



READ TO FEED®
LEADER GUIDE

WELCOME TO READ TO FEED

Read to Feed® is a fun and engaging readathon where students practice literacy skills while learning about global issues of hunger and poverty. Once your students set a goal, they ask family and friends for sponsorship pledges. At the end of the program, students pool their funds to select animals and gifts for families in need around the world. Reading more books translates to helping more families! Read to Feed fosters a love of reading, a passion to help others and a desire to create a better world.

Read to Feed offers a variety of options for engaging students. Our resources explain the complex issues of hunger and poverty in ways students can easily understand and empower them to make transformative change.

WHY HEIFER?

It all started with a cow. While passing out meager rations of powdered milk during the Spanish Civil War, Indiana farmer Dan West was distraught when the milk ran out with children still waiting in line. He realized that they needed “not a cup, but a cow.” Heifer International was born from that simple idea.

In 1944, the first cows were sent to Puerto Rico. Today, we have expanded our work and our reach, helping more than 35 million families create sustainable futures for themselves. Our mission is to end hunger and poverty by supporting and investing alongside local farmers and their communities. We do this by ensuring families have the animals, training, resources



and opportunities necessary to thrive.

Animals provide project partners with an immediate and reliable source of food and income. For example, when a family receives a flock of chickens, they can immediately feed themselves with the eggs. Each chicken can lay more than 200 eggs per year, so there is plenty to

sell in local markets for additional income. This new income can be used for important things such as health care, school fees, housing and more.

Overall, our goal is to help small-scale farmers reach living incomes, meaning they have adequate food, housing and other essential resources to lead dignified lives.

PLAN YOUR PROGRAM IN FIVE EASY STEPS

- 1. Set the dates** for your Read to Feed program. Many schools allow three to six weeks, but the program is flexible.
- 2. Introduce Heifer** with a story or video to explain how Read to Feed helps fight hunger. Check out our YouTube and Vimeo for inspiring stories about the people your fundraising will help.
- 3. Set goals** by deciding the number of books or length of time each child should read. Pass out the Student Guides and explain how to recruit sponsors and track reading goals.
- 4. Keep your students motivated** by using creative rewards for meeting goals, such as giving extra recess or having your principal dress up like a cow. You can also order our **FREE** incentives online, including bookmarks and animal buttons. Track and display your progress on the Read to Feed poster.
- 5. Collect pledges**, select an animal or other gift(s), and send in your donations.

ENRICH YOUR PROGRAM WITH THESE IDEAS

FIND TEMPLATES AND LINKS AT [HEIFER.ORG/SCHOOLS](https://heifer.org/schools).

- **Create a fundraising page** for your classroom. Parents can share this page with family members and friends so they can support your class fundraising goals.
- **Ask local businesses** to sponsor in-school competitions in addition to, or as an alternative to, individual sponsorships. For example, ask a local bookstore to offer free books, or find a local company to donate a goat from the gift catalog for every 100 books the class reads.
- **Teach standards-based lessons** or download fun activity packets.
- **Help your students** craft their own Read to Feed elevator pitch — a 30 second to 1-minute explanation of what Heifer is, what Read to Feed is, why the student is participating and why someone should sponsor.
- **Email volunteer@heifer.org** to request a local volunteer or staff member to video chat with your school.
- **Share your success!** Download and customize the press release to share with local news outlets. Tell your friends on social media, and tag us so we can celebrate with you!



RESOURCES

Keep students excited about their Read to Feed journey while integrating global learning opportunities into your curriculum with our free resources. Order or download materials at Heifer.org/Schools.

Student Guide

Kids can change the world — and this fun guide proves it! Students will learn about Heifer and how animal gifts benefit families while completing fun activities along the way.

Classroom Poster

Set a class goal with your students, and use this poster to track your success. Mark your goal and fill in the chart as you go. It's a great way to stay motivated.

Home and School Learning

Use our activity packets, books, videos and more to supplement your lesson plans and motivate your students to keep learning, whether they are in the classroom or at home. Activities include mazes, word searches, crafts, math activities and more.

Lesson Plans

Our lesson plans are designed and reviewed by classroom educators and are aligned to Common Core (Language Arts and Math), Next Generation Science Standards, C3 Standards for Social Studies and others.



Superhero Kits

Print out our downloadable Superhero Kits and help your students gear up for the cause! Kits include masks, wrist cuffs and more.

Class Fundraising Page

Create a class fundraising page so sponsors can contribute directly to your goal. From your page, you can send emails, post updates on social media and request donations.

Global Study Guides

Our Global Study Guides are geared toward older students who are capable of doing independent research on topics related to Heifer's work. Students engage with stories, videos, articles and other informative materials through these in-depth guides, leading to a deeper understanding of our work.

Student Bookmarks

Heifer bookmarks help inspire students to read as much as possible.

Other Helpful Tools

Download free printable completion certificates, videos and books.

READ TO FEED: CREATIVE ALTERNATIVES

Many educators using Read to Feed have created brilliant adaptations of the basic program to fit their needs or to further challenge their students. Try one of these clever ideas, or create your own.

HOOF IT FOR HEIFER

Host a 5K or Field Day to raise money for your Read to Feed program. Runners pay an entry fee or ask friends and family to sponsor them.

NOTES FOR GOATS

Use the Read to Feed program, but track music instead of reading! Students can ask for sponsors for number of hours practiced or songs mastered. It's a great way to encourage students to develop their musical skills while raising funds to end hunger.

BOOK EXCHANGE

Kids and families gather old children's books and bring them to a "trading center." Allow children to purchase any book for 25 or 50 cents, with proceeds going toward your goal.

HEIFER CHALLENGE

Ask a daring teacher, administrator or local public figure to take a Heifer challenge. Have them do something silly like kiss a pig or wear a chicken suit when you reach a certain fundraising goal.

LABORS OF LOVE

Ask students to turn their chores into labors of love by donating money earned toward your fundraising goal.

ART FOR A CAUSE

Create art representing global issues and host a fine arts night fundraiser. Ask students to create art that reflects their hopes for a better world and use the proceeds to help end hunger and poverty.

KIDS 2 KIDS GIFT MARKET

Students volunteer to run booths, each representing an animal or other gift to struggling farming families around the world. Market attendees visit each booth, where the student hosts explain how that gift can lift a family out of poverty. At each booth, guests can make donations to Heifer in the amount of the represented animal. You can also incorporate other ways for students to showcase their learning into your event.



FINAL STEPS CHECKLIST

FINISH STRONG WITH THESE FINAL STEPS FOR SUCCESS.

1. Ask students and parents to collect their sponsorship funds via the class fundraising page or as physical checks made out to Heifer International.
2. Add your total donations, and select the animals or other gifts from the attached donation form.
3. Send any checks, along with the donation form to Heifer International School Programs, P.O. Box 8058, Little Rock, AR 72203.
4. Tell local media about your accomplishment, and let us know via Facebook, Twitter or email. Remember to tag us!
5. Celebrate your students' success! Think about prizes for things like most books read, longest book read, most money raised, etc. Make sure they know their hard work is changing lives.

LET'S CONNECT!

Connect with us on your favorite social channels to find ideas and inspiration and to share your success stories.



[facebook.com/
HeiferInternational](https://facebook.com/HeiferInternational)



[@Heifer](https://twitter.com/Heifer)



[@HeiferInternational](https://www.instagram.com/HeiferInternational)



[pinterest.com/
heiferint/schools](https://pinterest.com/heiferint/schools)



[youtube.com/user/
HeiferInternational](https://youtube.com/user/HeiferInternational)



[vimeo.com/
heifer](https://vimeo.com/heifer)



[flickr.com/
photos/Heifer](https://flickr.com/photos/Heifer)



READ TO FEED

EDUCATORS:

Motivate students to become global citizens.

STUDENTS:

Find sponsors and read!

FAMILIES AROUND THE WORLD:

Create better lives for themselves!