

## One by One Overview

We have agreed to focus our global sponsorships toward a single theme – improving the well being of children worldwide. This is consistent with our global corporate vision of *helping people live better lives*.

One by One is a global initiative with local flexibility, encompassing existing and new affiliate, IBO and corporate activities

Today, more than ever, the children of the world need our help. Half of the world's poor are children, and every year, 12 million of them do not live to see their fifth birthday. They may be willing to work hard to improve their lives, but since 125 million of them don't have access to the most basic education, they don't have the opportunity. And if any company knows how important opportunity is to building a better future, it's ours.

Through the One by One Campaign for Children, we are making a difference for children around the world. In just two years, we have:

- given more than \$14 million to children's causes
- provided hope and opportunity to well over 4 million children
- donated nearly 170,000 volunteer hours to kid's programs

*Each market is finding its own way to impact children:*

- Amway China has developed programs both big and small—from a SARS awareness campaign that reached 2 million children, to Ping An orphanage, an eight-bed medical foster home in Beijing that gives deformed orphans an opportunity for a new life.
- In India, it's estimated that there are at least 2 million blind children of school age. Amway India is working hard to help publish Braille textbooks and put them in the hands of blind children—45,000 kids to date.
- Through Amway's Pan-European partnership with UNICEF, 30,000 children were immunized against the diseases that most threaten young lives in FY 04 alone.
- Quixtar has adopted its first sponsorship since its formation in 1999. It's fitting that they've chosen Easter Seals as their partner, since IBOs have continued the fundraising efforts that the company began long ago. Through their sponsorship of the *Walk with Me* event, Quixtar is providing opportunities for kids with disabilities to address life's challenges and achieve their goals.
- At our headquarters in Ada, employees have joined together to impact children in our community. In addition to tutoring inner-city students at our partner school, Southeast Academic Center, we've undertaken improvement projects at Bethany Christian Services, an adoption and family services agency dedicated to improving children's lives.

These examples are just a sampling of the work we're doing for kids around the world. Children with cancer in Australia... village children in rural Mexico and Brazil... abused children in Greece... mentally disabled children in Japan... teen gang members in the United States...

Working together we're making a difference for these children—one by one.