



Future Fortified is a campaign of the Global Alliance for Improved Nutrition (GAIN) to help millions of women and children around the world access the essential nutrients they need to lead healthy, enriched lives. Our goal is to provide sustainable access to improved nutrition for 20 million women and children in developing countries in the next five years.

## A World Nourished



Ensuring adolescent girls, pregnant women and young children receive essential nutrients – such as vitamin A, iodine, iron, zinc, and folic acid – is a proven, cost-effective way to improve the health and well-being of millions of people and communities around the world. Improved nutrition for pregnant women, new moms and young children during the 1,000-day period from pregnancy to their second year of life puts children on the right track to grow-up healthier, smarter and even earn more throughout their lifetime. Nonetheless, an estimated two billion people around the world lack access to the essential nutrients they need for proper physical and cognitive development. In fact, poor nutrition in mothers and children is the underlying cause of over 35% of all childhood deaths each year.

## Home Nutrition Packets



Home nutrition packets are an innovative and proven way for moms around the world to improve their children's diets. Adding essential nutrients to meals prepared at home helps strengthen bones, muscles and immune systems. At just pennies a day, the products are affordable for low-income and under nourished families.

## Market Based Solutions



Future Fortified is not your ordinary make-a-donation-and-you're-done charity; it's a new kind of philanthropy. Funds raised from individuals are leveraged as investments, building sustainable marketplaces that produce, promote, and distribute nutritional packets to moms and kids. Because these packets are manufactured and sold locally at a price mothers can afford, the solution is sustainable for long-term impact. It's an effective way to fortify the future.

## Get Involved

Future Fortified is building the first-ever mass constituency and community for global nutrition, providing innovative and easy ways for individuals, businesses and organizations to get involved. Together, Future Fortified supporters and partners will invest in sustainable, market-based solutions for global nutrition, inform themselves and others on the nutrition challenges and solutions and influence policy makers to make improved nutrition a global development priority.

- **Join**

Sign-up at [FutureFortified.org](http://FutureFortified.org) to join the fight against malnutrition.

- **Invest**

Support of Future Fortified is directed to achievable and measurable programs, one country at a time.

- **Get Rewarded**

Future Fortified is the first non-profit to launch an innovative loyalty program, where online actions can be redeemed for real-world rewards.

- **Shopping Fortified**

Future Fortified's cause-focused merchandise makes the perfect gift for moms and babies.

- **Inform**

Connect with us and others on Facebook, Twitter and Pinterest to be part of an active community.

- **Influence**

Join with thousands of others to influence policy makers to put nutrition on the global political agenda.

## Contact Us

### Web

[futurefortified.org](http://futurefortified.org)

### Twitter

[@futurefortified](https://twitter.com/futurefortified)

### Facebook

[facebook.com/futurefortified](https://facebook.com/futurefortified)

Adrianna Logalbo

GAIN

[alogalbo@gainhealth.org](mailto:alogalbo@gainhealth.org)

(202) 559-8506

1776 Massachusetts Avenue, NW, Suite 700

Washington, DC 20036 USA

## About GAIN

Future Fortified is a campaign of the Global Alliance for Improved Nutrition (GAIN). GAIN is driven by the vision of a world without malnutrition. GAIN supports public-private partnerships to increase access to the missing nutrients in diets necessary for people, communities and economies to be stronger and healthier. With a current reach of over 610 million people in more than 30 countries, GAIN's goal is to improve the lives of 1.5 billion people within the most vulnerable populations around the world through access to sustainable nutrition solutions.