

# HEIFER INTERNATIONAL



WHO WE ARE | WHAT WE DO | WHY IT WORKS



Heifer International's mission is to end hunger and poverty while caring for the Earth. We facilitate community development, provide livestock, and train small-scale farmers in climate-smart agriculture and business skills. Through their hard work and commitment, our farmers translate Heifer's gifts into healthy incomes and growing economies. University researchers found that our model is effective at improving food security, reducing poverty and improving gender equality in the communities where we work. Livestock helps families become self-reliant.

## OUR APPROACH

Our holistic approach helps communities become the drivers of their own change by cultivating the following:

### Income and Nutrition

Increasing production and connecting farmers to markets brings higher incomes and healthier diets.

### Improving the Environment

Climate-smart agriculture practices help farmers adapt to the effects of climate change while improving the environment and increasing yields.

### Women's Empowerment

Our projects seek to increase women's participation in decision-making at the household and community levels, as well as their access to income and assets and leadership roles.

## Social Capital

We put significant effort into helping groups form around common goals that benefit all. To foster self-reliance, we help communities self-direct their development and take advantage of inputs available from development organizations, government agencies and other sources.

### Passing on the Gift®

The hallmark of our approach, each farming family passes on animals or time and knowledge. The act transforms recipients into donors and produces a profound sense of accomplishment. This practice, at a minimum, doubles the impact of the original gift. It's proof that small actions can lead to big results.

## OUR IMPACT

Since 1944, we have helped more than 31 million families. We

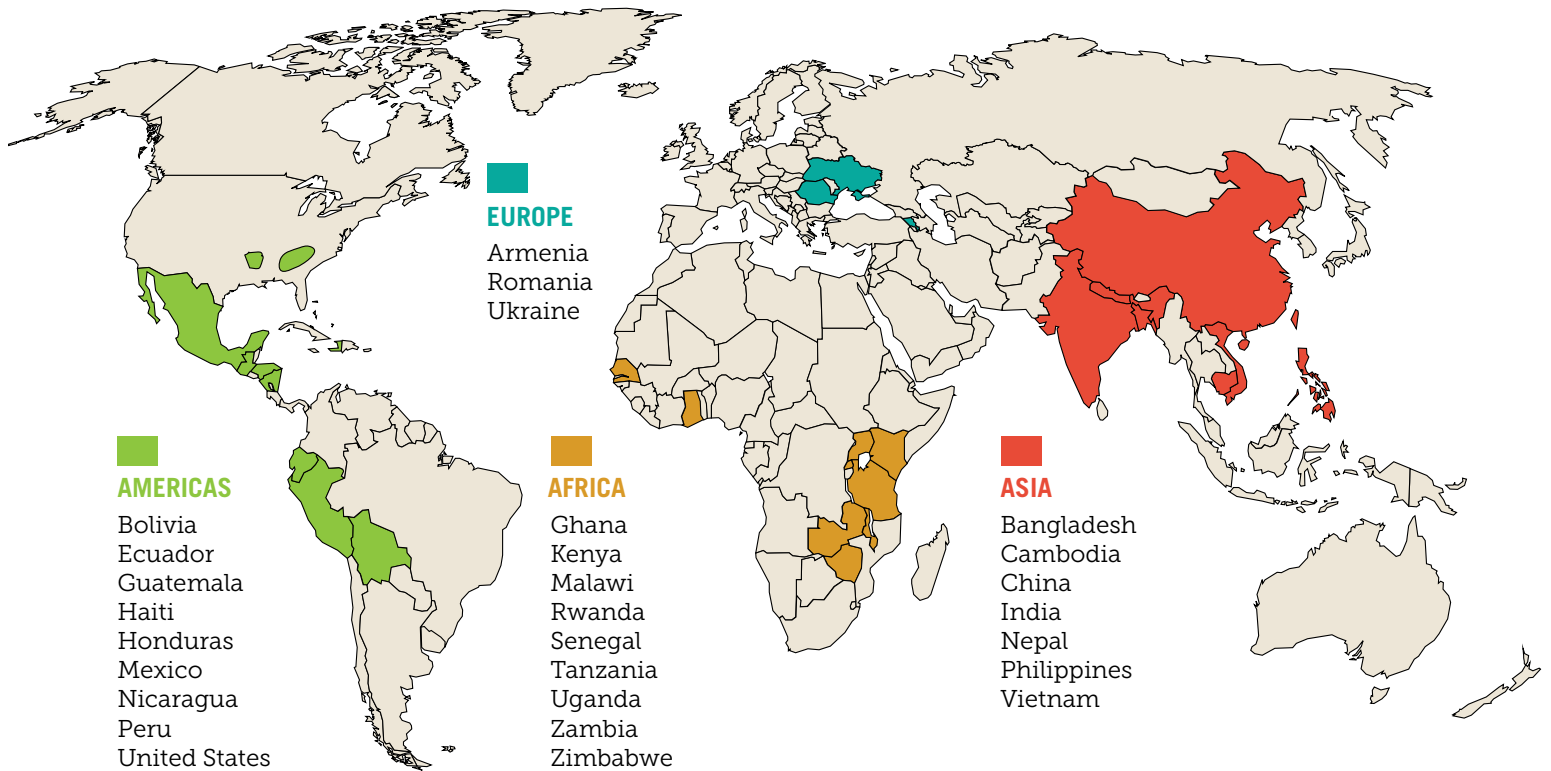
monitor project data, track our progress and then evaluate our overall impact. These evaluations ensure that our work to place livestock and pass on knowledge and training in sustainable farming practices will benefit communities for generations.

## OUR FUTURE

We have set a goal to help 4 million families achieve living incomes by 2020. This income will allow them to educate their children; feed themselves adequately every day; and have proper housing, water, hygiene and other essential resources. Along with defining living income benchmarks in the countries where we work, we are connecting farmers to markets to make sure they are able to sell what they produce and nurture local economies.



# OUR WORK



## OUR FOUNDER

As a relief worker, Dan West was unsatisfied with the temporary nature of aid as he saw the same faces returning day after day for rations. He returned home to his dairy farm determined to help those in need achieve self-reliance. He formed what would become Heifer International, and in 1944, the first shipment of dairy cattle embarked on a campaign that would change the lives of millions.



## EDUCATION

More than 70,000 people a year visit Heifer's learning centers in Rutland, Massachusetts, and in Perryville and Little Rock, Arkansas. They participate in seminars, service-learning projects and in-depth learning experiences. Heifer also provides educational resources for teachers and faith communities so our message can be passed on to future generations.



## LEADERS IN THE FIELD

We have received numerous awards and recognition for our work, including the Conrad N. Hilton Humanitarian Prize, the world's largest humanitarian award. In 2012, the 600,000-member Kiwanis International organization recognized us with the World Service Medal, the highest award they give. We've been recognized by former presidents George H.W. Bush and Ronald Reagan, and we also have been ranked in the top four most trusted nonprofit organizations in the past four years by Harris Poll Equitrend™.



*Gifts to Heifer International are tax deductible and help fund Heifer's total program, unless designated otherwise. Federal employees may designate gifts to Heifer through payroll deduction by entering CFC #12079. Heifer International is a 501(c)(3) organization.*

**MEDIA FACTS AND IMAGES ARE AVAILABLE ON [HEIFER.ORG](http://HEIFER.ORG). FOR MEDIA CONTACTS E-MAIL [MEDIA@HEIFER.ORG](mailto:MEDIA@HEIFER.ORG)**