Glasia M. wants to be a teacher when she grows up.
WHAT IS HEIFER INTERNATIONAL?

Heifer International is a nonprofit with a mission to end hunger and poverty while caring for the Earth. For more than 70 years, we have worked with poor farming families around the world to help them lift themselves out of poverty. We do this by giving them animals, like cows or chickens, along with training on how to care for them and use their byproducts to earn income.

We work in 25 countries, including the United States, to help families and communities become self-reliant. Our goal is to help families achieve living incomes, which will allow them to feed their families daily; educate their children; and have proper housing, water, hygiene and other essential resources.

WHAT IS MILK MONEY?

The Milk Money program is a fundraiser that invites young participants to work together to help students in Heifer’s Tanzania School Milk Program. For many years, our focus in Tanzania has been on increasing the amount of milk produced by farmers in small farms. In this project, we are working with farmers and dairy producers to process the milk and package it for students.

In the southern highlands region of Tanzania, it has been difficult to get pasteurized milk to children. As a result, many young people suffer from a lack of proper nutrition in their diet at home. Few schools in Tanzania serve meals during the day, so most kids don’t receive a meal at school. This means the children are going their entire school days malnourished or underfed, which affects their ability to learn.

We know your students can make a difference by finding creative and fun ways to raise funds for Milk Money! We hope that your students discover the benefits of service and learn how their interests and talents can benefit others. By exploring how they can improve social issues through service, participants learn lifelong lessons about the impact their work can have on a global scale.
**1 PLAN YOUR SERVICE PROJECT**

Milk Money is a flexible program, so you can adapt it to fit your group’s needs.

- Decide how long the program will run.
- Incorporate the program into the natural rhythm of your class or school group. Milk Money fundraisers can be organized to last a couple of weeks, a holiday season, spring break, after testing or during the summer.
- Brainstorm ideas for raising money. Read our fundraising ideas on page 6 to get the ideas flowing!

**2 DISCOVER WHY**

Learn more about Heifer’s Tanzania School Milk Program so your students will have a better understanding of the impact of their hard work.

- Connect with us on social media for photos, stories and videos.
- Discover learning resources and opportunities at www.heifer.org/milkmoney

**3 SPREAD THE WORD**

Think of ways you can let others know that you are helping provide milk for hungry students.

- Make posters to decorate the school hallway.
- Create a class fundraising page at www.heifer.org/milkmoney.
- Designate students to speak during announcement time.
- Share student-created videos on social media.

**4 COLLECT FUNDS**

Determine how students will collect donations from sponsors. Heifer offers online and offline giving options.

**Online:** Give a direct gift or set up a group fundraising page at www.heifer.org/milkmoney to take online donations.

- Share your group’s fundraising page link on social media, email and the school’s website.
- Students and parents can create individual team member pages to share.

**Offline:** If the traditional giving method works better in your program, ask sponsors to write checks to Heifer International and add “Milk Money” in the memo line. Download and complete the Milk Money Donation Form from our website to enclose with your gift. This ensures that your funds will support Tanzanian schoolchildren as efficiently as possible!

- Send checks and donation form to:

  Heifer International  
  P.O. Box 8058  
  Little Rock, AR 72203

**TRIED AND TRUE TIPS!**

- We recommend one to three weeks for your program.

- Look for opportunities to connect with your community, such as annual events. Coordinating your program’s timeline with an event or project in your area can make a significant impact.

- It’s helpful for students to practice asking for donations. Help your students create short speeches about their fundraiser. It can be a great lesson in persuasive writing and speaking!

- Involve your students in counting and recording the funds so they can practice real-life math skills!

- Contact our community engagement team by emailing info@heifer.org.
5 KEEP TRACK

Create a visual display using Heifer’s Milk Money resources to help keep track of your fundraising.

- Set a goal and mark your progress.
- Decorate milk cartons with your class goals. We even have milk labels to make it easy.

6 CELEBRATE YOUR SUCCESS

Once your students complete their fundraising projects, it’s time to celebrate the impact of their efforts on improving the lives of malnourished children in Tanzania.

- Show appreciation to your sponsors! Consider holding a session for students to write thank you notes to donors.
- Remind students that their generosity will have a lasting impact on the children in Tanzania for years to come.
- Share your story on social media or local media outlets. You may inspire others in your community to help, too! Be sure to tag Heifer on social media so we can celebrate your achievements.

CONNECT WITH US


@Heifer  @HeiferInternational  @HeiferIntl

A CUP OF MILK OVERFLOWING WITH RESULTS

We know that when school milk feeding programs are given the right support, we see both short-term and long-term benefits, such as:

- Improved growth, development, health and nutrition.
- Increased school performance and school attendance.
- Just $72 provides milk for a year for one student.
- More employment opportunities. (For every 26.5 gallons of milk produced, four jobs are created.)
- Reduced rural poverty by increasing farmers’ incomes.
A daily serving of milk to a school child provides high-quality protein, vitamins and nutrients needed for healthy minds and bodies. You can ensure that a child in Tanzania has the chance to grow strong and excel in school with just $72. But to get there, you must first decide what type of fundraiser best suits your school. You may even combine a few ideas to better engage your community. Use the ideas and tips below to help get you started. Be creative as you prepare to change lives!

**ON-GOING ACTIVITIES**

- **MILK JUG COIN DRIVE** Get a free Milk Money label from Heifer; decorate several clean, empty plastic milk jugs and put them in classrooms or your lunch room. Tell your classmates about your project and ask them to add their spare change. Challenge other classrooms to a contest to see who can collect the most coins for a fun event like an extra free time.
- **COOKIES FOR MILK BAKE SALE** Work with parents to bake and sell several dozen cookies one day a week for three weeks. Make “Cookies for Milk” posters and tags to share your project.
- **MILKSHAKE MONDAYS** Work with your school’s food service team to make and sell milkshakes at lunch or during free periods.
- **LOCAL LETTER WRITING CAMPAIGN** Work with your club or class to personally write, sign and hand deliver letters to local clubs, businesses or faith communities. Describe why you are passionate about MILK MONEY and ask for their support.
ONE-DAY EVENTS

- **MONDAY SUNDAE BAR** Set up a sundae bar and sell treats during a special Milk Money school assembly.
- **MILK BEFORE BEDTIME PAJAMA PARTY** Host a movie night at school and ask everyone to come dressed in their sleep-best. Serve milk and cookies, of course! Charge entry fees for Milk Money.
- **MOO-COW DANCE PARTY** Host a dance-a-thon, and ask everyone to dress like a cow! Consider playing music from Tanzania and serving Tanzanian food like fried plantains, mango orange juice and rice in coconut milk.
- **MARCH FOR MILK** Plan a Saturday walk at a safe and visible location in town. Make T-shirts and signs to tell your community about your cause. Collect sponsorships and donations.
- **MILK MOUSTACHE DASH** Plan a school-wide 5K or Mile Run event. Get volunteers to paint everyone’s face with a white milk moustache. Collect entry fees for Milk Money.

HELPFUL HINTS

- Take advantage of school announcements to publicize your program. Write a few scripts about Milk Money and share how your class is working to provide healthy milk to students in Tanzania.
- Get the whole community involved! Talk to administrators, staff, parents, local groups and anyone who will listen!
- Contact your local newspaper and learn how to submit information for articles and announcements to make sure everyone hears about your project.
- Don’t forget to post and share about your project on social media!
Tanzania is located in East Africa.

Africa’s highest point can be found in Tanzania. It is called Mount Kilimanjaro. Mount Kilimanjaro is a volcano, but it does not erupt anymore.

The largest lake in Africa is also in Tanzania. Lake Victoria is so large that parts of it are also in Kenya and Uganda.

People speak more than 120 languages in Tanzania. The two official languages are Swahili and English. In Swahili, *Jambo* means "hello."

Tanzania was formed in 1964, when the newly independent countries of Tanganyika and Zanzibar merged together.

Tanzania’s country motto is *Uhuru na Umoja*. In English, this means “Freedom and Unity.”

Many animals are native to Tanzania, including lions, zebras, elephants, giraffes, rhinos, crocodiles and hippopotamuses.

Soccer is the most popular sport in Tanzania.

Fifty-five million people live in Tanzania.

Four of 10 people in Tanzania are children under age 14.

One of three children in Tanzania does not have enough food to grow properly.

Heifer is helping provide milk to students in the Njombe, Mbeya and Iringa districts of Tanzania.

Eight of 10 people in Tanzania rely on agriculture for their income. Heifer helps farmers produce more food to eat and to sell.
LEARNING ABOUT TANZANIA

RESEARCH AND COLOR THE TANZANIA COAT OF ARMS

A coat of arms is a symbol that represents a family or a group of people. Research Tanzania’s coat of arms and its symbols. Now, create one that describes your family or another group you’re part of — such as a sports team, an after-school club or your class. Include at least three different symbols. Display and explain the meaning of the symbols in your coat of arms.

- Coat of Arms Coloring Page

COMPARE AND CONTRAST TANZANIA

Compare Tanzania to the United States (or another country). How do they compare in size? Population? Geography? Language? What sports, foods or types of music are popular?

HELPFUL LINKS FOR LEARNING ABOUT TANZANIA

- National Geographic Kids | Country Fact File: Tanzania!
- World Atlas | Explore the Tanzania Flag
- Tanzania Embassy | National Symbols of Tanzania
- National Geographic Kids | About Tanzania

Debora Jambe walks to the milk collection point.
What do the different colors within the Tanzanian flag represent? Do the colors on your country’s flag represent something? See if you can find out!
Milk is very good for students to drink because it’s full of NUTRIENTS. Each nutrient has a specific BENEFIT for our bodies to help us stay strong and healthy.

Match each NUTRIENT on the left with the BENEFIT on the right.

<table>
<thead>
<tr>
<th>NUTRIENT</th>
<th>BENEFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein</td>
<td>Helps with healthy skin and eyes</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>Gives energy and helps build muscle</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>Builds healthy bones and teeth</td>
</tr>
<tr>
<td>Calcium</td>
<td>Builds strong and healthy bones</td>
</tr>
</tbody>
</table>
Learn how the milk gets from the cows to the students by finding your way through the maze below!

1. Heifer gives cows to families. The families take good care of the cows, and the cows make a lot of milk.

2. The family sells the milk it doesn’t drink to help pay for important things like school and housing.

3. Trucks collect milk from many farmers and bring the milk to buildings where people make sure it is safe to drink. Then, they package it to drink.

4. Finally, the healthy milk is brought to the schools where students enjoy it at lunch every day. The milk keeps the students healthy. It also helps them do better in school!
Complete the crossword below with words you have learned.

Across
2. milk helps children have strong teeth and ________
5. helps make muscles strong
6. who takes care of cows

Down
1. an animal that gives milk
3. Heifer is helping deliver milk to ________ children
4. Tanzania is on this continent
7. a healthy drink
STUDENT PROFILES

MEET THE STUDENTS!
Share the Tanzania School Milk Program student profiles on the following pages with your students so they can get to know some of their global neighbors. These five students currently participate in the Tanzania School Milk Program and were interviewed by a Heifer Tanzania staff member about their school work, dreams for the future and more.

Use the accompanying questions to help your students reflect on the similarities and differences between themselves and the students in Tanzania. Visit our Heifer Tanzania Flickr album for additional inspiration for drawings and essays.

MILK MONEY REFLECTION QUESTIONS

1. What do these children wear to school? How are their clothes alike/different from what you wear to school?

2. Do they seem to like the same activities as you do? Do any of them enjoy doing things that you don’t like to do?

3. What kinds of jobs do they want when they grow up? Do you want to be any of those things, as well?

4. What are your favorite school subjects? Are they the same as any of theirs?

5. Does drinking milk each day seem to be a big deal for these students? Why?

6. Why do you think that they are so happy to drink milk each day?

7. Do you think that drinking milk each day has a lot to do with how you feel and do in school? Why or why not?

8. How would you feel if you skipped lunch? What if you didn’t have breakfast or lunch? Do you think it would make it harder to do your school work?

9. If you could ask these students one question to find out more about their lives, what would it be?

10. If you could tell them one thing about yourself, what would that be?

11. Imagine that you got a chance to play with one of these children for the afternoon. Draw a picture of what you would do together.

Beatrice Mwamlima walks through a field of corn.
**GREYSON M.**
Age 8 | Second Grade | Itunduma School

- Greyson likes playing football (you might call it soccer) with his friends. He is friendly and gets along well with other kids.
- His favorite subject is math.
- He would like to be a police officer when he grows up.
- He’s glad to be part of the *Tanzania School Milk Program* because it helps him grow strong and do well in school.

**VANESA M.**
Age 5 | Preschool | Nyumbanitu School

- Vanesa enjoys playing with her younger brother and helping her mother with house chores. She is quiet, but still friendly to others.
- Her favorite subject is math, and she wants to be a nurse when she is older.
- Vanesa is glad to drink milk each day at school because it keeps her strong and active.
- She goes to school every day and has good manners.

**AGAPE C.**
Age 7 | First Grade | Nyumbanitu School

- Agape likes playing with her friends and washing dishes. She is nice to her friends.
- Her favorite subjects are math and handwriting. She likes school and she wants to become a nurse when she grows up.
- Agape is happy to drink milk each day because it keeps her strong and active.
- She has perfect attendance.

**ALFREDY M.**
Age 7 | Preschool | Uwemba School

- Alfreddy is a calm and serious boy. He enjoys playing football with his friends after school.
- Spelling and math are Alfreddy’s favorite subjects. When he grows up he wants to become a businessman.
- He enjoys being part of the *Tanzania School Milk Program*. He says that milk keeps him active and able to read well.
- Since the program started, he has gone to every one of his classes.