PASS ON THE GIFT CAMPAIGN 2011

This Spring Do Something

WiLD

PASS ON THE GIFT
HEIFER® INTERNATIONAL

Inside:

- **Great Mother's Day Gift Ideas**
- **Heifer's Most Empowering Projects**
- **Exciting Activities for your Congregation, Family or Workplace**
- **Honoring Women Who Make a Difference**

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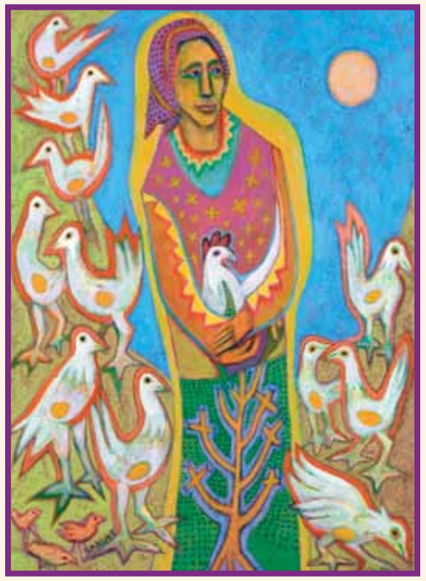
Heifer International
2011 WiLD Booklet
Booklet - 16" x 10.5"
Folds in half to 8" x 10.5"
xx# White Stock
Prints 4 Color Process

What do we mean by

WiLD?

WiLD stands for Women in Livestock Development.
These 100% women projects focus on giving women
the opportunities to unlock their potential.



Cover and other paintings by Betty LaDuke

Throughout the developing world, it is women who are responsible for feeding their families and producing most of the food through backbreaking labor.

Yet many of these same women are not permitted to own land or livestock, or even allowed to learn how to read and write. School, a career and independence seem out of reach. Overlooked by government programs and often denied education, rural women face a cycle of poverty, hunger and despair.

Heifer's WiLD projects respond by providing women with livestock (cows, goats, water buffalo, poultry or other animals, as well as micro-credit loans) and training in strategic planning, and sustainable agricultural practices to overcome discrimination and strengthen their position within their communities.

The often dramatic success of these projects shows others that women are capable of generating and stewarding family income. Men begin to see the value of including women in decision-making. Before long, a ripple effect of changing attitudes sweeps through communities where women have been denied opportunities.

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This Spring, we hope you will join us in celebrating the world's women.

Get your friends, family, congregation and co-workers involved in your quest to end hunger and poverty while caring for the Earth by teaming up to do something WiLD.

You can also honor the women in your life for Mother's Day by making them an Official WiLD Woman.

See page 6 for the exciting details!

Here are 3 Reasons for You to Do Something WiLD This Spring!

1. Women produce up to 80 percent of the food in some parts of the world but own only one percent of the world's property.

2. An estimated 70 percent of the world's poor are women; the discrimination and inequality that many women still face puts them at greater risk of malnutrition and directly affects their children.

3. You can make a difference by taking action on behalf of these women who are looking for a way out, not a handout. Through training from Heifer International, millions of women who once felt powerless have gained the means to overcome social and cultural barriers to take control of their destiny. To make sure the children get the support they need, we *must* focus on women.

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A WiLD Success

What is a WiLD Woman?

Heifer International's Women in Livestock Development (WiLD) initiative began 22 years ago to address gender equity issues, and to enable women to care for themselves and by extension their families **AND** the Earth.

A WiLD woman dares to dream.

A WiLD woman stands up for her beliefs.

A WiLD woman fights for her family.

A WiLD woman overcomes any obstacle.

And a WiLD woman does it all with grace and strength.

Heifer celebrates WiLD women we work with every day. But Heifer now also honors individuals or groups for capturing the essence of WiLD in especially powerful ways by giving out annual WiLD Awards.

This spring, we invite you to celebrate the WiLD women in your life by supporting Heifer International's WiLD projects.

A WiLD Woman Gift is a testament to the character of the woman to whom you are presenting the gift. She is strong, independent, fearless, and she's got moxie.

Nsangou Rachidatou from Cameroon believes, *"Heifer is helping people without expecting anything in return."*

Empowering Women Worldwide

Helping a mother like Nsangou Rachidatou take control of her life and become self-reliant is at the heart of our mission to end hunger and poverty while caring for the Earth.

Rachidatou is part of Heifer's Market-Oriented Small-Scale Dairy Development Project in Nkoundoumbaim, Cameroon.

The Heifer project improved Rachidatou's sense of self-worth and taught her to do what she once thought impossible. *"Before Heifer my life was not very good,"* she remembers.

"I have gained self-esteem. When I pass through the community people respect me."

"I could not stand in front of a crowd, but now I can speak boldly. Now I am courageous. I have gained self-esteem. When I pass through the community people respect me. This is a result of the trainings Heifer gave me," she says gratefully.

When Rachidatou signed up for this project, she was selling street food, but she earned so little money that she feared for the futures of her four children because she couldn't afford to provide them with the proper nutrition.

"We used to have unsteady health and would have to visit the hospital," recalls Rachidatou. *"Hardly did we ever go a month without one of the children falling ill. Now it is rare for us to be ill."*

The difference? A Holstein heifer she received from generous Heifer International donors.

"The milk was a great immediate impact for my family," she said. Their cow provides Rachidatou and her children with several gallons of milk a day. The family drinks about a gallon and then sells the extra. Sometimes Rachidatou uses the milk to make yogurt and has even started a small but successful yogurt business.

The increased income has enabled Rachidatou to plan for her children's education. Education is important to her and she is grateful for this opportunity to break the cycle of poverty, *"Heifer gives you the means to build a foundation, a foundation that will improve your standard of living. With this foundation you don't have to call for help from anyone else."*

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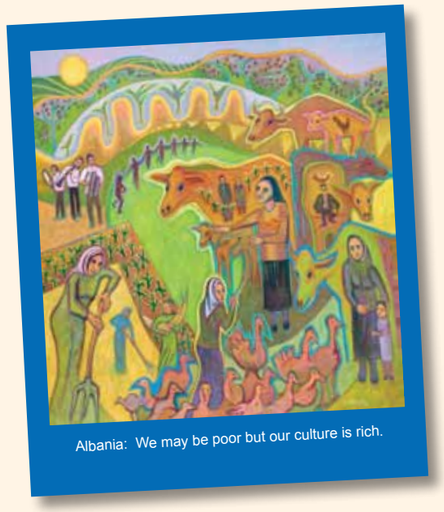
Great Mother's Day Gift Idea!

A WiLD Way to Honor the Women in Your Life

Honor someone special this Mother's Day
by making them an *official WiLD Woman!*



WiLD Woman Gift: $50

Team up to help empower women
For every $50 your group or activity raises, you get both an honor card and an official WiLD Woman wallet card.

A Great Gift Idea for

- Mothers
- Grandmothers
- Friends
- Sisters
- Aunts
- Teachers
- Community Leaders
- Graduations, birthdays and any occasion
- Any woman who exemplifies WiLD Woman traits such as empowerment, inner strength, and compassion for others

Your gifts to the WiLD Fund will help support Heifer projects made up of 100% women!

That means every woman you honor today will translate directly into a lifetime of opportunity for the world's women. What better way to celebrate the women in your life!

For standard shipping, orders should be received by April 18, 2011 for delivery by Mother's Day. For quick, last minute deliveries, we offer rush delivery (additional shipping charges will apply). You can place your order by calling us at 888.5HUNGER (888.548.6437).

Olipa Kalusaand Roda Khoma, Zambia

Martina Sanchez Barrios, Peru

Paraska Boichuck, Ukraine

Through WiLD and their own determination, these women are achieving their dreams and building their communities. Somewhere else, a struggling woman awaits your gift.

Maria Sara Furez and daughter, Ana, Honduras

Mitaw Pitakprasi, Thailand

Beheng Mariam, Cameroon

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Do Something WiLD This Spring

Over the last two springs, **Heifer supporters** hosted hundreds of events and activities to give struggling families a new beginning. This spring, we need you to be a part of the WiLD campaign. We just ask that you **do something** in your home, your neighborhood or community.

Host a pancake breakfast

"Like" Heifer on Facebook

Treat your friends to a great meal and screen a Heifer video

Chose one of these activities — or create your own — and help raise money and awareness for **Heifer International's WiLD Projects** around the globe. Then let the world know you are making a difference by adding your activity to our online WiLD Map at www.heifer.org/wild.

Form a "Team Heifer" online

Organize a **"Kiss the Pig"** challenge

Have a **Pizza Friday** at work

Tweet *something WiLD*

Hold a benefit rock concert

Ask your family to donate for your birthday

Donate funds from a yard sale

Host potlucks, coffees or teas

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Post your WiLD **“Event”** on our global map and invite your guests

1. Visit www.heifer.org/wild
2. Scroll down to the event map
3. Search for an event in your area, or create your own
4. Share your event by e-mail, Evite, Twitter or Facebook!

Join Team Heifer

Help women unlock their potential and move toward self reliance. By creating your own Team WiLD, you can help us fund projects of all types, creating a circle of Passing on the Gift.

Recruit friends and family. Be creative. Supporters around the globe have amazing ideas to raise funds — bike across country, cheer on classrooms, encourage congregations and even spark some friendly inter-office competition.

Hundreds of teams are already committed to ending hunger and poverty by fundraising for Heifer. Set your goal, recruit team members and let your friends and family know that you’re interested in supporting Heifer. Together, we can all end hunger and poverty! Start a team today.

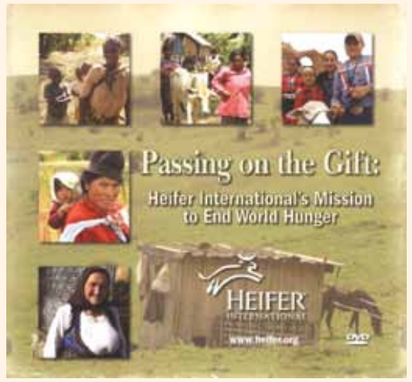
And if you’re hosting an event, please add it to the worldwide Event Map.

FREE Video Resources

12 Stones

Host a Screening of our **Award-Winning Short Film *12 Stones.*** ***12 Stones*** is a beautiful and evocative film by acclaimed filmmaker Sandy Smolan. It documents Heifer International’s work with illiterate women in Nepal and their journey out of poverty to self-reliance.

Deeply moving, with breathtaking cinematography by Jacek Laskus and narrated by Diane Lane, 12 Stones captures the remarkable transformation these women have undergone, and illuminates Heifer’s mission to work with communities to end hunger and poverty while caring for the Earth. Length, 21:28. Order a **free *12 Stones* DVD** by calling (888) 548-6437.



Pass on the Gift

The Pass on the Gift DVD is a compilation of videos that show how the gift of animals and training helps millions of families move toward self-reliance. Lengths vary from 3 to 27 minutes. Order a Pass on the Gift DVD by calling (888) 548-6437.

Download a WiLD video from our website

You can find a number of videos highlighting women who have overcome great obstacles and become community leaders.

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WiLD Works!

Heifer International's **Women in Livestock Development (WiLD)** initiative has been helping women care for themselves, their families, the Earth and each other since 1988. Gender equity has been a Heifer International focus from our very beginnings.

Long before it became popular, it was clear that we could only achieve our goal of ending hunger and poverty if men and women played equal roles.

Today, Heifer's strong commitment to the world's women continues and we invite you to help end hunger and poverty by empowering more women with livestock and training from Heifer International.

Great Mother's Day Gift Idea Inside!

"My voice has become stronger since Heifer International. Our family and the role of the woman [have] become more equal in both decision making and care for the animals."

— Li Ji Shan, a mother and project partner in Tibet

Cover and other paintings throughout this brochure are by renowned artist Betty LaDuke, of Ashland, Oregon. LaDuke visited dozens of Heifer projects around the world, and a book of her paintings — inspired by Heifer's partner families — is available at http://shop.heifer.org/

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