

Much to be Thankful For!
A Great Prospecting Article
Monday Call, November 24, 2014

- Mannatech Now – Tuesday November 25th 7:30 Pm CT at Mannatech Corp Offices or www.mannatechlive.com
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717417#
- Check out Mannatech Back Friday Sales

Article in Direct Selling News, "Industry with a Heart" Nov. 1, 2014

http://directsellingnews.com/index.php/view/mannatech_social_entrepreneurship_helping_people_help_the_world#.VHJxsVhOKrU

Let's first kick off with a discussion of thankfulness...everyone to share.

1. Mannatech is based on Science so attacking malnutrition made sense.
 - a. Began with founder Sam and Linda Caster...their personal commitment to adopt 5 children from around the world. Started a nutrition company in 1994.
 - b. Supplying products to orphanage in Romania...35-40 children died every year. Sam supplied 1 year supply of "Real Food Technology solutions" for each child. At end of year, not 1 child had died and all were healthy.
 - b. MannaRelief was formed in 1999...a 501(c)(3) entity "dedicated to providing life-giving nutrients to children in need around the world." The associates fully supported with contributions to fund the expansion into 80 countries, impacting over 100,000 children.
 - c. Today, MannaRelief partners with International Feeding Programs "to distribute PhytoBlend Powder, a highly concentrated powder of vitamins minerals and other nutrients that can be added to any food."
"By 2013, the process had allowed Mannatech to donate more than 16 million servings of PhytoBlend..."
2. Mannatech chooses Social Entrepreneurship
 - a. In 2012, M5M adopted by the Company as their mission, "a movement to nourish 5 Million malnourished children through the sales of Mannatech products to 5 million people."
"The effort isn't simply a philanthropic sidebar for Mannatech . It's at the company's very foundation."
 - b. "...in many cultures throughout the world, rice is the staple food. It fills the bellies but provides little nutrition... PhytoBlend, Mannatech and Social Entrepreneurship turn those staple foods into mouthfulls of life-supporting nutrition."
 - c. Sinnott believes Social Entrepreneurship is perhaps the most written about subject in the last five years. A Google search showed over 1.74 million hits.

3. Why Mannatech?

- a. In 2008, with the poor economy Mannatech saw how charitable entities were struggling...including MannaRelief.
- b. "From 2007 to 2012, Mannatech wasn't profitable but helping others was so embedded in the company's culture that it never stopped its philanthropic programs."
- c. Dr. Sinnott stated "During that time we always continued our charitable giving because we had faith that through giving you bring goodwill and blessings on the company. We stuck to our core values, knowing it was important and non-negotiable."
- d. Sam Caster did his homework, and the more he studied social entrepreneurship he knew it was right. It solved the problem of losing financial contributions to a charity contributing necessary nutrients to children who became dependent on them for life.
- e. Sinnott said "Before you take out company expenses, you set aside a certain amount that comes from top-line sales, and that goes to your cause. It is really a great way of handling it because it is very sustainable. For every sale we make, our associates know they are contributing to this cause, regardless of how the company is doing or how profitable we are, or of even the global economy."

4. Impact of this New Model on Mannatech

- a. "The model blended with the company's powerful direct selling foundation, enabled Mannatech to return to profitability in 2013, and to continue providing nutritional supplements to malnourished children even during the worst of times. From 2010 through 2013 the company donated \$1,478,280 to MannaRelief to distribute nutritional supplements like PhytoBlend to malnourished children."
- b. Sinnott "We have seen that social entrepreneurship, especially when it relates to childhood malnutrition, is something people relate to. It creates added value. It's a win-win-win for the company, our associates and the children."
- c. They discussed the Jason Lester China run as well, with M5M being at the sole purpose of Jason making this run. He is so committed to getting the information around the world.
- d. "Last year we had the opportunity as a family to visit multiple feeding centers and schools in South Africa that received PhytoBlend. We got to see firsthand how our product is improving the lives of children living in some of the harshest conditions in South Africa. That has become a huge driver of me as a professional and a father. I believe that within this generation we can eliminate the major causes of malnutrition through fortification programs - ours and other similar approaches. We have a cost-effective way of getting supplementation into children's lives." Rob Sinnott
- e. "Now that we're seeing a turnaround in our business, we're also seeing an increase in the number of children we can reach in the areas we serve. Five million sounds like a large number, but we've already done more than 12 million servings this year, so I believe it is completely doable within my tenure to reach that 5 million goal. It's no more difficult a journey than the one being taken by Jason Lester as he runs the Great Wall. He'll finish that journey because he's taking it step by step and day by day. So will we." Dr. Sinnott