






The *Read to Feed* program encourages students to read while raising funds for poor families in rural China. It **enhances reading** and **empowers students to make contributions** to China. They learn to **care for those less fortunate**, and grow up to become **informed, considerate and compassionate leaders**.



Key features

Launching period	Over a period of 4-6 weeks of school's choice. Suggested to be incorporated into existing reading programs or other service learning programs.	
Reading	Any books of students' interests and levels.	
Fundraising	Invite sponsorship from family and friends : ① based on no. of books read (e.g. Read 10 books x \$10 per book = \$100) or ② based on time spent on reading (e.g. Read 6 hours x \$20 per hour = \$120) or ③ a fixed amount. No minimum donations.	
Matching fund	Donations raised by local schools (international schools excluded) will be matched by HSBC so that more families can benefit.	
Use of funds	Funds raised through <i>Read to Feed</i> 2011-12 will be used in the "Yunnan Ethnic Minority Community Development Project" (please see the donation card for more details).	
Free resources	Storybooks and videos with stories about Heifer and how we help the poor families / project information leaflets and powerpoint / posters / fun worksheets / animals stickers	
Rewards & report	Individual awards :	<i>Outstanding Reader</i> – certificate and prizes for 1 student in each form who has read the most books <i>Outstanding Fundraiser</i> – certificate and prizes for 1 student in each form who has raised the most funds
	Class awards :	<i>Busy Bee Award</i> – certificates for top 3 classes that have read the most books <i>Benevolence Award</i> – certificates for top 3 classes that have raised the most funds
	Interschool awards :	<i>Highest Participation Award</i> - 2 winning schools will each receive books valued at HK\$1,000 kindly sponsored by Sino United Publishing <i>Highest Fundraising Award</i> - 2 winning schools will each receive HK\$1,500 book coupons kindly sponsored by Dymocks
	 All participating students will receive 2 Sino United Publishing discount coupons.  All schools will receive a plaque, a thank you letter and a project progress report.  Receipts will be issued for donations of HK\$100 or above upon request on the donation form.	

Program implementation

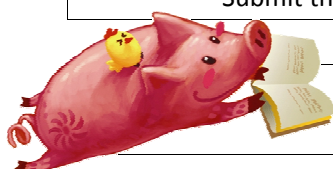
Enrollment

Submit the Enrollment Form and Resource Request Form to Heifer by fax (2368 0217).



Resources delivery

Heifer arranges delivery of requested resources to school.



Kick off and in-school promotion

Kick off the program by showing videos and powerpoint to students and putting up posters around school; introduce to parents with letters, project leaflets and donation forms.



During the program, students can :

1. Set reading and fundraising targets.
2. Read and record books read (please remind students to fill in their no. of books read on the donation form for assessing the program's result).
3. Invite family and friends to sponsor, ask donors to fill in the donation form and give each an animal sticker.

* Please pay by crossed cheque :



Payee name : Heifer Int'l HK Ltd



At the back of the cheque, write school name, student name and contact no. for tracing problem cheques.



Collect donations and forms from students

Coordinator collects donations and forms, and fills in the Donation Summary Form.



Notify Heifer to collect donations

Within 1 month after the program ends, notify Heifer to arrange for donation collection.
(Cash donation can be deposited into Heifer's HSBC bank A/C : 047-830997-838)



Awards for students

Present awards for outstanding students and classes.



Receipts and thank you letter

Heifer sends back ①receipts for distributing to the students; ②thank you letter and project progress report for sharing with the students and donors by posting around school or on the intranet.
(Receipts for tax deduction will only be issued for donations of HK\$100 or above upon request on the donation form)

PLEASE SUPPORT US TO END POVERTY!

Heifer International Hong Kong

Established in 1944 in the U.S., Heifer International is a non-profit organization dedicated to ending world hunger by providing animals and training to help impoverished families around the world become self-reliant. Heifer International Hong Kong was founded in 2000. As a partner of Heifer International, Heifer International Hong Kong supports Heifer's program in Mainland China. Recipient families promise to "Pass on the Gift" by sharing their livestock's offspring, skills and knowledge to another family in need.

Heifer Board of Directors

Chairman : Mr Antony Leung

Vice-chairman : Mr Peter Lam

Memebers : Mrs Annie Bentley, Mr Edward Cheng, Mrs Nancy Hernreich Bowen, Mr Stephen Ip, GBS, JP

School Program Committee

Chairman : Mr Peter Lam

Members : Principal Dennis Chan, Principal Gloria Leung, Principal Maria Lam, Principal Tai Hay Lap, BBS, JP,
Principal Agnes Wai, Ms Wai Wai Ying



Supporting Organizations :



Acknowledgement :



Enquiries :

2368 0223

www.heiferhk.org