



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 fund small businesses.

Learn more at 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 Public Service Director,

Heifer International was born from a simple idea — instead of giving hungry people a cup of milk, why not give them a cow? 80 years later, this idea has helped more than 46 million families around the world.

Since 1944, Heifer International has been ending hunger and poverty around the world. Heifer is a 501(c)(3) nonprofit that works in 19 countries across the globe alongside local farmers and business owners. For 80 years, we have helped millions of families lift themselves out of hunger and poverty by providing livestock, agricultural training, tools and education.

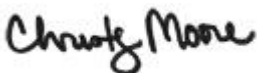
Our goal is to help families achieve living incomes, which will allow them to feed their families daily; educate all their children; and have proper housing, water, hygiene and other essential resources. When many families gain this new sustainable income, it brings new opportunities for building schools, creating agricultural cooperatives, forming community savings and funding small businesses.

We hope you can help join us in making a lasting and meaningful difference in the lives of families in need by supporting our new public service campaign titled "**Not a Cup, but a Cow**". The PSA highlights Heifer's mission to build inclusive, resilient economies, so communities can develop effective ways to end global hunger and poverty in a sustainable way. The PSA is available in :60, :30, and :15 lengths and encourages your audience to give struggling families the chance to thrive. The PSA, which has **no end date for use**, also invites viewers to visit Heifer.org to learn more about our work.

If you have any questions regarding this PSA, please contact our distribution representative at Connect360 Multimedia, Holly Mulé (212.624.9196; 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, flowing style.

Christy Moore
Senior Vice President of Marketing
Heifer International

TV PSA SCRIPTS

"Not a Cup, but a Cow" (:60)

MUSIC UP AND UNDER

NARRATOR V/O: Heifer International was born from a simple idea — instead of giving hungry people a cup of milk, why not give them a cow? 80 years later, this idea has helped more than 46 million families around the world.

Heifer's work with farming communities provides the animals, resources and training families need to lift themselves out of poverty. With the right tools and practices people can produce their own food, earn better income, and build a brighter future for themselves and our planet. By listening and learning, Heifer's staff develops solutions that are community led and sustainable. They have a team of veterinarians and technicians that ensure families receive the support they need to succeed.

It's not a handout, it's a path out of poverty – the chance for an education, better nutrition, and an opportunity to thrive.

Learn how we can build a brighter future together at Heifer.org.

GRAPHICS:

Heifer International logo

Heifer.org

FADE SOUND AND PICTURE OUT

TV PSA SCRIPTS

"Not a Cup, but a Cow" (:30)

MUSIC UP AND UNDER

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Learn more at Heifer.org.

GRAPHICS:

Heifer International logo
Heifer.org

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/heifer/>

No End Date For Use

Not a Cup, but a Cow (:60, :30, :15)

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

Holly Mulé via email at 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.

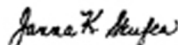
In April 1999 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

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



HEIFER[®]
INTERNATIONAL