

MILK MONEY



SECONDARY RESOURCE GUIDE



LEADER'S GUIDE

WHAT IS HEIFER INTERNATIONAL?

Heifer International is a nonprofit with a mission to end hunger and poverty while caring for the Earth. For more than 70 years, we have worked with poor farming families around the world to help them lift themselves out of poverty. We do this by giving them animals, like cows or chickens, along with training on how to care for them and use their byproducts to earn income.

We work in 25 countries, including the United States, to help families and communities become self-reliant. Our goal is to help families achieve living incomes, which will allow them to feed their families daily; educate their children; and have proper housing, water, hygiene and other essential resources.

WHAT IS MILK MONEY?

The Milk Money program is a fundraiser that invites young participants to work together to help students in Heifer's *School Milk Program*. For many years, our focus in Tanzania has been on increasing the amount of milk produced by farmers in small farms. In this project, we are working with farmers and dairy producers to process the milk and package it for students.

In the southern highlands region of Tanzania, it has been difficult to get pasteurized milk to children. As a result, many young people suffer from a lack of proper nutrition in their diet at home. Few schools in Tanzania serve meals during the day, so most kids don't receive a meal at school. This means the children are going their entire school days malnourished or underfed, which affects their ability to learn.

We know your students can make a difference by finding creative and fun ways to raise funds for Milk Money! We hope that your students discover the benefits of service and learn how their interests and talents can benefit others. By exploring how they can improve social issues through service, participants learn lifelong lessons about the impact their work can have on a global scale.

Theresia Mwalwisi feeds some of her cows fodder.

1

PLAN YOUR SERVICE PROJECT

Milk Money is a flexible program, so you can adapt it to fit your group's needs.

- Decide how long the program will run.
- Incorporate the program into the natural rhythm of your class or school group. Milk Money fundraisers can be organized to last a couple of weeks, a holiday season, spring break, after testing or during the summer.
- Brainstorm ideas for raising money. Read our fundraising ideas on page 6 to get the ideas flowing!

2

DISCOVER WHY

Learn more about Heifer's *School Milk Program* so your students will have a better understanding of the impact of their hard work.

- Connect with us on social media for photos, stories and videos.
- Discover learning resources and opportunities at www.heifer.org/milkmoney

3

SPREAD THE WORD

Think of ways you can let others know that you are helping provide milk for hungry students.

- Make posters to decorate the school hallway.
- Create a class fundraising page at www.heifer.org/milkmoney.
- Designate students to speak during announcement time.
- Share student-created videos on social media.

4

COLLECT FUNDS

Determine how students will collect donations from sponsors. Heifer offers online and offline giving options.

Online: Give a direct gift or set up a group fundraising page at www.heifer.org/milkmoney to take online donations.

- Share your group's fundraising page link on social media, email and the school's website.
- Students and parents can create individual team member pages to share.

Offline: If the traditional giving method works better in your program, ask sponsors to write checks to Heifer International and add "Milk Money" in the memo line. Download and complete the Milk Money Donation Form from our website to enclose with your gift. This ensures that your funds will support schoolchildren as efficiently as possible!

- Send checks and donation form to:

Heifer International
P.O. Box 8058
Little Rock, AR 72203

TRIED AND TRUE TIPS!



We recommend one to three weeks for your program.



Look for opportunities to connect with your community, such as annual events. Coordinating your program's timeline with an event or project in your area can make a significant impact.



It's helpful for students to practice asking for donations. Help your students create short speeches about their fundraiser. It can be a great lesson in persuasive writing and speaking!



Involve your students in counting and recording the funds so they can practice real-life math skills!



Contact our community engagement team by emailing info@heifer.org.

5 KEEP TRACK

Create a visual display using Heifer's Milk Money resources to help keep track of your fundraising.

- Set a goal and mark your progress.
- Decorate milk cartons with your class goals. We even have milk labels to make it easy.

6 CELEBRATE YOUR SUCCESS

Once your students complete their fundraising projects, it's time to celebrate the impact of their efforts on improving the lives of malnourished children.

- Show appreciation to your sponsors! Hold a session for students to write thank you notes to donors.
- Remind students that their generosity will have a lasting impact on these children for years to come.
- Share your story on social media or local media outlets. You may inspire others in your community to help, too! Be sure to tag Heifer on social media so we can celebrate your achievements.

CONNECT WITH US



www.facebook.com/HeiferInternational



www.pinterest.com/HeiferInt



www.flickr.com/photos/Heifer



www.YouTube.com/HeiferInternational



@Heifer



@HeiferInternational



@HeiferIntl

A CUP OF MILK OVERFLOWING WITH RESULTS

We know that when school milk feeding programs are given the right support, we see both short-term and long-term benefits, such as:



Improved growth, development, health and nutrition.



Increased school performance and school attendance.



Just \$72 provides milk for a year for one student.



More employment opportunities. (For every 26.5 gallons of milk produced, four jobs are created.)



Reduced rural poverty by increasing farmers' incomes.



A student writes on the chalk board at a school in Nyumbanitu, Tanzania.

MILK MONEY FUNDRAISING GUIDE

A daily serving of milk to a school child provides high-quality protein, vitamins and nutrients needed for healthy minds and bodies. You can ensure that a child has the chance to grow strong and excel in school with just \$72. But to get there, you must first decide what type of fundraiser best suits your school. You may even combine a few ideas to better engage your community. Use the ideas and tips below to help get you started. Be creative as you prepare to change lives!

ON-GOING ACTIVITIES

- **MILK JUG COIN DRIVE** Get a free Milk Money label from Heifer; decorate several clean, empty plastic milk jugs and put them in classrooms or your lunch room. Tell your classmates about your project and ask them to add their spare change. Challenge other classrooms to a contest to see who can collect the most coins for a fun event like an extra free time.
- **COOKIES FOR MILK BAKE SALE** Work with parents to bake and sell several dozen cookies one day a week for three weeks. Make “Cookies for Milk” posters and tags to share your project.
- **MILKSHAKE MONDAYS** Work with your school’s food service team to make and sell milkshakes at lunch or during free periods.
- **LOCAL LETTER WRITING CAMPAIGN** Work with your club or class to personally write, sign and hand deliver letters to local clubs, businesses or faith communities. Describe why you are passionate about MILK MONEY and ask for their support.



Milk gives children at the Itunduma school energy to play.



Israel Nika sits at his desk ready to learn.

ONE-DAY EVENTS

- **MONDAY SUNDAE BAR** Set up a sundae bar and sell treats during a special Milk Money school assembly.
- **MILK BEFORE BEDTIME PAJAMA PARTY** Host a movie night at school and ask everyone to come dressed in their sleep-best. Serve milk and cookies, of course! Charge entry fees for Milk Money.
- **MOO-COW DANCE PARTY** Host a dance-a-thon, and ask everyone to dress like a cow! Consider playing music from Tanzania and serving Tanzanian food like fried plantains, mango orange juice and rice in coconut milk.
- **MARCH FOR MILK** Plan a Saturday walk at a safe and visible location in town. Make T-shirts and signs to tell your community about your cause. Collect sponsorships and donations.
- **MILK MOUSTACHE DASH** Plan a school-wide 5K or Mile Run event. Get volunteers to paint everyone's face with a white milk moustache. Collect entry fees for Milk Money.

HELPFUL HINTS

- Take advantage of school announcements to publicize your program. Write a few scripts about Milk Money and share how your class is working to provide healthy milk to students.
- Get the whole community involved! Talk to administrators, staff, parents, local groups and anyone who will listen!
- Contact your local newspaper and learn how to submit information for articles and announcements to make sure everyone hears about your project.
- Don't forget to post and share about your project on social media!

DISCOVER TANZANIA



- 1 Tanzania is located in East Africa.
- 2 Africa's highest point can be found in Tanzania. It is called Mount Kilimanjaro. Mount Kilimanjaro is a volcano, but it does not erupt anymore.
- 3 The largest lake in Africa is also in Tanzania. Lake Victoria is so large that parts of it are also in Kenya and Uganda.
- 4 People speak more than 120 languages in Tanzania. The two official languages are Swahili and English. In Swahili, *Jambo* means "hello."
- 5 Tanzania was formed in 1964, when the newly independent countries of Tanganyika and Zanzibar merged together.
- 6 Tanzania's country motto is *Uhuru na Umoja*. In English, this means "Freedom and Unity."
- 7 Many animals are native to Tanzania, including lions, zebras, elephants, giraffes, rhinos, crocodiles and hippopotamuses.
- 8 Soccer is the most popular sport in Tanzania.
- 9 Fifty-five million people live in Tanzania.
- 10 Four of 10 people in Tanzania are children under age 14.
- 11 One of three children in Tanzania does not have enough food to grow properly.
- 12 Heifer is helping provide milk to students in the Njombe, Mbeya and Iringa districts of Tanzania.
- 13 Eight of 10 people in Tanzania rely on agriculture for their income. Heifer helps farmers produce more food to eat and to sell.



Debora Jambe walks to the milk collection point.

LEARNING ABOUT TANZANIA

RESEARCH THE TANZANIA COAT OF ARMS

A coat of arms is a symbol that represents a family or a group of people. Research Tanzania's coat of arms and its symbols. Now, create one that describes your family or another group you're part of — such as a sports team, an after-school club or your class. Include at least three different symbols. Display and explain the meaning of the symbols in your coat of arms.

KANGA CLOTH: CONTEXT AND DESIGN

Kanga cloth is worn by women and men across East Africa. The story of the cloth is steeped in the history of the region and its relationship with other countries around the globe. While kanga designs are nearly endless, each cloth shares three characteristics:

- Each cloth features a central design (*mji*)
- A solid border (*pindo*) surrounds each design
- Each border features a saying (*ujumbe* or *jina*) usually written in Swahili. The *jina* is usually written as a common riddle or proverb.

Research and learn more about the history and cultural context of kanga cloth in Tanzania and across East Africa. Now, design your own kanga cloth incorporating the three characteristics above. Explain how the *mji* and *jina* relate to each other and what they mean to you.

COMPARE AND CONTRAST TANZANIA

Compare Tanzania to the United States (or another country). How do they compare in size? Population? Geography? Language? What sports, foods or types of music are popular?

HELPFUL LINKS FOR LEARNING ABOUT TANZANIA

- [National Geographic Kids | Country Fact File: Tanzania!](#)
- [World Atlas | Explore the Tanzania Flag](#)
- [Tanzania Embassy | National Symbols of Tanzania](#)
- [National Geographic Kids | About Tanzania](#)

MILK MONEY: HOW HEIFER WORKS

PROGRESS

Heifer has worked in Tanzania for decades. In 2008, Heifer partnered with the Bill & Melinda Gates Foundation to increase the production and processing of milk in the East Africa Dairy Development project. Since then, dairy farmers have seen the demand for milk rise at a rate of 7 percent per year. There is much more nutritious milk available in Tanzania now.

THE CHALLENGE

The challenge is to deliver the pasteurized milk to the people who need it most: school-aged children who need proper nutrition. As a result, the children are malnourished or underfed, which negatively affects the students' ability to learn.

HEIFER'S SOLUTION

With the help of our farmers, government agencies and school districts, Heifer created the *School Milk Program* to encourage a generation of milk-drinkers and increase the well-being of students. This program has many benefits:

- The **farmers** in the local area have a larger market for the milk produced by their cows. As a result, the farmers have a reliable source of income for their families.
- Processing and delivery also create many jobs as well: workers to collect the milk from the farmers, workers to pasteurize and package the milk, and workers to deliver the milk to the schools.
- Children who need the nutritious benefits from milk receive it while at school. Their improved health allows them to focus on learning, perform better in school and become more energetic.



A family living in poverty receives a cow and training from Heifer International.



The family sells the milk it doesn't drink to help pay for important things like school and housing.



In Tanzania, farmers package surplus milk and send it to schools for children to drink.



Milk helps children focus at school and improves their nutrition.

HEIFER STORIES



A THIRST FOR KNOWLEDGE

Parents and teachers marvel at the instantaneous boost to health, concentration, energy and attendance that has come with the School Milk Program.



MILK DOES A STUDENT BODY GOOD

Technical Director for Nutrition Akoto Osei discusses the benefits and potential challenges of the School Milk Program.



MILK=BETTER HEALTH

Matrida Peter talks about the improvement she's seen in her students.

SLIDE SHOW



TANZANIA 2017

Get to know the faces who are benefiting from this program.

WHY MILK?

Milk packs a nutritional punch that many children don't get elsewhere in their diets. According to the National Dairy Council, the essential nutrients in milk have numerous benefits to our health. The highlights include:

- Protein as a source of energy and to build healthy muscle
- Calcium to build healthy bones and teeth
- Vitamin D to help absorb calcium and maintain bones
- Vitamin A for a healthy immune system, vision and skin

WHY DOES MILK MATTER?

We know that when school milk feeding programs are given the right kind of support, we see both short-term and long-term benefits, such as:

- Improved growth, development, health and nutrition in children
- Increased school performance and school attendance in students
- Economic growth thanks to a better local market for milk and milk products
- More employment opportunities (for every 26.5 gallons of milk produced, four jobs are created)
- Reduced rural poverty by increasing farmers' incomes

We need your help to bridge the gap between the farmers and the kids who greatly need freshly pasteurized milk to grow their bodies!

DISCUSSION QUESTIONS

- How does the increased demand help the farmers producing the milk?
- What if the program is extended to twice as many students? How will the farmers keep up?
- What might be some of the long-term implications of this project?

TAKE ACTION

Try one of these fundraisers to provide milk to more school children!

- **Cookies for Milk Bake Sale:** Work with parents to bake and sell several dozen cookies one day a week for three weeks. Make 'Cookies for Milk' posters and tags to share your project.
- **Milk Moustache Dash Plan:** a school-wide 5K or Mile Run event. Get volunteers to paint everyone's face with a white milk moustache. Collect entry fees.

WATCH VIDEOS



A THIRST FOR KNOWLEDGE

In Tanzania we're working with local producers, government agencies and school districts to create school milk feeding programs to serve the students.



DAIRY FARMING & DIGNITY

Regional Director for the East Africa Dairy Development (EADD) program, Rakesh Kapoor, discusses how EADD is working to generate income for dairy farmers in East Africa.



PEACE, LOVE & DAIRY COWS

Learn about the important role cows play in our programs.

FACTS ABOUT AFRICA



SHINE A LIGHT ON AFRICA

How much do you really know about Africa? Put your knowledge to the test!

COW TO THE CLASSROOM MAZE

Learn how the milk gets from the cows to the students by finding your way through the maze below!

1



Heifer gives cows to families. The families take good care of the cows, and the cows make a lot of milk.

2



The family sells the milk it doesn't drink to help pay for important things like school and housing.

3

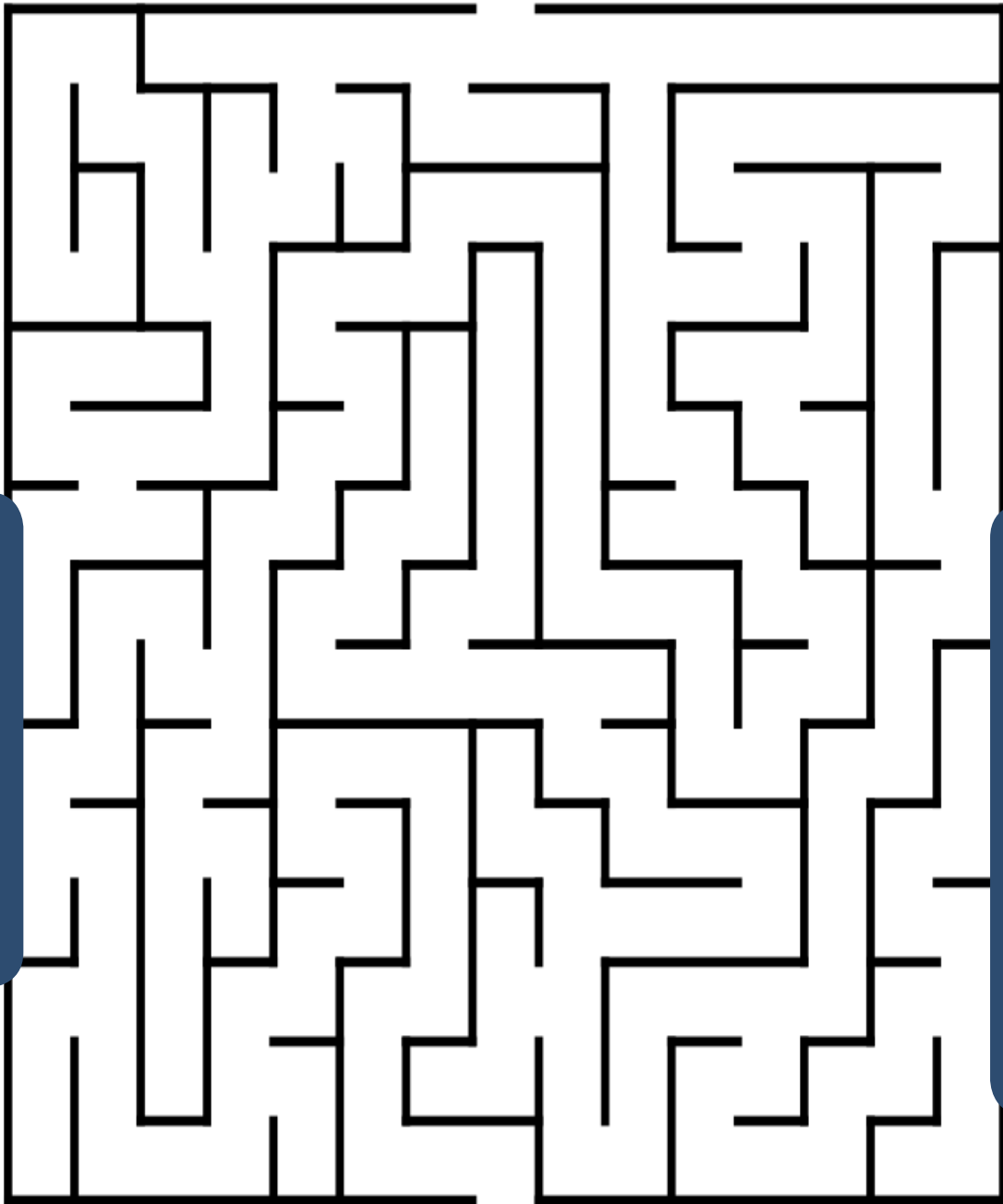


Trucks collect milk from many farmers and bring the milk to buildings where people make sure it is safe to drink. Then, they package it to drink.

4

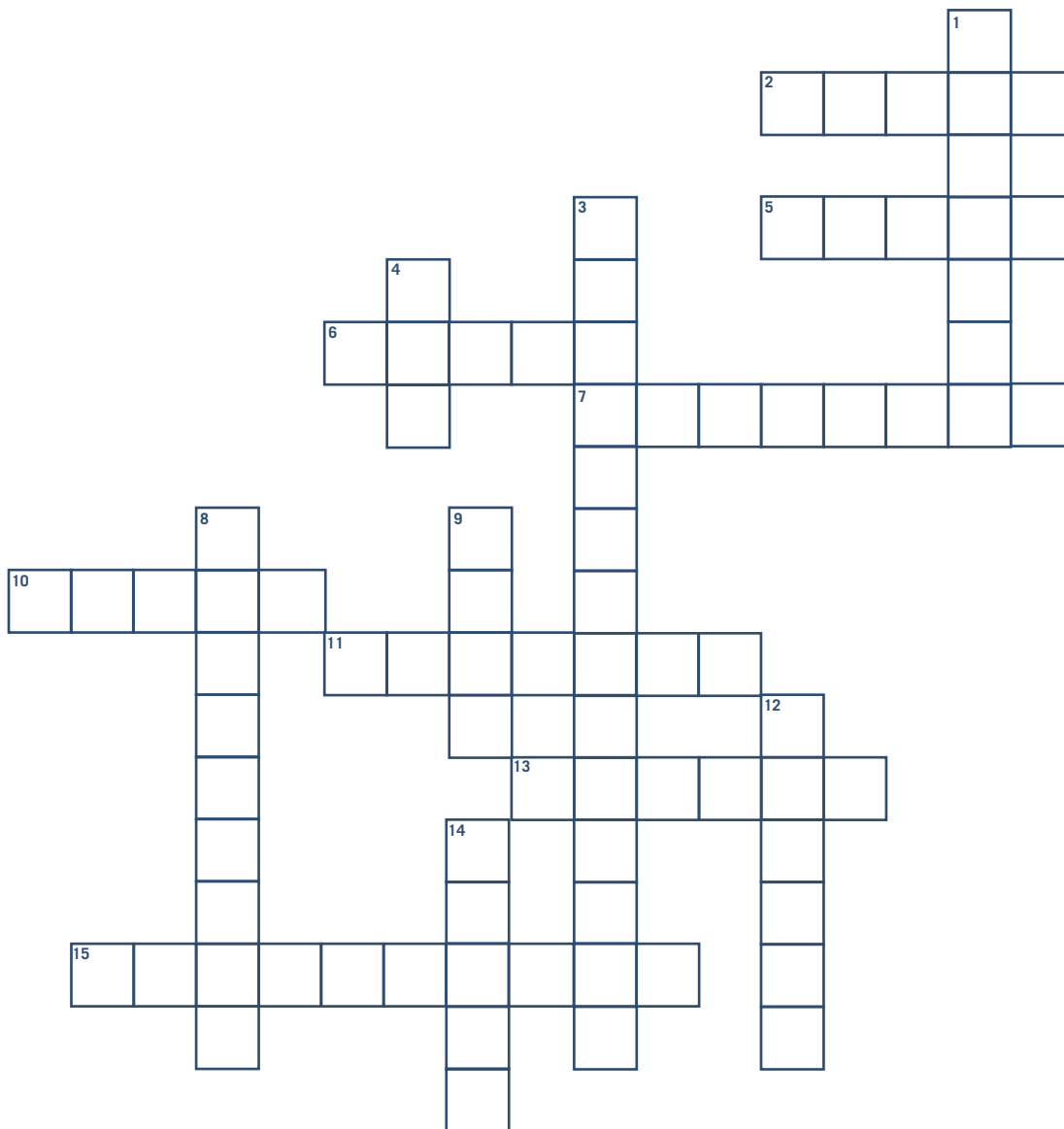


Finally, the healthy milk is brought to the schools where students enjoy it at lunch every day. The milk keeps the students healthy. It also helps them do better in school!



MILK MONEY

Complete the crossword below with words you have learned.



Across

- 2 Containing, or having to do with, milk
- 5 Tanzania's national motto means 'Freedom and _____'
- 6 Milk helps children have strong teeth and _____
- 7 East African country
- 10 Milk helps hungry students _____ on school work
- 11 Nutrient that helps make strong teeth
- 13 Who takes care of cows
- 15 Heifer has helped farmers drastically increase _____ of milk

Down

- 1 Nutrient that helps make muscles strong
- 3 Process to sterilize liquids, like milk, by heating
- 4 Bovine that gives milk
- 8 Eating the right kind of food to be healthy
- 9 Healthy drink
- 12 Organization that is helping bring milk to children at school
- 14 Heifer works with farmers in Tanzania to package surplus, or _____, milk to distribute to hungry students



STUDENT PROFILES

MEET THE STUDENTS!

Share the *School Milk Program* student profiles on the following pages with your students so they can get to know some of their global neighbors. These five students currently participate in the *School Milk Program* and were interviewed by a Heifer staff member about their school work, dreams for the future and more.

Use the accompanying questions to help your students reflect on the similarities and differences between themselves and the students in Tanzania. Visit our [Heifer Tanzania Flickr album](#) for additional inspiration for drawings and essays.

MILK MONEY REFLECTION QUESTIONS

What is *Kiswahili*? (Answer: "Kiswahili" is the native name for what we refer to as "Swahili" in English. Five million people speak Kiswahili.)

- 1 What do you notice about the clothing these children wear to school? Why might uniforms be mandatory? Do you think that this is helpful in the classroom? Why or why not?
- 2 Are their hobbies like those of you and your friends? What trends do you see in their favorite things to do?
- 3 Think about what these children hope to be when they grow older. Are their goals like the ones you had at their age? How or how not?
- 4 Notice how the students refer to their favorite school subjects (as well as the ones they struggle with). Do you think what they're learning is similar to what you would learn in third, fourth and fifth grade here?
- 5 Do you think drinking milk each day correlates to how the students do in school?
- 6 Why do you think the students attend school more frequently now that they are in the *Tanzania School Milk Program*?
- 7 Does having milk every day affect your performance in school? Why or why not?
- 8 How would you feel if you skipped lunch? What if you didn't have breakfast or lunch? Do you think it would make it harder to do your school work?
- 9 If you could ask these students one question to find out more about their lives, what would it be?
- 10 If you could tell them one thing about yourself or your family, what would that be?
- 11 What else did you notice about these students?

Beatrice Mwamlima walks through a field of corn.



WEMA C.

Age 9 | Third Grade | Nyumbanitu School

- Wema enjoys helping her mother with cleaning the house, sweeping and fetching water. She is friendly and gets along well with her friends.
- Her favorite subjects are mathematics, Kiswahili and English. However, she still has a hard time learning science. Wema's wish is to become a teacher in the future.
- She likes drinking milk because it strengthens her bones, teeth and body.
- She currently attends school every day and has a good relationship with her teachers.

DEO N.

Age 10 | Fourth Grade | Itunduma School

- Deo is happy boy who likes playing football (you might call it soccer) with friends and doing class revisions at home (or homework). He is friendly and gets along well with his peers.
- His favorite subject is English. He enjoys his classes, and he wants to become a pilot.
- He feels really good being a program beneficiary. He likes drinking milk because it keeps him active and gives him strong bones and teeth.
- Deo always attends his classes and gets along well with his teachers.



TUNU T.

Age 7 | Second Grade | Itunduma School

- Tunu enjoys playing with her friend Nasra after helping her mother with washing utensils and fetching water. She is happy and friendly.
- Tunu's favorite subject is numbers (or math), although she finds multiplication difficult. She wants to become a doctor one day.
- She likes drinking milk, which strengthens her body and keeps her active. She says milk helps her count numbers better.
- Tunu attends school every day and has a good relationship with her teachers.



MIRIAM G.

Age 9 | Third Grade | Nyumbanitu School

- Miriam is a happy girl who enjoys helping her mother with washing utensils, sweeping and fetching water.
- Her favorite subject is mathematics. She enjoys her classes, and she wants to become a teacher when she grows up.
- She likes drinking milk because it makes her healthier and keeps her active in class.
- She goes to school every day and gets along well with her teachers.



ANTELMA M.

Age 9 | Third Grade | Uwemba School

- Antelma enjoys helping her mother with chores around the house, doing school revisions (homework) and playing with her friends after school.
- Her favorite subject is mathematics. When she grows up she wants to be a farmer so she can improve her life.
- She likes drinking milk because it improves her mental fitness.
- Since the program started, Antelma has attended all of her classes each day. She has better relationships with her teachers, and she now enjoys school life.
- Her parents advise her to drink more milk to keep improving her health and to make her grow strong.





HEIFER INTERNATIONAL
1 WORLD AVENUE, LITTLE ROCK, AR 72202, USA
WWW.HEIFER.ORG/MILKMONEY | 888.5HUNGER (888.548.6437)

© Heifer International

19-CM-B1SV

