



HEIFER | 小母牛
INTERNATIONAL
HONG KONG

Heifer Newsletter
小母牛會訊創刊號



Issue No.1 July, 2004

MESSAGE FROM EXECUTIVE DIRECTOR | 行政總監的話

Dear Friends,

I was in Chengdu, Sichuan, in March, meeting with our Heifer China colleagues about further strengthening our mutual efforts in helping families get out of poverty. It was spring in Chengdu, a season of renewed hope. Pink and white peach blossoms covered entire hillsides, while the fields turned into bright yellow seas of mustard green flowers.

It reminded me of my visit to villages in Xuanhan, where Heifer International – Hong Kong donors are providing good quality dairy cows for families to provide for themselves. In Huachi Village, where Heifer has been working for a number of years, we were amazed at new, two-story brick houses – built by “milk money” from Heifer cows – that stood next to old, dilapidated wooden shacks that the families used to live in. The contrast could not be more dramatic. Families proudly showed us their flushable toilets (a brand new concept to them!) along with other new home equipment that they could now afford.

What touched me the most, however, were the long-faded “Heifer Project Recipient” signs that were still displayed on the front doors of the rundown shacks. They spoke of the families’ hard work to lift themselves out of poverty, of commitment, of accountability.

As you read through the stories in this 1st issue of “Heifer newsletter” you can also give the gift of life and help put more “Heifer Project Recipient” signs on the doors of families in remote China. Consider giving a little amount per month to the “Monthly Donation Plan” and becomes one of our “Builders of the Farm”.

On behalf of thousands of families we support in China, we thank you for your partnership. Together, we can make a difference greater than you’ll ever know!

Sincerely Yours,

Annie Fung
Executive Director
Heifer International – Hong Kong

親愛的朋友，

我於三月份到訪四川成都，與我們內地的同事商討，如何加強彼此間的合作，幫助有需要的家庭擺脫貧困。當時成都正值春令，萬象更新，紅紅白白的桃花給山丘蓋上了胭紅，大地也被盛放的芥菜花淹成一望無際的黃色海洋，到處洋溢新的希望。

這些景緻令我想起在宣漢的探訪，香港分會的捐助者正為當地的家庭提供高質的乳牛，令他們自給自養。而花池村是組織工作多年的村落，在那裡我們都驚訝看到昔日殘破的木屋，旁邊已豎立了二層高的磚房，這是用組織提供的牛所帶來的「牛奶錢」而建成的，沒有比這對比的景象更加戲劇化了。當中的家庭向我們展示他們新購的家具和可沖水的廁盆（對他們來說這可是新事物呢！）。

然而，最觸動我的是在那些頹垣敗瓦中，仍可隱約看到褪了色的「小母牛項目合作伙伴」的門牌。它們述說這些家庭過去的承諾、誠信和他們擺脫貧困的奮鬥經歷。

當您在這創刊號中閱讀到有關故事時，有否想過您亦可捐贈這些一生受用的禮物，使更多中國偏遠貧困戶的門上能貼上「小母牛項目合作伙伴」的門牌？另一方面，您亦可考慮以每月定期捐助的方式，成為我們『開荒小母牛』計劃的一份子。

我們謹代表內地千萬戶受援家庭，多謝您們的支持。讓我們攜手努力，帶給他們一個從未想過的改變。

國際小母牛香港分會
行政總監
馮元新



READ TO FEED
讀捐樂

Children Changing the World 兒童可改變世界



Photo © by SCMP

Heifer International – Hong Kong's Read to Feed program is empowering children to transform their wishes for a better world into reality.

Heifer International Hong Kong is reaching out to children through Read to Feed, an incentive program that encourages students to read books to help impoverished families in China. Readers get their own families and friends to sponsor them for each book they read and then the group decides what animals they would like to give. Apart from the numerous benefits of reading, children from preschool through secondary school also gain knowledge about world issues such as hunger, poverty and protecting the earth. Through Heifer's program cases, they discover how a simple gift of farm animals can change the lives of struggling

families and help them become self-reliant.

Since Heifer International – Hong Kong started the program three years ago, many organizations have kindly supported the program, contributing over HK\$2.5 million to support Heifer's work in China. This February, Hong Kong International School (HKIS) finished running the program for the third year and once again made the largest contribution to the Read to Feed Program worldwide. The young keen readers have been supporting our Miyun goats & sheep project in Beijing. Amazed by the program achievements, the Miyun County Government has agreed to match the project donation on a dollar-for-dollar

basis, hence doubling the funding!

Kiangsu Chekiang College – International Section (KCIS) and Hong Kong (Ascot) Pre-School & Playground have also recently completed the program raising a whopping HK\$18,000 and HK\$48,000 respectively! Many KCIS students read 8-10 books over the 4-week program period. A primary-5 girl read 33 books!

The experience of partnering with these young readers to fight poverty has proven to us that, by their sheer determination and imagination, children really do have the power to change the world!

國際小母牛香港分會的「讀捐樂」計劃賦予兒童能力，實現他們改變世界的夢想。

國際小母牛香港分會正向兒童拓展「讀捐樂」計劃，此計劃旨在鼓勵兒童透過閱讀來幫助中國的

貧困家庭。參與計劃的兒童只需邀請家人和朋友，贊助他們閱讀的每一本書籍，然後決定購買哪一種牲畜來捐贈就可以。除了閱讀帶來的許多好處外，無論是學前的兒童，抑或是中學生，都能藉著計劃認識飢餓、貧窮問題和保護地球資源。透過國際小母牛過往成功的故事，他們明白只要簡單的一份牲畜禮物，就能改變一個貧困家庭的生活，令他們自力更生。

自國際小母牛香港分會三年前推行「讀捐樂」計劃以來，不少機構已先後參與，為組織在中國的項目籌得超過二百五十萬港元。

今年二月，香港國際學校已經是第三年舉行計劃，並連續三年登上「讀捐樂」捐款的世界榜首。他們一直支持北京密雲縣的綿羊和山羊項目。當地縣政府有見項目成效顯著，決定捐出同等款項，令項目規模加倍，惠及更多家庭！

蘇浙公學—國際部和樂基幼兒學校（駿景園）最近為「讀捐樂」計劃分別籌得\$18,000港元和\$48,000港元。很多同學在為期四星期的計劃期內閱讀8至10本書籍。其中一位小五的女孩竟讀了33本之多呢！

我們一直與兒童合作的經驗都證明，兒童憑著單純的決心和想像力，真的有能力改變世界！

Heifer Hour
小母牛茶聚

Donors listen to Annie Fung, Executive Director, introducing the Heifer approach to poverty alleviation. 於三月舉行之『小母牛茶聚』中，行政總監馮元新向捐贈者簡介小母牛的扶貧理念。

ACKNOWLEDGEMENTS | 謝謝！

Heartfelt thanks to the following individuals / organizations for their generous contribution to Heifer International – Hong Kong over the last 6 months:

謹此鳴謝以下機構及人士於過去半年對本會之熱心贊助及支持：

INDIVIDUALS:

Albert Shiu
Chen Shu Hsi
Derek Young
Heather Friesen
Hyon O' Brien
Karen Shum Hau Yan
Ko Tsui Fun
Kylie Uebergang
Lam Family
Lam Pik Yiu
Li Sui Yuk

Mary Jane Elliott
Simon H. Ricketts
Tony Lee
Tsui Wan Man
Wendy Gan
Yvonne Lo

ORGANIZATIONS:

Brandworks Asia Company Ltd
Chinese International School, Secondary School – G12 Students
Community Church of Hong Kong – Sunday School
Cross Roads International
Delia School of Canada - Taikoo Shing
German Swiss International School, Secondary School
Hong Kong International School – Primary School
Hong Kong (Ascot) Pre-School & Playground
Kiangsu Chekiang College – International Section
Kiangsu Chekiang Primary School – International Section
Locomotive Productions Ltd

Heifer International – Hong Kong's
New Cowshed!

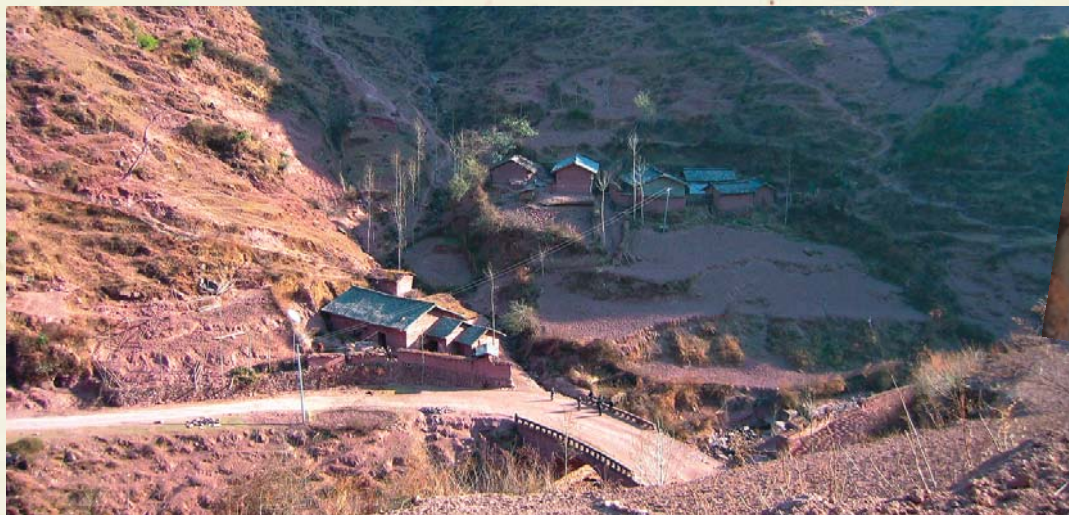
Thanks to the generous sponsorship of the Lam Family, Heifer International – Hong Kong has moved into a larger office for which we only pay a nominal rent.

Our new Address is: 9B, Kai Kwong Commercial Building, 332-334 Lockhart Road, Wanchai, Hong Kong

小母牛已遷往新牛舍!

特別鳴謝林氏家族，國際小母牛香港分會以低廉的租金遷進更大的辦公室。
現址：香港灣仔駱克道332-334號啟光商業大廈9樓B室





The Spring of Gantuo Village Tian Feng - Volunteer Cinematographer

The dry season in Liangshan Yi Autonomous Prefecture lasts from November to May. Dust blows as I walk through the dry farmland of Gantuo Village.

Ahutisha, 38, has a typical face of the Yi tribe with a long and pointed nose. He is a recipient farmer of Heifer. He got ten goats from Heifer more than ten years ago at the most difficult time of his life. Hearing I am a Heifer volunteer, he receives me with great enthusiasm.

Ahutisha bought a straw hut for 600 yuan when he got married in 1992 and he could only pay for that by installments. The only gift from his parents was an iron pan and a plastic pail. When Heifer selected him as a recipient, people doubted his ability to meet the “Passing on the Gifts” requirement.

“Passing on the Gifts” is one of the Heifer solutions to poverty alleviation. The livestock recipients pass on the offspring of their animals to another family in need so as to set off a chain of giving in an expanding circle of hope. Ahutisha asked the director of the local Bureau of Animal Husbandry to be his guarantor to get the 10 goats. The goats were worth 700 to 800 yuan

each only, but it was an important start-up capital for a farmer in extreme poverty to develop his family.

The whole Gantuo Village at that time was in absolute poverty and never had any goat. With the support from Heifer, they began to raise goats. Animal gifts soon kept being passed on from one family to another. 137 out of 186 families are now Heifer recipients and 136 families have got out of poverty.

By now, Ahutisha’s family has passed on 14 goats. He built a new tile-roof house in 1996 and it is equipped with a TV set. He sold some goats last winter, but the family still has 17-goats, 2 pigs and 2 oxen. I am amazed that 80 families including his in Gantuo Village have a telephone.

At night, the gusty winds roar throughout the pine woods. The sky is overcast. My plan of sleeping under the starry sky has to be called off but the dry land is about to be blessed with rain water for which has long been prayed.

Project Visit by US Vice Consul of Shanghai

After visiting five Heifer’s project villages around the Anhui Province in March, the US Vice Consul in Shanghai, Mr Matthew Towner wrote to Jim DeVris, Senior Vice President, International Program, Heifer International, giving encouraging comments to our field staff:

“While my visit to Heifer participant villages was brief, it was evident that the livestock, training, and personal support provided by your programs in Anhui are making a real difference. All the farmers with whom we spoke reported marked improvements in their lives and living conditions since they began participation. Some reported a doubling or tripling of their annual income.

Others showed us new homes they had built or new appliances they had bought. While still poor by most measures, several farmers told me that the biggest benefit they felt was that they no longer had to worry about living hand to mouth (in Chinese they call this “wenbao” or being warm and fed).

Perhaps even more inspiring is the impact local participants have on their neighbors. In each village we visited participants indicated that their interest in the program spread from the benefits they saw their neighbors accruing. In one case, a local farmer sent his son to a two-month course on insemination techniques and now his farm has become a local breeding center. Clearly, the Heifer spirit, not just the prospect of livestock and poultry, is catching on.”



干拖村的春天 田犁，志願攝影師



從頭年的十一月到次年的五月，旱季長達半年，整個涼山地區鮮有雨水。土壤都變成了乾透的浮土，走過干拖村的農田，身後就會揚起一陣煙塵。

阿胡體沙今年三十八歲，長著一張典型的彝族臉，鼻樑又挺又長。他是小母牛組織的受援農戶，十幾年前，在他最困難的時候，小母牛組織給了他十隻羊。可能正是這樣的原因，當我以小母牛的志願者身份來這裏拍片時，他分外熱情。

1992年阿胡體沙成家的時候是用人民幣600元買的一處草房，因為沒有現錢，那可是要分成幾年才能還清的帳。結婚時家裏分給他的財產只有一口鐵鍋和一個塑膠桶。當小母牛開始在這裏實施的時候，人們都擔心他條件太差，未來達不到組織要求的『傳遞禮品』。

所謂『傳遞禮品』是小母牛很獨特的一種扶貧模式。它首先援助農戶一些牲畜，等母畜產下了小牲畜，農戶必須守約將小牲畜作為禮品傳遞給下一個需要幫助的貧困家庭，以此方式讓援助的鏈條一環環乘接下去。阿胡體沙找到縣畜牧局的局長作擔保，才得到了最初的十隻羊。雖然那只是值人民幣七、八百元的羊，但對於極度貧困的農戶來說卻是發家至關重要的啟動資本。

那時的干拖村都是這樣的一片赤貧，也從沒有養過羊，在小母牛志願者的技術支持下，羊開始在這裏發展起來。禮品從一個家庭傳到一個家庭，干拖村186戶有137戶成了小母牛的受援家庭，其中136戶已經脫貧。

阿胡體沙一家就傳遞了十四隻羊作禮品。1996年他家修了新瓦房，現在已經擁有了電視，更讓我吃驚的是包括他在內，干拖村居然有八十戶裝上了電話。

阿胡體沙一家去年冬天賣了一批羊，現在還剩十七隻，另外還飼養了兩頭豬和兩頭牛。

夜晚，風聲越來越緊，松濤陣變成了洶湧波濤，烏雲蓋住了天空，原指望夜晚睡在院中看著滿天星斗入眠，現在只有作罷。不過並不遺憾，或許這正是人們盼望已久的雨水，因為這場雨，乾旱土地中的種子就將要發芽。



美國駐上海副領事安徽之行

美 美國駐上海副領事馬菲爾·托奧勒 (Matthew Towner) 先生於三月間應邀參觀國際小母牛組織位於安徽省五個計劃村落。訪後他至函美國總部的國際項目高級副總裁 占·德里斯，信中讚揚「計劃提供的牲口、培訓和親切的支持為安徽省帶來真正的改變。」

他寫到：「從與農民的會面中，我得知無論農民的生活質素或是居住環境都有顯著的改善。而他們的收入已是以往的二至三倍。雖然有些農民還是十分貧困，但至少他們不需為溫飽而憂慮。然而，計劃最令人鼓舞的，要算是對受惠者的鄰居造成的影響，當他們體會到參與計劃帶來的好處，便自願參與小母牛舉辦的培訓課程。有位村民把兒子送到小母牛去學習替牲口人工受精，最后他們家的農場成了當地的培育基地。很明顯，不單是牲畜帶來生活的希望，小母牛的精神正在傳揚開去！」

探訪期間，托奧勒亦深被組織的工作人員的誠懇、專業和投入所感動。他讚揚國際小母牛組織是美國倡導價值觀的「最佳典範」——就是關懷有需要的人和給予他們自我改善的機會。他對於國際小母牛組織表示無限支持。



“Builders of the Farm” - Heifer International - Hong Kong Monthly Donation Plan

『開荒小母牛』每月捐款計劃

Dan West, the founder of Heifer International, was known for his frugality. Friends and family tell how he used to refuse desserts, saying, “I cannot eat cake until all the world hungry people have bread.”

Right from its beginning in the 1940s, Heifer has made sure that every dollar we receive goes as far as it possibly can. In the spirit of Dan West, we work hard to make sure that the livestock and training we provide are appropriate and sustainable good value for the dollars you so generously donate.

Since we are determined to make your gifts reach as many families as we can, we are truly pleased to invite you to become one of our “Builders of the Farm” through the monthly donation plan. Not only does it make giving easier for you, but also keep our administrative costs down so we can pass on more farm animals that will provide more families with an ongoing source of food and income.

We encourage you to enroll – but whatever you decide, know that we are deeply grateful that you share our vision of a world in which no one need ever be hungry again.

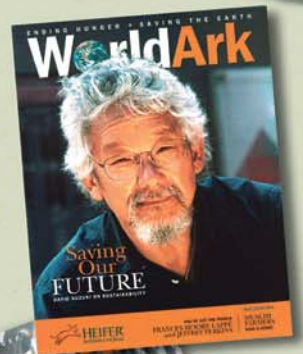
很 多人都知道丹·威斯特，國際小母牛組織的創辦人，是一個非常節儉的人。他的家人和朋友說他飯後總是不吃甜品，並且常常說：“當世界飢餓的人仍沒有麵包吃時，我是會吃蛋糕的”。

國際小母牛組織從創立至今，所籌集的每一分毫捐款都是物盡其用。秉着丹·威斯特的精神，我們致力為貧困家庭提供合適和可持續的牲畜及畜牧技術培訓，務求使你慷慨的捐助能發揮最大的價值。

為使到有更多貧困家庭能收到你的禮物，我們誠邀你以每月定期捐助的方式成為『開荒小母牛』的一份子。每月定期捐助的方式不單止簡易方便，更幫助我們降低行政費用，這樣我們便能夠送出更多的牲畜，為更多的貧困家庭得不斷的帶來食物和收入。

無論你參與與否，我們也非常感激你能和我們擁有共同的遠見：一個沒有飢餓的世界。

Besides this newsletter, “Builders of the Farm” will regularly receive the “World Ark”, a bi-monthly donor magazine produced by Heifer International in the US. 除本會訊外，『開荒小母牛』將定期收到由美國國際小母牛組織印制的雙月刊“World Ark”。



“BUILDERS OF THE FARM” ENROLLMENT FORM | 『開荒小母牛』每月捐款計劃回條

YES! I want to become a “Builder of the Farm”.

我願意成為『開荒小母牛』。

<input type="checkbox"/> HK\$100 per month 每月港幣\$100	Enough for a Sheep in a year, giving wool for warm clothing and a stable stream of income for a family. 一年後便能捐出一隻綿羊。綿羊的羊毛可給予一個家庭禦寒的衣物及穩定的收入。	<input type="checkbox"/> HK\$1,200 per year 每年港幣\$1,200
<input type="checkbox"/> HK\$200 per month 每月港幣\$200	Enough for a Pig & 2 flocks of ducks in a year, producing lots of piglets & ducklings and so multiplying a family's income and supplying protein to a diet. 一年後便能捐出一隻豬和兩群鴨。牠們可繼續生產出更多的小豬和小鴨，使到受援家庭收入得以倍增及供給營養充足的食糧。	<input type="checkbox"/> HK\$2,400 per year 每年港幣\$2,400
<input type="checkbox"/> Other Amount HK\$ _____ per month. For where most needed to enable families to become self-reliant. 其他金額：每月港幣\$ _____，用以幫助有需要家庭自力更生。		

DONOR DETAILS | 捐款人資料 (請以英文正楷填寫) :

Mr / Miss / Mrs 先生/小姐/太太： _____

Address 地址： _____

Tel 電話： _____ Fax 傳真： _____

Email 電郵： _____

Official receipt is required (Donations over HK\$100 are tax deductible)
需要捐款收據 (捐款港幣一百元以上可申請免稅)

Your personal data will only be used for issuing receipts & communications purposes. Please let us know if you don't want mailings from us.

METHOD OF DONATION | 捐款方法：

Monthly Automatic Donation (Please send me an autopay form)
每月自動轉賬捐款 (請寄給我自動轉賬表格)

Credit Card 信用卡捐款：
 American Express (豁免手續費) Visa Master

Card Holder's Name 持卡人姓名： _____

Credit Card Number 信用卡號碼： _____

Expiry Date 有效日期： _____

Card Holder's Signature 信用卡之有效簽署： _____

Please mail or fax **2368 0217** the completed form to us.
請填妥此表格寄回或傳真 **2368 0217** 至本會。

How was Heifer born?



A farmer from the Midwestern U.S. named Dan West was ladling out rations of milk to hungry children during the Spanish Civil War in the 30s when it hit him, **“These children don’t need a cup, they need a cow”**.

West, who was serving as a Church of the Brethren relief worker, was forced to decide who would receive the limited rations and who wouldn’t – literally, who would live and who would die. This kind of aid, he knew, would never be enough.

So West returned home to form Heifers for Relief, dedicated to ending hunger permanently by providing families with livestock and training so that they could be spared the indignity of depending on others to feed their children.

In 1944, the first shipment of 17 heifers left York, Pennsylvania, for Puerto Rico, going to families whose malnourished children had never even tasted milk.

Why heifers? These are young cows that haven’t yet given birth – making them perfect not only for supplying a continued source of milk, but also for supplying a continued source of support. That’s because each family receiving a heifer agrees to “pass on the gift” and donate the female offspring to another family, so that the gift of food is never-ending.

This simple idea of giving families a source of food rather than short-term relief caught on and has continued for almost 60 years. As a result, millions of families in over 100 countries are experiencing better health, more income and the joy of helping others.

國際小母牛的誕生



十世紀三十年代，西班牙爆發內戰。一位名叫丹·威斯特的美國農民和他所在教會的一些青年人，向交戰雙方飢餓的孩子分送牛奶。在救濟過程中，他發現這些家庭真正需要的**“不是一杯牛奶，而是一頭奶牛”**。於是他返回美國，召集他的朋友們募捐小母牛（還沒有生小牛的青年母牛）以及畜牧技術培訓的費用以幫助貧困家庭重拾自尊，實現自力更生。

一九四四年，第一批共17隻小母牛送抵波多黎各的貧困家庭去，這些受援家庭的小孩還是第一次品嚐到牛奶。

作為回報，受援家庭同意將母牛的下一代作為禮品傳遞給另外一個貧困家庭，並一代代延續下去，燃點起一連串的希望。

國際小母牛創立將近60年以來，一直採用“授人以漁”的方式扶持農戶，到目前為止，國際小母牛已經在世界上過百個國家扶持過數百萬個家庭，令他們得到健康和收入外，更領會到施予的喜悅。

Heifer Gets a Star

The recent Forbes’ annual survey of 200 large US charities highlighted ten that shine - Heifer was one of the ten. Forbes rated the charities on how efficiently they collected and distributed charity. Heifer scores excellent marks on the three key efficiency ratios, namely the Charitable Commitment, Fundraising Efficiency and Donor Dependency. The merit gained proves that Heifer’s years of effort are highly regarded. It will definitely be an impetus to all Heifer’s members whose hard work pays off. Keep up with all the good work!



國際小母牛組織被推舉為美國十大慈善機構

在 Forbes最近舉行的周年調查中，國際小母牛組織在美國云云二百多大慈善機構中脫穎而出，擠身頭十名以內。Forbes評估慈善機構在籌募及分配善款的效率，以三項主要效率指數為基準，分別是慈善投入性 (Charitable Commitment)、籌款效率 (Fundraising Efficiency) 與及捐助者依賴性 (Donor Dependency)。國際小母牛組織在三項指數中均獲得極佳成績，這項殊榮證明社會認同組織多年來的工作成果，亦成為為每一位成員努力的回報，無疑為我們打下強心針。各位成員，繼續努力！



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