



HEIFER®  
INTERNATIONAL



A TV PUBLIC SERVICE CAMPAIGN

## ABOUT HEIFER INTERNATIONAL

Heifer International empowers families to turn hunger and poverty into hope and prosperity. Heifer strengthens communities by bringing sustainable agriculture and commerce to areas with a long history of poverty. Our animals provide partners with both food and reliable income, as agricultural products such as milk, eggs and honey can be traded or sold at market.

When families gain this new sustainable income, they have opportunities to build schools, create agricultural cooperatives, form community savings and funds for small businesses.

Learn more at [heifer.org](http://heifer.org).



## Learn more about Heifer International

[HEIFER.ORG](https://www.heifer.org)



[FACEBOOK](https://www.facebook.com/heifer.org)



[INSTAGRAM](https://www.instagram.com/heifer.org)



[TWITTER](https://www.twitter.com/heifer.org)

Dear PSA Director,

The last year saw the number of people struggling with hunger increase — the result of a global pandemic that severely stressed economies and families. We're asking you to please help us make a lasting and meaningful difference in the lives of families in need by supporting our new public service campaign.

Heifer International is a global 501(c)(3) nonprofit community development organization working to end hunger and poverty while caring for the Earth. For more than 75 years, we have helped more than 36 million families lift themselves out of hunger and poverty by providing livestock, agricultural training, tools and education. Our goal is to help families achieve living incomes, which will allow them to feed their families daily; educate all their children; and have proper housing, water, hygiene and other essential resources. When many families gain this new sustainable income, it brings new opportunities for building schools, creating agricultural cooperatives, forming community savings and funding small businesses.

The new public service announcements (PSA) titled "**The End**" highlights alternative gift giving and the impact it can have on the global community. The PSA is available in :07, :15, :30, and :60 lengths and encourages your audience to give a gift that really matters to a family in need. The PSA also invites viewers to visit [Heifer.org](http://Heifer.org) where they can learn more about the benefits of alternative gift giving and view a complete catalog of available gifts. **These PSAs have no end date for use.**

If you have any questions regarding this PSA, please contact our distribution representative at Connect360 Multimedia, Holly Mulé (212-624-9196; [hmule@c360m.com](mailto:hmule@c360m.com)).

Thank you in advance for your support of this public service campaign.

Sincerely,

A handwritten signature in black ink that reads "Christy Moore". The signature is written in a cursive, slightly slanted style.

Christy Moore  
Senior Vice President of Marketing  
Heifer International

## The End

You have the power to give a hungry family the training it takes to feed themselves and their children; to give a young girl a chance at an education; to empower a woman to have a voice in her community. Together, we can change the world, one family, one community, at a time. And it all starts with a gift.

To learn more, please watch Heifer International's new public service announcement (PSA) titled "The End" (:60) below. This PSA is also available in :30, :15 and :07 lengths. **These PSAs have no end date for use.** We ask that you please air these PSAs as soon and as often as possible.



## TV PSA SCRIPTS

[Download the PDF versions](#)

<b>"The End" (:60)</b>	
<p>1. Reverse shots of various families walking in fields.</p> <p><b>GRAPHIC:</b> THE END</p>	<p><b>MUSIC UP AND UNDER</b></p> <p><b>NARRATOR V/O:</b> <i>The end</i></p>
<p>2. Reverse shot of boy walking with animal, switch to shot of milk being poured.</p> <p><b>GRAPHIC:</b> OF HUNGER &amp; POVERTY</p>	<p><b>NARRATOR V/O:</b> <i>of hunger and poverty.</i></p>
<p>3. <b>GRAPHIC:</b> STARTS HERE.</p>	<p><b>NARRATOR V/O:</b> <i>starts here.</i></p>
<p>4. Various shots of animals, families, children and communities coming together.</p>	<p><b>NARRATOR V/O:</b> <i>Your gift of an animal from Heifer International can help a family start a small business. Creating food and income for education, medicine and more – all while caring for the earth.</i></p>
<p>5. Shots of farmers, switch to close up and various shots of produce.</p> <p><b>GRAPHIC:</b> LIVING INCOMES</p>	<p><b>NARRATOR V/O:</b> <i>At Heifer International, we help small-scale farmers achieve living incomes through economic development and private sector partnerships.</i></p>

<b>"The End" (:60 continued)</b>	
<p>6. Shot of women sitting together, switch to shots of men and women meeting together.</p> <p><b>GRAPHIC:</b> EMPOWER COMMUNITIES</p>	<p><b>NARRATOR V/O:</b> <i>We empower communities by creating women's groups, farmer's associations and cooperatives that strengthen social support networks.</i></p>
<p>7. Various shots of people and animals.</p> <p><b>GRAPHIC:</b> SUSTAINABLE AGRICULTURE</p>	<p><b>NARRATOR V/O:</b> <i>And we teach sustainable, earth-friendly agriculture that minimizes environmental impact and reduces the carbon footprint. Around the world. And right here at home.</i></p>
<p>8. <b>GRAPHIC:</b> Heifer International logo Heifer.org</p>	<p><b>NARRATOR V/O:</b> <i>Heifer International. Learn more at heifer dot org.</i></p> <p><b>FADE SOUND AND PICTURE OUT</b></p>

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.c360m.com/PSAConnect/heifer/](http://www.c360m.com/PSAConnect/heifer/)

### **No End Date For Use**

The End (:60, :30, :15, :07)

Please let us know your preferences on receiving PSAs by contacting:

Holly Mulé via email at [hmule@c360m.com](mailto:hmule@c360m.com)  
or by phone at (212) 624-9196.

# 501 (c)(3) certificate

## Internal Revenue Service

Date: April 13, 2006

HEIFER PROJECT INTERNATIONAL INC  
1 WORLD AVE  
LITTLE ROCK AR 72202

Department of the Treasury  
P. O. Box 2508  
Cincinnati, OH 45201

**Person to Contact:**

S. Katherine Converse 31-07823  
Customer Service Specialist

**Toll Free Telephone Number:**

877-829-5500

**Federal Identification Number:**

35-1019477

Dear Sir or Madam:

This is in response to your request of April 13, 2006, regarding your organization's tax-exempt status. We have updated our records to reflect the address change as indicated above.

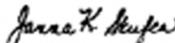
In April 1999 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE  
Customer Account Services



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