HOW HEIFER WORKS
GLOBAL STUDY GUIDE SERIES

INCLUDING:
• Heifer 101
• Passing on the Gift®
• Women’s Empowerment
• Social Capital
• Value Chains
• Natural Disaster Preparedness & Recovery
Indiana farmer Dan West founded Heifer in 1944. As a relief worker during the Spanish Civil War, Dan handed out cups of powdered milk to hungry families who had lost everything. He soon found that a cup of milk simply wasn’t enough. He thought the families needed “not a cup, but a cow.” If the families had cows, they would have an ongoing source of milk.

When he returned to the United States, Dan shared his idea. Over time, his idea grew to become Heifer International. Heifer helps bring sustainable agriculture and commerce to areas with a long history of poverty. Heifer’s model gives families a hand up to lift themselves out of hunger and poverty in a lasting way, as opposed to simply a hand out to help in the short term.

PASSING ON THE GIFT ®

Passing on the Gift is an important part of our approach. Initially, the concept mandated that each farming family that received an animal gift pass on the first female offspring to another family in need. At minimum, this doubles the original gift.

While this hand-off of livestock remains a fixture in most projects, the idea has blossomed to encompass far more than our founders expected. Whether farmers pass on animals, time or knowledge, the act transforms recipients into donors. The opportunity to give produces a profound sense of pride and accomplishment. In many cases, Heifer gifts are passed on as many as nine times, meaning the impact of each gift is felt years after the original gift.

LIVESTOCK AND TRAINING

Livestock plays a central role in our work, both as a strategy for alleviating poverty while achieving food security and as a source of proper nutrition. Our animals provide Heifer participants with a reliable source of income and food, as agricultural products such as milk, eggs and honey can be consumed at home, traded or sold at market.

The simplest way to think about how livestock helps families is to remember the 7 Ms, each which represents a gift that livestock can provide. The 7 Ms are milk, meat, muscle, material, manure, money and motivation. Read more about livestock and training.

THINK ABOUT IT: Describe what each M represents and how each might benefit families.
Heifer’s 12 Cornerstones

The essential values we apply to our projects are called Heifer’s 12 Cornerstones for Just and Sustainable Development. Using the Cornerstones as a framework, project participants develop the attitudes, behaviors and skills necessary to improve their lives and transform their communities. Combining personal leadership with the Cornerstones helps participants see how their personal values connect with those of the project.

Multiplying Our Impact

For Heifer, helping families achieve food security and earn just enough to be considered above the poverty line is not enough. Our goal is to help families move to truly sustainable livelihoods, meaning that they can afford all necessities such as clothing, school fees, basic health care and home improvements.

Through studying our project’s most successful communities, we have realized that women’s empowerment and social capital can multiply the effectiveness of our work and lead to improved sustainable livelihoods.

Caring for the Environment

Through education on improved and environmentally sound farming methods, we help farmers reap stronger yields, improve the environment and increase their incomes. Farmers learn natural methods of pest control and how to keep soil healthy, preserve clean water sources and deal with animal waste. Learn how our model promotes environmental sustainability.

Discussion Questions:
• Think about the 7 Ms. How can each help a struggling farming family?
• How does a healthy environment help farmers feed their families?
• How can farmers help make a healthy environment?

Take Action

Set up a fundraising page and organize a fundraiser to help families lift themselves from poverty to self-reliance. Here’s an idea to get you started. Share your stories on When Cows Fly.

Brainstorm and Go

Now that you’ve learned more about Heifer’s work, you might have discovered that ending hunger and poverty is a complex issue. Work with your friends to brainstorm three or more ways to spread the word and raise money. Try to align your fundraiser with some of the themes explained above.

Share on Heifer Social Media

Give to projects that change lives today!
Passing on the Gift® is the hallmark of our approach, fueling our sustainable community development philosophy. Initially, the concept mandated that each family who receives an animal pass on the first female offspring to another family in need. While that handoff of livestock remains a fixture in most projects, the idea has blossomed to encompass far more than livestock.

Farming families have reinvented the idea of passing it on in imaginative and generous ways. Whether by passing on animals, time, training or knowledge, the act transforms recipients into donors and produces a profound sense of accomplishment. Tangible gifts come with the intangible benefits of opportunity, dignity and acceptance. This unique approach creates a ripple effect that transforms lives and communities, at minimum doubling the impact of the original gift. Once-impoverished families become full participants who improve and strengthen the bonds within their communities, proving that small actions can lead to big results.

### STORIES

#### HONDURAS

**Village Celebrates Passing on Gifts**
Under clear blue skies and a scorching sun, the typical day in southern Honduras, the small rural village of Concepción de María came alive to celebrate.

#### ZAMBIA

**Racheal Banda Promotes Good Goat Care**
After receiving goats in a Passing on the Gift ceremony in 2008, life has changed drastically for Racheal Banda and her family.

#### NEPAL

**Community Stands Strong**
After a 7.8 magnitude earthquake struck Nepal in April 2015, self-help groups helped rebuild by passing on gifts of physical inputs and knowledge.

#### ZIMBABWE

**Celebrating Success**
At a Passing on the Gift ceremony, attendees celebrate with song.

### ACTIVITY CORNER

Explore the concept of Passing on the Gift by participating in an activity that shows how one living organism can multiply into many. You will illustrate exponential growth, create and analyze graphs and use that information to predict changes over time.
What is the Real Impact of Passing on the Gift?

Passing on the Gift means more than just giving animals. Heifer partners receive training about our 12 Cornerstones for Just and Sustainable Development. These Cornerstones include Caring and Sharing; Improved Animal and Resource Management; Training, Education and Communication; and, of course, Passing on the Gift!

When families pass on one or more of their animal’s offspring, along with other inputs, training and skills to another family, it creates a ripple effect that transforms recipients into donors and builds new levels of self-confidence and fulfillment. Through this, gifts can have up to nine times the impact, as they are multiplied for generations. This is a very powerful part of our development model. Those who once did not have enough to eat are able to give the hope of a better future to other families. The receivers become the givers.

Giving hope is what Heifer is all about. Changing minds, bodies and the environment is how Heifer achieves lasting success over hunger and poverty.

**THINK ABOUT IT:** Describe the different ways Heifer participants pass on the gift. Consider ways that knowledge is passed on. How can you pass on the gift in your community?

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"We thought gifts were expensive, but we’ve learned that knowledge and training are gifts, too. We pass on nutritious food, clothes for newborns and school supplies for needy children. We visit other communities and bring them oranges, seeds and saplings.”

- Niru Adhikari, Sundar Bagaicha self-help group, Nepal

### TAKE ACTION

**Set up a fundraising page and organize a fundraiser to provide families gifts that will be passed on for generations. Here’s an idea to get you started. Share your stories on When Cows Fly.**

### PASS ON THE GIFT BAKE SALE

Bake an assortment of goods to sell. Package each item into two parts: one for the buyer to keep, and the other to pass on to someone else! Consider including information about Heifer in each bag and ask people to tag @Heifer when they receive their gift!

### SHARE ON HEIFER SOCIAL MEDIA

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**GIVE TO PROJECTS THAT TEACH FAMILIES TO PASS ON GIFTS TODAY!**
**Women and Girls: The Key to Change**

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.

According to the Food and Agriculture Organization, if women had the same access as men to land and other resources such as seeds, tools and fertilizer, their farms would produce 20 to 30 percent more crops. Millions of hungry people can be fed when men and women work together with the same resources to grow and produce food.

Women **reinvest 90 percent** of their earned income on their families, while men reinvest 30-40 percent.

Closing the gender gap in agriculture could lift **100 to 150 million** people out of hunger.

When 10 percent more girls go to school, a country’s **GDP** increases by an average of **3 percent**.

Eliminating barriers for women increases **productivity** by **25 percent** in some countries.

A **$10 increase** to a woman’s income achieves the same results in children’s nutrition and health as would a **$110 increase** to a man’s income.

**Source:** Farming First
What Does Empowering Women Look Like in a Heifer Project?

Gender equity is key to Heifer projects. We seek to increase women’s decision-making power in their own homes and in their communities, as well as their access to income, assets and leadership roles.

We do this by:

**Working with Community Groups** — Groups provide a safe space for women to discover their strengths, allowing them to add value to the decision-making process at home and in their communities. Communities are strengthened as women’s collective leadership grows. Group savings and loans provide access to cash for business activities or act as a safety net for emergency needs.

**Designing Projects with Women in Mind** — Projects consider livestock and other inputs appropriate for women’s unique needs. This consideration gives women social and economic benefits.

**Promoting Gender Equity** — Programs designed for gender equity allow women and men to share the work and the benefits, leading to poverty reduction.

**Engaging Men with a Family Focus** — Empowering women to end poverty requires engaging men along with way. “Gender and Family Focus” is one of our 12 Cornerstones for Just and Sustainable Development, which promotes the fair sharing of work, decision-making, resources and benefits among all family members.

**Discussion Questions:**
- Why does engaging women on an equal footing as men have such a deep impact on nutrition, education and income?
- How does gender inequality relate to poverty?
- When women join community groups, how do their lives change?
- How does increased confidence affect earning potential and leadership ability?

"I raise up my voice — not so I can shout, but so that those without a voice can be heard. We cannot succeed when half of us are held back.“
- Malala Yousafzai

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**VIDEOS**

**Closing the Gender Gap**
Learn how we are helping close the gap.

**Food & Agriculture Organization**
See how the FAO empowers women.

**12 Stones Documentary**
See the values at the heart of our mission.

**Knitting in Peru**
Watch the difference that alpacas and llamas have made for Elizabeth.

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**TAKE ACTION**

Set up a fundraising page and organize a fundraiser to empower women and change the lives of families in need. Here are a few ideas to get you started. Share your stories on When Cows Fly.

**WOMEN WATER WEEK**
Ask for sponsorships to carry around jugs of water for at least four hours a day, which is how long many women spend collecting water.

**ARTS AND CRAFTS**
Many women’s cooperatives sell products such as food, clothing and crafts. Create and sell your own goods!

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**SHARE ON HEIFER SOCIAL MEDIA**

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**GIVE TO PROJECTS THAT EMPOWER WOMEN TODAY!**
How Heifer Works:
Social Capital

View all of Heifer International's Global Study Guides at heifer.org/schools

The idea behind social capital is that networks of support add to people’s power and earning potential. For example, a group of neighbors may watch for suspicious activity, a group of parents may watch each other’s children, or a group of students might form a study group.

Within Heifer’s work, groups of farmers may work together to create a cooperative group that processes and sells milk or a group of women may work together to improve their literacy skills. The idea is that when a group of people works together toward a common goal, they make more progress than if they were working toward the same goal individually.

Social capital provides the spark of motivation to empower group members to take action. Within Heifer’s projects, communities are organized around their shared values, including commitments to justice, self-reliance and support for women. These values, along with Heifer’s other 12 Cornerstones for Just and Sustainable Development, provide a strong foundation for groups to organize themselves fairly and to allow them to advocate for all their members.

Heifer thinks of social capital as a multiplier of our mission. Connecting individual families to communities and markets increases the depth and lasting power of our work.

What is Social Capital?

Social capital and stories:

Global Study Guide

Stories

Arkansas

Early to Bed, Early to Rise
Kerry Harrington and other Arkansas farmers have joined the Grass Roots Farmers’ Cooperative, giving them access to loans, training and mentorship, helping them earn living wages.

Vietnam

Building Groups, Building Social Capital
This project demonstrates the creativity, willingness and ingenuity of self-help group members and the impact of social capital as a tool for lasting change.

Nicaragua

Women Form Savings and Loans Groups
These coffee cooperative participants formed six self-savings and loans committees to secure a sustainable source of financing for future undertakings and small-business investments.
How Heifer Changes Lives

Our unique approach involves enhancing the capacity of vulnerable small-scale farmers, especially women, to secure their livelihoods. Multiplied by strong social capital and women’s empowerment, our work results in a sustainable solution to world hunger and poverty. Each component of our Theory of Change is the result of our ongoing work to end poverty and hunger throughout the world.

Deepen the Discussion

**In Your Community:**
- Discuss the role of social capital in your lives. How does access to networks, resources, financial credit and communities help you and your family?
- What if these support systems were not available to you?
- How is social capital represented in your school?
- In what ways do your social groups affect your success?
- How can students make sure everyone within the school community feels included and supported?
- Discuss how some members of your community may have more or less access to networks and support. How does this affect their happiness and achievement?

**In the United States:**
- How has the history of social capital in the United States affected modern-day communities?
- To what extent is the government involved in raising people’s social capital?

**In the World:**
- Read the three stories on the preceding page about Heifer project participants. How has working with Heifer increased the social capital of these families and communities?
- Discuss the many forms that social capital can take and how it helps transform lives.

TAKE ACTION

Set up a fundraising page and organize a fundraiser to increase social capital and change the lives of families in need. Here is an idea to get you started. Share your stories on When Cows Fly.

SCHOOL ASSEMBLY

Form a working group and organize a school assembly to talk about social capital and the role it plays globally and locally. Think of ways you can increase the social capital of students in your school and families within your own community. Use this Mapping Your Social Capital activity to inform your discussion.

SHARE ON HEIFER SOCIAL MEDIA

GIVE TO PROJECTS THAT BUILD SOCIAL CAPITAL TODAY!
HOW HEIFER WORKS:
VALUE CHAINS

VALUE CHAIN = the process or activities by which a farmer adds value to an article, including production, marketing and the provision of after-sales services

Why Value Chains?

Heifer works to support small-scale farmers by involving them in value chains. The goal is for farmers to earn as high a price as possible for the goods they produce. As a result, they are able to increase their incomes and purchase needed items for their families. This can mean more money for better homes, medical care or school fees for children.

Community groups, sometimes called cooperatives or “co-ops,” assist farmers through improved technology, adding value through each stage and granting every player a fair price. These groups provide the structure to help members save money and increase access to loans. They also provide training to help the farmers increase their financial and business management skills.

When the farmers work together to promote their products, they are able to demand a better price for their products based on volume and quality, meaning they retain most of the profits.

By working directly to strengthen entire value chains, we are making large-scale improvements to the livelihoods of small-scale farmers.

Learn more about how co-ops help farmers in our USA program.

STORIES

GUATEMALA
Innovative Ideas Leading the Way in Guatemala
Since 2013, Heifer Guatemala has been connecting cooperatives of cardamom farmers to domestic and international buyers, cutting out the middlemen.

TANZANIA
The Road from Farm to Market
With the East Africa Dairy Development program, the first step is organizing farmers into groups, usually managed as cooperatives.

DISCUSSION QUESTIONS

- What similarities do you notice in Heifer projects? Differences?
- Are there differences in how the farmers describe their work?
- Why do these differences exist?
- How do value chains create local jobs and provide your community with food and other goods?
From the Cow to the Classroom

Since 2008, our Tanzania program has focused on helping dairy farmers increase milk production. And we’ve seen incredible success, with demand for milk rising 7 percent per year.

Now, we are broadening that focus to create more viable and diverse markets for these farmers through our Tanzania School Milk Feeding Program. With the help of our farmers, government agencies and school districts, we’ve created a school milk feeding program to grow a generation of milk-drinkers and to increase the well-being and nutrition of eager students. The program will also create and expand a reliable market to deliver milk to kids in need of milk’s nutrients, leading to improved growth, development and health.

Milk packs a nutritional punch that many children in Tanzania don’t otherwise receive in their diets. According to the National Dairy Council, the essential nutrients in milk have many health benefits. 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

We also expect to see benefits extended to the community, including:

- Parents who educate others on the benefits of milk
- Vibrant dairy value chain due to increased milk consumption
- Overall economic growth, thanks to better local markets
- Increased school performance and attendance

The graphic below helps explain the value chain that this program creates.

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**TAKE ACTION**

Set up a fundraising page and organize a fundraiser to help families access value chains, allowing them to earn more. Here is an idea to get you started. Share your stories on When Cows Fly.

**COOKIES FOR MILK BAKE SALE COMPETITION**

Break your class into groups of three and seven. The smaller groups must bake, market and sell their cookies all at once in their own classroom or hallway. The larger groups can divvy tasks, and they can sell their cookies around the school or in town. Which group scored better and why?

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**SHARE ON HEIFER SOCIAL MEDIA**

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**GIVE STUDENTS MILK THROUGH THE TANZANIA SCHOOL MILK PROJECT TODAY!**
Heifer International helps families and communities plan for potential setbacks with strategies that reduce risks and help them rebuild together through livestock and agriculture-based livelihoods. Our goal is for families to become resilient, or able to withstand the challenges that result when disaster strikes.

**ABSORPTION**

We help farmers build savings accounts and appropriate storage supplies. We also provide support during the recovery process. For example, Heifer distributed revolving loans in Nepal after the 2015 earthquakes to equip farmers with the specific tools needed to rebuild. The revolving funds will remain in the community to ensure future access to capital.

**ADAPTATION**

During and after disaster strikes, we encourage families to document the experience. This allows them (and others) to prepare more effectively for future disasters. We make adjustments based on our learnings. For example, as Hurricane Irma approached Haiti in August 2017, we used the social tool WhatsApp to rapidly share information with communities about how to shelter livestock and protect crops. We learned this strategy from Hurricane Matthew in 2016, when the digital tool provided a more flexible format to reach farmers.

**TRANSFORMATION**

We seek changes within communities and systems to mitigate risk and encourage resilience. Our Community Managed Disaster Risk Reduction Training in the Philippines was credited with saving lives during Typhoon Bopha and Super Typhoon Haiyan.

Additionally, we focus on three areas to support climate mitigation efforts:

- Reduce the impact of incidents that affect production systems
- Respond to agricultural emergencies rapidly and efficiently through early warning systems
- Strengthen farmers' capacities to deal with future extreme climate incidents themselves through additional training and revolving loans for supplies

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**STORIES**

**NEPAL**

**The Faces of Resilience**

After a massive earthquake, these families emerged as incredible examples of strength and resilience.

**THE PHILIPPINES**

**Belen and her Advocacy**

As a committed disaster risk reduction advocate, Belen Martinez is the epitome of a powerful woman leader.

**ECUADOR**

**Help After Major Earthquake**

Heifer is committed to rebuilding homes and reconstructing the economies and environments damaged.

**GUATEMALA**

**In Wake of Floods, Mudslides**

Heifer demonstrated two levels of emergency response after the disaster.
Why Do Natural Disasters Affect the World’s Poor Disproportionately?

Many of the families in Heifer projects live in communities with few resources to help them recover from natural disasters. That’s why we work closely to help families identify the risks that threaten their families and find ways to prepare. Factors that affect poor and struggling families after a disaster strikes include population, infrastructure, climate, water and corruption. Learn more about the usual suspects shown in the mugshot above from the World Ark magazine.

These factors rear their heads in the wake of most disasters, such as after the massive earthquake that shook Nepal on April 25, 2015. In the following months, Heifer supported tens of thousands of families in the rebuilding process.

Discussion Questions:

- Why do you think families choose NOT to prepare for a natural disaster? How might participation in a Heifer project help change their minds?
- Choose one of the “suspects” in the infographic above and brainstorm how a family can prepare to reduce the risk from that factor.
- For which “suspect” is it most difficult to reduce risk? Why?
- Identify risk factors that would affect your community in a natural disaster. Give specific examples.

Take Action

Set up a fundraising page and organize a fundraiser to help families recover from natural disasters. Here’s an idea to get you started. Share your stories on When Cows Fly.

Use Your Voice

When a natural disaster affects an area where Heifer works, share what you’ve learned about how families prepare and recover. Spread the word creatively, whether that be making a video to share on social media or creating informational posters. Then, host a fundraiser among your friends and family.

Share on Heifer Social Media

Give to Projects that Increase Preparation Today!