



PASS ON
THE GIFT

HEIFER[®]

INTERNATIONAL



A satellite image of Earth from space, centered on the Americas. The continents of North and South America are visible in shades of green and brown, surrounded by deep blue oceans and swirling white clouds. The text "9+ Billion people" is superimposed in white over the central part of the image.

9+ Billion people



600+ Million
Farmers

70% of the
World's Food

About 80%
women labor



Initial Condition

- Hopelessness
- Isolation
- Low self-esteem
- Low productivity
- Exploitation
- Illiteracy
- Seasonal Hunger
- Negative Hygiene
- Malnutrition
- Maternal Mortality
- Infant Mortality



Post Values-Based Holistic Community Development

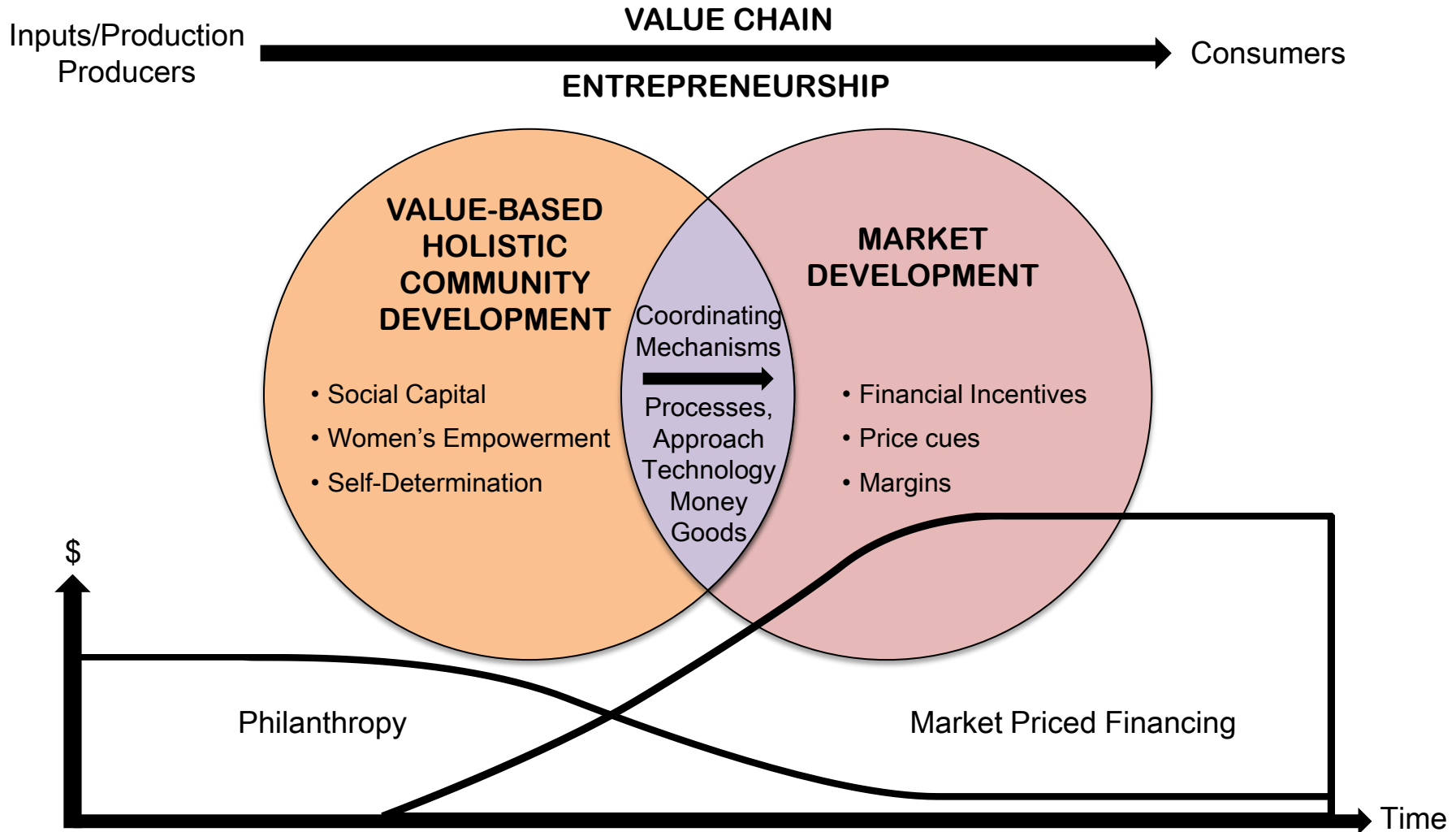
- Hopefulness
- Personal leadership
- Purpose
- Accomplishment
- Joy
- Solidarity
- Pride
- Accountability
- Self-reliance
- Action

12 Stones

<http://www.youtube.com/watch?v=sh85cYW4hbk>



Relationship Between Social Capital and Market Development



BEYOND THE BOTTOM LINE

CREATING SHARED VALUE THROUGH PARTNERSHIP





It all Started with a Cow

<http://www.youtube.com/watch?v=JnMI848PSWM>