

HEIFER INTERNATIONAL



HEIFER[®]
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WHO WE ARE | WHAT WE DO | WHY IT WORKS



Heifer International's mission is to end hunger and poverty while caring for the Earth. We provide livestock and environmentally sound agricultural training to help farmers struggling daily for reliable sources of food and income. Through their hard work and commitment, our gifts help our farmers improve their lives and their communities. And we continue to make incredible progress toward that mission in the approximately 30 countries in which we work.

OUR APPROACH

Our holistic approach is designed to help communities become the drivers of their own change by cultivating the following:

Income and Nutrition

Increasing farmers' production allows them to feed themselves and offers a source of income.

Improving the Environment

Conservation and restoration efforts allow farmers to not only make efficient use of resources but also actively improve the environment and mitigate the effects of climate change.

Women's Empowerment

Research shows that there is no development strategy more effective than one involving women as central players while encouraging men to welcome women's participation.

Social Capital

The critical element present in project communities is the energizing spark that motivates and empowers community members to take action. In order to enable true transformative change, we help communities self-direct their development and take advantage of inputs available from development organizations, government agencies and other sources.

Passing on the Gift[®]

The hallmark of our approach, each farming family passes on animals or time and knowledge. The act transforms recipients into donors and produces a profound sense of accomplishment. This practice, at a minimum, doubles the impact of the original gift. It's proof that small actions can lead to big results.

OUR IMPACT

Since 1944, we have helped more

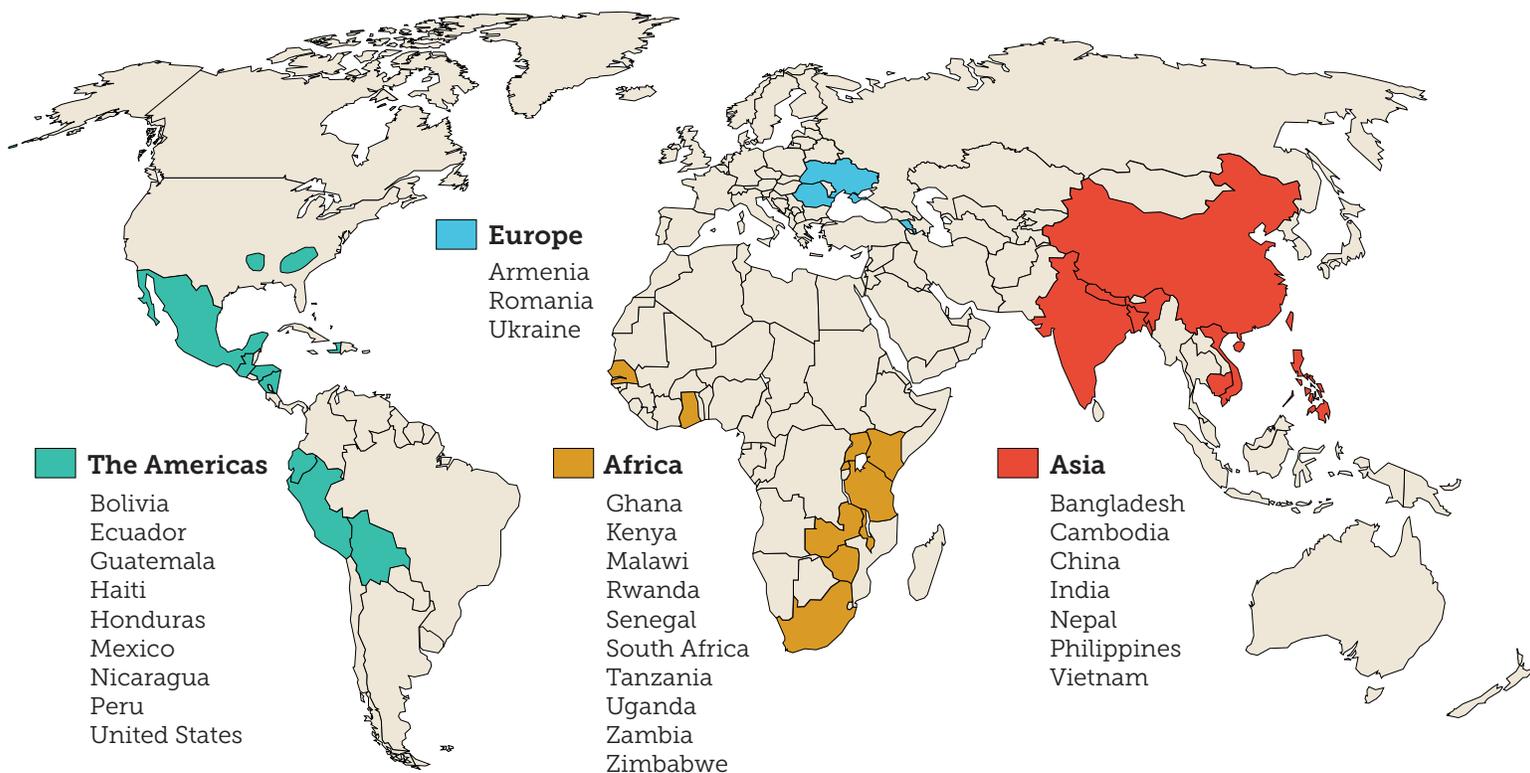
than 25 million families. One of the most important aspects of our model is building the capacity of project groups to envision, plan and manage their own futures. We monitor project data, track our progress and then evaluate our overall impact. These evaluations ensure that our work to place livestock and pass on knowledge and training in sustainable farming practices will benefit communities for generations.

OUR FUTURE

Within our mission, we have set a goal to help 4 million families, within the communities where we work, achieve living incomes by 2020. This income will allow them to educate their children; feed themselves adequately every day; and have proper housing, water, hygiene and other essential resources.



OUR WORK: WE OPERATE IN APPROXIMATELY 30 COUNTRIES, INCLUDING THE UNITED STATES.



OUR FOUNDER

As a relief worker, Dan West was unsatisfied with the temporary nature of aid as he saw the same faces returning day after day for rations. He returned home to his dairy farm determined to help those in need achieve self-reliance. He formed what would become Heifer International, and in 1944, the first shipment of dairy cattle embarked on a campaign that would change the lives of millions.



EDUCATION

More than 70,000 people a year visit Heifer's learning centers in Rutland, Massachusetts, and in Perryville and Little Rock, Arkansas. They participate in seminars, service-learning projects and in-depth learning experiences. Heifer also provides educational resources for teachers and faith communities so our message can be passed on to future generations.



LEADERS IN THE FIELD

We have received numerous awards and recognition for our work, including the Conrad N. Hilton Humanitarian Prize, the world's largest humanitarian award. In 2012, the 600,000-member Kiwanis International organization recognized us with the World Service Medal, the highest award they give. We've been recognized by former presidents George H.W. Bush and Ronald Reagan, and we also have been ranked in the top four most trusted nonprofit organizations in the past four years by Harris Poll Equitrend™.



Gifts to Heifer International are tax deductible and help fund Heifer's total program, unless designated otherwise. Federal employees may designate gifts to Heifer through payroll deduction by entering CFC #12079. Heifer International is a 501(c)(3) organization.

MEDIA FACTS AND IMAGES ARE AVAILABLE ON WWW.HEIFER.ORG. FOR MEDIA CONTACTS E-MAIL MEDIA@HEIFER.ORG