



## **Nerium Ripple Foundation Background**

### **Individually Taking Responsibility, Collectively Changing the World**

---

Purpose: The Nerium Ripple Foundation is a charitable organization devoted to the vision of “Making People Better” on a global basis.

The Foundation’s goal is to inspire Nerium Brand Partners and their communities to take the initiative to make the world a better place, both individually and collectively. By making life better for one person, we inspire them to do the same, in turn creating a ripple effect.

The Nerium Ripple Foundation partners with organizations that share our vision of Making People Better. Organizations such as Big Brothers Big Sisters and World Vision are experts in the work of helping people around the world to live happier, healthier and more productive lives. The Foundation operates on the strategy of matching one carefully selected non-profit partner with each country in which Nerium does business. To date, we are actively partnered with Big Brothers Big Sisters in the United States and Canada, and with World Vision in Mexico.

The Nerium Ripple Foundation got its start in 2012 and has given more than \$3 million in charitable donations. Because of this dedication to its mission, the Foundation has been honored with many national and international awards, including four PR News Corporate Social Responsibility Awards, the 2013 Big Brothers Big Sisters of America Community Spirit Award and the 2015 Big Brothers Big Sisters President’s Award.

2015 was a milestone year for the Nerium Ripple Foundation, raising in excess of \$1.3 million in charitable donations, beginning a new partnership with World Vision in Mexico and leading the inaugural mission trip to a village in Mexico. The Foundation has set new record-setting goals for 2016: raising \$2 million for charity and starting operations in two additional countries.

To learn more about the Nerium Ripple Foundation, please visit our website at [NeriumRipple.org](http://NeriumRipple.org) and follow us on Facebook at [facebook.com/NeriumRippleFoundation](https://facebook.com/NeriumRippleFoundation). For inquiries, please contact [RippleFoundation@Nerium.com](mailto:RippleFoundation@Nerium.com).