



# LIVING GIFT MARKET

EVERYTHING YOU NEED TO HOST YOUR OWN

ALTERNATIVE-GIVING EVENT





You can change  
the lives of  
people you will  
never meet but  
who dream  
under the same  
stars you do.

Dear Friends,

This booklet is brimming with great ideas and stories about people who do their best to support Heifer by participating in Living Gift Markets. At these Markets, shoppers honor friends and family by “buying” gifts of animals for families in need all around the world.

Many people are first drawn to Living Gift Markets because they’re such a clever solution to buying gifts for people who “have it all.” For your mother who has enough sweaters, for your clients who have more holiday food than they can eat, for your children who will just lose another toy in the shuffle. Living Gift Markets are wonderful ways to get out of a gift-giving rut that has lost its meaning.

But Living Gift Markets also serve a loftier purpose as well.

A Living Gift Market is a chance for your group to reach out to people in need, both near and far. You can change the lives of people you will never meet but who dream under the same stars you do. They dream of enough food, of a chance to support their families. Meanwhile, you dream of less hustle and bustle and a meaningful way to share your abundance.

So organize a Living Gift Market and sell a flock of chickens. Give your favorite aunt a share of a water buffalo or treat your grandchild to a llama. You will be setting off a chain of events you may never have anticipated—and perhaps not just in the lives of project partners who receive the animals. I’ve seen Living Gift Markets transform groups, faith congregations, even communities as the spirit of kindness—and fun!—takes hold and pulls people together.

We all have great hope that the work of Heifer International will ultimately end hunger and save the environment. We have many reasons for optimism—as many reasons as Heifer has volunteers. But ultimately my optimism stems from the wisdom that the human spirit and soul are fed by giving to others.

So feed your spirit and soul by organizing a Living Gift Market. I guarantee that you will be the catalyst for extraordinary transformation in the hearts and lives of more people than you will ever know, both in your own community and around the world.

Sincerely,

Jo Luck

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Since 1944, Heifer International has helped 7 million families move toward greater self-reliance through the gift of livestock and training and passing on the gift. A nonprofit organization rooted in the Christian tradition, Heifer joins with people of faith everywhere to work for the dignity and well-being of all people. • Heifer provides food- and income-producing animals, as well as intensive training in animal management, community development and environmentally sound, sustainable farming. • Heifer received the President's Award for Voluntary Action in 1986 and the Presidential End Hunger Award in 1990. • Heifer is a member of InterAction and of Global Impact (#0135). • For more information, call Heifer International at (800) 422-0474 or visit our website at [www.heifer.org](http://www.heifer.org).



# HEIFER'S MISSION *and Work around the World*

Heifer International has a unique and successful approach to ending hunger and poverty. Since 1944, Heifer has provided food- and income-producing animals and training to millions of resource-poor families in 125 countries.

When families receive livestock, they are well on their way to lifting themselves out of poverty and becoming self-reliant.

Milk, eggs, wool, draft power and other benefits from the animals provide families with food and income. Animals improve nutrition and 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 and foster democracy.

By training partners in environmentally sound, sustainable agriculture practices, Heifer makes lasting change possible. At the heart of Heifer's philosophy is the commitment families make to "pass on the gift" by sharing one or more of their animal's offspring with other families in need. Heifer International's ongoing Hope for the Future Campaign has an ambitious but worthy goal: Between 2000 and 2010, Heifer will assist 23 million men, women, boys and girls toward achieving sustainable income and food security in an equitable and environmentally sound manner.



# What is a Living Gift Market?

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 at a Heifer International Living Gift Market!

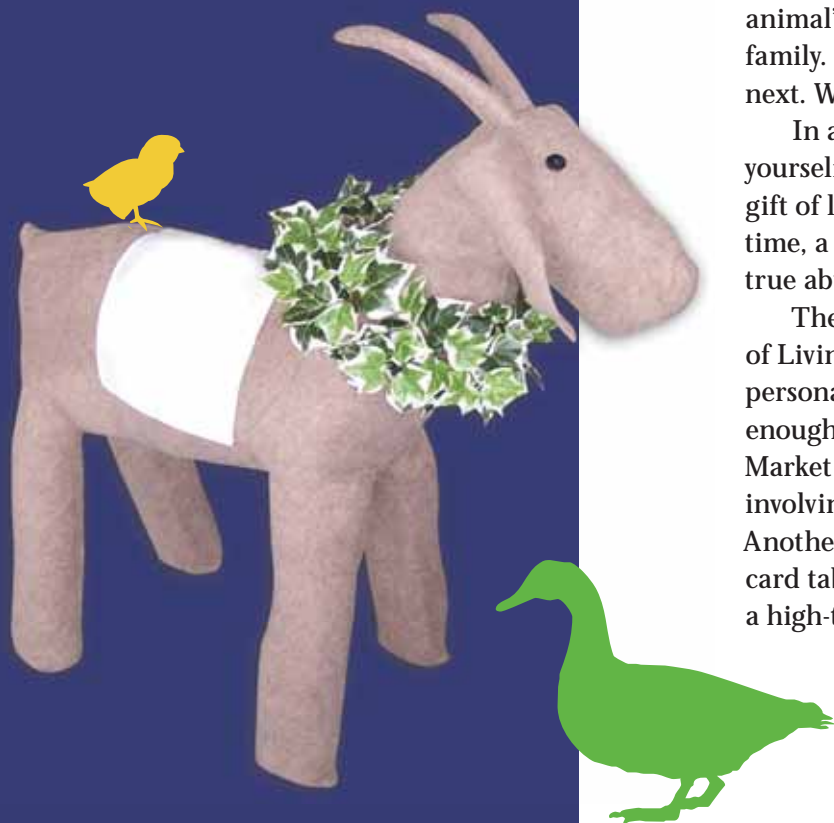


Living Gift Markets “sell” food- and income-producing animals like goats, bees, chicks and heifers. The animals go to resource-poor families working to improve their lives. Heifer International also provides technical training in the care of the animals and in preserving and healing the environment.

Each 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.”

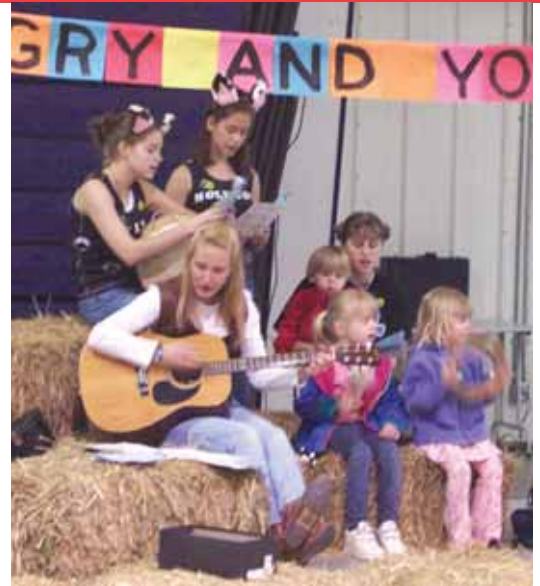
In all this, you will find a gift for yourself as well—a gift of well-being, a gift of less hustle-and-bustle shopping time, a gift of gratitude that you have true abundance to share.

There are as many different types of Living Gift Markets as there are personalities of the people who care enough to take on the challenge. 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.



# What does a Living Gift Market look like?

**B**ig or small, each Living Gift Market is a success story. Why? Because people touched by the Market—whether they work at it, attend it or receive a gift from it—grow in awareness of the needs of the world's people. They learn about Heifer's simple solution to some of the world's most difficult problems. And they grow in the fellowship of meaningful work done by children, youth and adults together.



Are you ready to get started? Great! In this booklet, you'll find a step-by-step guide to putting on a Living Gift Market, from small to large. You'll also find tips from people who are veteran market organizers (and shoppers!) and stories about what works.



# NO FUSS, NO MUSS

## Living Gift Market

By Wendy Peskin, Rutland, Massachusetts

I never cease to be amazed at how innovative Heifer volunteers are when it comes to finding ways to have a good time while spreading the good news about Heifer.

I suspect some of you who are reading in this booklet about the wonderfully creative ways you can put on a Living Gift Market might be thinking, "Wow, that's great! Wish I could do that in my community! Well, let's see, I have about 17 ½ minutes of free time each week—maybe I could fit it in then!"

Sound familiar? For those of you who have a willing heart but an unwilling schedule, I would like to share what I have done at my church for the past dozen years.

I call this the "No Fuss, No Muss Living Gift Market."

The week before Thanksgiving each year, I put a short article in our church newsletter about Heifer International and about how people can buy alternative holiday gifts for family and friends.

Then each Sunday, between Thanksgiving and Christmas, I make a short announcement during the service about Heifer and alternative giving. I set up a table in our fellowship hall, cover it with a colorful cloth, and add a Heifer display board. I also provide a dozen copies of the gift catalog, the annual report and Project Profiles to refer to when answering questions about how much actually goes to projects or what countries we work in. All these resources are available for free; see pages 43-46 for ordering information.

As people congregate after services, my husband and I take orders for alternative gifts. We have gift cards to hand out when a gift is made. The donor is responsible for sending it, stuffing it in a stocking or presenting it to their loved ones, letting them know a gift has been made in their honor.

It's that simple!

The beauty of this model is that—besides being very simple—momentum grows each year. The first year, people may buy something just as an experiment, to see how well-received their gift will be. When they find out how much their family and friends love getting a share of a water buffalo or a flock of chickens, they buy more the next year.

At my church, people have come to count on the "Heifer Table" for their one-stop holiday shopping. Last year, our small congregation bought about \$3,000 worth of alternative gifts from Heifer International!

So for those of you who find your heart willing but your time tight, here's an alternative "alternative gift market." I've found that our Heifer friends are never too busy to care...and share!

# THE BASICS

**T**he 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 and 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 at the Market. For example, if someone buys a flock of chickens for \$20, he or she can receive up to two gift cards to send to friends and family to tell them of the gift that was purchased in their honor.



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.



“We ask local storytellers, musicians, puppeteers and balloon animal clowns to our bi-annual Market. We ask them to focus on international and animal themes.”

—Nancy, Buffalo, Minnesota



“A big hit at our Living Gift Market was “A Chicken for a Buck—Just for Kids.” Children could buy a chicken for one dollar. Once 20 kids gave, they had enough for an entire flock, and everyone celebrated.”

—Mary, Jackson Hole, Wyoming



“At our Living Gift Market, we had a hog-calling contest (surely the first in our city) and a person costumed like a pig gave piggy-back rides. One person brought in roosters and children donated a quarter each time the cocks crowed! It was great fun.”

—Waiva, Lyndhurst, Ohio



# STEP BY STEP GUIDE

## to a Living Gift Market

### 1 Come together.

You need a team to plan a Living Gift Market. Assemble a planning group to make early decisions. This can be a small group if you like—you'll recruit more helpers along the way. Designate an enthusiastic chairperson. Be sure to get approval of your governing body first.

### 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 date and time.

Give yourself plenty of time to get things together. Many Markets are held around holidays when people traditionally give gifts. The most common are Thanksgiving, Hanukkah, Christmas and Mother's Day. Some communities hold a Market on Saturday when people have free time. Some faith communities hold a Market after a worship service or fellowship event, so people don't have to make an extra trip. Get that date on your organization's master calendar as soon as possible.

### 4 Choose a place.

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. A large room like a community center or fellowship hall works well. Consider issues of accessibility for persons with special needs, along with refreshment restrictions. If you plan to include live animals at your Market, make sure they're allowed in the facility.



"We find that autumn is a good time to hold a Living Gift Market, partly because it's a time symbolic of plentiful harvests and partly because this is when people are planning their holiday season of sharing and gift-giving."

—Bette, Hot Springs Village, Arkansas



## 5 Now the Fun Begins!

Dream a little. Dream a lot. This is the time to let your imagination run wild. You'll find suggestions in this booklet, but they're only a starting place. What is your vision for your Market?

One popular Market plan is to have a booth representing each Heifer animal. (See page 26.) Each booth can be put together by a different club, class or committee. Get some competition going for who can "sell" the most animals or decorate the best booth. They can do their research about how each animal is used by people around the world at [www.heifer.org](http://www.heifer.org).

You might include other exhibits as well. How about an example of sustainable farming, models of houses from Heifer's Global Villages or posters and literature on hunger?

Some groups sell Heifer merchandise as well found on pages 43-46 in this guide. You may also order it at [www.heifer.org](http://www.heifer.org).



## 6 Choose a theme.

While you're dreaming, come up with a theme. It will be the foundation for your activities and the basis of your publicity efforts. Possible themes for alternative giving might include "Give the World a Present," "Simple Gifts" or "Hungry for Holiday Meaning." You may also want to set a goal for your Market. (See page 37 for details on the \$5000 Heifer International Gift Ark challenge.)



## 7 Talk about it – a lot!

Publicity is the key to success! People tend to shop early for holiday giving, so let them know you're planning a Market as soon as possible.

Your publicity plan should focus on the audience you've selected. Make sure you explain the purpose of the Market, and let people know what they can expect. Use your organization's newsletter or worship bulletin. Ask your club president or group leader to talk it up in speeches and sermons.

And don't overlook your local media. A news release (see page 18) to local newspapers and television stations should include a "photo advisory" of any activities that will have special visual appeal. Inviting live animals or local celebrities? Having an animal costume parade? Be sure to let the media know. They love to take pictures of these kinds of events.

In addition, the Heifer website has beautiful pictures that can be downloaded from the media kit at [www.heifer.org](http://www.heifer.org).

Send your news releases to local radio stations, too, and let them know what interesting sounds might be available to enhance the story—for example, mooing cows, baaing goats or singing children!

## 8 Recruit booth sponsors.

Each group—a committee, club, family or class—can get really creative in setting up its booth. A little friendly competition can be a boost here, and folks of all ages can have fun with this.

Decorate each booth with a large sign identifying the animal represented. Include information about the animal and how it helps people around the world. Be sure to include the cost of the animal. People in the booths should be knowledgeable about their animal and how Heifer makes use of it. (See pages 27-36 for animal information. And go to [www.heifer.org](http://www.heifer.org) and do a "search" on your animal; you'll find plenty of interesting, first-hand accounts of how the animals are used.)

Live animals are a big draw at the booths. Your local 4-H Club or Future Farmers of America may be able to help. But large stuffed animals work well, too, and people in animal costumes are always a hit at Living Gift Markets.



## 9 Order gift cards, Heifer information and merchandise.

Supply a gift card and envelope for each \$10 spent at the Market. Purchasers can send cards to the people they've honored with their gifts. Gift cards are free of charge, as are most promotional materials.

Some people sell Heifer merchandise at their Market (e.g., shirts, mugs, greeting cards, books). Please order these well in advance and plan carefully—Heifer cannot accept consignment orders or unsold merchandise returns. Some people purchase samples of the merchandise and take orders from their shoppers for later delivery.



## 10 Recruit calligraphers.

Gift cards are even nicer when they're filled out in calligraphy or elegant handwriting. You'll probably need more than one person addressing cards, so schedule staff accordingly.

## 11 Make it fun!

A Living Gift Market is a celebration! Decorations, music and entertainment all add to the festive feel. With lots to do and see, people of all ages will have fun learning and laughing together. Consider showing the Heifer video, *Legacy for Efraim*, in a special viewing room during the Market (see ordering material on page 43). And don't forget to take pictures of all the action.

## 12 How about snacks?

Some groups sell refreshments, with proceeds going to Heifer International. Cookies in animal shapes are popular with children—put brightly-colored frosting in easy-squeeze condiment bottles, and decorating cookies becomes as much fun as eating them. Other groups plan a light meal after a meeting or worship service to draw folks to the Market.

## 13 Have help on hand.

Little Helpers can hand out shopping lists and pencils as people enter the Market. Older Market Guides should be on hand to answer questions and give directions. Have them wear name tags or animal masks to identify them as guides.



## 14 Keep a running total.

In a visible part of the Market, keep a running total of the animals sold. You might use a chalkboard or large cardboard thermometer to tally sales. On page 38-39, you will find directions to build an Ark Measuring Tool that has been used with great success. Or, during the holiday season, an animal ornament can be added to the holiday tree for each give received. (See pages 40-41 for animal cut-outs.) Here's another chance to use your imagination! It's exciting to see the gifts add up, especially if you are working toward a Heifer Gift Ark (see page 37).



## 15 Make payment easy.

Recruit cashiers for your Market. In larger Markets, when shoppers are finished, they bring their completed shopping list (see page 19-20) to the central purchasing point. For all animals purchased, each shopper writes one check to the organization that is hosting the Market.

The shopping lists are important! If you have calligraphers, they will use the shopping list to fill out gift cards. Then the list should be returned to the cashiers to maintain records of which animals have been sold. For accounting purposes, cashiers must also keep a separate list of Heifer merchandise sold or ordered.



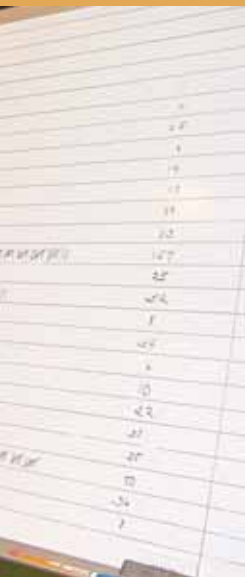
## 16 What to do with the money.

Use your shopping lists to produce a combined total of animals purchased by species and write ONE check to Heifer International for all the animals. Gifts to Heifer International are tax-deductible.

Write a separate check for any resources or merchandise ordered.

Some church denominations allow congregations to receive credit on their benevolence budget allotment for hunger for money raised at the Market. If your Market occurs near the end of your fiscal year, make sure to send your check before that deadline to get current year credit.





## 17 After the Market.

Be sure to write down your evaluation and notes about the Market while it is fresh on your mind. Future leaders will want to learn from your experience.

Some people will continue to purchase animals in the weeks after the Market, so designate an Extended Market Representative to receive those gifts and to supply gift cards.

## 18 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. It's especially nice to include children who helped, and including a small animal at the celebration can provide a dramatic representation of the gifts you've given. Your entire group can use this as an opportunity to express gratitude for life's abundance and sharing of love and resources.

Send a follow-up news release to your local media telling them of the results of your efforts. And please let people at Heifer International know of your most successful ideas. We just may include them in the next printing of this brochure!



# Market-able 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 (fourth-century Bishop of Myra) 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 with Heifer animal ornaments (see pages 40-41).



## Hanukkah Celebration

The Festival of Lights can shine hope into the darkness of poverty. Consider a Living Gift Market for Hanukkah and emphasize the role of women who are Heifer project partners. You could 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.



## Mother's Day

What mother wouldn't love a cuddly critter, especially if she doesn't have to clean up after it? Mother's Day is an excellent Market opportunity, particularly if you have access to live animals. Young animals may be available to attend the Market with their animal moms, playing on the themes of Mother's Day and the birth of new opportunity for families across the world. You might arrange a special treat, such as the gift of a flower or an attractively served cup of tea, for moms who attend the Market. How about special prizes for moms who bring their moms?



## Independence Day

You can celebrate your liberty by giving economic freedom to a family enslaved by poverty. Animal gifts can provide not only food but also extra income, which can allow children their first opportunity to attend school or see a doctor. Heifer is particularly interested in empowering rural women, who provide 80 percent of the world's domestic food supply, to receive the training and animals needed to feed their families. Consider using President Franklin Roosevelt's four essential freedoms as a theme: freedom of speech and worship; freedom from want and fear.



## 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.

## Vacation Church School

Kids love to hear about animals. Use vacation church school to study hunger. Even the youngest can help with projects like decorating booths to be used in the upcoming Market. *Animals Crackers*, Heifer's hunger education curriculum for children, youth and adults, has lots of ideas. (For ordering information, see pages 43-46.)

## Youth Group Lock-In

"Counting Sheep" might be a good theme for this event. Youth can spend a fun night learning about hunger issues and Heifer, then brainstorming about what they can do to help solve world hunger. Or plan "A Night in the Global Village" simulation experience. Use *Get Connected!*, Heifer's global awareness video, and *A Day in the Life* curriculum. (For ordering information, see pages 43-46.)

## Quickmarket

No time for a major Market undertaking? Try a Quickmarket. Provide information in advance on alternative gifts, plus a shopping list (see page 19) to help people plan. Then 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 gift cards. No time for even a Quickmarket? Spread the word that individuals can order online at [www.heifer.org](http://www.heifer.org). Heifer Project will send gift cards (one for each \$10 spent) for you to mail to your honorees. You could also send an electronic greeting.

## 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.

## Harvest Festival/Shavuot

When fresh fruits and vegetables are plentiful, it's a good time for a Market. Decorative baskets filled with nature's bounty and homemade breads and preserves might be sold or prepared for homebound members. Tuck in a gift card saying that a Heifer animal or share of an animal is included in the gift.

## Want a Llama, Mama?

Need a clever idea for Mother's Day? Southwest volunteers Fran Stark and Pat Sigg spearheaded a Llama for Mama campaign. They had a local artist create special honor cards with a wonderful line drawing of a llama and baby. Then they made them available to civic organizations and faith communities in their area. And, to sweeten the deal, they offered the services of Karen Lynch, the local llama lady, who agreed to bring her well-behaved llama to organizations where Mama Llama campaigns were being held.



# Public Service Announcements

**S**end a box of animal cookies along with scripts for a couple of 15- and 30-second announcements to your local radio station. Mark them “Public Service Announcements.” Follow-up with a thank you note if they air the spots, or even if they don’t. They might next time.

### Holiday gift theme – 30-second spot

**W**hat 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).

### Mother’s Day theme – 30-second spot

**Y**our mother provided food and love as you were growing up. This Mother’s Day, consider the mothers who, because of poverty, struggle to provide nutritious meals for their children. At (organization name)’s Living Gift Market, you can sponsor a pig, goat or chicken in your mother’s honor through Heifer International. Visit (location) (date) (time). To learn more, call (phone number).

### News release

**P**rovide your local newspaper with a one-page announcement stating the “who, what, when, where and why” of your event. Enclose a summary such as the one below and a Heifer Fact Sheet (see page 42). Make sure you provide the name and phone number of a contact person in case the newspaper needs more information.

### Animals To Invade (Location Name)

**O**n (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 gift 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.

# Give the World a Present

## LIVING GIFT MARKET

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

Sponsoring organization: \_\_\_\_\_

### Refreshments

#### International Crafts

#### Activities for Children

Admission Price: \_\_\_\_\_

One can of food to be donated to  
a local hunger 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 gift cards for the people listed above  
(One card for each gift of \$10 or more).

Shopper's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP + Four: \_\_\_\_\_

Telephone: \_\_\_\_\_



P.O. Box 8058 • Little Rock, AR 72203  
(800) 422-0474 • [www.heifer.org](http://www.heifer.org)



You'll get attractive gift cards for those you have chosen to honor. They include the story of Heifer International's work through food- and income-producing animals.

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	Starter Flock of Chicks	
Sheep .....	\$120	Ducks or Geese .....	\$20
Share of a Sheep.....	\$10		

Each purchase represents a contribution to the total mission of Heifer International. If the Heifer projects using the animals you select become fully funded, your financial gift will be used for another project animal, in order to help as many hungry families as possible.



(800) 422-0474

[www.heifer.org](http://www.heifer.org)

## 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.





## ORGANIZER'S CHECKLIST

Duties	People Needed	Date Asked	Date Accepted
Chairperson			
Planning Team			
Publicity Chair			
Booth Sponsors			
Live Animal Managers			
Calligraphers			
Merchandise Sales Managers			
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			

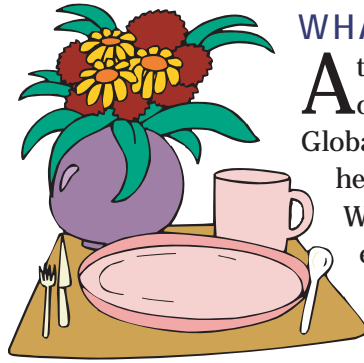
### Quick List

- Set a Date    Choose a Place    Choose a Theme
- Notify Master Calendar, Organizations, Media—Recruit Helpers (See People Needed)
- Order Materials from Heifer    Distribute Shopping Lists
- Market Day!    Mail checks to Heifer—one for animal donations; one for merchandise sales.
- Thank Leaders    Evaluate Process

*See page 10 for detailed guidelines on how to set up your Living Gift Market.*

# Living Gift Market

# Success Stories



## SMALL START, BIG RESULTS

**L**ynne Atherton started small. With one card table and an insert in the bulletin at The Church of the Holy Spirit in Lake Forest, Ill., she launched a Living Gift Market tradition. “I even learned calligraphy so I could do this,” she laughs, remembering all the gift cards she’s inscribed.

That first year, people who purchased animals made a mark on the tally board, and she rang a cowbell in celebration for each purchase. “That first time, as a one-woman operation, I sold \$4,000 worth of animals!” she remembers. Since then, the Market has grown and changed, and a lot of people have learned about the work of Heifer International.

Atherton includes the popular “Baa Humbug” on the list of animals available; it’s a combined gift of sheep (the baa) and a hive of bees (the humbug) for \$150!

## WHAT’S FOR DINNER?

**A**t the Living Gift Market in Buffalo, Minn., one exhibit draws the most attention—the Global Village booth. The goal of the booth is to help people put global hunger into perspective. With no explanation given, each person entering the Market is given a colored sticker to wear. To find out its significance, curious Market-goers need to visit the Global Village booth.

What they discover at the booth is eye-opening. Each colored sticker corresponds to a plate of food on display. People are told that this is what they could expect to eat that day if they were a citizen of a global village of 100 people.

If you get a red sticker, you are among the 24 people out of 100 in the village who will face an empty plate that day. A yellow sticker? You join the 30 people out of 100 whose plate had a sparse helping of flat bread and rice—barely enough for survival but not for adequate nutrition.

People who receive green stickers find a plate with healthy portions of rice, vegetables and whole grain bread. This is symbolic of 36 people in the village of 100 who have enough to eat. The 10 percent with blue stickers are almost embarrassed to find their plate full of steak, baked potato, wine and a chocolate dessert.

Nancy Drigans, an organizer of the Market, says, “This is one of the most thought-provoking displays at the Market. We are careful to allocate the stickers to Market-goers proportionally so that it truly represents the world population food consumption. That is, only 10 percent of Market-goers wear blue stickers and so on. It’s interesting to see people’s reactions after they realize the significance of their own stickers and those of their families and friends.

“This display brings about lots of compassion and awareness to everyone at the Market. We are constantly reminded of the reason we are there as we look at one another’s stickers.”

The organizers of this Market are eager to share information with other groups curious about starting their own Market. For more information about the Buffalo Market, visit their website at [www.babyanimalfair.org](http://www.babyanimalfair.org).

# Living Gift Market Success Stories



## MARKET LAYS AN EGG

At the first Living Gift Market hosted by the Heifer Club in Hot Springs Village, Ark., one of the chickens on display laid an egg in the middle of the celebration. People got a big kick out of it, seeing it as a demonstration of how their gifts could multiply quickly. And the chicken must have responded to the feedback, because now it seems to happen every year.

“It’s one of the high points of the event. We announce it the moment the chicken lays an egg,” laughs Bette Clark, who started the Club along with her husband, Merrill.

Another focus of the club’s Market is a 19-foot ark that occupies the center of the room. “My husband and a few other guys built it out on our deck,” Clark recalls. The Market also features homemade apple pies, kids in costume, live animals, Boy Scouts, Girl Scouts and booths put together by local churches. Sounds pretty egg-citing!



## PIED PIPER STRATEGY

Joanne Wall has a strategy for the Living Gift Market at Good Shepherd Presbyterian Church in Los Alamitos, Calif. Get the children involved and excited about Heifer International, and their parents will follow.

In early November each year, Joanne sends the church’s children home with Heifer International banks and educational material. Then, the Sunday before Thanksgiving at the church’s Market, each Sunday school class pools its funds and decides which animals to purchase.

“The kids are learning about giving beyond themselves,” Wall says. And so are the adults. “It’s incredibly important to the congregation. We have families who save all year so they can make a substantial gift to Heifer International. We feel a real sense of being connected through an organization with a proven record of alleviating hunger in the world.”

Find out more! Visit [www.heifer.org](http://www.heifer.org)

# LIVING GIFT MARKET





Place: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

**(800) 422-0474**



**[www.heifer.org](http://www.heifer.org)**

# Animals:

## the Heart of Heifer



**Y**ou will find interesting information on the following several pages about some of the animals Heifer provides to resource-poor people. People who will be attending your booth or your market will be hungry for information, and you'll be ready to give it to them—facts about cows and goats, information about sheep and llamas, specifics about pigs and water buffalo. We also suggest fun activities to add even more pizzazz at your animal booths.



We wish you the best of luck as you start on this wonderful adventure and thank you from the bottom of our hearts for “passing on the gift” of your time and talent!



# Heifers



**H**eifers are historic! Cows were the first animals Heifer International used to help hungry families, beginning in Puerto Rico in 1944. Since then, families in 125 countries have enjoyed the benefits of a family cow from Heifer International.

Dairy cows can give as much as four gallons of milk a day! That milk can be used to make cheese, butter or yogurt, and the extra milk can be sold. Cows also provide manure that enriches the soil.

## Cow Facts

- A heifer is a young female cow. One or more offspring born to a Heifer partner's cow is passed on to another family, along with training in its care.
- Cows eat grasses, leaves and crop waste. They're often fed and watered in roomy pens. This is known as zero-grazing, and keeps cows from wandering into trouble or eating precious food crops.
- Cows swallow and chew their food twice! They also have four stomachs!
- Holstein cows, which are black and white, are the most common cows in America; hump-backed Brahman cows, which are usually gray, are better suited for hot climates.
- In some countries, cattle are used to pull plows or heavy loads.
- A cow can have a calf each year. That can add up to a lot of cows!
- You can purchase a cow for a Heifer International partner for \$500.

## Heifer Booth

Borrow an old-fashioned milk churn or a tin pail and three-legged stool; have yogurt samples and cheese nibbles 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

**W**ater buffalo are wonderful! They're very strong, and can plow a field or pull a heavy load. They eat weeds and grasses in areas that might not support other livestock and provide an abundance of manure for fertilizing gardens. Some of these gentle giants, called river buffalo, give milk to their families, too. Farmers can hire out their water buffalo's pulling power to get extra income for medicine and school costs.

## 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.



## Water Buffalo Facts

- Water buffalo provide five percent of the world's milk.
- In hot countries, water buffalo wallow in mud or water to cool off.
- 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" on each foot 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.
- You can purchase a water buffalo for a Heifer International partner for \$250.

## Water Buffalo Booth

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. Ask a nine-year-old boy to play the role of Parmatma, the boy featured in the Heifer video *The Promise*. (See page 43 about ordering this video.)

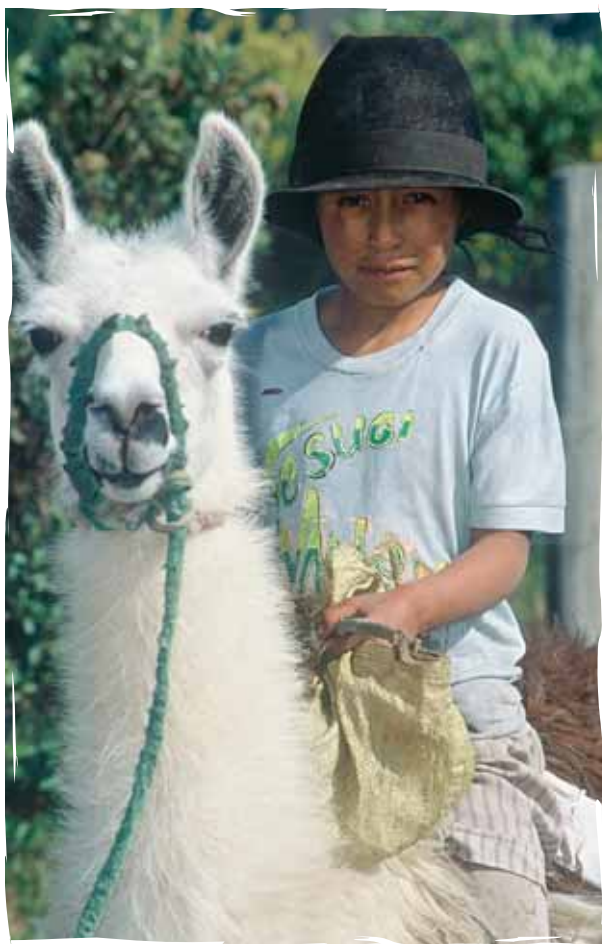
# Llamas

**L**lamas are a legacy! For thousands of years they've 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.

They're related to camels, alpacas and vicunas and can thrive at high altitudes or in harsh climates. Llamas don't need much water and eat many kinds of plants, including moss, twigs and mountain grasses.

## Llama Facts

- Llamas have four stomachs to help them efficiently digest a variety of foods.
- Llamas like to stay in a herd so they don't get lonely.
- 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. They brush the fiber before shearing to make sure it's clean.
- You can purchase a llama for a Heifer International partner for \$150.



## Llama Booth

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, sacred to the Andean people. Centuries later, old prejudices and patterns of government are gone, and Heifer International is helping small-farm, family-based groups with llamas and environmentally sound management. In a Methodist project at Inca Katurapi, Vicente, a villager, sees that a herd of pass-on llamas and alpacas owned jointly by the community stay healthy. As these animals enjoy good health, the health of the community is enhanced, along with its proud heritage.

# Goats



## Goat Tale

Recently, huge 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.

**G**oats are great! 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.

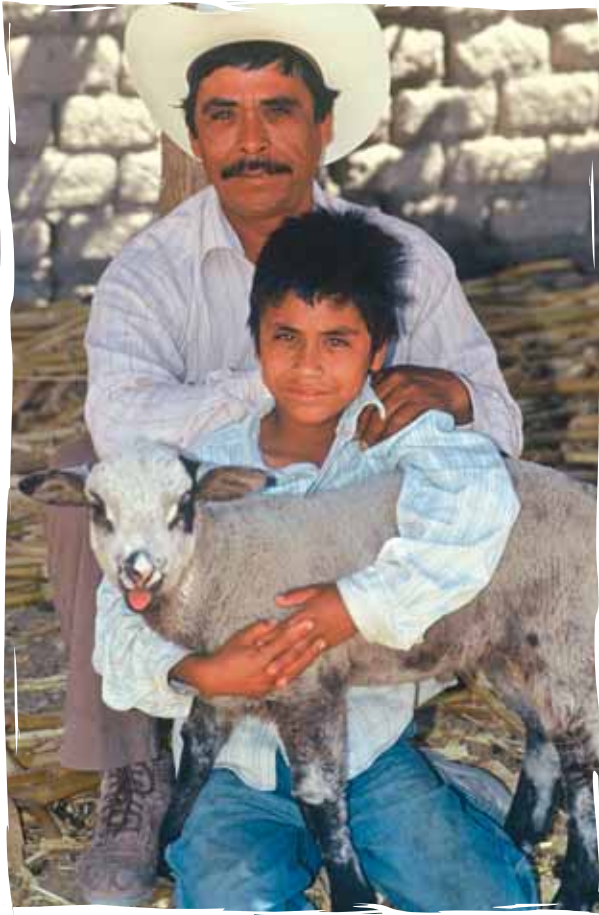
Goats' hair can be used to make clothing and blankets, and the manure they produce builds the soil. After passing on one or more of their goat's offspring, families can sell extra goats for income that will allow them to pay for school fees or medical care.

## Goat Facts

- A goat can give up to a gallon of milk a day!
- Keeping a goat costs only 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.
- Although goats have a storybook reputation for being troublemakers, they're really just curious.
- You can purchase a goat for a Heifer International partner for \$120.

## Goat Booth

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 (available at your local health food store) ready to taste. Some male goats have beards—make beards to wear from tufts of fake fur.



**S**heep are super! They 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's meat is part of the diet of many traditional cultures, like that of the Navajo people. Sheep manure can be used to nourish the soil.

## 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. Some families zero-graze their sheep. That means they feed their sheep in a roomy pen giving them weeds and grasses to eat each day.
- Sheep's milk can be made into cheese.
- You can purchase a sheep for a Heifer International partner for \$120.

## Sheep Booth

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. If you live in a cold climate, have patterns and scraps of yarn people can take to make mittens for local resource-poor children.

## Sheep Tale

In Peru, Heifer purebred sheep are creating opportunity in the highlands. Indigenous women are learning to weave, which they can do at home to earn extra income. One group began their weaving business by creating hundreds of warm ponchos for school children.

# Pigs



**P**igs are practical! They'll eat things that people won't, and they're relatively efficient at converting food to meat. Although not all people eat pork, those who do find it an essential protein supplement to a diet that often consists largely of carbohydrates.

Heifer International partner families feed their pigs in clean, shady pens, bringing them food and water. Pig manure can enhance the family garden plot.

## 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.
- Pigs love to be scratched!
- You can purchase a pig for a Heifer International partner for \$120.

## Pig Booth

Have a hog-calling contest (soooieeeee). Attract attention by wearing a pig snout (small disposable cup held in place with elastic). Have people bring bags of rice. Put three one-pound bags in one stack to show a piglet's weight at birth. Try to collect 200 one-pound bags in another stack to show a pig's weight at six months. Afterward, donate the rice to a food pantry.

## Pig Tale

In Mississippi, where more than 700 Heifer International partners raise pigs to supplement family income, those pigs hogged the prizes at the Jeff Davis County Fair. Of 50 pigs entered, partners' pigs won two first place ribbons and one second, and one Heifer pig was named overall grand champion!

**T**rees are terrific! But why does Heifer International supply project partners with trees? Because all living things are connected, and trees are part of the cycle of life on this planet. 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 have it made in the shade.



## Tree Facts

- People and animals inhale oxygen and exhale carbon dioxide. Trees do just the opposite—they use carbon dioxide and produce oxygen. We need both to maintain the earth's delicate balance.
- In areas that have been deforested, erosion hampers crop growth. By anchoring the soil with trees, crops can survive better. Plus, trees return nitrogen to the soil. And leaf mulch improves the soil for even better plant growth.
- You can purchase tree seedlings for a Heifer International partner for \$60.

## Tree Booth

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. Draw a tree outline on a large bulletin board or piece of cardboard. Invite youngsters (and the young-at-heart) to draw creatures that might visit or live in a tree.

## 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



**B**ees are beautiful! They help plants pollinate and provide a sweet treat. 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 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!”

## 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. The queen lays eggs—as many as 2,000 per day—after mating with the drones. The workers feed baby bees, build the honeycomb, gather nectar and guard the hive.
- When a bee returns to the hive, it performs a little dance to tell the other bees how far away the pollen is.
- A starter colony is about 20,000 bees and is shipped to Heifer International partners in a 3-1/2 pound package.
- You can purchase a hive of bees for a Heifer International partner for \$30.

## Bee Booth

Wear yellow and brown clothes and pipe-cleaner antennae. Give a piece of honey candy to everyone who guesses the answers to bee riddles printed on posterboard. (Sample riddles: 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.



**R**abbits are ready to help! A trio of Heifer International rabbits provides a rapidly multiplying source of protein—in the right amount for homes without refrigerators. And rabbits don't require the space a larger animal would. Families can raise them next to the house or even on the back porch!

Rabbits eat vegetable waste and, in turn, their nitrogen-rich manure fertilizes the garden. That means a better vegetable crop and a more varied diet.

## Rabbit Facts

- Families can expect four litters of baby rabbits each year! That means they can share some with their neighbors and still have some left.
- A litter can include eight to ten babies.
- Rabbits are raised in spacious, shady cages called “hutches,” and the doe (mother rabbit) makes her nest in straw or a box.
- Rabbits must nibble their food to keep their two front teeth short, since those teeth never stop growing!
- You can purchase a trio of rabbits for a Heifer International partner for \$60.

## Rabbit Booth

Wear rabbit ears made from construction paper held in place with a plastic head band. If you're brave, add a fluffy tail made from cotton balls or batting. Offer carrot sticks snacks. With poster paint, make large, simple bunny shapes on a refrigerator-size piece of cardboard. Cut out holes for the faces and take family photos.

## Rabbit Tale

In Cameroon, Elizabeth Ako says, “Heifer International rabbits redeemed my life!” Her 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. She sold some rabbits to pay for a visit to the Presbyterian hospital, where she learned she needed surgery. She sold enough rabbits for a down payment and spent two weeks in the hospital. 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!

# Poultry



## 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.

**P**oultry are popular! 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.

The birds don't cost much to feed. They improve the soil with their droppings and by scratching for insects and seeds with their claws and beaks.

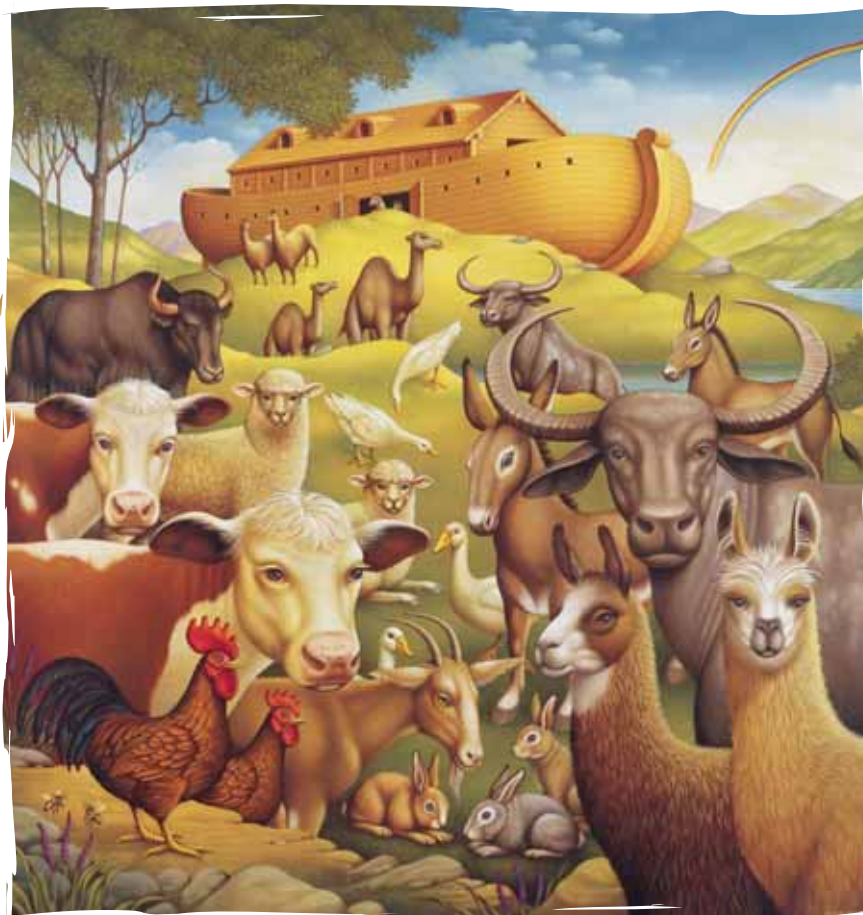
## Poultry Facts

- Chickens as young as 22 weeks old can lay eggs.
- A hen produces eight times her weight in eggs, laying 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. This is sometimes called a "chicken tiller."
- 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. They make good "watchdogs."
- The Campbell duck lays more eggs than a chicken!
- You can purchase a starter flock of chickens, ducks or geese for a Heifer International partner for \$20.

## Poultry Booth

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. Place 200 jellybean eggs in a glass jar and ask people to guess the number. Tell them it's the same number as the eggs a high-quality hen lays in one year.

# Gift Ark \$5,000 Challenge



**E**ach \$5,000 Gift Ark gives 30 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. Chickens can help families in Kentucky 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. Rabbits can nourish families in Guatemala. Every corner of the world is touched by your gift.

Training in animal management and in care of the environment precedes the arrival of Heifer International animals. Local community groups select animals that are appropriate to their goals. And each partner family that receives one agrees to pass on the gift. One or more offspring from a gift goat is passed on to a newly trained family. A starter flock of poultry grows, and soon there is enough to share. And those who received a passed-on gift share in turn.

Is your Living Gift Market ready for the Gift Ark challenge? Such a goal requires sacrifice and spirit. Hundreds of organizations of all sizes met this goal last year, in creative ways as widely varied as the colors of the rainbow. You can change the lives of 30 hungry families, and many more as your gift is passed on. Your congregation can grow in dedication to mission and service as you work together to achieve your goal.

# Measuring Your Progress

## at Your Living Gift Market



**H**ere's a clever idea for building a colorful, eye-catching chart to mark your progress at your Living Gift Market. It's free-standing, about five feet tall, and features an ark on pegs that can be moved up the chart to show your group's progress during the Market. (If you don't want to use an ark as a graphic to measure your progress, you might want to use a cut-out display of an animal such as a heifer.) Put your organization's carpenters to work building this fun and festive display. Thanks to volunteers Wayne and Candy Kidney from Millinocket, Maine, for sharing this design with us.

### Materials needed:

1. One “Fill the Ark” giving calendar to use as a guide for cutting out the ark. (The ark will be moved up the tool to measure progress.) You can also use the calendar to cut out pictures of animals to be glued to the measuring tool as decoration. (See page 46 for ordering this resource.)
2. 48-inch long piece of pine,  $\frac{3}{4}$ -inch thick and 4½- inch wide
3.  $\frac{3}{4}$ -inch plywood for base (10 inches by 10 inches by 10 inches)
4.  $\frac{1}{4}$ -inch plywood for ark and rainbow (12 inch by 15 inch total)
5. Brown and black paint for boat
6. Colorful paint for base, mountain and rainbow
7. Clear acrylic finish
8. Two small pegs or screws that will be affixed to the ark

### Pieces you will need to assemble:

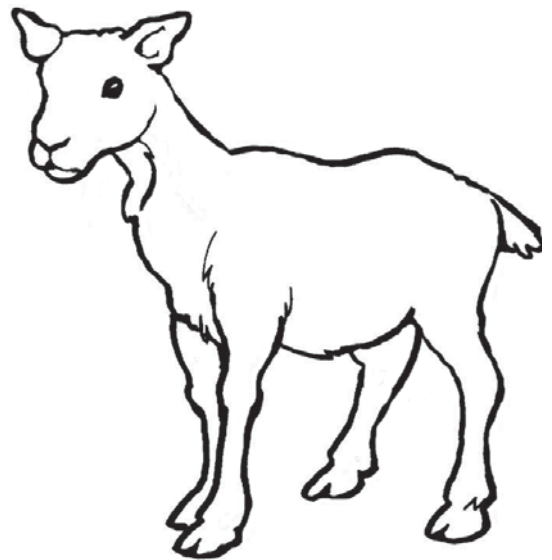
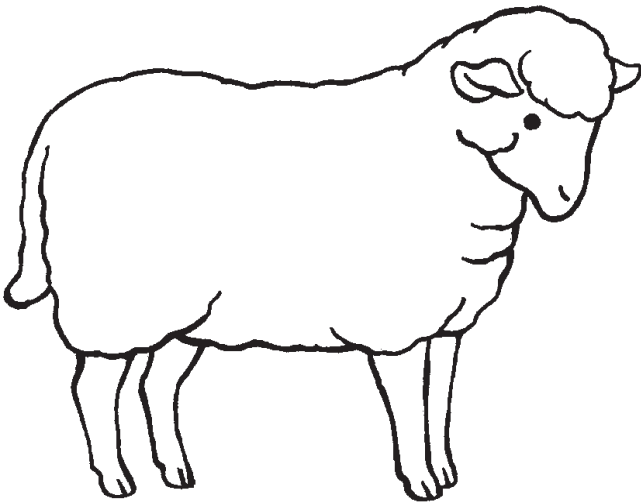
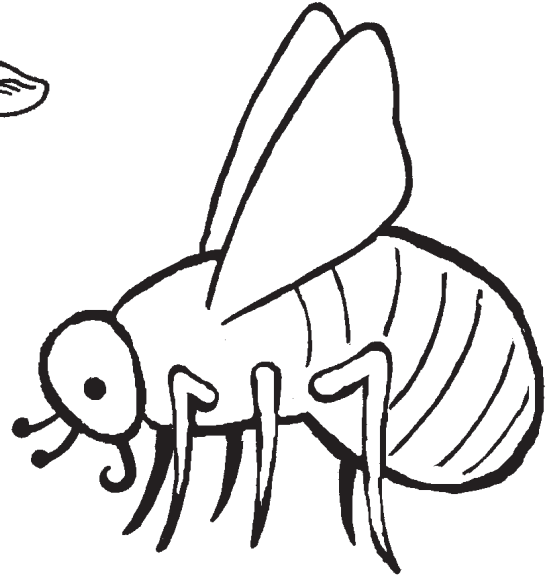
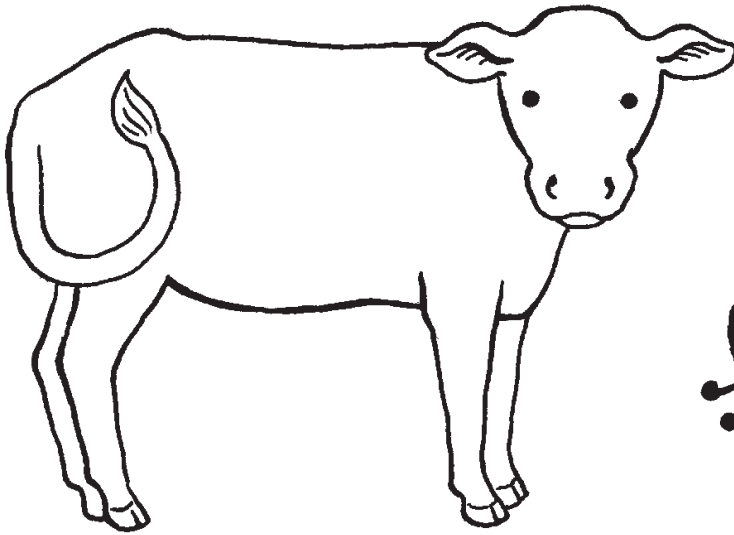
1. The base is plywood, painted blue,  $\frac{3}{4}$ -inch thick, 10 inches by 10 inches.
2. The column is pine,  $\frac{3}{4}$  inch by 4½ inches by 48 inches.
3. The ark is a smaller copy of the ark calendar outline, 8½-inch wide and 4-inch high. It is cut from  $\frac{1}{4}$ -inch plywood.
4. The mountaintop and rainbow are 12 inches wide and approximately 7 inches tall at the center. They are cut from  $\frac{1}{4}$ -inch plywood.

### How to build your Measuring Tool:

1. Cut out the ark, mountaintop and rainbow. (Draw a model on paper before cutting the plywood.)
2. Drill two  $\frac{1}{4}$ -inch holes two inches apart in the center of the ark. Affix pegs or screws in these holes.
3. Paint the ark dark brown with black lines drawn to represent boards and dots to represent pegs. (Use the calendar as a model for drawing boards.)
4. Paint the mountain and rainbow.
5. Paint the base.
6. You will be drilling holes in the pine column where the ark can be “plugged in” as it moves up the column to reach the rainbow. Divide the column into 13 sections, each 3½ inches high. Drill two  $\frac{1}{4}$ -inch holes in each section the same distance apart as the holes you drilled in the ark. Leave 2 inches at the top where you can attach the rainbow/mountain.
7. Paint each section on the column to match the ark, with lines and dots. Label each section to indicate the amount of money being raised. (We used \$200 increments at the beginning and \$500 increments for the upper sections.)
8. Decorate the pole by cutting animals out of the ark calendar and gluing on to each section.
9. Coat all painted surfaces with clear acrylic.
10. Screw or nail the column to the base and the mountain/rainbow to the top of the pole.
11. As money is raised at the market, move the ark up the pole by plugging it into the column.

# Animal Cut-Outs

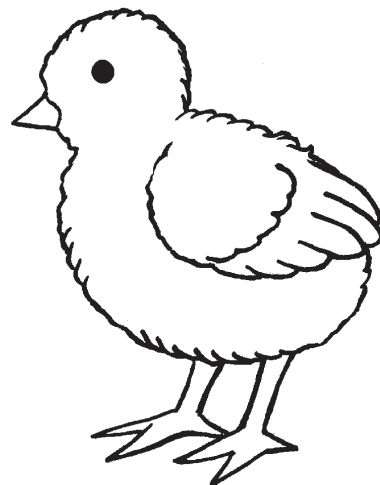
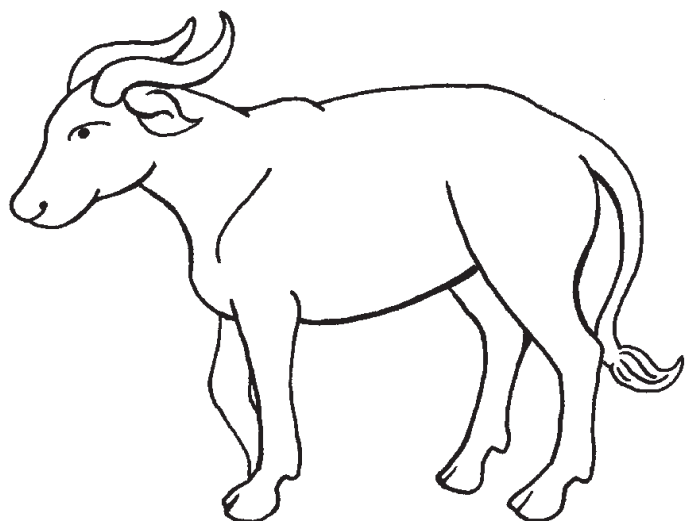
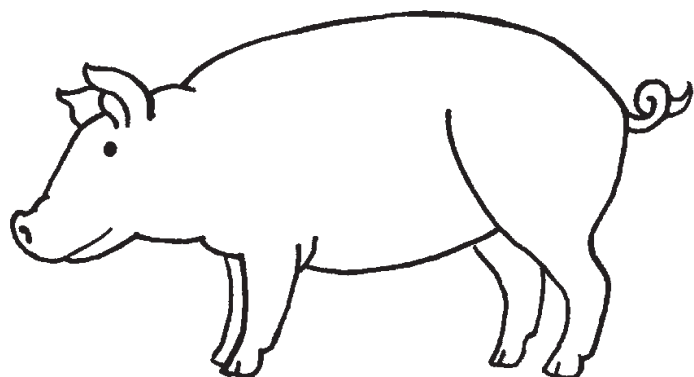
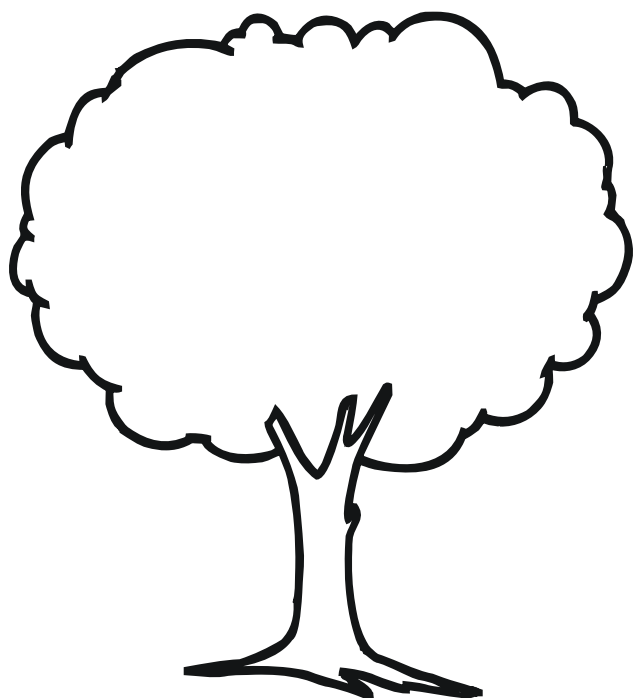
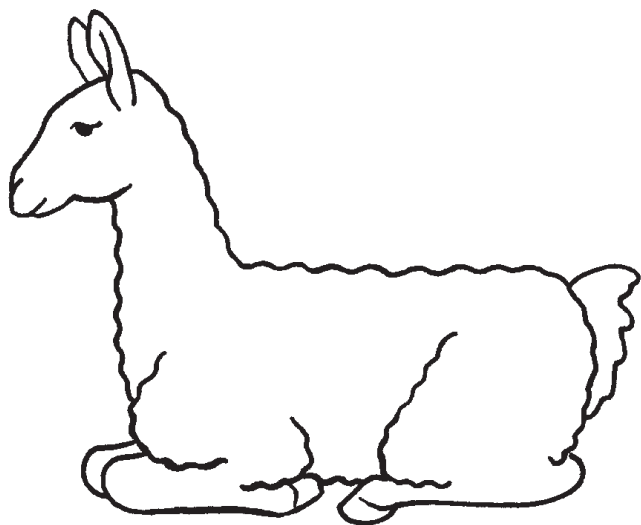
Photocopy on heavy paper. Color or decorate. Cut around the edge. Use these animal cut-outs to decorate animal booths, or punch a hole at the top, insert a ribbon, and hang as an ornament.



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# Facts

about Hunger and  
the Environment and  
Notable Quotes

More than 840 million people in the world are malnourished—799 million of them are from the developing world. More than 153 million of them are under the age of 5.

Six million children under the age of 5 die every year as a result of hunger. Of the 6.2 billion people in today's world, 1.2 billion live on less than \$1 per day.

In the United States, 13 million children live in households where people have to skip meals or eat less to make ends meet. That means one in ten households in the U.S. are living with hunger or are at risk of hunger.

Poverty is both a major cause and consequence of the environmental degradation and resource depletion that threaten the world. Major environmental challenges include deforestation, soil degradation, declining biodiversity, water scarcity and deteriorating water and air quality. Heifer provides important training to project partners to address all these issues and more.

# Words to chew on

“There are people in the world so hungry that God cannot appear to them except in the form of bread.”

Mohandas K. Gandhi

“The ultimate test of a moral society is the kind of world that it leaves to its children.”

Dietrich Bonhoeffer, German theologian

“Since there will never cease to be some in need on earth, I therefore command you, ‘Open your hand to the poor and needy neighbor in your land.’”

Bible, Deuteronomy 15:11

“Give a man a fish, and you have fed him for today. Teach a man to fish, and you have fed him for a lifetime.”

Author unknown

“Treat the earth well. It was not given to you by your parents; it was loaned to you by your children.”

Native American Proverb

“Feed my sheep.”

Bible, John 21:17b

“For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink.”

Bible, Matthew 25:35

“Those who are generous are blessed, for they share their bread with the poor.”

Bible, Proverbs 22:9

# Resource Pages

## Heifer International Videos



### Legacy for Efrain

Award-winning Heifer overview, narrated by Ed Asner  
#NV0211, \$10



### The Promise

Introduces children to Parmatma in India and Beatrice in Uganda  
#NV0213, \$10



### The Flame

How Heifer helps women achieve their goals, narrated by Phoebe Cates  
#NV0214, \$10



### A Simple Gift

How Heifer supports church mission programs  
#NV0215, \$10



### Building Communities of Hope

Tells potential U.S. project participants about Heifer in the USA  
#NV0216, \$10

**Set of all five videos, #NVX250, \$40**

## DVDs



### Passing on the Gift: Heifer International's Mission to End World Hunger

How Heifer helps families move toward self-reliance around the world  
#NV1005DVD, \$12.95



### Seeds, Hope and Concrete

Overview of Heifer's efforts to help city dwellers grow fresh food  
#NV3005DVD, \$12.95

# Resource Pages

## Heifer Promotional Merchandise



### Ark T-shirt

This T-shirt message signifies animals bringing happiness around the world.

White, 100% cotton.

Adult: #NS4700; Sizes: S-XXXL, \$12.00

Child: #NS4700; Sizes: XS-L, \$10.00

### The Cow That Saved the Earth

Short sleeve cotton shirt featuring an African batik cow proclaiming "The Cow That Saved the Earth," along with the Heifer logo on the sleeve. Black, 100% cotton.

Adult sizes: #NS4800, Size: S-XXL, \$12.00

### Heifer Denim Shirt

Heifer's embroidered logo above the left breast pocket. Available in long sleeve or short sleeve.

Adult sizes: S-XXXL

Long sleeve: #NS4100, \$30.00

Short sleeve: #NS4200, \$28.00

### End Hunger Grocery Tote

*End Hunger, Pass It On* imprinted on 100% organic cotton.

#N00404, \$17.00

### Heifer Cap

Relaxed front with Heifer logo.

Stone or khaki, 100% cotton

One size, #NS4000, \$10



### Holiday Greeting Cards

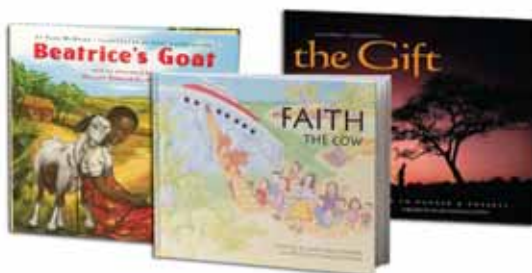
A: "May your blessings be as countless as the stars in the sky"  
#NCS605, 20/\$10

B: "Have a Joyful Holiday Season and a Happy Moo Year"  
#NCS604, 20/\$10

C: "Prayers for Peace"  
#NCR605, 20/\$10

Heifer International does not provide sale merchandise on consignment and cannot accept returned unsold merchandise, so please plan your order carefully. A 20-percent discount is granted to orders over \$300.

# Resource Pages



## **Beatrice's Goat by Page McBrier**

Discover how Beatrice's life was changed when her family received a goat from Heifer.

Hardback, #NB0700, \$16.00

Softback, #NB0700S, \$6.99

## Heifer Books

### **Faith the Cow by Susan Bame Hoover**

Learn how the idea for Heifer International came to life and how Faith the cow helped families in Puerto Rico.

Hardback, #NB0705, \$16.00

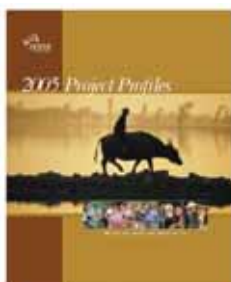
### **The Gift: A World Solution to Hunger and Poverty by Matt and Susan Bradley**

A beautiful book showing Heifer work on five continents. Photos and text; 144 pages.

Hardback, #NB0714, \$40

Softback, #NB0715, \$23

## Heifer Free Resources



### **Project Profiles**

Briefly describes all current Heifer International projects and costs.

#RP0005



### **World Ark**

Bimonthly magazine with news about Heifer's current programs and reflections on global hunger issues.

Current issue free with contribution.

#RP1075



### **The Gift of Self-Reliance: General Brochure**

Introduces Heifer's history and approach to ending world hunger.

#RP4003



### **Heifer Fact Sheet**

An introduction to Heifer: what we are doing to end world hunger, and why our approach is so effective.

#RP3014



### **An Ark for Today's World**

Heifer fact sheet informs congregations about Heifer's global outreach.

#RP3004



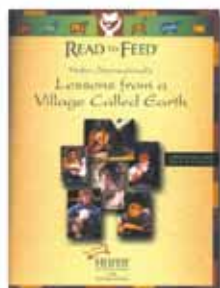
### **An Ark for Today's World: Bulletin Insert**

Shorter version of fact sheet for church bulletins.

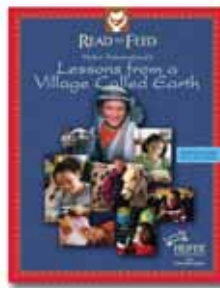
#RP2104

# Resource Pages

## Heifer Free Resources



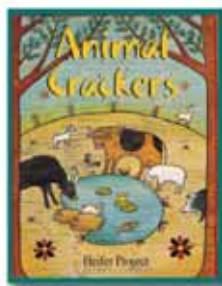
**Read to Feed Program: 3rd/4th grade curriculum**  
Children improve reading skills while helping families around the world. Standards-based curriculum for 3rd-4th grades. (Also available on CD-ROM)  
#RRX34T (Leaders Packet)  
#RR8342 (Curriculum Only)



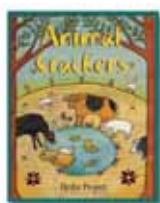
**Read to Feed Program: 5th/6th grade curriculum**  
Children improve reading skills while helping families around the world. Standards-based curriculum for 5th-6th grades. (Also available on CD-ROM)  
#RRX56T (Leaders Packet)  
#RR8564 (Curriculum Only)



**Congregation Resource Catalog**  
List of resources available to churches and other organizations.  
#RP5002



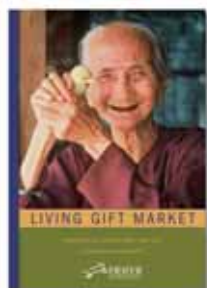
**Animal Crackers: World Hunger Education for Preschool-Adult**  
80-page resource for activities, crafts, five session curriculum/worship. One free per leader.  
#RAX009



**Animal Crackers Collector's Cards**  
Set of 10  
#RAX019



**Fill the Ark: Calendar and Ark Bank**  
Family-oriented daily home giving/learning program for all ages.  
#RFX018



**Living Gift Market**  
Step-by-step planning guide for organizing a "market" to raise support for Heifer.  
#RLX004

**Honor Card**  
Gift card, with envelope, for honoring family and friends when a gift of Heifer animals is given in their name.  
#RH2005

# Heifer Foundation

Include  
a Heifer  
Foundation  
information  
center at  
your Living  
Gift Market.

**H**elp spread the word that there are many ways to give, and by giving to the endowment at Heifer Foundation, your gift will provide lasting support for generations. You can use assets, large and small, to support the values and activities that are important to you. In addition, with a Heifer Foundation planned gift (annuity or trust), your gift can provide additional income, as well as provide opportunity for generations of families who just need a helping hand.

Heifer Foundation provides many other giving opportunities, such as:

- ◆ Country Endowments that directly support the areas that are closest to your heart;
- ◆ Birthday and Holiday Endowments, a wonderful way to celebrate special occasions for loved ones with an annual reminder of your thoughtful gift, and the knowledge that a family is being helped in their honor;
- ◆ Membership in the \$100 Million Dollar Club, a great way to honor special people with a gift of any amount to help the Foundation reach its \$100 million goal; and
- ◆ Memorial Endowments, which provide the opportunity to honor loved ones in a way that ensures their memory and values transcend time and regional boundaries to assist Heifer's work with families around the world.

Contact Heifer Foundation for resource brochures for your information table or to answer questions you may have about the program. Forms and information are downloadable directly from our website.



Heifer International Foundation  
P.O. Box 727 • Little Rock, AR 72203  
(888) 422-1161 • [www.heiferfoundation.org](http://www.heiferfoundation.org)  
Email: [foundation@heifer.org](mailto:foundation@heifer.org)

"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

"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

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

—Don Myer, North  
Manchester, Indiana

"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



**Heifer International**  
1 World Avenue  
Little Rock, AR 72202, USA



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RLX004

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