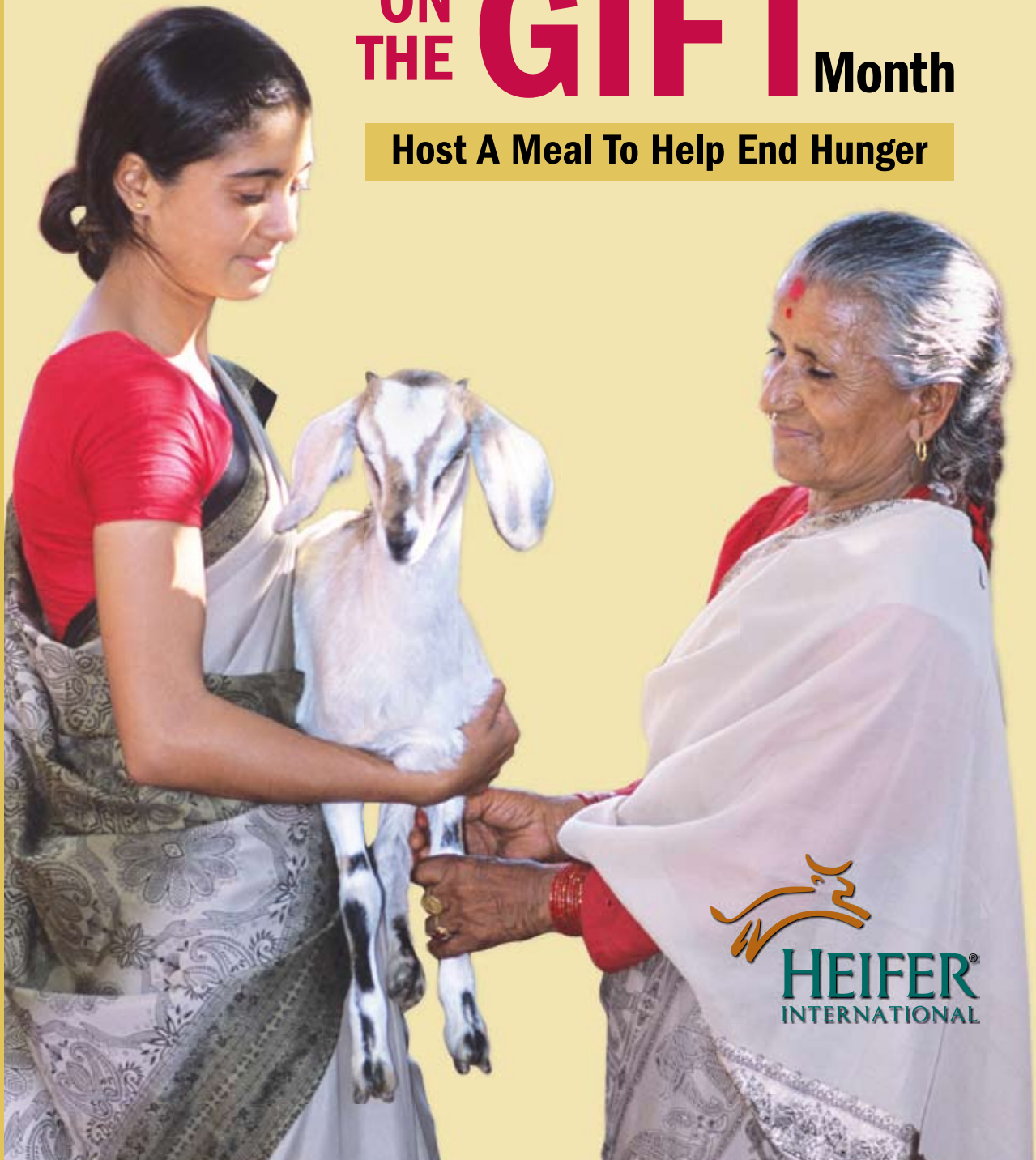


Don't Miss This
Global Event.

April is **PASS**
ON THE GIFTSM Month

Host A Meal To Help End Hunger





For six decades, Heifer International has helped millions of impoverished families acquire and raise animals, and then watched as they passed on the gift of their new skills and the animal offspring to neighbors in need. This simple act—often performed in emotional and poignant ceremonies—has transformed countless lives and communities.

This April, in almost 200 Pass on the Gift ceremonies in towns and villages from Nepal to Ecuador, families will pass on dairy goats, alpacas and other animals to help more families begin on the road to self-reliance. Heifer supporters—like you—can join in this global event.

Heifer is asking you to start a new chain of Passing on the Gift by hosting a fundraising meal in April. It's easy—and fun. Host it in your home, with your congregation, in your workplace or at your favorite community gathering spot. Serve international food, local and organic food, or make it a potluck or pizza party. Make it coffee, tea, dessert or pub time. Just get together with friends and help us celebrate—and help us raise funds to give new families a life of hope.

If you can't host a meal or an event, you can still be part of this global event by making a donation today. You can use the enclosed envelope, visit our website, or call (800) 422-0474.

Jo Luck

A handwritten signature in black ink that reads "Jo Luck". The signature is stylized and cursive.

President and CEO

Host a Meal to Help End Hunger

Change Your World!

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Visit Heifer.org/gifts daily in April to see partners, celebrities and surprises!



**PASS
ON THE
GIFT**SM

- Host a meal to raise funds for Heifer
- Visit Heifer.org/gifts daily in April for meal and event ideas, and to see partners, celebrities and surprises!
- Post your event on our interactive map
- Use the “tell-a-friend” feature to spread the word about this important campaign
- Put our campaign banner on websites
- Use the online tool Team Heifer to set fundraising goals and track your progress
- Involve your company, congregation and friends
- Celebrate!

Host a Fundraising Meal

Here are some ideas to make your party interesting—and help you raise money. When paired with a Heifer video and discussion, the meal will be entertaining and enlightening. Pass the hat, or use the entertainment as a way to raise funds. Suggest a donation to help meet your fundraising goal.

1) Decide what kind of party you'll have. Private or public? Potluck or prepared?

Whether it's a private party with family and friends, in a restaurant or other public place, you can share Heifer's mission and impact. For more meal ideas see www.heifer.org/getinvolved and go to fundraising ideas. Then, choose your theme:

Around the World Dinner with Heifer International

Hold an internationally theme meal. Encourage members to each bring a favorite recipe from one of Heifer's project countries. Decorate with displays featuring information about Heifer's work. Collect donations from attendees.

Fair Trade/Local/Organic Meal

Buying fair-trade certified ingredients and discussing their origins with those at your party will lead to a deeper understanding about how interdependent we all are on each other. Consider using some foods from local farmers or organic foods. Celebrate food grown by small farmers. Collect funds at your event.

Dine out for Heifer

Contact restaurants in your area and explain that your group wishes to raise money to benefit Heifer. Explain to them what Heifer does, and ask the restaurant to participate by donating a portion of its sales on a specified evening, during specified hours established by the manager. Agree to publicize to the public including your workplace and friends to eat at the specified restaurants or restaurant. Send the proceeds to Heifer.

Entertainment

Show a Heifer video from the enclosed DVD before or after your meal – see list on page 6. Consider playing the “Guess that Animal...” online at www.heifer.org/gifts.

Get the word out

Send out invitations by using our online invitation tool at www.heifer.org/gifts, or make and mail your own. Make a flyer to post.

To Help End Hunger

2) Prepare: Plan the food, the program, decorations; enlist friends to help

Post your event on our interactive calendar and add it to the hundreds of others from around the globe. Gather materials. Copy pages from this resource, or download them and more online. To order more materials about Heifer: Call (800) 422-0474. Media coverage? If you are hosting a public event, prepare a press release and contact local media. Materials available at www.heifer.org/gifts.

Plan the evening: Design menus or programs, purchase or make decorations, decide where you'll get the food and check all final details. Consider the Suggested Presentation on page 5.



3) For the Big Day

Buy and prepare food or pick up donated dishes. Set up for the potluck. Make last minute press calls, and set up the DVD player. Welcome your guests, and have a wonderful time. Collect donations and thank donors and volunteers.

4) The week after

Send the donations to Heifer International in the envelope provided. Tell us about your event by filling out the online survey at www.heifer.org/gifts. And begin thinking about how to do it again next April.

If you can't host a meal, you can still be part of this global event by making a donation today. Your gift is vitally important and it will multiply for years to come. Just use the attached envelope, go to www.heifer.org/gifts or call (800) 422-0474. See page 7 for more ideas.



A Recipe for a Pass on the Gift Fundraising Meal

Ingredients:

- 1 Charming Host/Hostess
- 10 Friends
- Tasty Refreshments
- 1 Pass on the Gift Resource Kit (DVD included)
- A dash of commitment to helping people help themselves

Directions:

- Mix well and bring to a socially conscious conversation. Let simmer until ready to serve.

Serves: Humanity

Thank you for taking the time to educate others about Heifer's work.

You make it possible for us to give hope to families living with hunger and poverty all over the world.

Sample Presentation

7:00 p.m. – Guests Arrive

7:15 p.m. – Welcome and Video Showing

Introduce yourself. Thank the group for the opportunity to share with them. Set the stage for why Heifer's work is important. Introduce Heifer International and share Heifer's mission and impact. Make it personal; tell the group how you became interested in the organization and why it's important to you to support Heifer.

7:30 p.m. – Video and Discussion Consider the “Guess that Animal” Game

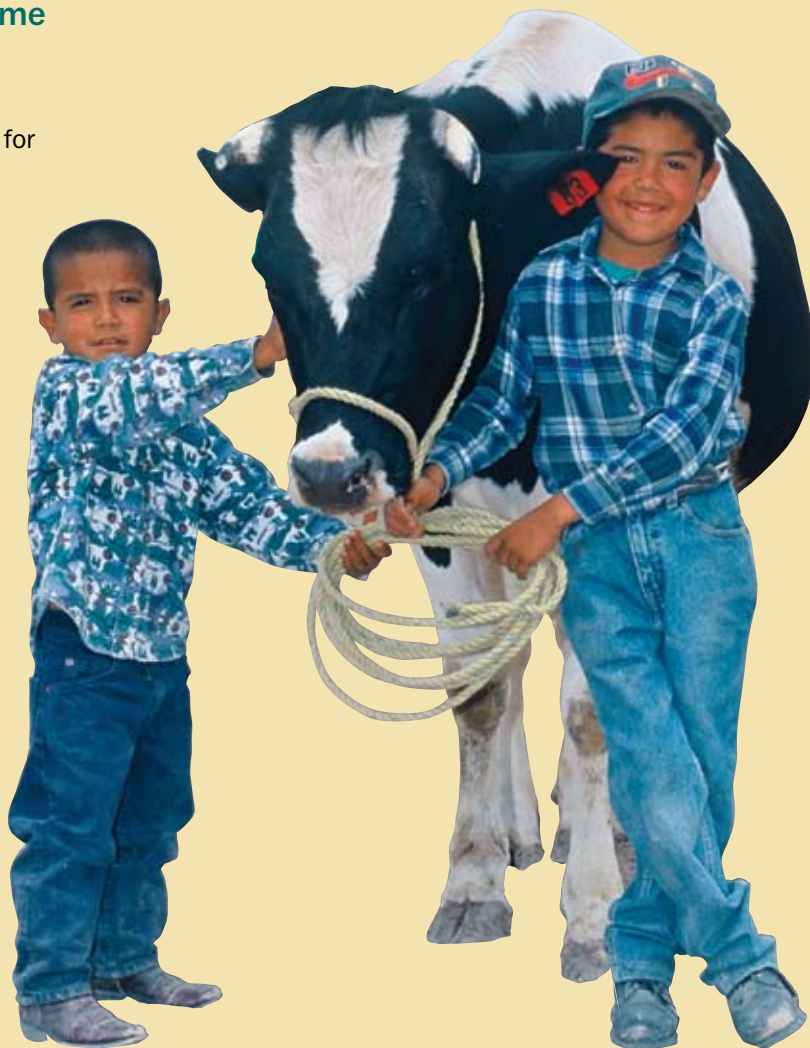
7:45 p.m. – Meal/Snacks

Enjoy the food and company. Leave some time for questions. If there is something you can't answer, always direct them to our call center at (800) 422-0474. Close by asking guests to contribute to Heifer.

9:00 p.m. – Departure

Send guests home with the “You Can Pass on the Gift Year Round” document on page 12 to help them decide how to use the knowledge you've shared with them. You can print copies from the document at the end of this publication (or download it from our site online).

After your party, please fill out the Evaluation Form found online at www.heifer.org/gifts.



Pass on the Gift Videos

Heifer International's Pass on the Gift Campaign is an opportunity for you to start a new chain of giving in April. The videos show how the gift of animals and training helps millions of families move toward self-reliance and pass on the gift of their new skills and animal offspring to others in their communities.

The Bridge (16 or 27 min.) Heifer projects in Rwanda, Peru, North Carolina and Kosovo all have a common theme: cooperation. The introduction of animals from cows and hogs to alpaca, seeds for fodder and food, and training in their growth and care helps families improve their own lives, and those of the communities in which they live.

Everyday Heroes (12:22 min.) This kid's video about children in China, Rwanda and Peru whose families have received animals from Heifer is a great tool for hunger education and fundraising. It illustrates Heifer's long-standing success at improving the lives of children around the world.

Ecuador (5:42 min.) Through the story of Maria Esther we see the impact of Heifer's assistance on the lives of women and their families.

Nepal (7:43 min.) In the hills of Nepal, Heifer International is working to improve the lives of women and their families. Through Sita's story, we see how Heifer enabled her to fulfill her dream of attending school, and then go on to inspire other women and girls to do the same.

Poland (10:42 min.) This story of change and hope in two Polish villages demonstrates how the gift of animals and training appropriate to their terrain and culture can help people rebuild their lives when times change.

Tibetan Plateau (4:43 min.) The desolation of the harsh terrain of the Himalaya is lessened by the gift of yaks. They provide families with milk, butter, cheese, and much more. Their hair is used to make the yurts that provide essential shelter, their dung improves the soil, and they provide important muscle power for the families that have them. Their offspring, passed on to others, will benefit this area for years to come.

Thailand (6:01 min.) Rebuilding lives and land destroyed by the tsunami is a daunting task, but Heifer's values-based model provides a sustainable solution. The fishing boat and supplies Mr. Sun received, and training in how mangrove trees can help prevent flooding and erosion in the future, provide a long-term solution to this impoverished part of the world.

Passing on the Gift (3 or 14 min.) Provides an overview of Heifer and its cornerstone of Passing on the Gift.



Web Tools and Other Resources

Join Team Heifer

Team Heifer is an online tool that makes personal fundraising fun, accessible to communities worldwide, and easy to manage. Team leaders can build a personal fundraising page allowing them to collect donations from friends and family right on the site. Friendly competition among teams is a great way to achieve an often surprising result. Progress reports and thank you notes can be generated from a personal team page. Each personal page can include a description and photos if desired. It's quick and easy, and all the donations are collected over a secure network. Entire online address books can be reached with the push of a button or post to your favorite social network or blog.

Team Heifer is a great conduit for families, schools, churches, civic groups, or any other group of folks who want to make a difference in the world together. Because together, we can end hunger and make the world a better place. Visit www.heifer.org/gifts to join.

Pass on the Gift Campaign Resources at www.heifer.org/gifts

- **Interactive Events Calendar**
Post your event and see what else is going on—like hundreds of Pass on the Gift ceremonies in Heifer Projects around the globe!
 - **Online Invitation Tool**
 - **The 30 Days Of Featured Themes**
Learn about, and from, the wide range of celebrity supporters, businesses, individuals and groups that help us make an impact on men, women and children around the world. We'll post different materials each day, and you'll find some fun and interesting surprises!
 - **During the month of April, visit the website each day for exciting new additions**
 - **Media press kit information, including photos you can use**
 - **Fundraising Ideas and more**
 - **Information about Heifer International**
 - **Event Survey**
Please tell us what made your meal or event special or successful.
- Many resource materials can be ordered by calling (800) 422-0474.**

The Origins of Passing on the Gift



In 1937-38, as a Midwestern farmer named Dan West ladled out rations of milk to refugees of the Spanish Civil War, he realized that simple relief aid would never be enough. That's when it hit him, "These children don't need a cup, they need a cow." After returning to the United States, West formed what is now Heifer International, an organization dedicated to ending hunger permanently. Six years later, on June 18, 1944, the first shipment of 17 heifers left York, Pennsylvania, for Puerto Rico, in what would become a campaign that would save the lives of millions.

The mission of Heifer International is to work with communities to end hunger and poverty and to care for the Earth. By providing gifts of livestock and training in their care, Heifer gives families in need a source of food and income. But the key is the idea of Passing on the Gift, in which recipients agree to share one or more of their animals' offspring to others in need, so that the gift of self-reliance is never-ending. Passing on the Gift remains at the heart of Heifer International's sustainable community development philosophy. This unique approach has been a part of Heifer's work since that first shipment of Heifers in 1944. It is an idea that creates a ripple effect that transforms lives and communities so that a gift to Heifer becomes a gift that keeps on giving.

Heifer's Impact

Heifer International is a non-profit organization with a proven solution to ending world hunger and poverty that has helped 10.5 million families in more than 125 countries become self-



reliant through gifts of livestock and training in their care. Recipients are also trained in environmentally sound agricultural practices so they can lift themselves out of poverty and become self-reliant. Milk, eggs, wool, meat, draft power and other benefits of animals provide nutrition and money for education, housing, health care and small business enterprises. In 2008, Heifer had active projects in 54 countries and 27 U.S. states.

How Heifer Works

Heifer partners with community groups to form a development plan with specific goals. Partners learn how to care for animals and grow crops in ways that can be sustained for future generations. Heifer provides expertise in animal health, water quality, gender equity, the environment and community development.

Pass On Your Gifts

Pass on the Gift Month is about people sharing with others. Around the world, Heifer International partners are strengthening their communities by passing on the gift to others in need. We invite you to join them in this cycle of giving. With your gifts, we will be able to provide hope and a new way of life to more struggling families.



How to Publicize Your Pass on the Gift Event

Want to make your event a greater success? Make sure your community knows about the power of Passing on the Gift by publicizing your event.

Here are a few hints on helping you get your local newspaper to write a story about your upcoming event – and possibly even attend.

- A news release and photo advisory is recommended for local media. Provide your local newspaper with a friendly one-page announcement stating the “who, what, when, where and why” of your event. A template of an announcement is available online. Make sure you provide the name, phone number and e-mail address of the contact person in case the newspaper needs more information. Include the Heifer website so they can get more background.
- The Heifer website has beautiful pictures that can be downloaded from the media kit section that will make your announcement more appealing.
- After your event, consider sending a follow-up news release to your local media telling them of the results of your effort. Include a few good photos, and some quotes from attendees telling what participation meant to them, and the good it will do.



See a sample press release and other Campaign information at www.heifer.org/gifts.

Need a Story to Tell?

Every day, around the world, ordinary lives are transformed by the extraordinary Heifer cornerstone of Passing on the Gift. Families that were once living with hunger, poverty, and desperation as their constant companions are now living with hope, dignity, and the promise of a better future, not only receiving a life-changing gift but by becoming a donor to another family in their community. The gift of self-reliance helps build stronger families and communities that will last a lifetime. Here's one heart-warming example of how the simple gift of a sheep can transform two families' futures!

Passing On Peace

On a hot summer day near the small village of Shulaveri in the Republic of Georgia, families representing three different nations came together to hold a Passing on the Gift ceremony. But these families from war-torn Georgia, Armenia, and Azerbaijan were passing on more than just life-giving plants and animals, they were also passing on peace—a commodity that has been so rare in this region.

Civil wars, violence, and border disputes dating back to the Soviet era have killed thousands and left these economies in shambles. Yet here these families were joining together on this afternoon in peace and friendship. Maxim Movsesyan was there with his two daughters Sveta and Diana to pass on a sheep to Ali Aliev from Azerbaijan.

Maxim said, “We are happy to join this Peace Project. I hope other nations like us will be given the chance to participate and share the joy we had today with the Passing of the Gift.”



“I was a recipient a long time ago and now I share my joy with someone from another nation. I wish for all children in this world to live together in a safe place and with Peace.”

Isn't it amazing how someone like you, half a world away, can make moments like these possible simply by reaching out with the gifts of sheep and training in their care?

You can Pass on the Gift Year Round

Alternative Giving

Why wait in line for a chance to nab this year's gifts when hope and peace are always available from Heifer International? Alternative Giving is easy, and the benefits will last a lifetime. Learn more on our website at www.heifer.org under our Gift Catalog. Gift cards are available in e-mail and printed form. Heifer also offers an online Giving Registry where you can register for animals instead of presents at www.heifer.org/registry.

Double Your Impact

Make your money go further by participating in the Matching Gift program at your workplace. To see if your workplace participates in this program, visit www.matchinggift.com/heifer. Do you work for the federal or state government? If so, you're eligible to participate in the CFC (Combined Federal Campaign). Have a donation to Heifer International automatically deducted from your paycheck. Learn more at www.opm.gov/cfc/.

Volunteer

Heifer International is in need of individuals who will pass on the gift of education to their communities about Heifer's work to end hunger and poverty. To learn more about Community Volunteering, go to www.heifer.org, click on "Get Involved" and select "Volunteer" from the drop-down menu.

Heifer Education

Do you want to know more about Heifer International? Attend Heifer University, our intensive, 3-day learning opportunity. Or, if you want to see how we work in the field, take one of our Study Tours to visit our projects around the world. Heifer also has Learning Centers nationwide where you can learn about the animals we work with and experience first-hand why our approach is so successful. Learn about these and other educational activities at www.heifer.org/learn.



Heifer Regional Offices



We're here to help!
Contact your Regional
Office for further
assistance.

Northwest Region ●

(Oregon, Northern California, Northern Nevada, Utah, Wyoming)
2220 J. St., Suite 8
Sacramento, CA 95816
Toll Free Phone: 877-663-1682
E-mail: nw@list.heifer.org

Pacific Region ●

(Alaska, Washington, Idaho, Montana)
Seattle, WA 98103
Phone: 206-547-5696
E-mail: nw@list.heifer.org

Southwest Region ●

(Hawaii, Arizona, Southern California, Southern Nevada)
330 Main St., Suite 203 A
Seal Beach, CA 90740
Toll Free Phone: 877-663-1683
E-mail: sw@list.heifer.org

Central Region ●

(Arkansas, Oklahoma, Louisiana, Kansas)
1 World Ave
Little Rock, AR 72202
Toll Free Phone: 877-663-1686
E-mail: central@list.heifer.org

Central West Region ●

(Colorado, New Mexico, Texas)
P.O. Box 45508
Rio Rancho, NM 87174-5508
Toll Free Phone: 877-663-1687
E-mail: centralwest@list.heifer.org

Midwest Region ●

(Missouri, Michigan, Wisconsin, Illinois, Indiana, Ohio, Kentucky)
66300 US Hwy 33 East
Goshen, IN 46526
Toll Free Phone: 877-663-1684
E-mail: mw@list.heifer.org

Upper Midwest Region ●

(Minnesota, South Dakota, North Dakota, Nebraska, Iowa)
P.O. Box 351
Barrow, WI 54812
Toll Free Phone: 877-663-1689
E-mail: uppermw@list.heifer.org

Chicago Area ●

311 North Aberdeen St.,
Suite 300 C
Chicago, IL 60607
Phone: 877-474-8224
E-mail: chicago-crc@list.heifer.org

Southeast Region ●

(Tennessee, North Carolina, South Carolina, Florida, Georgia, Alabama, Mississippi)
315 W. Ponce de Leon Ave.,
Suite 245
Decatur, GA 30030
Toll Free Phone: 877-663-1685
E-mail: se@list.heifer.org

Mid-Atlantic Region ●

(Pennsylvania, West Virginia, Virginia, Maryland, Delaware, District of Columbia)
7719 Germantown Ave.
Philadelphia, PA 19118
Toll Free Phone: 877-663-1688
E-mail: ma@list.heifer.org

Northeast Region ●

(Maine, New York, Vermont, Connecticut, Massachusetts, New Hampshire, New Jersey, Rhode Island)
216 Wachusett St.
Rutland, MA 01543-2099
Toll Free Phone: 877-663-1681
E-mail: ne@list.heifer.org



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