

READ  
--- TO ---  
FEED®

PASS ON  
THE GIFT  
**HEIFER®**  
INTERNATIONAL



Leader's  
Guide



## From the President

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 end two of the world's most awful tragedies—hunger and poverty—while making the world a better place for all. Heifer has been working to meet this goal for nearly 70 years. We have enabled more than 18.5 million families – 94.5 million people—to build better lives for themselves and their communities.

Education plays a fundamental role in our efforts. When we pass on our supporters' gifts in the form of animals, we teach families how to care for the animals without harming the environment. The families later pass on offspring from their animals, and the lessons they've learned, to other nearby families. Soon the entire community is healthier, better educated and more prosperous.

Read to Feed encourages children to connect books and learning with taking action to create a just world. By including Read to Feed in your teaching, you are creating the next generation of change agents. You are passing on the knowledge of how to share and care for others.

Welcome to the Heifer International family, and thanks again for helping Heifer fulfill its mission to end global hunger and poverty while caring for the Earth.

Sincerely,

*Pierre U. Ferrari*  
Pierre U. Ferrari  
President and CEO



## What is Read to Feed?

Participants obtain sponsorships from parents, friends and relatives based on the number of books, pages or units of time they read. The goal is to promote reading, introduce students to global issues and help Heifer International assist millions of people around the world feed their families and reach self-reliance through gifts of livestock and training. Ultimately, the program will foster in your students a love of reading, a passion to help others and a desire to create a better world.

**HUNGERFACT**

Hunger is the world's No. 1 health risk. It kills more than AIDS, malaria and tuberculosis combined.  
[SOURCE: WORLD FOOD PROGRAMME]

## Implement Read to Feed With These Easy Steps

**Order FREE Read to Feed Resources** for your class (see page 4) or download them at [www.ReadtoFeed.org/resources](http://www.ReadtoFeed.org/resources)

**Plan For Your Program**  
Determine goals, such as number of books or minutes to read per child and set a length of time. We recommend at least six weeks.

**Register Your Class at [www.ReadtoFeed.org](http://www.ReadtoFeed.org)** and create an interactive class page for students and parents to use.

**Motivate Your Class**  
Hang the Read to Feed poster in a prominent location, introduce Heifer with a lesson or video and explain how Read to Feed helps fight hunger.

**Give Each Child** a copy of *Real Kids, Real Animals*, and explain how to recruit sponsors, keep track of reading and earn rewards for the class team.

### Read to Feed is Flexible!

Every teacher, student and classroom is different. That's why Read to Feed offers a wide variety of options for engaging students in learning about hunger, poverty and caring for the Earth, and making transformative change.

#### CONSIDER THESE IDEAS:

1. Use Heifer games as a reward! Visit [www.heifer.org/games](http://www.heifer.org/games) for fun, educational games and activities.
2. Ask local businesses to "sponsor" in-school benchmarks or competitions in addition or as an alternative to individual sponsorships. For example, a local bookstore might offer free books to the top fundraisers, or a local company might agree to donate a goat from the gift catalog for every 100 books a class reads.
3. Contact Heifer by email at [volunteer@heifer.org](mailto:volunteer@heifer.org) to find out if there are local volunteers or staff who might speak to your school about Heifer, hunger and poverty.
4. If there's one nearby, consider visiting one of Heifer's learning centers. Learn more at [www.heifer.org/visit](http://www.heifer.org/visit).
5. Use creative in-school rewards for Read to Feed accomplishments. For example, a class might win 5 minutes of extra recess for every 50 books they read, or a primary school's principal might promise to wear a cow costume for a day if the whole school reads at least 2,000 books.

**KEEP THE CLASS EXCITED AND LEARNING!**

**Teach** standards-based lessons from [www.ReadtoFeed.org](http://www.ReadtoFeed.org)

**Display and Track** progress on the Read to Feed poster

**Share** Heifer stories from [blog.heifer.org](http://blog.heifer.org)

**Share Your Success!**  
Download the press release at [www.ReadtoFeed.org/resources](http://www.ReadtoFeed.org/resources), tweet or facebook your success story and pictures using hashtag #readtofeed, and tell us about it by visiting [www.heifer.org/whencowsfly](http://www.heifer.org/whencowsfly) and clicking **Share Your Story**

**Collect Pledges**  
Select your animal or other gift, and send your donation to Heifer International.

**Send Messages** to families through interactive class pages

**VIEW [WWW.HEIFER.ORG/SCHOOLS](http://WWW.HEIFER.ORG/SCHOOLS) FOR MORE CREATIVE LEARNING AND MOTIVATIONAL IDEAS.**



2

# Read to Feed Resources

Keep your students excited about their Read to Feed program and integrate global learning opportunities into your curriculum by using the free resources listed below. Materials may be downloaded or ordered online at [www.ReadToFeed.org/resources](http://www.ReadToFeed.org/resources).



## Real Kids, Real Animals Student Guide

Learn about some of the livestock in Heifer projects and read stories of real kids who have been helped by students like yours. The student guide also provides helpful information about Heifer International and tips for Read to Feed success. An enrollment form and parent information are included as well.

**HUNGERFACT**

Undernutrition contributes to 2.6 million deaths of children under five each year - one third of the global total. [SOURCE: UNICEF]



In addition to a Leader's Guide, we provide several other resources to help you make your Read to Feed program a success.



## Classroom Poster

Use this map to track your success! Set class goals with your students. (You can choose to track the number of books or minutes read or money raised.) Mark the class goal on your map and fill in the path as the students make progress. It's a great way to stay motivated about your successes along the way!

## Class Fundraising Webpage

Set up a class fundraising page, so that sponsors can contribute directly to Heifer International and toward the goals set by your students. From here, you and students' parents can send e-mails, post updates on social media and request donations.



## Student Bookmarks

These bookmarks can be used mark a page in a book and to track progress toward individual goals.

Students fill in the path as they read toward the goals they've set.

## Online Resources

Visit [www.ReadtoFeed.org](http://www.ReadtoFeed.org) to find additional tools to make learning and fundraising more fun.

## Lesson Plans

Provide your students with the information and understanding to become engaged global citizens. The lessons are designed and reviewed by classroom educators and aligned to Common Core (Language Arts and Math), Next Generation Science Standards, and other national standards in Economics, Civics, Geography, and more. Students discover more about our connections to others and how their choices affect people and the environment around the world.

## Other Learning Tools

Visit [www.ReadtoFeed.org](http://www.ReadtoFeed.org) to find printable completion certificates, videos and books that are 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 Heifer merchandise to show that you are a proud Heifer supporter at [shop.heifer.org](http://shop.heifer.org)!

## When Cows Fly

Visit [www.heifer.org/whencowsfly](http://www.heifer.org/whencowsfly) and share the story of your students' successes with other Heifer supporters and get great ideas for your school.

3

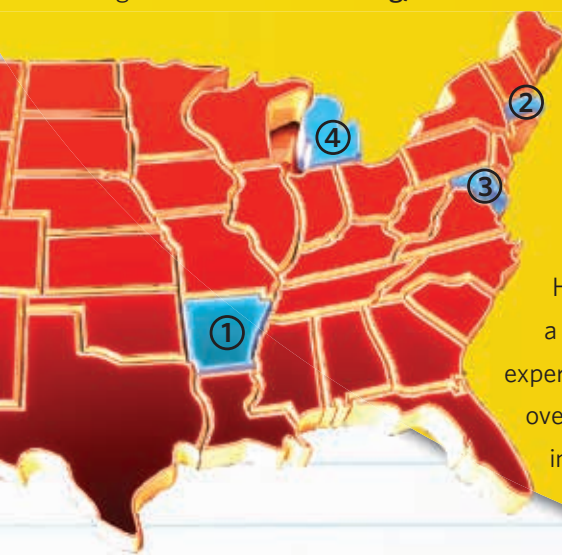


# Reading is the Beginning!

There are many more ways to engage with Heifer International and the mission of working with communities to end hunger and poverty and care for the Earth.

## Field Trips

Our learning centers in the United States enrich your experience with Heifer by making the communities and countries where Heifer works 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) for more information.



### Heifer Village

① Located on Heifer's campus in downtown Little Rock, Ark., Heifer Village is a museum-like experience that features over 80 inspiring interactive exhibits. Program duration

ranges from one to four hours.

### Heifer Ranch

① Located in Perryville, Ark., Heifer Ranch features a Global Village, a conference center, organic gardens and animals including water buffalo, camels, goats and pigs. Program duration ranges from two hours to five nights.

### Heifer Farm

② Located approximately one hour outside of Boston in Rutland, Mass., Heifer Farm features a Heifer Global Village, organic gardens and animals including yaks, goats and pigs. Program duration ranges from two and a half hours to five nights.

### Shepherd's Spring

③ Located near Washington, DC, Baltimore, Md., and Harrisburg, Pa., Shepherd's Spring is a Global Village Site Sponsor. Program duration ranges from four hours to a single night.

### Howell Nature Center

④ Located just 40 minutes southeast of Lansing, Michigan, Howell Nature Center is a Global Village Site Sponsor. Program duration ranges from four hours to a single night.

## Get Social with Heifer

- Connect with other Heifer fans through **Facebook, Google+, Pinterest and Flickr — plus**
- Share your own Heifer story at [www.heifer.org/whencowsfly](http://www.heifer.org/whencowsfly)
- Instagram your Read to Feed pics with hashtag **#readtofeed**
- Stay connected through videos at [YouTube.com/heiferinternational](http://YouTube.com/heiferinternational)
- Tweet @ Heifer with hashtag **#readtofeed**
- Read stories from the field and our supporters at [blog.heifer.org](http://blog.heifer.org)



## 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 and share!

### Host a Heifer Fair Share Meal:

Encourage students to plan and sell tickets to a meal featuring locally grown foods or cultural dishes as a way to raise additional funds. You can find a guide for the Fair Share Meal by visiting [shop.heifer.org](http://shop.heifer.org) and clicking on School Resources.

### Book Exchange:

Kids and their families gather up old children's books and bring them to a "trading center." Each child can then purchase any book for 25 cents or 50 cents with proceeds going towards your Read to Feed total.

### Heifer Challenge:

If you've got a daring teacher, administrator or local public figure, ask them to take the Heifer Challenge. If your class or school reaches a certain reading or fundraising goal, he or she will do something silly, like kiss a pig or wear a chicken suit! For more details and to download the guide, visit [www.heifer.org/challenge](http://www.heifer.org/challenge).

### 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.

### Hoof it for Heifer:

Why not harness the power of your athletic students and their families and host a 5k to raise money for your Read to Feed program? Runners could pay an entry fee, or ask friends and family to sponsor them. Don't forget to visit [shop.heifer.org](http://shop.heifer.org) to shop for some great prizes!

### Notes for Goats:

If you work with music students, consider the benefits of Read to Feed for reading 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. Read Leslie's story on page 8!

### 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. To read Laura's story, see pictures and more, turn to page 8.

### Recycling to End Hunger:

Heifer is committed to caring for the Earth, and you can be too! If your local recycling center or supermarket pays for recyclable materials, encourage students to gather recyclables for cash. Proceeds can be used to purchase animals through Heifer.

### Celebrate with a Living Gift Market:

Students run booths, each representing an animal or other gift given by Heifer to families in need 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, one may make a donation to Heifer in the amount of the represented animal. You can incorporate other ways for students to showcase their learning into your Living Gift Market, too! Turn to page 9 to read the story of the Renbrook School's Living Gift Market success!

### Art for a Cause:

Create art representing global issues and host an art auction fundraiser. To read Ruth's story, see pictures and learn more, visit [www.heifer.org/hopebook](http://www.heifer.org/hopebook).

### Your Students' Success:

Once your designated Read to Feed time is over, 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). Tally up your total, select an animal\* or other gift from the Real Kids, Real Animals gift catalog, and send any checks, along with the donation form attached to this guide, to **Heifer International, P.O. Box 8058, Little Rock, AR 72202**.

When you raise funds through your class fundraising page at [www.ReadtoFeed.org](http://www.ReadtoFeed.org), you'll unlock special videos to help you celebrate your success! Enjoy it knowing that your hard work has changed lives and will continue to do so for generations. Don't forget to tell your local media what you've accomplished, and let us know via facebook, twitter or email! Sample press releases are available at [www.ReadtoFeed.org/resources](http://www.ReadtoFeed.org/resources)

\*To help the greatest number of families move toward self-reliance, Heifer does not use its limited resources to track individual animals from donation to specific families. Instead, your gift supports the entire Heifer mission.



6



POVERTY FACT

1.2 billion people live on less than \$1.25 per day—the present internationally accepted poverty line.  
[SOURCE: World Bank, World Development Indicators]

7

## Why Heifer?

Heifer International's mission is to work with communities to end hunger and poverty and care for the Earth.

It all started with a cow. Moved by the plight of orphans and refugees of the Spanish Civil War as he ladled out meager rations of powdered milk, Dan West, an Indiana farmer, realized that the people needed "not a cup, but a cow." Cows could produce nutritious milk so families would not have to depend on temporary aid. From that simple idea, Heifer International was born.

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. Nearly 70 years later, Heifer has expanded its mission and the variety of livestock provided—from goats, geese and guinea pigs to bees, silkworms and water buffalo.

By giving families a hand up, and not a handout, we empower them to turn hunger and poverty into hope and prosperity, and by bringing communities together and linking them with markets in their area, we help bring

sustainable agriculture and commerce to regions with a long history of poverty.

Our animals don't just provide project partners with a reliable source of food, but also a reliable source of income. Extra agricultural products, such as milk from cows or goats, honey from bees, or eggs from chickens, can be shared within the community and sold at market. This new income, coupled with the training in sustainable practices that our partners receive, allows partners to clothe their families, provide them with medical care and send their children to school. As many families grow sustainable produce and increase their income, new opportunities for building schools, creating agricultural co-ops and forming community savings and loan groups to help fund entrepreneurial start-ups become possible. Newly formed women's groups help increase the communities' full potential, as neighbors who may have never interacted before, now come together to help the community prosper.





# Out of the Box Stories

## Notes for Goats:

Leslie Tien, a cello teacher in Lincoln, Neb. adapted Heifer International's Read to Feed program and called it "Notes for Goats." Students collect sponsors, who donate funds based on the students' time spent in practicing specific musical selections for the Spring recital.

Each year, students raise approximately \$1,500 in a two-week period, which allows them to provide a variety of livestock and training to families in need around the world. The students choose the animal gifts with a vote.

"This is an easy way we can use our music to make life better," said Leslie. Each spring, Leslie and her students end their "Notes for Goats" project with a celebration at their Annual Graduation Recital in the spring.



## Labors of Love:

Laura's Labors of Love project, a partnership between two schools (her own school, Blessed Sacrament in Washington, DC, and a partner school, Holy Redeemer in Kensington, Md) was very successful, raising over \$10,000! The students each asked family members to sponsor them for the chores they did at home. They were not allowed to earn more than \$2 per hour, so they would have the experience of working for low pay like Heifer project participants often do. The students added animal cutouts to a wall mural, each representing an animal from the gift catalog that they'd earned the money to buy.

## Living Gift Market

November 30th was no ordinary Friday at the Renbrook School in West Hartford, Conn. The sixth grade buzzed with excitement as they prepared for an afternoon of making a difference. It was time for the school's annual Living Gift Market, a fundraising event planned and run by the sixth grade students, and coordinated by teacher Beverly Fitzsosa.

Throughout the fall, the students learned about hunger, poverty, and life in far-flung places. They read novels, studied cultures, and discussed the issues involved in the state of poverty and hunger around the world. As they delved into the personal stories of individuals and uncovered the complex network of people and issues involved in hunger and poverty around the world, the students became aware of their role as citizens of a global community. Soon, the time came to take action. They created posters, snacks, and sales pitches, and prepared to educate others.

As people flooded into the cafeteria, the students stood proudly and confidently at their booths, each representing a different nation in which Heifer works. They spoke eloquently about the impact that animals can have on a community in need. Reciting the seven M's of livestock (milk, meat, manure, money, material, muscle, and motivation), explaining Heifer's cornerstone of Passing on the Gift, and asking friends, family, and community members to support Heifer's mission to end hunger and poverty and care for the Earth, these young activists were energized



and inspiring. People moved between booths, buying animals for families in need around the world, then wandered outside to visit the llama, sheep, and goat in the courtyard.

At the end of a festive day of education and generosity, success could be measured in many ways. The thousands of dollars raised would go on to lift families around the world from hunger to hope, but their impact was only the beginning. With their knowledge and passion, the Renbrook sixth graders opened eyes, touched hearts and changed minds—and that will have unknown and wonderful echoes into the future.

For more information on hosting a Living Gift Market in your school, download a leader's resource here: [www.heifer.org/livinggifts](http://www.heifer.org/livinggifts)

## Art for a Cause

Ruth Keogh and 4th/5th grade authors and artists at Booker Elementary School in Little Rock, Ark., used their talents to make a big difference for others. Mrs. Keogh collaborated with her school's art teacher, Mr. Bailey, to help students create and publish a book entitled "H is for Hope". Students wrote and illustrated what they had learned from their studies of Heifer's work. Each student received a copy of the book. Additionally, the students raised \$1,000 for Heifer International, including sales of the original artwork from their book. You can read more of their story at: [www.heifer.org/hopebook](http://www.heifer.org/hopebook)





READ  
---TO---  
FEED

Make it easier to raise funds  
with your class webpage!  
Create a customized page at  
[www.ReadToFeed.org/resources](http://www.ReadToFeed.org/resources)



## Read to Feed is just 5 easy steps.

- Step 1:** Order student materials.
- Step 2:** Create your class fundraising page at [www.ReadtoFeed.org](http://www.ReadtoFeed.org)
- Step 3:** Seek sponsors and READ!
- Step 4:** Celebrate! You have helped to change the world!!
- Step 5:** Tell us about it at [www.heifer.org/whencowsfly](http://www.heifer.org/whencowsfly)

