

For Leaders

STEP Preparing the Team

1

Chores for Change is a service-learning program. Before your youth begin their service you should prepare them to learn from it. To that end, you should teach them about world hunger and ways in which Heifer International and other hunger-fighting institutions are working to solve this global problem.

Heifer International believes the long-term solution to world hunger is to give communities in need more than immediate relief. Heifer's philosophy is "not a cup, but a cow." It is a sustainable approach to ending hunger and poverty – one family, one animal at a time. It's not temporary relief. It's not a handout. It's securing a future for generations of people with hope, health, and dignity.

Teach your organization's youth how, by participating in Chores for Change, each of them will be a part of that solution.

The youth engaged in Chores for Change will be involved both locally and globally, volunteering on the front line against hunger in the United States and collecting donations to help Heifer International end hunger all around the world. They should understand why their work on both fronts is so important.

The facts on the insert about world hunger are from the World Food Programme, the food aid arm of the United Nations. They illustrate the depth of the global problem in both human and financial terms. The facts about hunger in the United States are from the Bread for the World Institute.

Once the team members are inspired and understand the importance of their work, you will need to determine a few logistics.

- Decide how long the program will run. Two to six weeks is recommended, but you will want to consider what works best for your organization. Deadlines are an important ally in keeping the team focused. There may be natural

rhythms in your organization, such as a semester, a holiday season or a camp session, or the program could be a summer project. You might also find out when and for how long local food drives are running and tie into them.

October is Hunger Awareness Month, making it a good opportunity for a month-long program. Or plan backwards from an observance such as National Hunger Awareness Day on June 7 (United States) or World Food Day on October 16 (United Nations). Often, local communities plan events in concert with these dates and the media frequently cover such activities. You might be able to get your group's efforts featured in a story!

- Get team members enrolled in the program. Send guides home with participants and encourage them to share the guides with their parents. You will find an enrollment form at the end of the "For Parents" section which needs to be filled out and returned to you. The Chores for Change sponsor envelopes are for participants to use when signing up sponsors and collecting pledges.

STEP Getting Started



Read the "For Youth" section in this booklet, then have the participants read it. You will see a number of suggestions for service activities, measurements, and sponsorship hints, including where to find sponsors and what to say to them. These are broad and directional, so your group will need some guidance from you when it comes to executing these concepts on the local level. You might also consider holding a brainstorm session with them to identify new ideas and opportunities for finding sponsors; the more input they have, the more empowered and motivated they'll be.

The "For Youth" section is designed for the individual participant, but you might also think about ways you can solicit sponsorship as a group. If you do stick to individual goals and actions, you might think of ways to create motivational incentives within the group, with prizes and honors to the top volunteers. To prevent any one sponsor's generosity

from overwhelming the competition, it is best to measure success in number of sponsors or hours worked.

Before you get started, there are a few key topics you will want to go over with participants carefully. These topics are measurements, time verification, and sponsorship.

Measurements

You may want to have a discussion with participants about measuring sponsorship. Make sure that everyone uses the same metrics. Whether they want sponsorships by the dime, quarter, or dollar is up to your group, but you may want them all to use the same denominator for ease of calculation. The same rule of thumb applies for how they measure the time they spend volunteering. Will sponsors' donations be based on the number of minutes, hours, or days of volunteer work?

Time Verification

Review the timesheet provided on page 18 or develop your own. Each participant should use a copy of the same time sheet. There should be a space for an adult to sign to verify that participants worked the hours they claim. This confirmation will prevent potential conflict between participants, skeptical sponsors, and hunger-relief charity coordinators.

Sponsorship

Sponsors should be strongly encouraged to set maximum amounts for their pledges. A zealous participant may unintentionally push a sponsor out of his or her financial comfort zone by working many more hours than the sponsor anticipated, setting the stage for problems paying off the pledge. Neither the hardworking participant nor the generous benefactor should exit the program with feelings of resentment or guilt. Chores for Change is, and should be, a goodwill program.

After your group is fully engaged, give them some time to do research and envision what they want to accomplish. You might hold a follow-up session to talk about service activities and to reinforce the reasons for enrolling in Chores for Change. You can find valuable data and success stories on Heifer's Web site, www.heifer.org

STEP Making Progress



As the program rolls along, you may find it helpful or necessary to hold reporting sessions, find more volunteer opportunities, avoid end-loading, and motivate with success stories.

Reporting Sessions

Whether you've decided to conduct Chores for Change for a few weeks or several months, you should keep the participants motivated and improve their chances to succeed via reporting sessions. It is also an important part of the learning process. The sessions can include formal reports or informal chat sessions in which participants talk about what they've done and what they've learned.

Many American youths have not experienced firsthand someone whose fundamental need for food regularly goes unmet. It will be a powerful experience to share. Participants may be surprised by the response – both supportive and not – of America's citizenry. These lessons will have a lasting impact.

Finding More Work

There is no shortage of available work for volunteers when it comes to feeding the hungry. However, you may find some in your group so motivated they complete their volunteer work quickly and are left looking for more volunteer opportunities. You may have team members who are unable to find things to do. America's Second Harvest is a national network of food banks and hunger-relief charities. Visit the Web site at <http://secondharvest.volunteermatch.org/> to find more opportunities for your group. Or plan a mini-food drive of your own, using the helpful guideline found at: <http://www.umext.maine.edu/onlinepubs/htmlpubs/food4me/4305.htm>.

Avoid End-Loading

Even the best-intentioned sometimes procrastinate. Use the reporting sessions to check progress or have participants turn in their time cards weekly to prevent them from end-loading their time. If the program is supposed to last four weeks and after two weeks one of the participants has recorded no time

on his goal of 40 hours, it is time to remind the team that there is no such thing as cramming all night to fit 40 hours into 12. They should be steadily chipping away at their goal.

Using Success Stories

Draw motivation from the success stories at www.heifer.org. Your group will find inspiration in the difference volunteers' time and donations make in the lives of people all over the world. Besides, everyone likes a good llama story.

STEP Making A Difference



When the program ends, the fun begins.

Send the participants out to collect their pledges and stay after them until they collect the money (see Details section below). Have a pledge party to celebrate. Afterwards, sit down and talk about what it was all for.

Your group has spent a lot of time learning about the issues associated with world hunger and working to do their part to alleviate hunger within their community and all over the world.

Now they get to decide how their time and effort should be converted into a sustainable gift that will have daily impact on the lives of a hungry family somewhere in the world.

Go through the “Making a Difference” section at the end of this booklet with them. Talk about the difference each of these animals makes in the community where it finds a home. Talk about the “passing on the gift” cornerstone and the training that Heifer does to make these gifts become lifelong community assets. Passing on the gift allows families and individuals who have received animals to be donors themselves.

Try to help your group understand what a difference their efforts really make. If you haven't already told them the story of the beached starfish in the overview to this booklet, now is a good time. If you already told them, tell them again.

As a group, decide on what you want to give. Send in the pledges and the form provided, as directed in the “Details” section below.

Please thank everyone in the group for their outstanding efforts to reach outside of themselves and care for someone else.

And, on behalf of Heifer International and the global community, thank yourself!

- Participants should ask sponsors to make checks payable to Heifer International: Chores for Change. No cash, please.
- Return the checks to the leader in the Chores for Change envelope provided.
- Fill out the Make a Difference form included in this packet and mail the form and checks to:
Heifer International
P.O. Box 8058
Little Rock, AR 72203
- A certificate will be sent to your group in appreciation of your efforts to end world hunger.