



# LIVING GIFT MARKET

.....  
EVERYTHING YOU NEED TO HOST  
YOUR OWN ALTERNATIVE GIVING EVENT



# LIVING G



If you could receive any gift you wished, what would it be? Peace on Earth, an end to hunger, preservation of the environment, education for a child? Heifer International works to make dreams like these a reality every day through people like you.

There comes a time when your mother has enough sweaters, your friends have more holiday food than they can eat and your children will lose another toy in the shuffle. If you're looking for another way to honor the people close to you, consider a Living Gift Market. Collaborate with others to give your community the opportunity to provide meaningful gifts for any occasion.

A Living Gift Market is a chance for your group to reach people in need, both near and far. You can change the lives of people you will never meet, but who dream under the same stars as you. They dream of having enough food, a chance to support their families and the opportunity to send their children to school. Meanwhile, you dream of less hustle and bustle and a way to connect in the spirit of sharing.

# IFT MARKET

## Do the Basic Model:

- Share alternative gift information and living gift lists with shoppers in advance to help them plan. Then, set up a table in a high traffic area to make sales and distribute honor cards.

## Or the Expanded Model:

- A Living Gift Market can last a few hours, a few days or just 30 minutes.
- Heifer animals are represented in decorated booths or on tables.
- Shoppers visit the booths, learn about each animal and select gifts from a list.
- Payments are processed at a central location, and buyers receive honor cards and envelopes for each purchase of \$10 or more.

*"When the time comes for giving gifts, thinking of yet another trinket that may please someone is not as satisfying as giving a gift that is of benefit to others."*

**-Bette Clark, Heifer Club of Hot Springs Village, Arkansas**

CALL TOLL-FREE: 877.448.6437 (877.4HUNGER)






# THE PLAN

1. **Assemble** a planning group. Designate a chairperson. Use social media to promote your event, along with local television, radio and newspaper community calendars.
2. **Think** about who will attend. Will this market be for members only? A larger group? An entire community? Your audience will determine your next steps.
3. **Recruit** volunteers and helpers for everything from setup to teardown. Make copies of the living gift list portion of the attached centerspread envelope or download from [www.heifer.org/livinggiftlist](http://www.heifer.org/livinggiftlist). Ask creative people to design booths. Other volunteers can process payments, hand out living gift lists or give directions. Booth volunteers should be knowledgeable about the animal they represent, including its cost and how it serves Heifer families around the world.



- 
4. **Order** honor cards, posters, gift catalogs and other free promotional resources from [www.heifer.org/livinggiftlist](http://www.heifer.org/livinggiftlist) to promote your event early. Each gift of \$10 or more receives an honor card and envelope that buyers can send to the people they've honored with a gift.
  5. **Publicize** the event. Let your audience know about your Living Gift Market. Hang flyers in local libraries, restaurants and other businesses. Post announcements to social media channels and online news sources, and ask others involved to help promote the event.
  6. **Make** it fun. A Living Gift Market is a celebration, so enhance the party with decorations, music and entertainment. Serve refreshments for donations. Show Heifer videos in a special viewing corner or room. Videos can be streamed or downloaded from [www.vimeo.com/heifer](http://www.vimeo.com/heifer).
  7. **Collect** payments easily. Living Gift Market shoppers can make checks payable to Heifer International. Shoppers who wish to use a credit card can complete the "Gift Order Form" found at [www.heifer.org/livinggiftlist](http://www.heifer.org/livinggiftlist). After the event, use the enclosed envelope to send in your checks and living gift list.

### Heifer International

P.O. Box 8058

Little Rock, AR 72203-8058

For more information, please call: 877.448.6437

*Remember: Each donation to Heifer is tax-deductible to the extent allowed under applicable law and represents a contribution to its entire mission, which is to work with communities to end hunger and poverty while caring for the Earth. Please make sure the donation envelope is postmarked by December 31 so shoppers will receive acknowledgment for tax deduction purposes. Online donations made will receive automatic acknowledgments from Heifer electronically.*

8. **Tell** the story of your successful Living Gift Market. Share your photos and videos on social media. Be sure to tag [@Heifer](#) on Twitter or [@HeiferInternational](#) on Facebook or Instagram so we can share in your success!





# HEIFER ANI

Heifers bring health, prosperity and peace



A cow can change lives, giving hope to families in the most dire circumstances. This gift also trains families to take excellent care of their animal. Heifers provide milk to nourish hungry families and to sell for extra income. They create fertilizer, which improves crop yields, and they empower entire communities through Passing on the Gift®.

4



## TEACH AND LEARN

For sixth-graders at Renbrook School in West Hartford, Connecticut, a Living Gift Market is an opportunity to learn about global issues and to make a difference in the world.

At the beginning of the school year, students read about issues we address around the world,

# MAL GIFTS

## Water Buffalo sow the seeds of success



Well-suited for working the land, water buffalo are gentle giants that allow farmers to quadruple the number of crops they can plant. These amazing animals till fields, provide rich fertilizer and produce milk that is high in protein and nutrients. Farmers in India and Southeast Asia depend on water buffalo more than any other animal.



and they split into small groups to research countries and animals from specific project regions.

Students prepare talking points from their research and take on a variety of roles, such as presenters, bankers and writers, to perform at a Living Gift Market. Presenters talk about countries and animals. Bankers

collect payments from shoppers. Writers craft thank you notes on the spot to be mailed after the event.

Parents, school faculty, the entire student body and community members attend this annual fun opportunity to pet animals from a local farm, learn about Heifer's work and purchase meaningful alternative gifts. ■



## Llamas & alpacas for self-reliance



Full: \$150  
Share: \$20

Llamas and alpacas can withstand the harsh conditions of high-altitude regions. That's why they are perfect for families who live in the Andes Mountains of South America. These animals provide soft, dense wool that can become warm clothing and blankets, which can be sold for income.



## Goats help families feed themselves



Full: \$120  
Share: \$10

Goats are often the key to a family's survival on small farms. They do well with zero-grazing and can thrive on small plots of land.



Intelligent and naturally curious, they make great family pets. Goat farmers tend to have great crops, thanks to the organic fertilizer and expert land-clearing abilities that goats provide. Plus, their nutritious milk can be used to make delicious cheese and butter.





## Sheep bring sheer joy

Sheep are famous for their wool, and for good reason — it's a valuable resource that provides warm clothing for families who live in cold conditions. And their milk is a delicious source of protein and nutrients. These hearty animals navigate the rockiest hills and pastures with ease and can survive nearly anywhere in the world.



## COMMUNITY BONDING

A group of volunteers in Atlanta, Georgia, organized Gifts in the Garden to share Heifer's work with families. Children met farm animals during this celebration held at the Wylde Center's community garden, a local partner organization with a mission focused on environmental education.

Organizers asked local groups, including churches, civic groups, businesses and schools, to sponsor animal booths. They decorated their areas and offered animal-related children's activities. Each sponsor invited friends and families, which increased attendance, making for a unique, community-oriented celebration.

Gifts in the Garden provided families with a fun afternoon that included food vendors, a petting zoo, local bands and plenty of information and take-home resources about our work. ■



TOLL-FREE: 877.448.6437 (877.4HUNGER)



## Pigs prove prosperity is possible

8



Pigs are an excellent fit for some of the poorest families we serve. They create a steady supply of organic fertilizer, which nourishes crops. They have large litters of piglets, which can be sold for income, and they are a reliable source of nutritious protein. With the power to uplift entire communities, your gift of a pig really packs a punch!



# Trees for every season

Your tree gift includes seedlings and saplings. Recipients learn how to nurture their young trees for reforestation, fruit, vegetables, firewood, fodder, soil enrichment and air purification. Families with small orchards become self-reliant while supplementing their diets with healthy fruits and vegetables.



## ADD HEIFER TO YOUR ALTERNATIVE GIVING FAIR

Keystone United Church of Christ in Seattle, Washington, has a long history of supporting alternative giving. Each year, the church hosts A Festival of Hope to support several self-help and advocacy nonprofit organizations, both local and international. The event features booths where folks can purchase baked goods, deli lunches, books, and vintage and holiday items. Participants can also make donations to Heifer at a table staffed by volunteers. There's even a special

corner where children can make crafts. Proceeds are equally divided and given to select organizations that work to end hunger and poverty.

Keystone's fair gives both congregation and community members the opportunity to purchase gifts that support the work of a number of organizations. Additionally, it allows the congregation to give its time by staffing booths, creating goods to sell or organizing the event. ■



## Honeybees sweeten a family's financial future

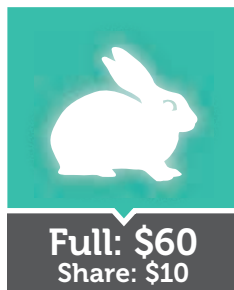


Full: \$30

A gift of bees includes a bee package, hive, box and beekeeping training. Beekeepers boost their incomes by selling honey, wax and pollen. As pollinators, bees make crops grow more abundantly, dramatically improving fruit and vegetable yields on small farms. Sometimes the smallest gifts make the largest impact.



# Rabbits reward families



Rabbits make great additions to family farms. These prolific animals can have as many as six litters in a single year, making Passing on the Gift possible for several families in a short period of time. They also provide organic fertilizer, which boosts the production of nutritious crops.

## SIMPLE APPROACH, BIG REWARDS

Saratoga Springs United Methodist Church takes a simple approach to its Living Gift Market, and the results are impressive. Every Sunday between Thanksgiving and Christmas, volunteers from the congregation take turns staffing a table during the fellowship hour between services, giving church members the opportunity to give to our work.

Their Living Gift Market table features photos and captions from our publications, honor cards and gift catalogs. They keep the decorations simple — a tablecloth and a few wooden animal cutouts. Signs posted in the fellowship hall are updated weekly by volunteers with the total funds collected so the congregation can keep track of the progress toward the goal of a Gift Ark.

This Living Gift Market is an annual activity for the Saratoga Springs United Methodist Church. Every year, church members look forward to this opportunity to support Heifer, finish some holiday shopping and make a positive change in the world. ■

## Flocks of chicks change lives



Chickens require little space and thrive on readily available scraps. Hens can lay up to 200 eggs a year, providing a reliable source of protein and income. Each flock gift contains 10–50 chicks and training that will empower a family to turn your donation into a lifetime of opportunity.



# Gift Ark changes the world two by two

Your Gift Ark donation includes a pair of water buffalo, cows, sheep and goats, as well as bees, chicks, rabbits and more. A Gift Ark can provide entire communities with milk, eggs, honey and wool, boosting both nutrition and income. These animals will become life-changing gifts for families around the world.

**Gift Ark**  
**\$5,000**



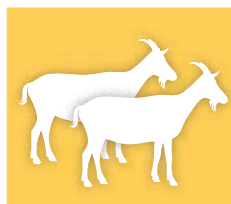
Heifers



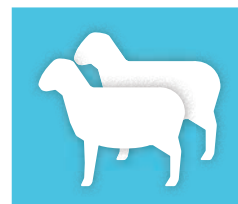
Water Buffalo



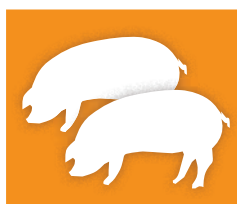
Llamas



Goats



Sheep



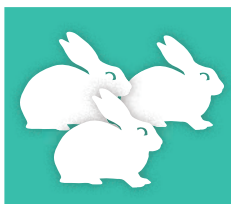
Pigs



Trees



Bees



Rabbits



Chickens

TOLL-FREE: 877.448.6437 (877.4HUNGER)



HEIFER®  
INTERNATIONAL

---

[www.heifer.org/faith](http://www.heifer.org/faith)





# FEED YOUR FAITH ORDER FORM



**Thank you for continuing Heifer's mission and sharing the spirit of Christ by helping families in need. Your 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 congregation will get "Recognition Credit" for the total amount. Donations must be postmarked by December 31 to receive a tax receipt for this calendar year.

\_\_\_\_\_  
(Church/congregation name)

\_\_\_\_\_  
(Mailing Address)

\_\_\_\_\_  
(City, State, Zip)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

TMG19Z00000B1

**(FOLD IN HALF TO RETURN)**

## PLEASE FILL IN THE AMOUNTS OF YOUR GIFTS BELOW:

GIFT	QUANTITY	PRICE	TOTAL
<b>The Gift Ark</b>	_____	<b>\$5,000</b>	<b>\$ _____</b>
<b>Heifer</b>	_____	<b>\$500</b>	<b>\$ _____</b>
Share of a <b>Heifer</b>	_____	<b>\$50</b>	<b>\$ _____</b>
<b>Water Buffalo</b>	_____	<b>\$250</b>	<b>\$ _____</b>
Share of a <b>Water Buffalo</b>	_____	<b>\$25</b>	<b>\$ _____</b>
<b>Alpaca</b>	_____	<b>\$150</b>	<b>\$ _____</b>
Share of a <b>Alpaca</b>	_____	<b>\$20</b>	<b>\$ _____</b>
<b>Goat</b>	_____	<b>\$120</b>	<b>\$ _____</b>
Share of a <b>Goat</b>	_____	<b>\$10</b>	<b>\$ _____</b>
<b>Sheep</b>	_____	<b>\$120</b>	<b>\$ _____</b>
Share of a <b>Sheep</b>	_____	<b>\$10</b>	<b>\$ _____</b>
<b>Pig</b>	_____	<b>\$120</b>	<b>\$ _____</b>
Share of a <b>Pig</b>	_____	<b>\$10</b>	<b>\$ _____</b>
<b>Tree Seedlings</b>	_____	<b>\$60</b>	<b>\$ _____</b>
Share of <b>Tree Seedlings</b>	_____	<b>\$10</b>	<b>\$ _____</b>
<b>Trio of Rabbits</b>	_____	<b>\$60</b>	<b>\$ _____</b>
Share of <b>Rabbits</b>	_____	<b>\$10</b>	<b>\$ _____</b>
<b>Honeybees</b>	_____	<b>\$30</b>	<b>\$ _____</b>
<b>Flock of Chicks</b>	_____	<b>\$20</b>	<b>\$ _____</b>
<b>Other</b> _____	_____		<b>\$ _____</b>
<b>TOTAL AMOUNT ENCLOSED:</b>			<b>\$ _____</b>

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

## HELPFUL HINTS

1. Does your name and address appear correctly on the form to the left? If no, please update your information on the reverse of this form.
2. 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.
3. Please list your donations/checks on the back of this form.
4. 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.

## HOW DID YOUR CONGREGATION CELEBRATE HEIFER'S 75TH ANNIVERSARY?

- ☐ We held a Living Gift Market
- ☐ Animal Crackers Youth Program
- ☐ Fill the Ark Devotional Series
- ☐ We had a special offering for Heifer's 75th Anniversary
- ☐ Our church supports Heifer through our congregants giving
- ☐ Our church held a VBS and raised money for Heifer
- ☐ Our church supported Heifer though Lent giving
- ☐ Our Sunday School Class supported Heifer
- ☐ 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 congregation name and address. Indicate any changes below.***

\_\_\_\_\_  
NAME

\_\_\_\_\_  
ORGANIZATION, CORPORATION OR CHURCH NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
DAYTIME PHONE

**Please supply your email address to receive news and information.**

\_\_\_\_\_  
EMAIL ADDRESS

## PLEASE LIST YOUR CONGREGANTS CHECKS AND AMOUNTS HERE

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

\_\_\_\_\_  
AMOUNT CHECK PAYER

# LIVING GIFT MARKET

Choose a meaningful gift to help children and families around the world achieve self-reliance.



## Goats

A goat is one tough animal. Goats can survive in almost any climate, due in part to their open-minded approach to eating: almost anything goes. Legend has it that a goat herder in Ethiopia discovered coffee after noticing his goats' high-energy frolicking after eating berries from certain plants.

**GOAT: \$120; SHARE: \$10**



## Llamas

Few animals can thrive in the harsh conditions of the Andean highlands, but llamas and their alpaca cousins are uniquely suited to the task. Their dense, soft wool keeps them warm, and they like to eat scrub vegetation that other grazers wouldn't touch.

**LLAMA: \$150; SHARE: \$20**



## Tree Seedlings

Trees are some of the largest and oldest organisms in existence. The tallest tree, a redwood that has been named Hyperion, is 379 feet tall. The oldest tree, a bristlecone pine called Methuselah, is nearly 5,000 years old.

**TREES: \$60; SHARE: \$10**



## Honeybees

The practice of collecting honey dates back to the Stone Age. Archaeologists have found pots of honey in ancient Egyptian tombs and were startled to find the honey unspoiled and perfectly preserved, proving honey's indefinite shelf life.

**BEES: \$30**



## Water Buffalo

Water buffalo are sturdy draft animals that help farmers plow fields and carry heavy loads to market. Unlike mechanical tractors, they don't need fuel to run or mechanics to fix broken parts.

**WATER BUFFALO: \$250; SHARE: \$25**



## Cows

Sure, cows are big animals, but they're giants in other ways, too. They are key animals in the history of farming, and the first animals that we gave were three cows named Faith, Hope and Charity.

**HEIFER: \$500; SHARE: \$50**



## Rabbits

Often appearing in folklore as solitary tricksters, rabbits actually live in groups. They make their homes in underground holes called burrows, and the group of burrows that forms a rabbit community is called a warren.

**RABBITS: \$60; SHARE: \$10**



## Fish

What do you think fish have in common with trees? You can count their age by the number of growth rings they have on their scales. The farming of fish and other aquatic creatures is known as aquaculture.

**FISH FINGERLINGS: \$300; SHARE: \$30**



## Chicks and Ducks

Chicks and ducks boost family income and nutrition, providing a steady supply of protein-rich eggs and meat.

**CHICKS: \$20; DUCKS: \$20**



## Pigs

Pigs are useful for more than just making bacon. Because of their foraging abilities and excellent sense of smell, they are used to find truffles in many European countries. Sometimes their bristly hair is used to make brushes.

**PIG: \$120; SHARE: \$10**



## Sheep

Pastoralism has been fundamental to many civilizations, due in part to the flock behavior of sheep. Their tendency to follow and congregate closely with other members of the herd makes keeping large groups together in unfenced pastures possible.

**SHEEP: \$120; SHARE: \$10**

