 N95 masks and gave them to local hospitals for free.
- Arbonne is donating financially to local causes that are focusing on helping those in need resulting from Coronavirus and is providing from it plant bulk anti-bacterial spray at no cost to hospitals and clinics.
- Beachbody is offering a free selection of Kids Workouts to make family fitness fun and part of a family’s daily routine, since, during this time, schools are out with no formal recess or physical fitness classes.
- Herbalife Nutrition is providing extra funding to its existing partner companies to aid in their work regarding Coronavirus.
- jBloom is doing giveaways with a special medical designer for customers and representatives in the medical field.

¹ The information is from Coronavirus QuickPulse Survey, Wave 4, fielded during April 13-15, 2020, in which the following question was asked, “Please describe your company’s corporate philanthropy/CSR activities in response to Coronavirus...”

- L'BRI PURE n' NATURAL donated three Pamper-a-Health-Care-Worker pack of spa products valued at \$60 every day in April 2020. Consultants nominated health care workers, and the company drew three names per day.
- Mary Kay pivoted to start production and donation of hand sanitizer.
- Medifast contributed with field matching funds to the nonprofit organization No Kid Hungry, which helps with lunches for underprivileged children who are out of school.
- Modere donated \$1 million of health and wellness products to medical professionals and first responders.
- New Avon continued its long-time support of Feed the Children by contributing \$2 million in product in March 2020.
- Noonday Collection had a “Gather for Good” trunk show and gave 10 percent of the proceeds to a cause, individual, or business affected by Coronavirus.
- Pampered Chef is increasing fundraiser contributions from distributor efforts.
- Scentsy is offering up its manufacturing and 3D printing capabilities to a local hospital.
- SeneGence is donating hand sanitizer, hand cream, and masks to hospitals, police and fire departments, funeral homes, and nursing homes, and canned food to local families in need.
- Team National is donating to the Boys and Girls Club of Broward County, Feeding South Florida, and Samaritan's Purse and Human Society of Broward County. It is also matching member and employee contributions to its Hope Foundation.
- Younique has targeted activities involving local shelters for women and children.
- Zurvita donated over 1,000 canisters of its flagship nutritional food to hospitals and police and fire stations.

Appendix

List of Companies with Philanthropy Activities Participating in the WFDSA 2020 Direct Selling Worldwide Corporate Philanthropy Survey

4Life Research	Modere
AKEO	Natura
Amway	NL International
Atomy Co., Ltd.	Nu Skin Enterprises, Inc.
Best World International	Organic Vision Limited
Captain Tortue	Philkraft Wellness Corporation
GECO Diffusion	PM-International AG
Guy Demarle	PolyHERB Network Co., Ltd.
Infinitus Health Products (International) Company Limited	Scentsy
International Marketing Corp. Pvt. Ltd.	Shaklee Corporation
Laboratoire Science et Nature	SwissJust Latinoamerica S.A.
LifeVantage Corporation	Unique - Yanbal
M Paris	USANA Foundation
Minor Corporation PCL	Victoria France
	Youngevity

Note: List excludes five companies that submitted completed surveys anonymously.