



EVERYTHING YOU NEED
TO HOST YOUR OWN ALTERNATIVE-GIVING EVENT



The Gifts

A Living Gift Market is an event that sells food- and income-producing animals like goats, bees, chicks and heifers. The animals go to resource-poor families working to improve their lives.

There are many different types of Living Gift Markets. One Market may be a grand production involving the entire community. Another may be no more than a simple card table with a Heifer display set up in a high-traffic area of your organization.

Many people are drawn to Living Gift Markets because they're a clever solution to buying gifts for those who already have too many sweaters or enough toys. Living Gift Markets are wonderful ways to get out of a gift-giving rut that has lost its meaning. But Living Gift Markets serve a loftier purpose as well. A Living Gift Market is a chance for you group to reach out to people in need, both near and far.

No matter how you do it, each Living Gift Market gives over and over again. You honor a friend or loved one with an attractive card describing the gift you have bought in their honor. You empower an impoverished family with an animal and training in its care. The family shares its knowledge and the animal's first offspring with another family. And that family shares. And the next. We call it Passing on the Gift.

And you can begin this wonderful chain of events by hosting a Living Gift Market.

CONTENTS



Heifer's Mission and Work around the World.....	2
The Basics	3
Step-by-Step Guide to a Living Gift Market	4
Market-able Ideas	6
Publicity	7
Animals	11
Gift Ark Challenge.....	21

The prices in this catalog represent the complete livestock gift of a high-quality animal, technical assistance and training. Each purchase from this catalog represents a contribution to the entire mission of Heifer International. Donations will be used where needed most to help struggling people.

Where does my gift go?

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 distribution to specific families. Instead, your gift supports the entire Heifer Mission. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities. Heifer's unique community development model assisted more than 287,000 families last year with gifts of animals, training and passing on the gift. In addition, members of 423,000 more families received special training that included sustainable farming techniques. And another 812,000 families received significant benefits indirectly.



The Mission

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

Since 1944, Heifer has provided food- and income-producing animals and training in their care to 12.5 million resource-poor families in more than 125 countries. Animal products like milk, eggs and meat improve nutrition while other products like wool, draft power and manure for fertilizer help families earn money for education, clothes, health care, better housing and the startup of small businesses.

Heifer's grassroots approach lets people and communities make their own decisions about how to improve their lives. As partners work together to overcome obstacles, they strengthen their communities.

At the heart of Heifer's philosophy is the Cornerstone of Pass on the Gift whereby families share one or more of their animal's offspring with other families in need. This strategy creates an endless circle of giving that stretches around the world making lasting change possible.

The Basics

If you could have any gift you wished, what would it be? Peace on Earth? An end to hunger? Preservation of the environment? Education for a child?

We have just the place you can “purchase” these items, and more: a Heifer International Living Gift Market!



The basic model of a Living Gift Market is an event of a few hours, a few days or maybe only 30 minutes. It's usually held in a large room where Heifer animals are represented. For a small market, organizers may have one table with a display on it along with Heifer materials. Larger markets might have each Heifer animal represented by a decorated booth.

Shoppers visit the display table or booths to learn about the animals and fill out a shopping list with their choices of which animals they decide to buy. Payment is usually made at a central location. Shoppers will receive an attractive gift card for each \$10 they spend. For example, if someone buys a flock of chicks for \$20, he or she can receive two gift cards to send to friends and family to tell them of the gift that was purchased in their honor.



Step by Step Guide

to a Living Gift Market

1. Come together

Assemble a planning group, designate an enthusiastic chairperson, and decide who your audience will be. Notify community calendars (as in local newspapers), so you'll be included.

2. Think about who will attend

Some groups have Markets for their members only. Some groups band together to serve a larger audience. And some invite entire communities. Deciding who is coming will guide your next steps.

3. Set a time, date and place

Give yourself plenty of time for planning. Many Markets are held around traditional gift-giving holidays. Set the date on your master calendar. The place you select will need to accommodate the number of people you expect. If you plan to set up booths and exhibits, leave plenty of space for people to circulate among them.

4. Recruit volunteers and helpers

Volunteers can help set up and run booths, be market cashiers or simply hand out shopping lists, answer questions or give directions. For booth volunteers, ask them to decorate creatively. People in the booths should be knowledgeable about their animal, its cost and how Heifer makes use of it.

5. Order Honor Cards

Supply an honor card and envelope for every gift over \$10 spent at the Market. Purchasers can send cards to the people whom they've honored with their gifts. Honor cards are free of charge, as are most promotional materials. Please order these well in advance.

6. Talk about it – a lot!

Publicity is the key to success. Make sure you explain the purpose of the Market, and let people know what to expect. A news release and photo advisory is recommended for local media. Put up flyers or advertise using Facebook, Twitter or your blogs. The Heifer website has beautiful pictures for these purposes at www.heifer.org.



7. Make it Fun

A Living Gift Market is a celebration! Decorations, music and entertainment all add to the festive feel. Consider serving refreshments with the proceeds going to Heifer, or showing a Heifer DVD in a special viewing room during the Market (Call (800) 422-0474 to order).

8. Make payment easy.

For all animals purchased, each shopper should write one check to the organization hosting the Market. The shopping lists are important. The list should be returned to the cashiers to maintain records of which animals have been sold.

9. Send in the money.

Use your shopping lists to produce a combined total of animals purchased by species and write one check to Heifer International. Gifts to Heifer International are tax-deductible. Some churches allow congregations to receive credit on their benevolence budget allotment for hunger for money raised at the Market. Return the money in the attached envelope.

10. Tell the story.

After the success of your Market, you'll want to tell the story. You might choose to hold a special dedication of the gifts collected, say at an annual meeting or holiday worship service.

Send a follow-up news release to your local media telling them of the results of your efforts. And please let Heifer International know of your most successful ideas.



Marketable Ideas

Christmas/Advent

Celebrate the spirit of Christmas with a Living Gift Market. Honor your friends by giving gifts in their name to people in need. Invite St. Nicholas to visit your Market and tell how he gave gifts to the poor instead of the rich. Add a festive note with a roving band of carol singers and decorate an evergreen tree.

Hanukkah Celebration

The Festival of Lights can shine hope into the darkness of poverty. Feature eight Heifer animals, one for each day of the celebration. Making beeswax candles would be a good activity, or you could give each Market-goer a small candle with a written blessing to take home.

Multi-agency Market

Your organization may work with a number of agencies that provide alternative gifts, allowing you to plan a Market that includes Heifer and several others. You can include local hunger organizations and groups that sell handmade crafts from developing countries. Consider charging an admission of one can of food per person, and donate the goods to your local food pantry.

Crafty Creatures

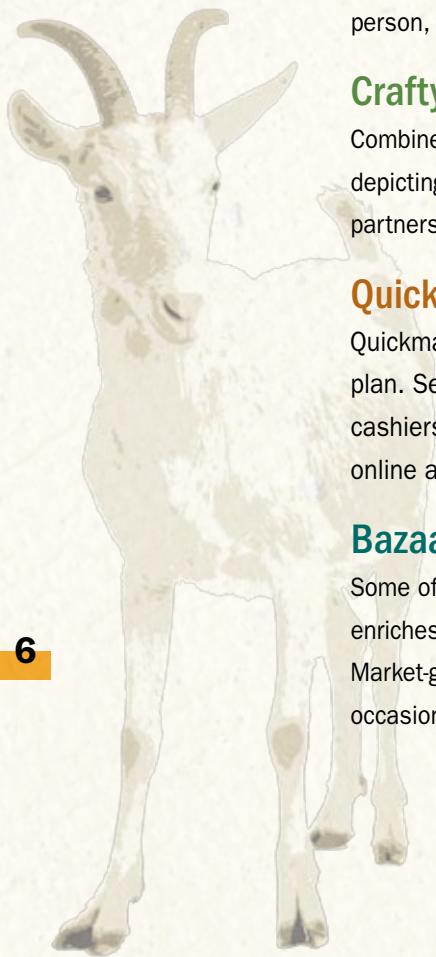
Combine your Living Gift Market with an arts and crafts fair featuring the work of your members. Crafts depicting animals would be particularly appropriate. Proceeds can purchase more animals for Heifer project partners.

Quickmarket

Quickmarkets provide information in advance on alternative gifts, plus a shopping list to help people plan. Set up a table in a high-traffic area and, after a meeting or worship service, have calligraphers and cashiers on hand to make sales and fill out honor cards. Spread the word that individuals can order online at www.heifer.org. Heifer will send honor cards for you to mail to your honorees.

Bazaar for the Senses

Some of us don't see livestock every day. A Bazaar for the Senses reminds of the wonderful ways livestock enriches the lives of those who care for them. Honey to taste, wool to touch, a cowbell to jingle—these help Market-goers understand the daily joys that a gift of an animal can bring to a hungry family. This might be an occasion to bring family pets for a blessing of the animals ceremony.





Public Announcements

Holiday gift theme – 30-second radio spot

What do you buy the person who has everything? How about a goat, a llama or a water buffalo? At (organization name)'s Living Gift Market, learn how sponsoring animals like these can provide food and income for hungry families through Heifer International. You get a handsome card to give, and a hungry family gets hope. Visit (location) (date) (time). To learn more, call (phone number).

News release

Provide your local newspaper with a one-page announcement stating the “who, what, when, where and why” of your event. Make sure you provide the name and phone number of a contact person in case the newspaper needs more information.

Sample News Release Animals To Invade (Location Name)

On (day, date), animals will take over (location name). (Organization name)'s Living Gift Market will offer an opportunity to “purchase” animals like pigs, chickens and goats as an alternative to commercial gifts. The sponsored animals help hungry families around the world through Heifer International, and sponsors receive honor cards to note their purchases. The Market will provide information on food- and income-producing animals. (List other attractions of your Market here).

(Organization name) seeks to provide an alternative to the commercial nature of (name of holiday) and has set a goal of raising (dollar amount) in animal sponsorships. The Living Gift Market will be open (times). Refreshments will be available for purchase. For more information, contact (name and phone number).

Heifer International is a nonprofit organization that, since 1944, has provided food- and income-producing animals to impoverished families around the world.



ORGANIZER'S CHECKLIST

Duties	People Needed	Date Asked	Date Accepted
Chairperson			
Planning Team			
Publicity Chair			
Booth Sponsors			
Live Animal Managers			
Calligraphers			
Decoration Team			
Children's Activity Coordinators			
Entertainment			
Refreshments Team			
Tally Team			
Little Helpers			
Market Guides			
Cashiers			
Finance Manager			
Extended Market Representative			
Set-up Team			
Clean-up Team			
Thank You Note Writers			

Quick List

- Set a Date, Time and Place Recruit Volunteers Publicize your Event
- Market Day! Mail checks to Heifer
- Thank Leaders



Give the World a Gift

LIVING GIFT MARKET

Time: _____

Date: _____

Place: _____

Sponsoring organization: _____

Shopping List

Fill out this list before you attend the Living Gift Market to make sure you don't forget anyone. If you cannot attend, contact your organization's Extended Market Representative.

Name of person being honored: _____

Gift: _____ Price: _____

Name of person being honored: _____

Gift: _____ Price: _____

Name of person being honored: _____

Gift: _____ Price: _____

My check is in the amount of \$ _____
(Make check payable to your Market host organization.)
I would like honor cards for the people listed above
(One card for each gift of \$10 or more).

Shopper's Name: _____

Address: _____

City: _____

State: _____

ZIP: _____

Telephone: _____



P.O. Box 8058 ● Little Rock, AR 72203
(800) 422-0474 ● www.heifer.org

Animals the LGM offers

You'll get attractive gift cards for those you have chosen to honor.

Heifer.....	\$500	Pig.....	\$120
Share of a Heifer	\$50	Share of a Pig.....	\$10
Water Buffalo.....	\$250	Tree Seedlings	\$60
Share of a Water Buffalo...	\$25	Share of Tree Seedlings...	\$10
Llama.....	\$150	Trio of Rabbits	\$60
Share of a Llama	\$20	Share of Rabbits.....	\$10
Goat.....	\$120	Honeybees	\$30
Share of a Goat	\$10		
Sheep	\$120	Starter Flock of Chicks	
Share of a Sheep.....	\$10	Ducks or Geese	\$20

The prices in this catalog represent the complete livestock gift of a high-quality animal, technical assistance and training. Each purchase from this catalog represents a contribution to the entire mission of Heifer International. Donations will be used where needed most to help struggling people.



Give the World a Present

If you could have any gift you wished, what would it be? Peace on earth, an end to hunger, preservation of the environment, education for a child? These gifts are available to you—one small piece at a time. Heifer International works toward dreams like these through people like you.

There comes a time when your mother has enough sweaters, your clients have more holiday food than they can eat, and another toy will just be lost in the shuffle. If you're looking for a different way to honor the people close to you, attend the Living Gift Market.

A Living Gift Market "sells" food- and income-producing animals like pigs, bees, chicks and heifers. The animals go to hungry, rural families working to improve their lives, and are delivered with technical training in animal care and concern for the environment.

Whole communities are changed through your gifts. Along with training, Heifer provides a female animal or starter flock to each family, and one or more male animals to the community for breeding purposes. Veterinary services, extension advice, and organization support ensure lasting benefits.

Use this shopping list to change the world in the name of those you love.



Animals: the Heart of Heifer

The following pages are filled with interesting information about some of the animals Heifer provides to resource-poor families. People attending your market may ask for information, so use the facts provided to enlighten them about Heifer animals.



Heifer: \$500



Heifers were the first animals Heifer International used to help hungry families. Dairy cows can give as much as four gallons of milk a day, and milk can be used to make cheese, butter or yogurt, and the extra milk can be sold for income. Cows also provide manure that enriches the soil.

Cow Facts

- A heifer is a young female cow.
- Cows eat grasses, leaves and crop waste.
- Cows swallow and chew their food twice. They also have four stomachs.
- A cow can have a calf each year, and that can add up to a lot of cows.

Booth Ideas

Borrow an old-fashioned milk churn or a tin pail and three-legged stool; have yogurt and cheese ready for tasting.



Cow Tale

In Uganda, Lillian and her two brothers and three sisters lost their parents to AIDS. She and her siblings were invited into the home of their aunt, Anna, whose Heifer International cow gave enough milk for all of them. There was even enough milk to sell, and Lillian and her older brother were able to afford to go to school.

Water Buffalo: \$250



Water buffalo are strong, and can plow a field or pull a heavy load with ease. They eat weeds and grasses in areas that might not support other livestock and provide an abundance of manure for fertilizing gardens. Farmers can hire out their water buffalo's pulling power to get extra income for medicine and school costs.

Water Buffalo Facts

- Water buffalo provide five percent of the world's milk.
- With a water buffalo to plow, farmers can earn four times more than if plowing by hand.
- Water buffalo have big hooves with two wide, flat “toes” that help them walk in mud.
- A water buffalo is slow but steady, moving about three kilometers per hour.
- You can tell how old a water buffalo is by counting the grooves on one of its horns.

Booth Ideas

Invite children to roll clay into pancakes to slap on the side of the booth in rows—just like children in India who make “water buffalo dung patties” for their families to use as cooking fuel.

Water Buffalo Tale

In Gurung Gaon, a mountain village in Nepal, farmland is becoming scarce since the government declared it illegal to cut trees from the surrounding forest.

Women formed a community group to receive Heifer International water buffalo that can negotiate steeply terraced plots and quadruple production. After just three years, the women proudly passed on the gift of 15 buffalo to their neighbors.

For thousands of years llamas have helped families carry loads up and down steep slopes in Latin American countries like Bolivia, Ecuador and Peru. Llamas help preserve a traditional way of life, and their soft wool makes warm ponchos and sweaters.

Llama Facts

- Llamas have four stomachs to help them efficiently digest a variety of foods.
- Llamas like to stay in a herd.
- A llama can stand 5 to 6 feet tall, weigh up to 400 pounds, and live as long as 20 years.
- Families comb or shear their llamas' warm fur to produce up to 10 pounds of fleece per year to sell or spin.

Booth Ideas

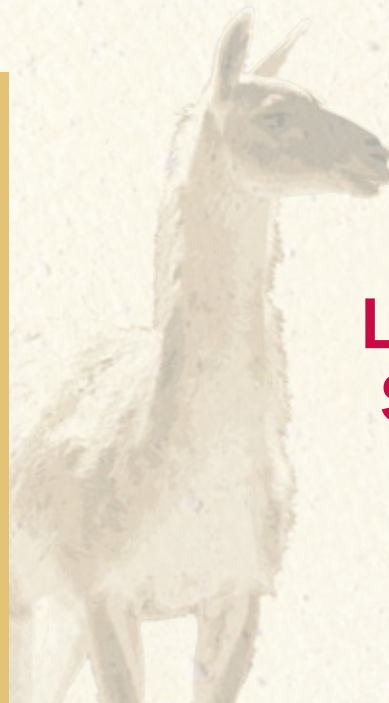
Play recorded Latin American music; display bamboo pan pipes if you can find them. Offer snacks of black beans, rice and salsa to scoop up with torn tortilla pieces. If you have a scarf or sweater made of llama or alpaca wool, let people feel the soft texture and warmth.



Llama Tale

When the Spanish conquered Bolivia, they sought to eradicate llamas, which were sacred to the Andean people. Now, centuries later, old prejudices and patterns of government are gone, and Heifer International is helping small-farm and family-based groups by providing them with llamas and training in environmentally sound agricultural management.

In a project at Inca Katurapi, Vicente, villagers can see that a herd of pass-on llamas and alpacas owned jointly by the community are staying healthy. As these animals enjoy good health, the health of the community has also improved. The villagers are once again enjoying their heritage in raising llamas.



**Llama:
\$150**

Goat: \$120



Goat Tale

Recently, large state orphanages went bankrupt in Lithuania. Bringing small groups of orphan children to live together in family homes with loving house parents is a new idea. Heifer International is helping 11 homes with dairy goats. Children enjoy fresh milk and learn how to make cheese. They care for the animals and have fun playing with them. They are especially proud to pass on one of their goat's offspring to another family farm.

Goat milk is rich in protein and makes tasty cheese and yogurt. Goats thrive on otherwise unproductive land and are often fed in zero-grazing pens to keep them from eating ground cover, crops and damaging fragile terrain. Their families supply them with food and water, including twigs, leaves and grasses.

Goat Facts

- A goat can give up to a gallon of milk a day.
- Keeping a goat costs about one-sixth as much as keeping a cow.
- Children who can't digest cow's milk can often drink goat's milk.
- Goats often give birth to twins or even triplets.

Booth Ideas

Goats wear ear identity tags, so invite everyone who buys a Heifer goat to write a name for their goat and where Heifer might send it on a luggage tag to wear around their wrist or ankle. Have goat's milk and feta cheese ready to taste. Some male goats have beards—make beards to wear from tufts of fake fur.



Sheep generate wool for warm clothes, good food and valuable fertilizer. Sheep's wool is valued because the clothing it makes is warm in cold weather, cool in warm weather and water-resistant in wet weather.

Sheep Facts

- Lambs are often born as twins. Extra lambs can be sold to earn money for family necessities.
- One sheep can supply up to 18 pounds of wool per year.
- Sheep can thrive in hilly or rocky areas that other animals wouldn't like. Sheep's milk can be made into cheese.

Booth Ideas

Staff your booth with a "shepherd boy," complete with a crook and a real or toy lamb. In the booth, place woolly items for touching.



**Sheep:
\$120**

Sheep Tale

In Peru, Heifer purebred sheep are creating opportunity in the highlands. Indigenous women are learning to weave using the sheep's wool. The women weave at home and earn extra income from the sale of their woven goods. One group started their own business by creating hundreds of ponchos for school children. So these sheep have had double the impact for families in the Andes.

Pig:
\$120



Pigs thrive on vegetable matter that humans find inedible, like carrot tops and damaged fruit. Although not all people eat pork, those who do find it an essential protein supplement to a diet that often consists largely of carbohydrates.

Pig Facts

- A mother pig usually produces two litters each year, with eight or more piglets each time.
- Pigs can be sold to earn family income. In Ecuador, the sale of one young pig can double a family's annual income.
- Piglets weigh about three pounds at birth, and can grow to weigh 200 pounds in the first six months.

Booth Ideas

Put three one-pound bags of rice in one stack to show a piglet's weight at birth. Try to collect 200 one-pound bags of rice in another stack to show a pig's weight at six months. Afterward, donate the rice to a food pantry.

Pig Tale

In Ileanna, Romania, poverty is becoming a memory for the families living there. Gavril Catunas says, "The pigs are our only source of income. We see them as a start for the future of our children." Gavril has already passed on the gift of piglets to another family - spreading the hope to others in his community.



**Trees:
\$60**



When trees have been cut for fuel and building and they haven't been replaced, people and their animals usually suffer.

Heifer partners plant trees to halt erosion, provide animal fodder and create a nearby, renewable source of wood for fuel and fencing. With fast-growing multi-purpose trees such as Acacia, Leucaena and Leucosphala, families can prosper.

Tree Facts

- Trees use carbon dioxide and produce oxygen. Both are needed to maintain Earth's delicate balance.
- In areas that have been deforested, erosion hampers crop growth. By anchoring the soil with trees, crops can survive better.

Booth Ideas

Plant a dry tree branch in a pot of sand and paint the whole thing silver; cut out gold leaves and tape one to the tree for each group of Heifer International seedlings you sell.

Tree Tale

The high plains of Tanzania are battered by torrential rains and depleted by traditional grazing. The Waarusha people are eager to learn about contour farming and how to plant trees on hillside terraces.

Archibald Tarawia, with Heifer International's help, is teaching them to plant fast-growing Sesbania trees. He and his wife, Gladness, want their son to grow up in a green, prosperous farm community.

Bees: \$30



Bee Tale

Heifer International bees helped Agaba Jimmy Zab of Uganda buy a bicycle. As instructed, he placed beehives near his field of maize, beans and tomatoes. Cross-pollination by the bees resulted in better crops than ever before, and he got a good price at the vegetable market. With that money and the sale of honey, he bought the bike and is saving to buy land. He happily passed on a bee colony to a neighbor and says, “Long live Heifer!”

Bees help plants pollinate and provide a sweet treat to eat. Their travel from plant to plant means more produce from crops, gardens, orchards—and flowers, too. Beekeeping can be done part-time to supplement family income, with small start-up costs and homemade equipment. Honey and beeswax can be sold for income that allows families to meet basic needs.

Bee Facts

- Bees produce about three times as much honey as the hive needs.
- A bee colony includes one queen bee, a few hundred drones, and many workers.
- When a bee returns to the hive, it “dances” to tell other bees where to find pollen.
- A starter colony is about 20,000 bees and is shipped to Heifer International partners in a 3-1/2 pound package.

Booth Ideas

Give a piece of honey candy to everyone who guesses the answers to bee riddles like: Why do bees itch? *They have hives.* How does a bee fix her hair? *With a honey comb.*) Have a local beekeeper bring an empty hive to show.



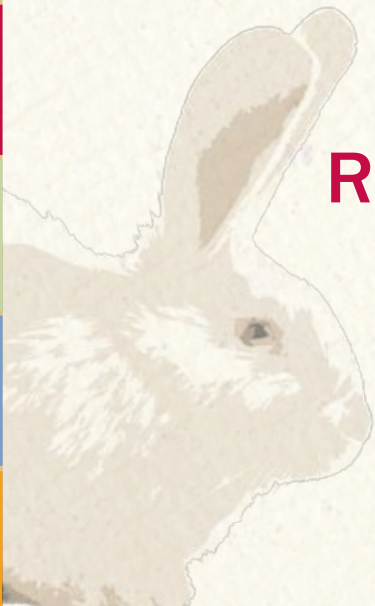
A trio of Heifer International rabbits provides a rapidly multiplying source of protein—in the right amount for homes without refrigerators. Rabbits eat vegetable waste and, in turn, their nitrogen-rich manure fertilizes gardens. That means a better vegetable crop and a more varied diet for families.

Rabbit Facts

- Families can expect four litters of baby rabbits each year.
- A litter can include eight to ten babies.
- Rabbits are raised in spacious, shady cages called “hutches,” and females make nests in straw or a box.
- Rabbits must nibble their food to keep their two front teeth short, since those teeth never stop growing!

Booth Ideas

Offer carrot sticks snacks. With poster paint, make large, simple rabbit shapes on a refrigerator-size piece of cardboard. Cut out holes for the faces and take family photos.



**Rabbits:
\$60**

Rabbit Tale

In Cameroon, Elizabeth Ako says, “Heifer International rabbits redeemed my life!” But really, the rabbits saved her life. After learning that a women’s group in Andek village was trained in rabbit management, and Mrs. Ako received pass-on rabbits from the group. A few months later, she experienced severe pain. Because she had the rabbits, she was able to sell some to pay for a visit to the Presbyterian hospital, where she learned she needed surgery. She then was able to sell enough rabbits for a down payment and spent two weeks in the hospital recovering. Her rabbits continued to multiply under her daughter’s care, so she will soon have enough money to pay her bill. And she’s feeling much better!

Chickens: \$20



Chicken Tale

Heifer provided 100 chickens to a group of families living in a trash dump in Tijuana, Mexico. The families built a chicken house with salvaged lumber and donated cement. They fed the chickens food scraps sorted from the garbage and bought water from a truck that came to the dump once a week. One year after the project began, the families had improved their diet, passed on 100 chickens to other families living at the dump, and were earning enough to purchase some supplementary commercial chicken feed.



A starter flock of chickens, ducks or geese doesn't take up much space, and can adapt to most climates. The eggs and meat the birds produce add protein to a family's diet, and the flock often produces enough to sell for income.

Poultry Facts

- Chickens as young as 22 weeks old can lay eggs.
- A hen can lay as many as 200 eggs per year.
- Some Heifer International partners keep their chickens in movable pens, so that the chickens' soil-improving efforts can affect a larger area.
- In Asia, some Heifer International partners build chicken pens over their fish ponds, so the droppings fertilize the algae that fish eat.
- Geese are extremely disease resistant.

Booth Ideas

Display baskets of eggs of all sizes and materials, including some edible ones. Have craft foam eggs, sequins, trimmings and pins available for people to decorate fancy egg ornaments.

Gift Ark: \$5000



Each \$5,000 Gift Ark gives hungry families a new beginning—a life with the promise of enough to eat, a life of dignity and self-reliance. The challenge of launching a Gift Ark can add focus and excitement to your Living Gift Market.

The Gift Ark's "voyage" covers the globe. For example, chickens can help families in Honduras improve their nutrition and care for their land. Camels can help Tanzanian families earn income by transporting materials. Cows can bring milk and income to a Polish village. Pigs can enable families in Vietnam to earn enough income to send their children to school. Every corner of the world is touched by your gift.

Is your Living Gift Market ready for the Gift Ark challenge? Hundreds of organizations of all sizes meet this goal in creative and widely varied ways. A Gift Ark can change the lives of many hungry families, and many more as the initial gifts are passed on. Your group or congregation can grow in dedication to mission and service as you work together to achieve your goal.

TMI10CA0000B1

RP5210000



Print on recycled paper

JN28568



“Our children get excited every year when it comes time to prepare for the Living Gift Market. They are very proud of the fact that they can do something to make a difference in the world.”

—Julie Collins, Parkway Heights United Methodist Church, Hattiesburg, Mississippi

“When one suffers we all suffer; when one rejoices, we all rejoice.”

—Geneva Rose, Diamond City United Methodist Church, Diamond City, Arkansas

“We have a lot of fun at our Living Gift Market.”

—Don Myer, North Manchester, Indiana

“When the time comes for giving gifts, thinking of yet another trinket that may please someone is not as satisfying as giving a gift that is of benefit to others.”

—Bette Clark, Heifer International Club,
Hot Springs Village, Arkansas

“I’ve seen little ones say ‘I want to buy a dollar’s worth of chickens.’”

—Joanne Wall, Good Shepherd Presbyterian Church, Los Alamitos, California

“I learned about Heifer International from a card someone sent me years ago. It talked about Passing on the Gift. That just gave it wings to me. It absolutely captured my heart.”

—Lynne Atherton, The Church of the Holy Spirit, Lake Forest, Illinois