

SPOTLIGHTING VITAMIN ANGELS' WORK TO ADVANCE GLOBAL NUTRITION EQUITY THROUGH COLLABORATION



In an industry increasingly focused on purpose-driven impact, Health Genesis is proud to spotlight Vitamin Angels, a global public health nonprofit working to improve maternal and child nutrition. Founded in 1994, Vitamin Angels is bridging the gap to increase access to essential nutrients in underserved communities worldwide.

“Vitamin Angels was founded by Howard Schiffer, a former midwife-turned-natural products executive, who was deeply moved by how something as simple as vitamin A could dramatically change a child’s health—and yet, how many children lacked access to it,” explains Brittany Gunther, Director of Partnerships at Vitamin Angels.

Today, Vitamin Angels reaches over 74 million women and children in more than 65 countries every year, partnering with local organizations and governments to ensure life-changing nutrition solutions reach those who need them most.

“We help ensure the most nutritionally vulnerable groups—pregnant women, infants, and young children—receive the essential nutrition they need to support a healthy future,” says Gunther.

Their work has expanded significantly over the past 31 years. In addition to vitamin A, their portfolio of nutrition solutions includes prenatal vitamins, deworming treatments, breastfeeding support, and supplementary feeding programs.

“Pregnancy through age five is a critical period of development,” Gunther notes. “This time provides tremendous opportunity to positively impact a child’s growth and development, especially for those who are underserved.”

Vitamin Angels also provides technical assistance and supports the introduction, strengthening, and scale-up of these nutrition solutions as part of national antenatal care programming.

"A key example of this is the program in Indonesia where we worked with the government and other technical partners to help support the adoption of multiple micronutrient supplements (MMS), commonly known as prenatal multivitamins, into Indonesia's national health care system," she adds.

How Brands Can Get Involved



Vitamin Angels is calling on health and wellness brands to join them in creating meaningful change. The organization offers flexible partnership models that integrate with brand goals, marketing, and CSR strategies.

"A partnership with Vitamin Angels goes beyond a donation. It's a strategic, values-aligned collaboration that creates measurable impact," says Gunther. "We work with purpose-driven brands—from startups to industry leaders—to co-create partnerships that drive both business growth and global health equity."

The process to get started is simple.

"It begins with a conversation," Gunther explains. "Our team learns about your brand's mission, goals and resources and tailors a model that fits—whether it's a fully integrated partnership or a limited campaign."



The Business Case for Giving Back

For supplement and wellness brands, partnering with Vitamin Angels offers both tangible and intangible benefits.

"Brands gain enhanced consumer trust, strong impact stories, and brand differentiation," Gunther says. "Internally, there's also a stronger sense of purpose. Employees feel proud knowing their work contributes to healthier futures for women and children."

Vitamin Angels supports their partners with a full suite of tools—from storytelling assets and launch kits to custom messaging for retail, PR, and digital campaigns.

"Our goal is to make the partnership visible, credible, and deeply meaningful," says Gunther. "We become an extension of your brand's mission and help you bring the impact to life for your audience."

Looking Ahead

As part of its strategic goals, Vitamin Angels aims to double its impact, reaching 140 million women and children annually by 2033.

“We’re working to expand our nutrition programs in collaboration with our partners. Together, we can help close the global nutrition gap,” Gunther shares.

Vitamin Angels works with brands of all sizes to develop partnership models that fit a range of growth stages.

“Every contribution helps advance our mission towards global health equity for women and children,” Gunther affirms. “Even emerging brands can get involved through smaller contributions or limited campaigns and grow their impact over time.”



Image credit:
Vitamin
Angels



Image credit: Vitamin Angels

FOR BRANDS READY TO TAKE ACTION

Reach out to the team at partnerships@vitaminangels.org

Or visit vitaminangels.org/corporate-partners to explore more and submit an inquiry form.

And for consumers or supporters who want to make a personal difference, donations can be made directly at vitaminangels.org/donate.

Special thanks to Brittany Gunther, Director of Partnerships at Vitamin Angels, and the Vitamin Angels Team.