

READ
TO
FEED®



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

HOW HEIFER WORKS:

HEIFER 101

READ
TO
FEED®



Global Study Guide

OUR MISSION = TO END HUNGER AND POVERTY
WHILE CARING FOR THE EARTH

Our History

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.

STORIES



OUR HISTORY

Food for Body and Soul

Heifer's seagoing cowboys delivered boatloads of livestock to Germany in the aftermath of World War II.



WORLDWIDE

The Key to our Success

Heifer CEO Pierre Ferrari says the key is deep community development.



SENEGAL

Perks of Chickens

Read five benefits that chickens provide.



CAMBODIA

Passing on the Gift Ceremony

See pictures of families passing on pigs, chickens and vegetables.

VIEW ALL OF HEIFER INTERNATIONAL'S GLOBAL STUDY GUIDES AT [HEIFER.ORG/SCHOOLS](https://www.heifer.org/schools)

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?

VIDEOS



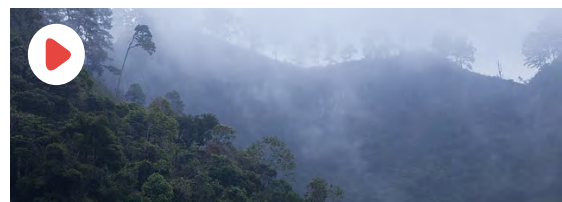
Changing Lives Through Sustainable Agriculture

Is it possible to help people quickly and permanently lift themselves out of poverty?



20 Years in Nepal

Heifer Nepal celebrates its 20th anniversary.



Productivity of Land and Labor

See how livestock can play a role in achieving the [U.N.'s Sustainable Development Goals](#).



The Banner of Human Dignity

Learn about the banner that unites us all.

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](#).

1

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!

HOW HEIFER WORKS:

PASSING ON THE GIFT

READ
TO
FEED®

HEIFER®
INTERNATIONAL

Global Study Guide



Multiplying Our Impact

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.

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.



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 Maria 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.

VIEW ALL OF HEIFER INTERNATIONAL'S GLOBAL STUDY GUIDES AT [HEIFER.ORG/SCHOOLS](https://heifer.org/schools)

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?



"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

VIDEOS



Alton Brown Explains How Heifer Passes on the Gift

The Food Network chef explains how Heifer gifts keep on giving.



Multiplying the Impact of Your Gift

Get an in-depth look at Heifer's approach.



Passing on the Gift

Experience a passing on ceremony in Nepal.

ADDITIONAL READING



The Benefits of Giving

Learn more about the benefits of giving.

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](#).

1

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



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](#)

STORIES



INDIA

Clever Is Her Name

Women in India are breaking societal norms, starting with goats.



RWANDA

Giving Gifts of Nourishment

These three women are fighting against malnutrition in their community.



NEPAL

Nurturing Her Community

This woman has become one thing she never had: a role model.



HAITI

Taking the Lead

This woman leads, guides and directs the members of the organization.

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.

"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

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?

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.

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](#).

1

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.

2

ARTS AND CRAFTS

Many women's cooperatives sell products such as food, clothing and crafts. Create and sell your own goods!

SHARE ON HEIFER SOCIAL MEDIA



GIVE TO PROJECTS THAT **EMPOWER WOMEN** TODAY!

HOW HEIFER WORKS:

SOCIAL CAPITAL

READ
--TO--
FEED®



Global Study Guide



What is Social Capital?

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.

STORIES



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.



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.

VIEW ALL OF HEIFER INTERNATIONAL'S GLOBAL STUDY GUIDES AT [HEIFER.ORG/SCHOOLS](https://heifer.org/schools)

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.

VIDEO



How A Cow Made Life More Fair

Belice Kimanthi in Kenya explains how receiving a dairy cow and training helped her gain respect from her community.

ADDITIONAL READING



The State of the African Farmer

In this report, Elizabeth Bintliff presents multiple perspectives of African farmers.

TAKE ACTION

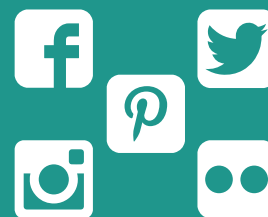
Set up a [fundraising page](#) and organize a fundraiser to increase social capital and change the lives of families in need. Here is an idea to get you started. Share your stories on [When Cows Fly](#).

1

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

READ
TO
FEED®



Global Study Guide



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?

VIEW ALL OF HEIFER INTERNATIONAL'S GLOBAL STUDY GUIDES AT [HEIFER.ORG/SCHOOLS](https://heifer.org/schools)

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.



VIDEOS



The Journey from Wild Cacao to Sweet Chocolate

Watch Bolivian chocolate farmer Carmen Ojopi Duran as she sees how her precious cacao pods become delicious chocolate.



Connecting Farmers to Markets: The Dairy Hub

Take a virtual tour of a Heifer International-sponsored dairy [hub](#), where small-scale dairy farmers have organized to make their product successful in the national market.



Açaí Berry Harvest

Learn how farmers harvest açaí berries in the Amazon Rainforest in Bolivia.

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](#).

1

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?

SHARE ON HEIFER SOCIAL MEDIA



GIVE STUDENTS MILK THROUGH THE **TANZANIA SCHOOL MILK PROJECT** TODAY!

HOW HEIFER WORKS:

NATURAL DISASTER PREPAREDNESS & RECOVERY

READ
--- TO ---
FEED®



Global Study Guide



Risk Mitigation and Resilience

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.

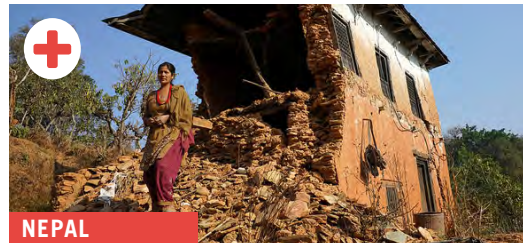
TRANSFORMATION

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

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.

VIEW ALL OF HEIFER INTERNATIONAL'S GLOBAL STUDY GUIDES AT [HEIFER.ORG/SCHOOLS](https://heifer.org/schools)



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.

**HEIFER NEPAL
PROVIDED 22,714
FAMILIES WITH RELIEF
SUPPLIES, INCLUDING:**



40,672
blankets



20,210
tarps



220
foam
mattress rolls



33
plastic
sheets

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.

VIDEO



Nepal Earthquake: One Year Later
See the results after a year of rebuilding.

SLIDESHOW



Keeping Livestock Healthy
See how Heifer helped farmers in Haiti after Hurricane Matthew.

LISTEN



Lessons from Flawed Responses



BBC's Outside Source: Malawi

TAKE ACTION

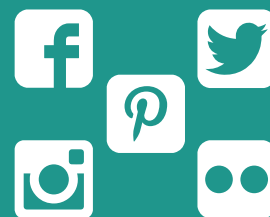
Set up a [fundraising page](#) and organize a fundraiser to help families recover from natural disasters. Here's an idea to get you started. Share your stories on [When Cows Fly](#).

1

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!