4Life® Service projects focus on equipping disadvantaged individuals around the world with the tools they need to move beyond bare survival.

Hope to See Beyond Tomorrow by Karyn Reagan
Hope to See Beyond Tomorrow
4Life Founders David and Bianca Lisonbee built 4Life on a three-tiered foundation of science, success, and service. “The science of the products has advanced the success of the company and its distributors, who are then encouraged to serve those in need,” says Calvin Jolley, Vice President, Communications. In 2006, the charitable work that the company had always engaged in was formalized into a nonprofit entity called Foundation 4Life®.

Tracie Kay is the Director of 4Life Service, which includes Foundation 4Life and the 4Life Fortify® nutrition program. She explains that the focus of the foundation is to lead a community in need to a place of self-sustainability. “We look for projects where we can enter into a long-term relationship and build a new legacy of hope for otherwise hopeless situations,” she says. “Our focus is to provide for the essential needs of children—nutrition, shelter, and education—and we have found that the cycle of poverty is most heavily influenced through education on several different levels for both the children and the parents.” The foundation partners with entities already working in the community and commits to getting them to a level where the individuals they are helping can stand on their own feet. “We teach educational skills to kids and parents as well as basic survival skills such as gardening, baking, and even managing chicken farms. It depends on the culture,” Kay says. Currently, there are philanthropic projects taking place in over 30 countries where 4Life distributors are active.

A Glimpse at the Global Impact
The first country where a Foundation 4Life project began was the Dominican Republic, specifically through La Casa Rosada, an orphanage for children with HIV. “We launched the Foundation in 2006 with a major donation to expand the facility operated by the Catholic Church,” Kay says. “Once there was sufficient shelter for the orphans, we went to work on providing educational opportunities.” There was a need for some of the 3- to 5-year-old children to be better prepared for school on a social level. “They had a tendency to act up and get kicked out of regular schools,” she says. “The Sisters running the orphanage recommended a structured preschool. We acted on their suggestion and have seen great results with the social and academic preparedness of the children for mainstream schools, and they are able to learn like their peers.”

Aneurys Perez is one of the first two residents at La Casa Rosada to graduate from high school. His mother died of HIV when he was young, and because his grandparents were unable to support him and his younger brother the orphanage became their home. “Foundation 4Life was able to provide Aneurys with a full scholarship, including room and board, to a local Santo Domingo university,” Kay says. In 2011, Aneurys later applied to work at the local airport, was hired as an immigration officer and has since received promotions as he continues to work on his bachelor’s degree in marketing.

Aneurys has learned the power of giving and now returns the blessing to his aging grandparents. He has paid for them to install running water in their modest home, pays their monthly water bill, and has purchased a washing machine and refrigerator for them. He is also funding extra-curricular classes for his younger brother in preparation for high school graduation this year. “It feels great to have been a part of changing a life and a legacy for Aneurys and his family,” Kay says.

In Honduras, parents send their children into the streets to sell a variety of items or do odd jobs in order to add a dollar or two to the meager family income. Kay says that often education is not a priority; survival is. “In response to the desperation of the people of Jardines del Norte, Honduras, we have made a six-year commitment to reach out by sponsoring programs and

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—Tracie Kay, Director of 4Life Service
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construction projects at a community center,” she says. “We are working hard to create a paradigm shift, changing a mindset adopted through years of poverty.” A similar community program has also been started in Rizal, Philippines.

Through education and hands-on experience, Foundation 4Life hopes to train as many families as possible how to sustain themselves and their community. “Many mothers join their children at the center and are offered classes specifically designed for them,” Kay says. “Lessons in good hygiene and nutrition are at the top of the list. We also teach jewelry-making skills, providing the mothers a way to contribute to the household income.” And there is a huge garden on the property to teach families how to plant and harvest their own food to consume and sell. “The people of this community shop for one meal at a time because that is all they can afford. There is a sense of desperation and day-to-day survival,” she says. “We work to offer them hope to see beyond tomorrow.”

Closer to Home
In the United States, Foundation 4Life implemented a program in 2009 to help less fortunate children at the Guadalupe School in Salt Lake City. “Every year we provide school supplies to those who cannot afford them, and two years ago we began sponsoring the early childhood education program at the school. Additionally, Foundation 4Life was a major contributor for the construction of their new school that will open this fall,” Kay says. “Last fall we extended our educational initiatives to three additional cities in the United States.” Local 4Life distributors rallied to help in Barberton, Ohio; Miami, Florida; and Downey, California., distributing backpacks, uniforms, and hygiene supplies, depending upon the needs of the students.

“During the holiday season, and again in the Spring, Foundation 4Life also gives follow-up donations to high-risk students in each school,” she says. “And although some of the projects are small, these four schools know they can count on us to lighten their financial burdens two to three times each year for an indefinite period of time.”

Success Leads to Service
While distributors give generously to Foundation 4Life, another way they support the charitable arm of the company is by participating in the for-profit 4Life Fortify program. “We implemented this program in 2010 as a way for distributors to participate in providing essential nutrition directly to children in need,” Kay says. “4Life Fortify is a separate for-profit program that focuses specifically on fighting childhood malnutrition. Our 4Life Fortify product is made up of a great-tasting blend of red beans, lentils, and long grain white rice, plus a complex of the vitamins and minerals that growing kids’ bodies desperately need. 4Life Fortify also includes our hallmark product, 4Life Transfer Factor. At any time, distributors may purchase 4Life Fortify, which is then donated to Feed The Children, a U.S. based non-profit, that insures the meal packs are delivered to hungry children. She says distributors do earn commission volume for the purchase, providing a great opportunity for them to build their 4Life business while helping serve the nutritional needs of children around the world.

Both Jolley and Kay desire to make it clear that the generosity that gives life to every 4Life Service program was etched into the culture of the company from the moment it was established by 4Life Founders David and Bianca Lisonbee. “Their commitment to making life better for as many less-fortunate people as possible is the reason that 100 percent of every dollar donated goes to fund one of our projects. All operating costs incurred by our programs are paid by 4Life,” Kay says. “And as the company continues to grow, so will our service to the needs of the world.” DSN
Very year, Nutrition Business Journal names the nutrition industry’s most noteworthy leaders. In 2013, 4Life® was chosen from among more than 300 entries as the recipient of the prestigious Philanthropy Award. Even more impressive, 4Life was the only company in the network marketing industry to be honored with an award.

“While there are many charitable efforts from our industry, I see 4Life’s work as particularly well thought-out and very much a part of the ethos of the company.”

Loren Israelsen
President, United Natural Products Alliance

“This award is symbolic of the commitment to service with which Founders David and Bianca Lisonbee launched 4Life with in 1998. I want to thank the judges for recognizing the company’s efforts among so much good work in the nutrition industry. I also extend my gratitude for the philanthropic efforts and commitment of 4Life distributors worldwide.”

Steve Tew
President and CEO, 4Life Research®

California distributors assemble school supplies for children in need in their community.

4Life distributors come together to serve the community of Palencia, Guatemala.

Chief Operating Officer Danny Lee accepts the NBJ award on behalf of 4Life.

4Life Philippines distributors get involved during a local 4Life Fortify® service endeavor.

President and CEO Steve Tew and Mongolian distributors serve kids at the Guardian Center for Children.

Thanks for sharing your success!

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