

MILK MONEY

SECONDARY RESOURCE GUIDE



Sumaiya Khatun (13) works on homework outside her home in Bangladesh.





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 75 years, we have worked with 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 products to earn income.

We work in 21 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 around the world. Heifer has projects geared toward boosting children's nutrition to help them avoid stunting, improve energy levels and boost school attendance rates. Our projects improve child nutrition in many ways, and we'll share some stories with you in this resource guide.

Across the developing world, 66 million children in primary school attend classes hungry. When children aren't hungry, they can focus better in school, preparing them for their futures. Many young people suffer from a lack of proper nutrition in their diet at home, and many schools don't serve kids meals during the day. This means the children go their entire school days malnourished or underfed, negatively affecting their ability to learn.

We addressed this in Tanzania by implementing school milk programs. We partnered with farmers and dairy producers to process milk and package it for students. This provided the students with a healthy serving of milk each day. Another program currently provides students with an egg a day, which also provides a nutritional boost and enables students to focus on school instead of hunger.

We know your students can make a difference by finding creative and fun ways to raise funds for Milk Money! We hope 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.



Christopher Chimala (16) drinks a cup of milk in Malawi.

Candida (19) holds a glass of milk outside her family home in Nicaragua.

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 pages 5–6 to get the ideas flowing!

2 DISCOVER WHY

Learn more about Heifer's work with child nutrition to give your students 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 heifer.org/milkmoney.

3 SPREAD THE WORD

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

- Make posters to decorate the school hallway.
- Create a class fundraising page at 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 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. Find the Choose Your Adventure donation form on page 19–20 or on our website. Complete the form and enclose it with your gift. This ensures that your funds will support hungry students 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.



Need more information? We are ready to help! Email 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. Request your milk carton labels by emailing schools@heifer.org.

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! Consider holding a session for students to write thank you notes to donors.
- Remind students that their generosity will have a lasting impact on the children they help 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



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@HeiferInternational



@Heifer



www.flickr.com/photos/Heifer



www.pinterest.com/HeiferInt



www.YouTube.com/HeiferInternational

A CUP OF MILK OVERFLOWING WITH RESULTS

We know that when school milk 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



More employment opportunities — for every 26.5 gallons of milk produced, four jobs are created



Reduced rural poverty by increasing farmers’ incomes



Abel Albert (17) pours herself a cup of milk near the family's cow in 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. 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 get started. Let your creativity run free as you prepare to change lives!

ON-GOING ACTIVITIES

- **MILK JUG COIN DRIVE** Get free Milk Money labels 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 prize 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 the Milk Money program and ask for their support.



Jhaeson Fabricio Laguaquiza Guano (14) and his brother Carlos Stiven Laguaquiza Guano (8) enjoy a glass of milk in Ecuador.

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 one of the countries where we work with child nutrition. You can also find recipes for traditional food from each country and serve it at your party.
- **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 around the world.
- 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!



Lezina Fadwell (31) and her daughter Elita (14) harvest some of the family's corn.

EXPLORE AFRICA

Atlantic Ocean

Africa is home to the Sahara, which is the largest desert in the world. It's bigger than the United States!

Africa has the world's longest river, the Nile. This 4,132-mile river runs through 11 countries.

Africa is as big as the combined landmasses of China, the United States, India, Japan and much of Europe.

A lion's roar can be heard from as far as 5 miles away.

Africa is not a country. It's a continent with more than 50 countries.

Mount Kilimanjaro is the highest mountain on the continent and one of the tallest in the world. It towers over 19,300 feet.

The world's largest land animal is found in Africa: the African elephant.

When families receive animal gifts from Heifer, that means they can enjoy the nutritional benefits of the products. Incorporating milk, dairy products and other animal-sourced foods into the diets of young children improves health and boosts physical growth and weight gain. One Heifer project in Ghana makes sure kids get sufficient protein in their diet – namely, at least an egg a day. For project participant Rachael Djaba, the most important difference is that her children no longer get sick. As she says, "If you are not sick, you are wealthy."

Giraffes roam the dry savannas of Africa. They are the world's tallest living land animals, and they eat up to 99 pounds of leaves and twigs a day.

Indian Ocean

EXPLORE ASIA



Asia is the largest continent by area, taking up about a third of the world's land.

The world's highest peak, Mount Everest, rises 29,029 feet above sea level at the border of Nepal and China.

Asia is home to more than 4 billion people. For every ten people alive today, six of them live in Asia.

Hundreds of languages are spoken in Asia. English, Arabic and Mandarin Chinese are most common across the continent.

China and India are the only two nations in the world that have more than 1 billion people.

Giant pandas are often found in thick bamboo forests, high in the mountains of central China. If you see one, he is probably eating — they can spend up to 12 hours a day eating!

About half of all Asians are farmers.

Southeast Asia is home to the world's largest flower, the Rafflesia! This unique flower can be found growing on the forest floors of Malaysia, Thailand and Indonesia, and flowers can be more than three feet wide.

Heifer helps make sure families have access to food year-round. In a project in Cambodia, one of the objectives is for families to have year-round available food with three meals a day of nutritious, well-balanced and diverse food items and improved sanitary practices. Families received chickens, pigs, vegetable and crop seeds, and related equipment, along with nutrition and sanitary practice training. Food security in this project has risen from eight to 11 months, meaning children now have enough to eat at all times 11 months of the year.

Indian Ocean

EXPLORE LATIN AMERICA



Guatemalans invented the first ever chocolate bar during the Mayan times.

Within Latin America and the Caribbean, there are 33 countries.

Atlantic Ocean

In Yoro, Honduras, it rains fish twice a year.

The Amazon is the world's largest tropical rainforest, covering more than 2 million square miles.

South Pacific Ocean

Out of the 10 million alpacas in the world, three quarters of them live in Peru.

There are more sheep in Uruguay than humans.

The Atacama Desert in northern Chile is one of the driest places in the world.

Heifer works to increase the dietary diversity of families by helping them expand and diversify their crops and livestock. Dietary diversity captures a household's access to a quality diet – that means eating lots of different types of food to make sure they get all the nutrients they need. In one of our projects in Guatemala, families are diversifying their food production through gifts of chickens, sheep, honeybees, fish, seeds for staple food crops, and family garden kits. By growing a more diverse set of crops, families are improving their own nutrition, and reducing child malnutrition.

Soccer is very popular throughout Latin America.

Ushuaia, Argentina, is considered the southernmost city in the world.



Clement (15) collects the eggs from his family's laying hens in Ghana.

LEARNING ABOUT THE WORLD



RESEARCH A COAT OF ARMS, THEN CREATE YOUR OWN!

A coat of arms is a symbol that represents a family or a group of people. Three of the countries where Heifer currently supports school milk feeding programs are Ecuador, Guatemala and Kenya. Choose one of these countries and research its coat of arms and the symbols on it.

- [Ecuador Coat of Arms](#)
- [Guatemala Coat of Arms](#)
- [Kenya Coat of Arms](#)

Now, create a coat of arms 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.

- [Blank Coat of Arms Template](#)

COMPARE AND CONTRAST

Compare the United States to one of the countries where Heifer works. How do they compare in size? Population? Geography? Language? What sports, foods or types of music are popular in each country? Look at the child hunger statistics for both countries. How do they compare? What are people doing in the U.S. to combat child hunger? What about the other country?

HELPFUL LINKS

- [National Geographic Kids | Country Fact File: Ecuador](#)
- [National Geographic Kids | Country Fact File: Guatemala](#)
- [National Geographic Kids | Country Fact File: Kenya](#)

CHILD NUTRITION

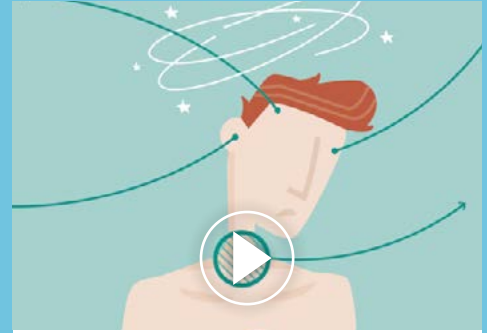


Imagine if you skipped breakfast. Would it be harder to concentrate on your classes that morning? And then by the time lunch rolls around, you open your lunchbox to find just a tiny mound of rice and beans. Would you be able to play your instrument well in band or perform your best in practice for your sport of choice? And then by the time you finally get home, there's not much for dinner – just a little more rice and beans. Would you be able to sleep that night? Or would the hunger pangs keep you tossing and turning? And then you have to wake up the next morning and do it all again, but with a bad night's sleep.

How can you be the best version of yourself without properly fueling your body? You can't. No one can. People of all ages around the world are malnourished. But when children are malnourished, there are long-lasting implications. It can lead to stunting, wasting or even obesity. Child malnutrition is the single biggest contributor to deaths in kids under the age of 5 worldwide. Addressing and preventing child malnutrition could **save 3 million children every year**.

Good nutrition is the first step in creating systematic change in families and communities as they work toward prosperous futures. During the dry season or when crops fail, that can mean families have no food to eat. And when they do, they are eating the same few foods over and over again. We work with farming families to help them expand and diversify their crops and livestock, helping ensure they can feed the whole family year-round.

VIDEOS



FACTS ABOUT HUNGER

How do you know when you're hungry? See what happens in the body when a person doesn't get enough food.



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.



HOW CHICKENS CHANGE LIVES

Now that his family has chickens, Abdoulaye's family uses the money to send him to school.

ANIMAL-BASED FOODS

Animal-based foods are an important source of micronutrients necessary for children's growth and development. When families receive animal gifts from Heifer, that means they can enjoy the nutritional benefits of the products from the animals. Here are a few of our favorite ways that products from animals help boost child nutrition.

MORE THAN MILK

Animals like cows, goats, sheep and water buffalo produce milk that we can drink. Milk is a great source of protein and calcium, which are used to help build healthy bones and muscles. Families can also use the milk to make products like cheese and yogurt.

EGG-CELLENT ADDITION

Did you know the average hen lays more than 200 eggs a year? Eggs contain high-quality protein that helps build healthy muscle. They are rich in Vitamin D, zinc, iron, copper and several nutrients that promote heart health such as betaine and choline.

HONEY, HONEY

Bees visit around 2 million flowers just to make one pound of honey! Honey produces antioxidants that help reduce the risk of some cancers and heart disease. It also contains ingredients that clean and moisturize, making it perfect to add to soaps and cleansers.

When you add these products to the diets of children, you see improved growth, development, health and nutrition. We also help make sure families have access to food year-round, as opposed to only during the harvest. We do this by helping farms expand and diversify their crops, ensuring they have a source of income all year. This also helps expand a family's dietary diversity, which means eating lots of different types of food to make sure they get all the nutrients they need.

DISCUSSION QUESTIONS

- What role does nutrition play in the daily life of children?
- What is dietary diversity and why is it important?
- What are some of the benefits when children see an increased dietary diversity?
- Define stunting, wasting and obesity. How can child nutrition lead to all three?
- What are some of the nutritional benefits of milk? Eggs? Honey?

PHOTOS



CHILD NUTRITION

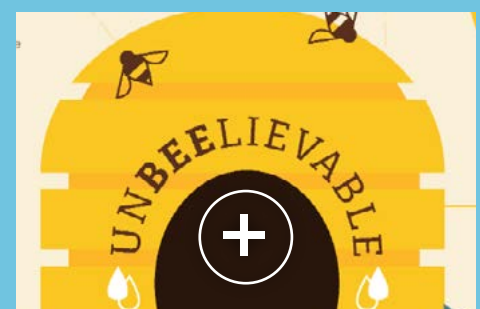
Learn about children around the world who are benefiting from Heifer's child nutrition projects.

INFOGRAPHICS



WHY BUY A COW WHEN YOU CAN GET YAK MILK INSTEAD?

Learn about the nutritional benefits of milk from different animals.



THE BUZZ ON HONEY

Bees provide honey, which brings families a sweet nutritional boost. Get the buzz on honey now.

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

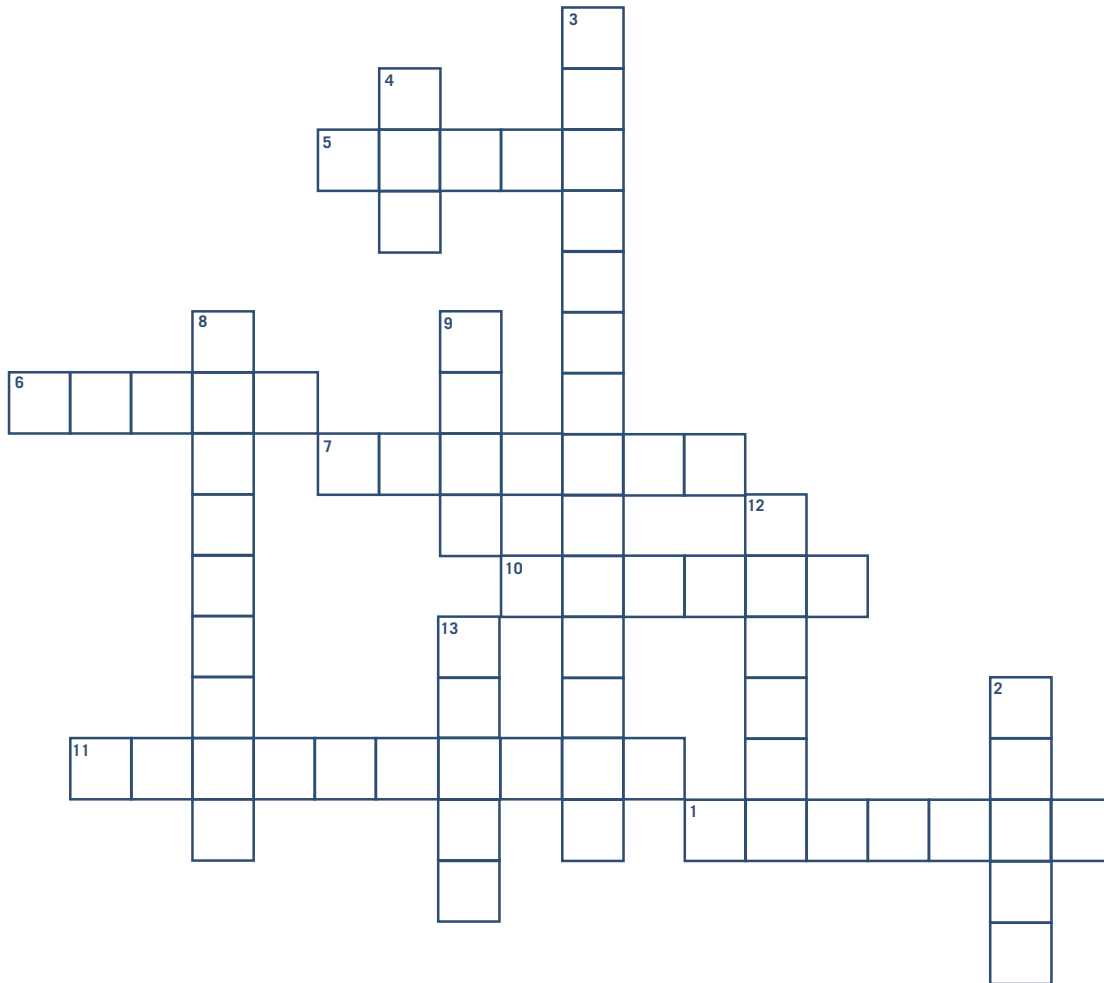


Finally, the healthy milk is brought to the schools where students enjoy it at lunch every day. The milk keeps the students healthy. It also helps them do better in school!

MILK MONEY



Complete the crossword below with words you have learned.



Across

- 1** Nutrient that helps make muscles strong
- 5** Milk helps children have strong teeth and _____
- 6** Milk helps hungry students _____ on school work
- 7** Nutrient that helps make strong teeth
- 10** Who takes care of cows
- 11** Heifer has helped farmers drastically increase _____ of milk

Down

- 2** Containing, or having to do with, milk
- 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 helps improve nutrition for hungry children
- 13** Heifer works with farmers in Tanzania to package surplus, or _____, milk to distribute to hungry students



Sulena Mandal (14) with one of her family's goats in India.

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 participated 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 around the world. Visit our Child Nutrition [Flickr album](#) for additional inspiration for drawings and essays.

MILK MONEY REFLECTION QUESTIONS

- 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 How does drinking milk each day correlate to how the children perform in school?
- 6 Why do you think the students attend school more frequently now that they are in the school milk program?
- 7 Does having enough to eat 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?



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 likes playing football (you might call it soccer) with his friends and doing homework at home. 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 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 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 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.

CHOOSE YOUR ADVENTURE ORDER FORM



Thank you for continuing Heifer's mission and helping other school children and families in need. Your school's compassionate giving is saving lives.

Please complete this order form and enclose all checks. Individual donors will get a tax receipt directly from Heifer and the school will get "Recognition Credit" for the total amount. Donations must be postmarked by December 31 to receive a tax receipt for this calendar year.

School/Organization

Mailing Address

City, State, Zip

Phone Number

Email address

Call toll-free 877.2HEIFER (877.243.4337) to speak with a member of our dedicated Heifer staff for assistance, honor cards or additional resources.

HELPFUL HINTS

1. Please indicate a method of payment on the back. If you're paying by credit card, please include the amount, card number and expiration date as well as the name that appears on the card and your signature, plus a daytime phone number.
2. Please list your donations/checks on the back of this form.
3. Mail this order form along with a check, money order, or credit card information to **Heifer International, P.O. Box 8058, Little Rock, AR 72203-9412.**

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PLEASE FILL IN THE AMOUNTS OF YOUR GIFTS BELOW:

GIFT	QUANTITY	PRICE	TOTAL
The Gift Ark		\$5,000	\$
Biogas Stoves For Village		\$1,000	\$
Heifer		\$500	\$
Share of a Heifer		\$50	\$
Gift of Clean Water		\$300	\$
Send a Girl to School		\$275	\$
Water Buffalo		\$250	\$
Share of a Water Buffalo		\$25	\$
Alpaca		\$150	\$
Share of a Alpaca		\$20	\$
Goat		\$120	\$
Share of a Goat		\$10	\$
Sheep		\$120	\$
Pig		\$120	\$
Tree Seedlings		\$60	\$
Trio of Rabbits		\$60	\$
Share of Rabbits		\$10	\$
Honeybees		\$30	\$
Flock of Chicks		\$20	\$
Where Most Needed			\$
TOTAL AMOUNT ENCLOSED:			\$

HOW DID YOUR STUDENTS CELEBRATE HEIFER'S WORK AROUND THE WORLD?

- Our class did Read to Feed
- Our class used a Global Study Guide
- Our class did a Milk Money Coin Drive
- Our class held a Cookies for Milk Bake Sale
- Our class created our own FUNdraiser
- Our school/class supported Heifer another way
- Other _____

(see reverse for listing of donations/checks)

METHOD OF PAYMENT

- Check or Money Order Enclosed**
(Made payable to Heifer International)

Number of checks enclosed: _____

- Please charge \$_____ to my:**

- VISA**
 MasterCard
 American Express
 Discover

CREDIT CARD NUMBER

EXPIRATION DATE

NAME AS IT APPEARS ON CARD

SIGNATURE

DAYTIME PHONE

CONTACT INFORMATION UPDATE

Please make sure we have the correct school name and address. Indicate any changes below.

NAME

SCHOOL OR GROUP NAME

ADDRESS

CITY

STATE

ZIP

DAYTIME PHONE

Please supply your email address to receive news and information.

EMAIL ADDRESS

NMI19Z00000B1

PLEASE LIST YOUR CHECKS AND AMOUNTS HERE

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