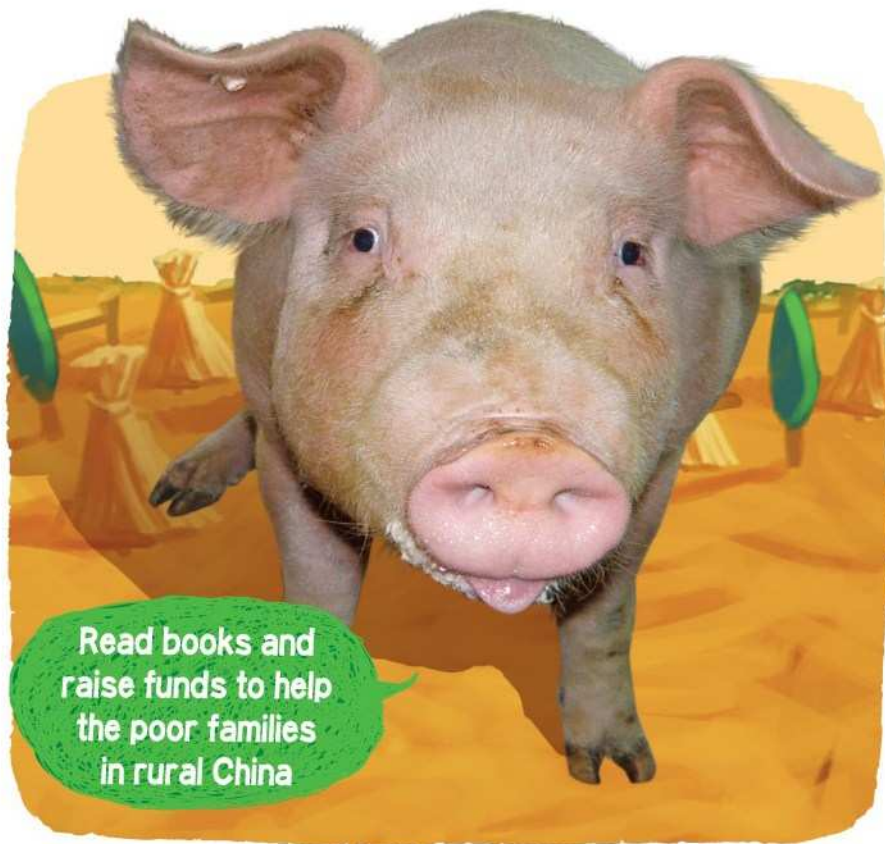


Heifer - HSBC



Read to Feed 2011-12



Read books and
raise funds to help
the poor families
in rural China

Amazing Animals



Get your Goat!



Goats are friendly and they love to play! Goats can thrive in extreme climates and on poor, dry land. They are great for ethnic minority families in China who live high up in the steep mountains. Goats usually have three or four kids a year so the herd grows quickly. The family can sell the goats when they are a year old for HK\$400-600 each to pay for food, clothes, medicine and school fees for their children.

Pigs for progress!

Pigs are among the world's most popular farm animals. They are prolific and have up to twenty piglets a year! Pigs are not picky eaters and their manure can be used to fertilize crops and produce biogas. A two-month old pig can be sold for HK\$200-300 and an eight-month old pig can be sold for HK\$800-1000. Families with Heifer pigs often see their lives improved in a short period of time.



Cattle is a good gift



Cattle provide protein that transforms sick, malnourished children into healthy boys and girls. They help do farming and carry heavy loads. A healthy cow produces a calf every year. A one-year old calf can be sold for HK\$2000-2400, and a two-year old can be sold for HK\$5500-5800. The calf will be passed on to another family in need and will eventually help an entire community.

Present this coupon and enjoy up to **5-10% discount** at Joint Publishing (H.K.) Co., Ltd., Chung Hwa Book Co., (H.K.) Ltd. and The Commercial Press (H.K.) Ltd. (Not applicable to fixed-priced items, book coupons and special offers)

Terms & Conditions:

- This coupon must be shown upon purchase, and payment must be in cash.
- This coupon cannot be exchanged for cash.
- Only one coupon can be used for each purchase within validity. This coupon cannot be used in conjunction with other promotional offers.
- Photocopies of this coupon will not be accepted.
- This coupon is valid from 1 Sep 2011 to 30 Jun 2012.
- In case of any disputes, Sino United Publishing (Holdings) Ltd. reserves the right of final decision.



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Heifer Yunnan Ethnic Minority Community Development Project

Where will the donations go?

The donations will be used to help 400 impoverished families in Shangrila, Yulong and Ximeng Counties in Yunnan Province.

Remoteness, lack of transportation systems, and poorly developed facilities make it hard for people there to improve their lives. The average net annual income is below the national poverty line (RMB1196).



How will Heifer help?

- Provide quality animals, including cattle, pigs or goats, and provide training in animal husbandry to help raise productivity
- Provide training in community planning, environmental conservation and farming skills as well as other relevant skills
- Provide training in gender equity and encourage women to take part in community development
- Assist villagers in setting up self-help groups to bring the community together and help them work towards self-reliance and sustainable development
- Provide training in coping with natural disasters to help reduce loss when disasters strike, as villagers are more vulnerable to natural disasters because of poorly developed infrastructure and because their means of livelihood are often dependent on the weather
- Another 800 families will benefit from "Passing on the Gift" and receive animal offspring and raising techniques from the first generation



Supporting Organizations :



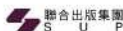
HK Aided Primary School Heads Association



Subsidized Primary Schools Council



Acknowledgements :



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www.heiferhk.org