



**FROM THE PRESIDENT  
AND CEO OF HEIFER  
INTERNATIONAL**

At Heifer International, we believe that everyone deserves a future free from hunger and poverty. However, making this a reality is not possible without the help of people like you. Together, we are helping entire communities lift themselves out of poverty and into prosperity.

Both GFWC and Heifer recognize the crucial role women play in community improvement and see the endless leadership potential in women. We have seen the transformational change that occurs in families and communities when women have decision-making power and opportunities to earn income, and we are dedicated to removing barriers to women's economic empowerment. When women lead, everyone learns, grows and wins.

With your help, we have assisted more than 32 million families – many led by women – with community building, education, training and gifts of livestock. Thank you for recognizing the importance of our work and for joining us on our journey. We are grateful to have such a dedicated partner at our side as we tackle the issues of hunger and poverty once and for all.

*Pierre A. Ferrari*

**Pierre Ferrari**  
President and CEO of Heifer International



**FROM THE PRESIDENT OF  
THE GENERAL FEDERATION  
OF WOMEN'S CLUBS**

GFWC and Heifer International share a common desire to make life better for our neighbors worldwide. Heifer is ending hunger, poverty and environmental degradation by providing training and income-producing farm animals to help families become self-reliant. GFWC clubs have embraced Heifer's mission and participated in many Heifer programs, including Handcrafts to Help Women Entrepreneurs and Read To Feed®.

Through GFWC member and club support, more families are able to lift themselves out of poverty and toward independence. And because recipients Pass on the Gift® by giving one or more of their animals' offspring to another family in need, every GFWC contribution is multiplied. Providing livestock and education offers families real solutions that enable them to improve their quality of life. As most of the farmers are women, it also empowers women to achieve their dreams and become community leaders.

Please join GFWC clubwomen in supporting Heifer International as they help families achieve living incomes, enabling them to lead lives of dignity. Together, we are truly dedicated to making a positive impact on our world.

*Mary Ellen Brock*

**Mary Ellen Brock**  
GFWC International President



**PLEASE SEND CONTRIBUTIONS TO**  
Heifer International, 1 World Avenue  
Little Rock, AR 72202

**PLEASE REFERENCE CODE**  
# VOMYYOOGFWOOD

**WOMEN  
FOR THE WORLD**

Heifer International is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Contributions to Heifer International are tax-deductible to the extent permitted by law.







## HOW YOUR GFWC CLUB CAN HELP HEIFER INTERNATIONAL

### ABOUT HEIFER INTERNATIONAL

Heifer International is a nonprofit, humanitarian organization dedicated to ending hunger and poverty while caring for the Earth. We empower families by giving them livestock and agricultural training so they can lift themselves out of poverty. Our work results in income for home improvements, clothing and other basic necessities of life. It also leads to a pathway of education for young girls and boys and the opportunity for a struggling family to start a small business.

Heifer started when Dan West, an Indiana farmer and educator, passed out milk to refugees of the Spanish Civil War. Seeing starving women, men and children daily, he quickly realized that they needed "not a cup, but a cow." That idea sparked a development organization that has been successful for more than 70 years, supporting more than 32 million families.

#### IT'S HER TIME TO LEAD

Although women are half the population, women and girls are more deeply affected by hunger and poverty. At Heifer International, we believe women have limitless potential, but limited opportunity.

In many struggling communities, girls do not receive formal education and women are not able to own property such as their homes, land or even livestock. Women in our projects receive resources and training so they can be successful in their work.

As a result, farms become more productive, hunger is decreased and their families and neighbors benefit. Many of these women become leaders in their communities and help improve the lives of others around them.



If women farmers had access to the same resources as men, **MORE THAN 150 MILLION** more people would have enough food to eat.

#### PLAN A FUNDRAISER

- The Heifer International Toolkit is now available at [www.heifer.org/gfwc](http://www.heifer.org/gfwc). This toolkit provides fun ways for your club to get involved and help families and women in need.
- Partner with local schools to implement **Read to Feed®**. Have club members speak to children about Heifer's work, sponsor or match sponsorships for books read. Learn more at [ReadtoFeed.org](http://ReadtoFeed.org).
- Host a **Living Gift Market** to share the joy of alternative giving! Download the free guide at [www.heifer.org/livinggift](http://www.heifer.org/livinggift).

#### VISIT A LEARNING CENTER

Heifer's learning centers offer the extraordinary opportunity for people of all ages to learn about the challenges of global hunger and poverty. Engage with our programs and exhibits and come away knowing how rural communities can lift themselves up through farming. Learning centers are located in Arkansas. Learn more at [www.heifer.org/visit](http://www.heifer.org/visit).

#### EMPOWER WOMEN AND GIRLS

At Heifer, we know that empowering women is crucial to ending hunger and poverty. Our work focuses on increasing opportunities for women by providing them the resources and training necessary to be successful. We are dedicated to removing barriers to women's economic empowerment and will continue to be strong advocates for women's equitable participation in decision-making.

Start a women's self-help group, send a girl to school or help an entrepreneur launch a small business with your donation today. Learn more at [www.heifer.org/women](http://www.heifer.org/women).

**TO REQUEST A SPEAKER OR ORDER FREE RESOURCE MATERIALS, CALL 888.5HUNGER (888.548.6437) OR EMAIL [GFWC@HEIFER.ORG](mailto:GFWC@HEIFER.ORG). YOU CAN ALSO ORDER MERCHANDISE AND RESOURCE MATERIALS ONLINE AT [WWW.HEIFER.ORG/GFWC](http://WWW.HEIFER.ORG/GFWC).**