

MILK MONEY

ELEMENTARY RESOURCE GUIDE



Mercedes Ruby Catota Loachamin (5) can now drink milk every day at her home in Ecuador.


HEIFER[®]
INTERNATIONAL



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.

One way we combat this is by implementing school milk programs in countries where we work with dairy value chains. We partner with farmers and dairy producers to process milk and package it for students. This provides a market for the farmers to sell their milk, while also providing students a healthy serving of milk each day.

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.



Soi Vicheka (10) hold eggs collected from her family chickens in Cambodia.

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 www.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 www.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 www.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



www.facebook.com/HeiferInternational



@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



Naomi Harawa (9) drinks milk from the family's dairy cow in Malawi.

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.



Khardiata Alassane Ba (10) holds a bowl of fresh milk at her home in Senegal.



Bandana Khatik (8) holds one of her school books in Nepal.

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!

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.

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.

When families receive animal gifts from Heifer, it gives them more healthy choices of food to eat. Milk, eggs and meat from the animals help young children grow taller and gain weight. One Heifer project in Ghana makes sure kids get enough protein in their diet — namely, at least an egg a day. This helps give them strong, healthy bodies. 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."

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.

Some families can't get enough food to eat during some seasons. One Heifer project in Cambodia works with families so they can have three meals a day of different kinds of nutritious foods. Heifer gave families chickens, pigs and seeds for vegetables and crops. Families learned about healthy meals and ways to keep food clean and safe to eat. Before the project, children only had enough food to eat during eight months of the year, but things are getting better! Now, with the help of generous people like you, the children have enough food during eleven 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 improve the health of families by helping them grow more crops and livestock. They also grow more kinds of fruits and vegetables. That means family members, especially growing boys and girls, can eat different types of food to make sure they get all the nutrients they need to grow strong so they can play and learn. In Guatemala, Heifer is helping families through gifts of chickens, sheep, honeybees, fish, seeds and family garden kits. By growing many kinds of crops, families are improving their own health and reducing the number of hungry children.

Soccer is very popular throughout Latin America.

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



Ida Lungu (6) sits with her school books in Zambia.

LEARNING ABOUT THE WORLD

RESEARCH AND COLOR 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. Then, color the sheet for your country below.

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

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?

HELPFUL LINKS

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

DETECTIVE DECODERS



Use the decoder key below to find out the rest of the story!

On a remote hilltop in _____, Jhaeson (14) and Carlos (8) live in a house high above

the _____. But living more than two miles above _____ level makes it hard to

raise animals. Their parents participated in Heifer _____ to learn how to take

better care of their _____, and now their farm has started to _____. Their

cows are healthier and producing more _____, and Heifer helped _____

the family to people who would buy the milk for _____ prices. Now, Jhaeson and Carlos can

drink healthy milk every day, and their parents used the new _____ to pay their school fees.

Healthy _____, healthy _____!

DECODER KEY

A 

B 

C 

D 

E 

F 

G 

H 

I 

J 

K 

L 

M 

N 

O 

P 

Q 

R 

S 

T 

U 

V 

W 

X 

Y 

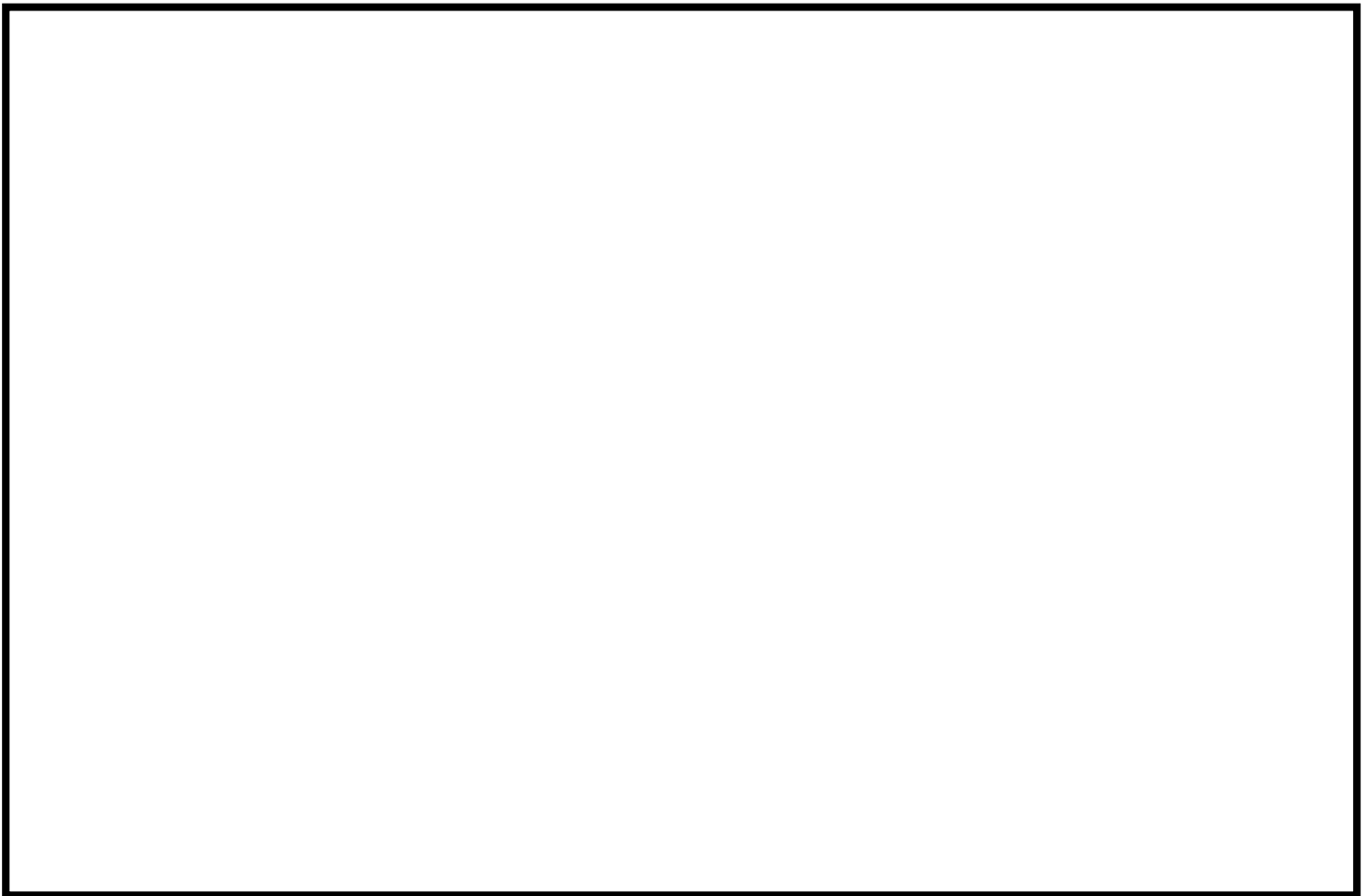
Z 

COLOR THE FLAG

Pick a country where Heifer works and research their flag. What do the different colors within the flag represent? Are there any special shapes? Draw and color the flag you researched below!

Think about your own country's flag. Do the colors on your country's flag represent something? What about the shapes? See if you can find out!

COUNTRY: _____



WHY MILK?

Milk is very good for students to drink because it's full of **NUTRIENTS**. Each nutrient has a specific **BENEFIT** for our bodies to help us stay strong and healthy.

Match each **NUTRIENT** on the left with the **BENEFIT** on the right.

NUTRIENT

Protein

Vitamin D

Vitamin A

Calcium

BENEFIT

Helps with healthy skin and eyes

Gives energy and helps build muscle

Builds healthy bones and teeth

Builds strong and healthy bones

MILK MONEY WORD SEARCH

P M S Z C M F X K R P D B R L
R A I C C O W Z R W X S D L K
O F H L H O E E N E R G Y R B
T R N U K O N U T R I T I O N
E I L G K A O W C H S V N G K
I C E Q D C L L L S T G O O E
N A A E K C Q L A L U Z V J T
H O R A Y N E K S F D J V G D
V R N E F F P X S F E B R F A
V G K V R C G W R A N E O I I
H E A L T H L Y O T T C D Z R
I E X F V O Q M O D L L A I Y
F M N N S Z T Q M U D G U T R
G U A T E M A L A A N I C C V
P S X Y C A L C I U M Y E E S

calcium
classroom
cow
dairy
Ecuador

energy
Guatemala
health
learn
Kenya

milk
protein
nutrition
school
student

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.

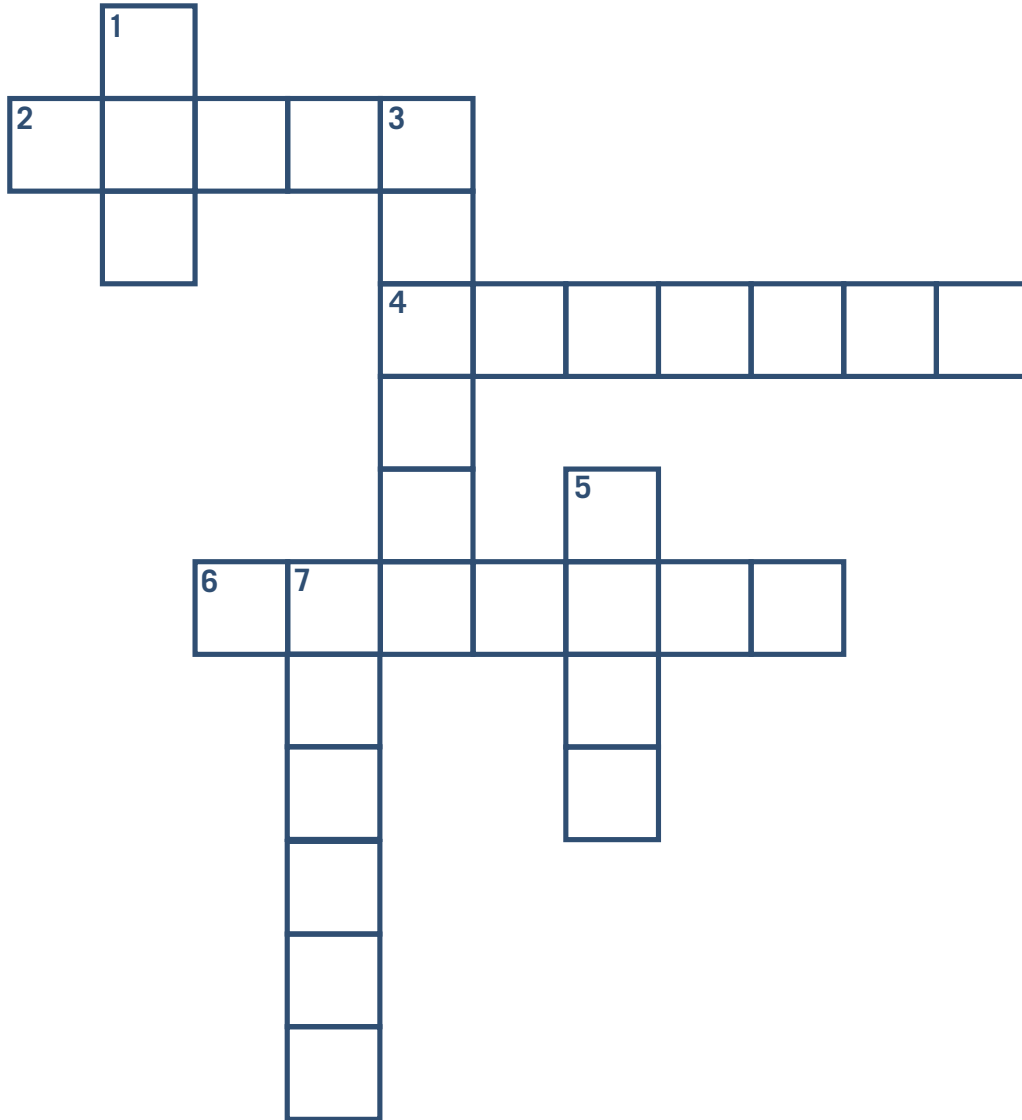
4



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

- 2 milk helps children have strong teeth and _____
- 4 milk helps children grow strong and _____
- 6 helps make bones strong

Down

- 1 an animal that gives milk
- 3 Heifer is helping deliver milk to children at _____
- 5 a healthy drink
- 7 Kenya is on this continent



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 these children wear to school? How are their clothes alike/different from what you wear to school?
- 2 Do they seem to like the same activities as you do? Do any of them enjoy doing things that you don't like to do?
- 3 What kinds of jobs do they want when they grow up? Do you want to be any of those things, as well?
- 4 What are your favorite school subjects? Are they the same as any of theirs?
- 5 Does drinking milk each day seem to be a big deal for these students? Why?
- 6 Why do you think that they are so happy to drink milk each day?
- 7 Do you think that drinking milk each day has a lot to do with how you feel and do 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, what would that be?
- 11 Imagine that you got a chance to play with one of these children for the afternoon. Draw a picture of what you would do together.

Jasmin Khatun (8) works on homework at home in Bangladesh.



GREYSON M.

Age 8 | Second Grade | Itunduma School

- Greyson likes playing football (you might call it soccer) with his friends. He is friendly and gets along well with other kids.
- His favorite subject is math.
- He would like to be a police officer when he grows up.
- He's glad to be part of the *School Milk Program* because it helps him grow strong and do well in school.

VANESA M.

Age 5 | Preschool | Nyumbanitu School

- Vanesa enjoys playing with her younger brother and helping her mother with house chores. She is quiet, but still friendly to others.
- Her favorite subject is math, and she wants to be a nurse when she is older.
- Vanesa is glad to drink milk each day at school because it keeps her strong and active.
- She goes to school every day and has good manners.



AGAPE C.

Age 7 | First Grade | Nyumbanitu School

- Agape likes playing with her friends and washing dishes. She is nice to her friends.
- Her favorite subjects are math and handwriting. She likes school and she wants to become a nurse when she grows up.
- Agape is happy to drink milk each day because it keeps her strong and active.
- She has perfect attendance.

ALFREDY M.

Age 7 | Kindergarten | Uwemba School

- Alfredy is a calm and serious boy. He enjoys playing football with his friends after school.
- Spelling and math are Alfredy's favorite subjects. When he grows up he wants to become a businessman.
- He enjoys being part of the *School Milk Program*. He says that milk keeps him active and able to read well.
- Since the program started, he has gone to every one of his classes.



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.**

NMI19Z00000B1

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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