

LEAVE YOUR MARK

A GUIDE TO CHOOSING HEIFER INTERNATIONAL AS YOUR MITZVAH PROJECT

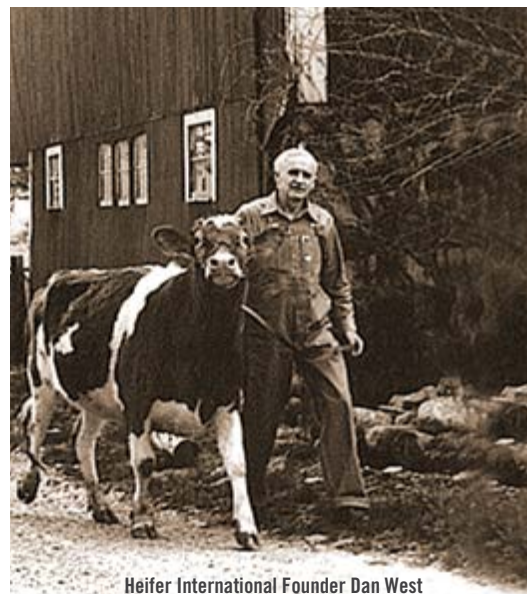


FULFILLING YOUR MITZVAH TO HELP OTHERS

Becoming a bar or bat mitzvah is significant, and Heifer International wants to be part of your celebration. At the heart of Heifer's work is the mitzvah of *tzedakah*: that it is our duty to help those in genuine need.

Our founder, Dan West, felt the same call to do what he could for others. As a farmer from Indiana, he spent time as a relief worker during the Spanish Civil War. He soon discovered that a meager cup of powdered milk rationed once a day to weary refugees was not enough. And then he had a thought: What if they were given cows?

Heifer International was born from that simple idea of empowerment, and we have remained true to this idea for more than 75 years. Our work, which provides livestock and environmentally friendly agricultural training, is the spark families need to lift themselves out of poverty.



Heifer International Founder Dan West

When you choose Heifer for your mitzvah project, you're fulfilling the commandment to do good while helping our dream of ending hunger and poverty become a reality.



IMPORTANCE OF VALUES

HEIFER'S CORE PRINCIPLES, KNOWN AS
THE 12 CORNERSTONES FOR JUST AND SUSTAINABLE DEVELOPMENT,
MIRROR JEWISH VALUES.

VE'AHAVTA LE'REYECHA KAMOKHA

Love your Neighbor as Yourself

Heifer provides training and education to farming families to provide the skills to build a sustainable life for themselves and their neighbors. It takes full participation from the community to be successful and end hunger and poverty.



Training, Education
and Communication



Full Participation

SHMIRAT HA'ADAMAH

Caring for the Earth

Heifer helps farmers learn how to keep their animals safe, healthy and productive. The goal is to improve animal management, while at the same time improving the environment.



Improved Animal and
Resource Management



Improving the
Environment

TIKKUN OLAM

Repair the World

Poverty is often a result of discrimination. Heifer projects seek justice through empowering those who are deprived of rights and privileges based on their ethnicity, gender or social status. We train and educate participants to build sustainable and self-reliant communities.



Sustainability and
Self-reliance



Genuine Need
and Justice

NEDIVUT

Generosity

At some time, everyone needs a helping hand. Your participation in Heifer projects supports a positive change by helping others as you have been helped. Heifer farmers and their families enjoy improved nutrition and income. They receive joy by Passing on the Gift® to their neighbors.



Passing on
the Gift



Nutrition
and Income

PE'AH

Leave Enough for Others

The world's problems can be solved if everyone commits to sharing resources and caring for others. In addition, Heifer projects focus on building gender equity so men and women work side by side to build stronger families and communities.



Sharing
and Caring



Gender and
Family Focus

TIKKUN MIDDOT

Measures of Character

Heifer supports and encourages the importance of spirituality, as defined by a family or community, as well as a sense of connectedness to the Earth. Heifer also promotes shared responsibility for caring for the world and holding each other accountable for making the world a better place.



Accountability



Spirituality

STARTING YOUR MITZVAH PROJECT

What you raise for Heifer International is multiplied as recipients pass on the gift of generosity to other families in their community. Once you've determined your project focus:

- 1** Research Heifer at www.heifer.org/history
- 2** Create your fundraising page at www.heifer.org/fundraise
- 3** Download our fundraising resources and set your goal
- 4** Customize your page with photos and videos, along with why you chose Heifer
- 5** Invite friends and family to support your mitzvah project via social media
- 6** Plan opportunities to talk about your mitzvah project
 - Host a gathering in your home
 - Speak to your class
 - Plan a presentation or event with your congregation

ADDITIONAL IDEAS

Share the Message: Organize a Heifer display at a local farmers market and talk to visitors about Heifer's sustainable work in the field.

Exercise Leadership: Coordinate an educational activity in your school or synagogue using Heifer programs. Read to Feed, Milk Money and our Global Study Guides are available at www.heifer.org/schools.

Childcare for Change: Start a babysitting service and donate your proceeds to Heifer.

Chores for Change: Assist your elderly neighbors with raking leaves or walking pets. Donate your chore money to Heifer.

Taste of Heifer: Serve food from countries where Heifer works. In the spirit of feeding the hungry, donate the excess food after your bar or bat mitzvah celebration to a local shelter.

For Heifer-themed products for decoration ideas, be sure to check www.heifer.org/shop.

YOU CAN CHANGE THE WORLD

For **Meyer Rosenthal**, giving people animals instead of money seemed like a good idea, as it gives families a recurring resource and can even help them start a business. That's why he chose Heifer as his mitzvah project. "I thought this was a great long-term gift to provide to someone to help them succeed," he said. To encourage donations, he decided to kiss a different farm animal for every \$50 raised. "I thought it would make people smile," he said. "I've always loved going to farms and interacting with the animals – although usually not in this way!" Because he believes in Heifer's method of supporting families, Heifer was an easy choice. "They have so much support to make donating fun and easy – it's something you can get into and really enjoy."



Rayzie Benjamin chose Heifer as her mitzvah project because she believes it helps fulfill the highest form of *tzedakah*, according to Maimonides: helping people become self-sufficient. "In my parsha, Ki Tissa (Exodus 30:11–34:35), the Israelites felt God and Moses had abandoned them, and they built a golden calf to worship. People who are impoverished might feel like the Israelites felt while building the golden calf – as if their God has abandoned them. We should show them that God is on their side. Heifer helps us do that by giving food-producing animals to people who need them." Rayzie thinks others should consider supporting Heifer to help kids like themselves. "Put yourself in the shoes of kids whose families have no resources," she said. "Imagine having no resources and feeling like God has abandoned you. This is what kids your age in other places in the world are going through."



THE POSSIBILITIES ARE LIMITLESS, AND WE'RE HERE TO SUPPORT YOU ALONG THE WAY. EMAIL MITZVAH@HEIFER.ORG FOR ADDITIONAL INFORMATION AND FUNDRAISING IDEAS.