

HEIFER INTERNATIONAL CHICAGO

HEIFER INTERNATIONAL MESSAGES

Elevator speech:

Heifer International is a global nonprofit, humanitarian organization dedicated to ending hunger and poverty and caring for the earth. Heifer partners with the world's poor—through gifts of livestock and training—to help them achieve ongoing self-sufficiency. Recipients become donors themselves by passing on the gift—the first offspring from livestock, training—to others in their communities, perpetuating a circle of giving. A donation goes to work right away but grows forever.

KEY MESSAGES

Heifer International is a global nonprofit, humanitarian organization dedicated to ending hunger and poverty and caring for the earth.

Hunger and poverty are urgent world problems, and are getting worse. Today, there are more than one billion chronically hungry people in the world and nearly two billion people live on less than US\$2 a day.

Since 1944, Heifer International has provided livestock and environmentally sound agricultural training to more than 12 million families—62 million men, women, boys and girls.

Heifer has more than 900 projects under way in more than 50 countries around the world—in Africa, Asia and the Pacific, Central and Eastern Europe and the Americas, including the United States.

Heifer provides 30 kinds of livestock, trees, seeds and training in environmentally sound agriculture to families in more than 50 countries, including the United States.

Heifer uses culturally appropriate animals that are requested by the groups with whom we work. Decision-making rests with the project participants.

Heifer International has a proven solution to end world hunger and poverty.

It takes more than an animal to make ongoing self-sufficiency a reality. Thus, Heifer provides training in sustainable livestock husbandry and community development as part of our gifts of livestock.

A key component of Heifer's proven model is passing on the gift; where recipients of livestock grant offspring to others in their community

In the United States, Heifer International offers education and advocacy in the service of eliminating world hunger.