

READ  
--- TO ---  
FEED®



# REAL REAL KIDS ANIMALS

Read to Feed is an exciting adventure  
for children and teachers.

Teach children to  
be everyday heroes, helping  
others through reading  
and learning.



Guide  
Book

# Make a Difference with Read to Feed!

Education leads to awareness. Awareness fosters understanding. Understanding leads to inspiration. And inspired people take action. At Heifer International South Africa (Heifer) we believe it is crucial to educate the public about hunger and poverty and the sustainable solutions to these global issues. Heifer International developed Read to Feed® to promote reading while giving students a way to start a chain reaction of positive change around the world.

Children are ready to end global hunger and poverty but need your help.

In order for Read to Feed to be a success, children find sponsors who will donate money for each book or unit of time they read, which helps them to raise money to assist Heifer to help impoverished families.

Through the Read to Feed programme teachers and librarians have managed to take students on an adventure that encourages children to read and provides them with the opportunity to experience how wonderful it is to help others. We have had the privilege to work with so many extraordinary people displaying enthusiasm, initiative, courage, sacrifice, perseverance and humility in the nature of their involvement in assisting Heifer end hunger and poverty in South Africa.

"I decided to run Read to Feed at our school because it provided an excellent incentive for our children to read, but more especially, I felt it was the most logical and respectful way of giving help on an ever-growing basis to desperate people with no prospects, that I had ever heard of." — Miss McKenna, Crawford, La Lucia

Heifer International South Africa provides livestock and training so that families can receive a steady supply of milk, cheese, eggs and income to help rise out of poverty and become self-reliant. The best part is that each family agrees to give one or more of their gift animal's offspring to another family in need in what Heifer calls Passing on the Gift. This means just one gift animal can eventually transform an entire community.



In its 70 years, Heifer International has helped more than 20.7 million families in more than 125 countries, so this is a solution that really works. Heifer has worked in South Africa for more than 10 years.

Archbishop Emeritus Desmond Tutu, a supporter of the programme said, "Read to Feed is more than a reading programme, it is also an opportunity for children to change the world. I strongly support the Read to Feed programme."

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

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# Read to Feed is just 4 easy steps.

**STEP 1:** SET YOUR GOAL

**STEP 2:** GET SPONSORS AND SHARE YOUR CLASS FUNDRAISING WITH OTHERS IN YOUR SCHOOL AND COMMUNITY

**STEP 3:** READ BOOKS

**STEP 4:** CELEBRATE! YOU HAVE HELPED TO END HUNGER AND POVERTY IN SOUTH AFRICA!

To find out more, go to [www.heifer.org.za](http://www.heifer.org.za).  
Thank you for helping change the world!



## Message to the Parents

### EVERYTHING STARTS WITH A DESIRE FOR A BETTER LIFE & A BETTER WORLD

Your child's school has chosen to participate in Read to Feed, a reading incentive programme of Heifer International South Africa (Heifer), a nonprofit organisation dedicated to ending hunger and poverty in South Africa whilst caring for the Earth. Young people are asked to find sponsors for each book they read. The goal is to promote reading and help Heifer provide training and inputs such as livestock for struggling families who have few resources and need an on-going source of income. These gifts help families lift themselves out of poverty and hunger. Sponsors set a pledge amount for each book read. After reading books, the students collect their pledges, pool their money and donate the proceeds to Heifer. Read to Feed provides a powerful incentive for students to read. Along the way, they learn important lessons about different ways of living and the importance of helping others. Most importantly they learn that they can make a difference in the world. We appreciate your encouragement and support of your child while he or she participates in Read to Feed. It will not require much time on your part, but will mean less fortunate families will have an on-going source of food and opportunity to go to school and hope for a better tomorrow.



## How to Help During Your Child's Read to Feed Programme

1. Complete the enclosed consent form and have your child return it to his or her teacher.
2. Help your child find sponsors using the sponsor form provided.
3. Encourage your child to reach his or her reading goal.
4. Keep your child inspired by reading success stories with your child from our website about Heifer's work in the field and the benefits that animals can provide to families in South Africa.

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

# Things your family can do together to make a difference:

1

## LEARN TOGETHER

Invite everyone you know to participate and have fun whilst making a difference. Host a challenge and be part of Team Heifer.

2

## SEE HOW OUR SUPERHEROES DO IT!

Encourage your colleagues to sponsor your child by book. View our superheroes on page six and see how they used their entrepreneurial skills to raise funds at their parents' working place.

3

## GET ACTIVELY INVOLVED

Host a pamper day, tea party or create awareness about Heifer's work by informing everyone you know. Some great initiatives are hosting a cake sale: Get together and bake to raise funds for the Read to Feed programme. Or, take up a challenge to raise funds.

4

## GIFT DIFFERENT

Donate an animal in honour of someone's birthday or other special day. Visit our Give and Gain page: <http://bit.ly/17GilyS>  
Or, give Heifer gifts for birthdays, special occasions and holidays. (<http://bit.ly/17GilyS>)

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## VOLUNTEER TOGETHER

We love volunteers at Heifer and welcome you to join us to help end hunger and poverty in South Africa. ([www.heifer.org.za/volunteer](http://www.heifer.org.za/volunteer))  
To find out more, go to [www.heifer.org.za/readtofeed](http://www.heifer.org.za/readtofeed)

**Thank you for helping your child change the world!**

\* To help the greatest number of families move toward self-reliance, Heifer does not use its limited resources to track individual animals from donation to distribution to specific families. Instead, your gift supports the entire Heifer mission. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities.



# KIDS

## Can Children Change the World?

**YES! At Heifer, we've learned that young people can be our most powerful spokespeople. It's true! We're glad that you are helping to end hunger and poverty, because when we all work together, great things happen. To get you started, here are some questions and answers about how to talk about Heifer and Read to Feed.**

### **First of all, who should I talk to about Heifer?**

You can talk to your family and friends. You might choose to talk to neighbors, your teammates and their parents, friends of your parents. Maybe you can tell your dentist, scouting leader or school bus driver.

Whoever you choose, don't go looking for strangers to talk to, especially without your parents or another safe adult.

### **What should I say about Heifer?**

Tell people that Heifer International South Africa is a non-profit organisation that helps families in South Africa by giving gifts of livestock (animals) and training. The animals help families to have nutrition (food to be healthy) and income (money from selling products like eggs, yarn or cheese). The training helps families learn to care for their animals and how to keep them healthy. Families also learn how to develop businesses to sell the products from their animals and their off-spring (once they are old enough).

### **What should I tell people about Read to Feed?**

You can say Read to Feed is a fun programme that encourages students to read in order to help Heifer families around the world. Ask them to give you a small amount of money for each book or chapter or page that you read.

Did you and your classmates decide to raise funds for a certain animal? Did you set a goal for the number of books you want to read? Tell people about the goals you have set. Ask them to visit

the webpage that your teacher has created to share your progress toward your goal. (You'll have to get the web address from your teacher!)

### **What else should I say?**

It's always good to tell people why you want to help Heifer. Also, don't forget to tell them thank you (for listening AND for promising to sponsor you!).

**Students like you have helped families all around the world with gifts of animals and training. Keep reading to find out more about the ways Heifer and you make a difference.**

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

# Want to do more? Be different!

- **Create a Read to Feed Club:** Children participate in the programme by donating a once off membership fee.
- **Have an animal day or farm day** (e.g., cow, sheep or chickens): Children get to wear casual clothes or gum boots and contribute a donation to Read to Feed.
- **Get the children to grow seedlings:** In classrooms or at home, and then sell to staff and parents by holding a big market day.
- **Host a charity event** or a concert.
- **Host a cinema charity screening.**
- **Host a sports tournament** (e.g., soccer, rugby or swimming gala): Each one can represent a Heifer project or animal of their choice. Children can pay to take part, or a team could be sponsored for the number of goals or points that they score.
- **Have a relay race with a difference!** Take some buckets, fill them with water and get the pupils to balance them on their heads. You can run it as a race, with the fastest or driest as the winner. Or, sponsor children to carry the buckets for a certain distance like many African children have to. This allows children to experience what children in rural parts of South Africa experience.
- **Raise money to pay for chickens by having a Rooster Crowing Day:** A great competition where the loudest crowing entrant wins. Entry fees R5, contributions will go toward assisting Heifer International South Africa help end hunger and poverty in rural communities.
- **Have a Dance-a-thon to African music!** Get pupils to dance in pairs for half an hour and then hand over to the next pair. Keeps this going for a whole day in your sports hall as a sponsored event, raising money so that you will make African families want to dance for joy, too!
- **Hold a Read-a-thon.**
- **Hold a superhero challenge:** Students use their innovation to raise funds for the programme and the best innovation is given the recognition of the superhero of the year.
- **Host a parent and child activity day.**
- **Get the parents involved in a cake sale:** Challenge parents to use their imaginations by using baking cow shaped cookies or cupcakes filled with all things nutritional.



# Entrepreneurial Superheroes

## Sisters team up to raise funds for Read to Feed



When the Rojas sisters heard about Heifer through their school, they were so inspired by the Read to Feed principle of children changing the world that they went home the same day and told their parents all about Heifer's mission. The sisters were worried that they wouldn't be able to raise the funds they wanted to from the small number of friends and family they had in South Africa to sponsor their reading initiatives.

After brainstorming possible ways to get

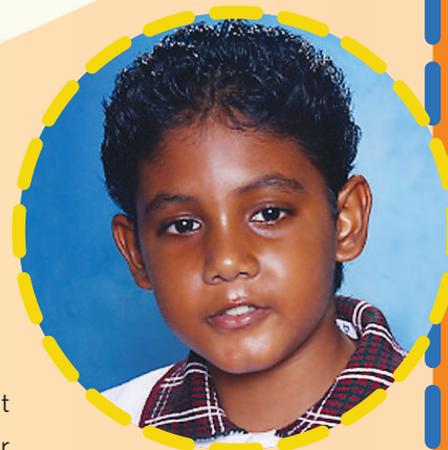
sponsors for the books they read, Paula (Grade 7) asked her father if the two sisters could visit his new place of employment and talk about Heifer's work. During lunch interval of a management meeting, the two young girls had the courage to tell total strangers about the cause they are so passionate about. They went to each table and Paula explained to the employees around the tables about Heifer's mission and how Heifer helps poor rural communities end hunger and poverty in South Africa.

The staffs were so impressed by the information Paula had provided them and they were keen to be involved in the programme. Most of all they were inspired by Paula and her sister's determination and commitment to help end hunger and poverty in South Africa. Many of the employees committed to sponsor the sisters for every book they read. Paula created a database to keep people updated on their progress, as well as about Heifer International. Every Friday after school Paula would send out an email to inform her sponsors on the recent developments of the programme, for example, how many sheep they have managed to raise the funds for, a description of one of Heifer's projects, the new initiatives which they had undertaken to raise funds and how her sponsors can get involved.

# Read to Feed Superhero

## Boy sacrifices his weekly treat to raise funds

Nikhil Chetty, a grade 2 learner at Crawford Preparatory School in La Lucia, has always actively participated in Read to Feed. His passion for the programme and determination to help end hunger and poverty is an example to others, affirming Heifer International's belief that young people have the power to change the world. Nikhil's twist to the programme is a noble sacrifice. Every Saturday afternoon Nikhil's parents treat him to a scrumptious lunch at a restaurant of his choice. For the duration of the Read to Feed programme Nikhil gave up his weekly treat and donated the amount that would have been spent on his Saturday lunches to Heifer International South Africa to assist in ending hunger and poverty in South Africa.



## Tips from Mrs. McKenna

Mrs. McKenna was awarded the Best Librarian for 2013. Her passion and zest for the programme can be noted on the corridors and windows of Crawford Preparatory School in La Lucia. She has managed to get the school buzzing with her creative incentives and initiatives. Teachers and pupils race toward the library in their free time to contribute their bit to help end hunger and poverty in South Africa. Mrs. McKenna has managed to raise more than R250,000 for the Read to Feed Programme.

"Read to Feed done properly can be a lot of work but because of its end



result and the tremendous fun that everyone has in getting there, it certainly is one of the year's brightest highlights in our school," Mrs. McKenna said.

"Each year's project has been more exciting and better managed than the one before. The children, especially the younger ones, just love doing Read to Feed and they are really disappointed when it comes to an end. Even before it is over, they want to know which animal we're going to be doing next year. Also, there is no doubt whatsoever that the children read much more during this period, and more important is that they become a lot more empathetic and aware of the plight of the people for whom they are reading," she said.

- The assembly to launch Read to Feed really does need to be powerful. It is important to provide children with an understanding of the role they shall play in ending hunger and poverty by participating in the Read to Feed programme.
- One must describe the reality of life in the rural areas and include images in the presentation that provide children with an insight into the daily lives of rural communities in South Africa.

- Children need to be enlightened on the positive impact their contributions can make to poor rural communities and the generations to come.



- I often use the example of Heifer International's cornerstone Passing on the Gift to provide children with a representation of their role in changing the world. For example, the animals that their money buys will have offspring that will be passed on to other members in their communities. Good will continue to spread to more and more families as the years pass by.

- Recognise everyone who brings an amount in—even if it's only a little. The ultimate aim is to have everyone showing that they care by contributing—even if it's only five rands.

- Announce daily how many animals they've earned.
- Close with a hand-over assembly which is fun, and where everybody who gave money and/or helped is recognised. Get them to stand up or come up to the front. Interview some of the children, e.g., "Tell us who your sponsors were." "Did your family join in Read to Feed with you?" "How many books did you read?" etc.

# Small incentives make a big difference.

This is a great way to get parent's committees, art teachers and even artistic kids involved in helping to personalise the programme for your school. Recruit them to help design and make the toolkits for each class and collect the sweets or other small incentives to encourage and recognise the achievements of the children as they read books, raise funds and make a real, tangible contribution to ending hunger and poverty!

Decide on one particular animal as your goal. Tell the children what each animal costs at the beginning but thereafter, don't talk money, just how many animals they've bought. Even fractions—"nine and a half sheep."



## The Year of the Boschveld Hens'@ R100

- Each family received a truckload of 30 hens and one rooster
- Every class received a brown pizza box filled with straw and everything (parents' letter, forms, envelopes, etc.) needed
- A class poster of a truck carrying 30 hens and one rooster (worth R3100) to be coloured in as money was donated
- A little gold drawstring bag containing golden (cardboard) eggs, each worth R100 and hen and rooster stickers. "The children loved it - they loved the hype, the community spiritedness and a caring goal to strive towards."—Mrs. McKenna

## Every time a child read R100 worth:

- He/she coloured in a hen on the truck poster
- He/she was then given a gold egg, on the back of which he wrote his name and grade
- He/she would race to the library and pop their egg into Ukukhu (a pottery hen with a detachable head who sat on the library counter)
- As a thank you, students received a nougat/caramel pinwheel sweet
- On Friday, all the week's gold eggs went into a lucky nougat pop draw

"Using a different animal each time really excited the children—they could visualise what they were buying with their money. This made it much easier (especially for the younger ones) to follow how we were doing in so many animals rather than as a running total of rands and cents. It also gave them an understanding of just how expensive and thereby precious these animals are."— Mrs. McKenna

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HOW DOES THE ANIMAL HELP THE FAMILY?  
WRITE THE LETTER IN THE EMPTY CIRCLE NEXT TO THE ANIMAL TITLE.

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FERTILIZER



# NOT A CUP, BUT A COW

**H**urray for heifers—that's a female cow that has not yet given birth to a calf. A quality dairy cow can produce four gallons of milk a day—enough for a family to drink, share with neighbors and sell for cash. The sale of surplus milk earns money for school fees, medicine, clothing and home improvements.

**Gift of a Heifer:  
R10,000**



# TREASURE THE TREES

**T**rees give us more than just something to climb or a cool, shady place to rest. Trees are essential to life on Earth. That's why planting fast-growing trees is often the first step when families and communities begin working with Heifer. Trees put nitrogen back into the soil, hold water in the soil and moisture in the air, serve as windbreaks and provide animal feed, fencing, firewood and more.

**Tree Seedlings: R500**

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



# CHICKS: A CHAMPION CHOICE

A good hen can lay up to 200 eggs a year—a reliable source of protein for children who live mostly on starches. Extra eggs can be sold to pay for school, clothes and medicine. Because chickens require very little space and thrive on readily available food scraps, families can make money from the birds without spending too much. Chickens also scratch up soil and enrich it with their droppings, improving crops and diets.



Flock of Chicks:  
R2,400

# SHARE A SHEEP!

Many communities around the world depend on wool, meat and even milk from sheep. Families use sheep's wool to make clothes or sell for extra income. Sheep often give birth to twins or triplets and can graze even in the hilliest, rockiest pastures.



Gift of a Sheep:  
R1,500

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

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HOW DOES THE ANIMAL HELP THE FAMILY?  
WRITE THE LETTER IN THE EMPTY CIRCLE NEXT TO THE ANIMAL TITLE.

## GO GOAT

Goats can thrive in extreme climates and on poor, dry land by eating leaves, weeds and grass. Many people around the world rely on them for milk. A dairy goat can supply a family with up to a gallon of nutritious milk a day—just about the right amount if you don't have a refrigerator. Goats often have two or three kids a year.



Gift of a Goat:  
R1,500

## THE BUZZ ABOUT BEES



Gift of Honeybees:  
R1,000

Bees are easy to keep. They require almost no space and once the hives are established, they are inexpensive to maintain. After all, humans don't have to feed bees. As bees search for nectar (their food), they pollinate plants. Placed in the right locations, near fruit trees and vegetable gardens, beehives can as much as double fruit and vegetable yields. Heifer bees and a hive provide families with better crops, candle wax, pollen for medicine, and honey to eat and sell.



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