



TV PUBLIC SERVICE CAMPAIGN



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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. With the right animals, resources and training, we 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



FACEBOOK



INSTAGRAM



TWITTER

Dear Public Service Director,

At Heifer International, we believe in a future without hunger — a world where every family has the opportunity not just to survive, but to thrive.

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 over 80 years, we have helped more than 52 million families lift themselves out of hunger and poverty by providing livestock, training, and the support families need to create lasting change.

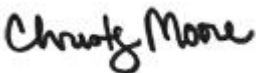
Heifer supports smallholder farmers to sustainably address hunger and poverty in their communities while caring for the Earth. We apply a food systems approach to helping farmers earn more income and to generate economic opportunity for rural women, youth and Indigenous populations. When a family receives an animal, access to clean water, or a loan to start a business, it's more than a gift, it's a turning point — the chance to put food on the table, send children to school and end the cycle of poverty forever.

We hope you can help join us in making a difference in the lives of families around the world by supporting our new public service campaign titled "**A World of Opportunity**". 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 and :30 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 script is cursive and fluid, with the first name "Christy" and last name "Moore" clearly distinguishable.

Christy Moore
Senior Vice President of Marketing
Heifer International

"A World of Opportunity" (:60)

MUSIC UP AND UNDER

NARRATOR V/O: At Heifer International, we believe in a future without hunger — a world where every family has the opportunity not just to survive, but to thrive.

Since 1944, Heifer has worked hand-in-hand with communities around the world — providing livestock, training, and the support families need to create lasting change. Together, we develop solutions that are sustainable and community led. Our programs are designed to increase productivity, prevent disease and improve the livelihoods of rural communities.

When a family receives an animal, access to clean water, or a loan to start a business, it's more than a gift, it's a turning point — the chance to put food on the table, send children to school and end the cycle of poverty forever.

Together, we can create a world of opportunity — one farmer, one family and one community at a time.

Learn more at Heifer.org.

GRAPHICS:

Heifer International logo

Heifer.org

FADE SOUND AND PICTURE OUT

" A World of Opportunity " (:30)

MUSIC UP AND UNDER

NARRATOR V/O: At Heifer International, we believe in a future without hunger — a world where every family has the opportunity not just to survive, but to thrive.

Since 1944, Heifer has worked hand-in-hand with communities around the world. Together, we develop solutions that are sustainable and community led. It's a turning point. The chance to put food on the table, send children to school and end the cycle of poverty forever.

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

A World of Opportunity (:60, :30)

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.

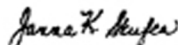
In April 1999 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

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