HEIFER®
INTERNATIONAL





“End Hunger For Good”
TV PUBLIC SERVICE CAMPAIGN





This is a Connect360 EPK™ (Electronic PSA Kit). EPK™ is a trademark owned by Connect360 Multimedia.

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

Download the PDF version

Dear Public Service Director,

What does a life without hunger look like? With Heifer International, it looks like a basket of 25 fresh eggs every morning to eat or sell. It looks like never worrying about where your family's next meal will come from. Earning your own income. Planning for the future. And passing on what you have learned to others in your community.

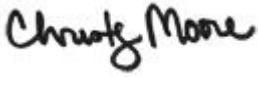
At Heifer International, we know that when you're not worried about your next meal, you can think beyond tomorrow. Since 1944, Heifer International has worked alongside farmers and communities, providing the tools and training they need to put their own solutions into action and move beyond hunger for good. For over 80 years, Heifer has 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. 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 invite you to join us in making a meaningful difference in the lives of families around the world by supporting our new public service campaign, **"End Hunger For Good."** This PSA showcases Heifer International's commitment to building inclusive, resilient economies that empower communities to create sustainable solutions to global hunger and poverty. 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,



Christy Moore
Senior Vice President of Marketing
Heifer International

TV PSA SCRIPTS

Download All PSA Scripts

"End Hunger For Good" (:60)

NARRATOR V/O: What does a life without hunger look like? At Heifer International, we've seen it first hand. It looks like a child who never misses a meal. A farmer with the tool to succeed. A family earning a reliable income. A mother who can plan for the future. A farm that works with nature, not against it. A business that's built to last. And a community growing stronger together.

At Heifer International, we know that when you're not worried about your next meal, you can think beyond tomorrow. Since 1944, Heifer International has worked alongside farmers and communities. Heifer International builds on local knowledge, providing the tools and training farmers need to put their own solutions into action and move beyond hunger for good.

Learn more at Heifer.org.

GRAPHICS:
Heifer International logo
Heifer.org

TV PSA SCRIPTS

Download All PSA Scripts

"End Hunger For Good" (:30)

NARRATOR V/O: What does a life without hunger look like? With Heifer International, it looks like a child who never misses a meal. A farmer with the tools to succeed. A family earning a reliable income. A community growing stronger together.

Since 1944, Heifer International has worked alongside farmers providing the education and resources families need for a life without hunger.

Learn more at Heifer.org.

GRAPHICS:
Heifer International logo
Heifer.org

"End Hunger For Good" (:15)

NARRATOR V/O: What does a life without hunger look like? With Heifer International, it looks like a child who never misses a meal. A farmer with the tools to succeed. A family earning a reliable income. A community growing stronger together.

Learn more at Heifer.org.

GRAPHICS:
Heifer International logo
Heifer.org

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

No End Date For Use

End Hunger For Good (: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

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



HEIFER®

INTERNATIONAL