

READ  
---TO---  
FEED®



Leader's Guide



## FROM THE PRESIDENT AND CEO

*Dear Friends,*

*Thank you for participating in Heifer International's Read to Feed® program. You are helping us pass on an important message to children: it is possible to eliminate two of the biggest problems — hunger and poverty — while making the world a better place. In our more than 70 years, we have helped more than 32 million families build better lives for themselves and their communities. Through this program, you are helping us accomplish our goal of helping families achieve living incomes.*

*Read to Feed teaches the fundamentals of caring for others while fostering a love of reading. By including Read to Feed in your classroom, you are helping the next generation understand that they can be part of the solution to global issues. Welcome to the Heifer International family, and thank you again for helping us fulfill our mission to end hunger and poverty while caring for the Earth.*

*Sincerely,*

*Pierre U. Ferrari  
President and CEO*





## WHY HEIFER?

It all started with a cow. Moved by the plight of refugees of the Spanish Civil War as he ladled out meager rations of powdered milk, Indiana farmer Dan West realized that people needed “not a cup, but a cow.” Heifer International was born from that simple idea.

In 1944, the first cows sent abroad were donated by West’s neighbors and distributed in Puerto Rico. Following World War II, Heifer became active in revitalizing war-torn countries in Europe and Asia. More than 70 years later, we have expanded our mission and the variety of livestock available to include bees, chickens, goats, llamas and water buffalo.

**To help families achieve living incomes, we**



**bring communities together and link them to nearby markets. Our animals provide project partners with a reliable source of food and income. Extra agricultural products — such as milk from cows or goats, honey from bees, or eggs**

**from chickens — can be sold at market.**

The income earned allows them to educate their children and feed their families adequately every day. It also gives them the ability to access proper housing, water, hygiene and other essential resources necessary to live resilient lives.

## WHAT IS READ TO FEED?

Read to Feed is a fun and engaging readathon in which 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 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 as a globally minded citizen.

## HUNGER FACT

**Hunger is the world’s No. 1 health risk. It kills more than AIDS, malaria and tuberculosis combined.**

**Source:** FAO, The State of Food Insecurity in the World 2015

## HOW TO PLAN AND IMPLEMENT READ TO FEED

Read to Feed offers a variety of options for engaging students. Our resources explain complex topics such as hunger and poverty in a way students can easily understand, leaving them feeling empowered to create change.



## PLAN YOUR PROGRAM

- 1** Set the dates for your Read to Feed program. Many schools allow three to six weeks, but the program is flexible — choose less or more time!
- 2** Introduce Heifer with a lesson or video to explain how Read to Feed helps fight hunger. Show students our animals and farmers in action with videos. Visit [www.readtofeed.org/resources](http://www.readtofeed.org/resources) to find links to our YouTube, Vimeo and TeacherTube channels. Email [volunteer@heifer.org](mailto:volunteer@heifer.org) to request a local volunteer or staff member to speak at your school.
- 3** Set goals by deciding the number of books or length of time each child should read.
- 4** Hang a Read to Feed poster in a prominent location.
- 5** Pass out the Student Guides and explain how to recruit sponsors, track reading goals and earn rewards for the class. 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.
- 6** Teach standards-based lessons from [ReadtoFeed.org](http://ReadtoFeed.org). (Optional)
- 7** Track and display your class’s progress on the Read to Feed poster. Use creative in-school rewards for meeting goals, such as giving extra recess or having your principal dress up like a cow. We also have FREE rewards available for request online, including bookmarks, pencils and animal buttons.
- 8** Collect pledges, select an animal or other gift(s), and send your donation to Heifer International.



### SHARE YOUR SUCCESS!

Let your community in on the action! Share your class’s success with local media outlets and on social media. Post a Facebook update or tweet your success story with pictures using **#ReadtoFeed**.

## READ TO FEED RESOURCES

Keep students excited about their Read to Feed journey while integrating global learning opportunities into your curriculum with our free resources.

### Student Guide

Learn about animals in our projects and how each gift benefits families around the world. The Student Guide provides insightful information about Heifer, tips for success and information for parents.

### 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!

### Lesson Plans

Provide your students with the information that will motivate them to become engaged global citizens. 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.

### 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.

### Class Fundraising Web Page

Create a class fundraising page so sponsors can contribute directly to Heifer and toward the goals set by your students. From the page, you can send emails, post updates on social media and request donations.

### Student Bookmarks

Mark a page in a book and track progress toward individual goals. Students fill in the chart as they read toward accomplishing their goals.

### Other Learning Tools

Visit [ReadtoFeed.org](http://ReadtoFeed.org) to access printable completion certificates, videos and books available for free download. This site is updated regularly with new videos, lesson plans, fun activities and more, so be sure to check in often. You can also find additional books and resources, as well as merchandise to show that you are a proud Heifer supporter, at [www.heifer.org/marketplace](http://www.heifer.org/marketplace).

## HUNGER FACT

**Undernutrition contributes to nearly half of all deaths in children under 5 — that's about 3 million young lives per year.**

Source: UNICEF,  
Updated March 2016

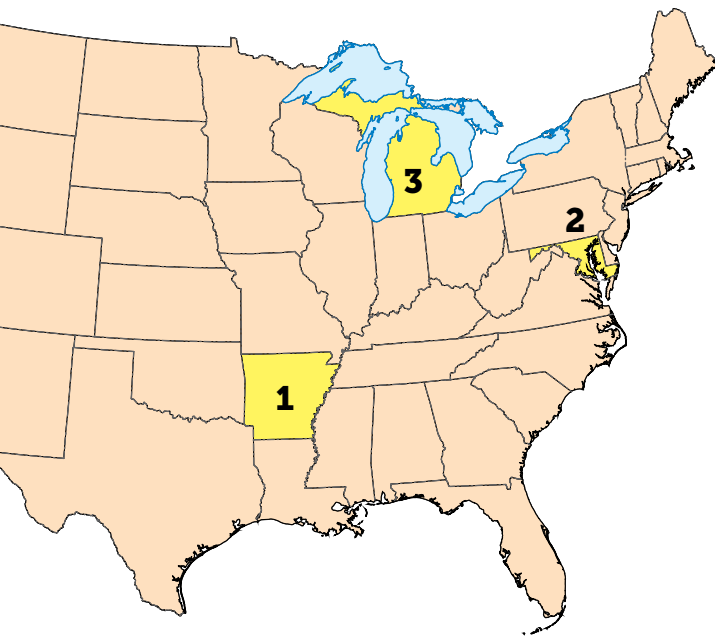
To help the greatest number of families move toward self-reliance, your gift supports our entire mission. We do not limit the resources to track individual animals from donation to specific families.



**Order or download materials online at [www.readtofeed.org/resources](http://www.readtofeed.org/resources)**

## ENRICH YOUR READING AT A LEARNING CENTER

There are many ways to engage with our mission. Our Learning Centers in the United States enrich your experience by making the communities and countries where we work come to life. Each location offers unique programming ranging from a few hours to five nights. Visit [www.heifer.org/visit](http://www.heifer.org/visit) to learn more and to see if there is a Learning Center near you.



### Heifer International Campus and Heifer Ranch (1)

Located in downtown Little Rock, Arkansas, the Heifer International Campus features our Urban Farm and Village, both with programs and activities that teach about the global issues of hunger and poverty. The Urban Farm is home to a range of adorable animals, which live alongside our extensive gardens. The Village offers more than 80 inspiring, interactive exhibits. Programs range from one to two hours. An hour northeast of Little Rock in Perryville, Arkansas, Heifer Ranch features the Heifer Global Village, a conference center, organic gardens and animals including cows, llamas, goats and pigs. Programs range from two hours to five nights.

### Shepherd's Spring (2)

Located nearly 90 minutes northeast of Baltimore, Maryland, Shepherd's Spring is a Global Village site sponsor. Programs range from four hours to a single night. A one-hour tour of the Global Village is also available.

### Howell Nature Center (3)

Located 40 minutes southeast of Lansing, Michigan, Howell Nature Center is a Global Village site sponsor. Programs range from four hours to a single night. A one-hour tour of the Global Village is also available.

## LET'S CONNECT!

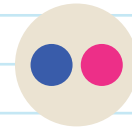
Connect with us on your favorite social channels to find inspiring ideas or to share successful stories and photos!



@Heifer



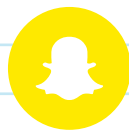
[www.pinterest.com/HeiferInt/Read-to-Feed](http://www.pinterest.com/HeiferInt/Read-to-Feed)



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[www.YouTube.com/HeiferInternational](http://www.YouTube.com/HeiferInternational)



[www.teachertube.com/user/channel/HeiferInternational](http://www.teachertube.com/user/channel/HeiferInternational)

## READ TO FEED: OUT OF THE BOX

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

Harness the power of active students and their families by hosting 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. Remember to visit [www.heifer.org/marketplace](http://www.heifer.org/marketplace) to find great prizes for participants.

### Notes for Goats

Use the Read to Feed program, but change the activity tracked to music! 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.

### Celebrate with a Living 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 living gift can lift a family out of poverty and into self-reliance. At each booth, sponsors 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! Order a FREE Living Gift Market Guide at [www.heifer.org/livinggift](http://www.heifer.org/livinggift).

### 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 Read to Feed 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 if your class or school reaches a certain goal. Be creative and have fun!

### Labors of Love

Ask students to turn their chores into labors of love by donating any money earned toward the class's Read to Feed funds.

### Art for a Cause

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

### Wish List to Save the Earth

Students pledge to ask parents, friends and relatives to make a donation in their honor as a birthday, holiday, graduation or other special occasion gift.

## FINAL STEPS CHECKLIST

When your designated Read to Feed time comes to a close, finish strong with these final steps for success.

- 1 Ask students and parents to collect their sponsorship funds (either via their Read to Feed Web page or as physical checks made out to Heifer International).
- 2 Tally the total and select an animal or other gift from the Student Guide catalog.
- 3 Send any checks, along with the donation form attached to this guide, to **Heifer International, P.O. Box 8058, Little Rock, AR 72203.**
- 4 Celebrate your class's success and enjoy knowing your hard work is changing lives.
- 5 Remember to tell your local media about your accomplishment, and let us know via Facebook, Twitter or email!



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**HEIFER**®  
INTERNATIONAL



## **READ TO FEED IN 4 EASY STEPS**

- 1: Order FREE student materials**
- 2: Choose to raise funds online, by mail or both!**
- 3: Seek sponsors and start reading**
- 4: Celebrate success in helping us change the world**

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