HEIFER HONG KONG 香港 小母牛

Read to Feed 2022 - 23

A unique reading incentive program that encourages the love of reading in children while empowering them to make a difference in the lives of others!

READING CAN CHANGE THE WORLD

Media Partner

香港教育城 HKedCity

2368 0223 ReadtoFeed.org.hk

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About Heifer Hong Kong

Founded in 2000, Heifer Hong Kong is committed to helping remote villages in rural China achieve sustainable development. Working with farmer cooperatives, we assist smallholder farmers to make a sustainable livelihood through the development of eco-friendly agribusiness that integrates animal husbandry with crop cultivation. Through training that improves their technical skills and capacity for development, Heifer Hong Kong empowers smallholder farmers to strive for changes in their lives and their community, creating a better future for themselves and their families.

Recipient families promise to "Pass on the Gift" of the gift fund received, as well as knowledge and skills learned to help other families in need, setting off a multiplier effect that benefits many more families. Since 2000, Heifer Hong Kong has implemented and funded 101 poverty alleviation projects in rural China, helping over 100,000 farm families achieve self-reliance.

About "Read to Feed"

Heifer's "Read to Feed" is a reading incentive program that inspires children to read while empowering them to make a difference in the lives of others. Children are encouraged to read while **soliciting sponsorships from family and friends for supporting children from low-income Hong Kong families and struggling smallholder farm families in remote China**. With a variety of educational resources and workshops, students can develop an interest in reading, and expand their horizon while nurturing their compassion and care for others.

Since its launch in 2002, more than **540,000 students from over 310 schools** have participated in "Read to Feed". This year, in addition to the four Reading Challenges, we have developed a brand new reading challenge award scheme for individual students. Outstanding works will be awarded to encourage students to participate actively while enjoying the fun of reading and enriching their learning experiences.

"Read to Feed" Reading Challenge

Challenge Format:

- Students can choose one or more of the below 4 Challenges
- 2 challenge periods with respective **Award Scheme** New

Challenge period:

Phase 1: October 2022 to February 2023

Phase 2: March 2023 to July 2023

Each challenge has specific tasks to complete; Minimum donation for each challenge: **HK$100**

Challenge 1: Super Bookworm

Detail: Set a reading goal and read like crazy

Mission: Fill in the Reading Record [Form 1]

Fundraising: Invite family & friends to sponsor you based on the no. of books read

Challenge 2: Get a Book, Learn to Cook

Detail: Read a book about food

Mission: Make a dish for your family, and record it with drawings or photos on [Form 2]

Fundraising: Invite family & friends to sponsor you

Challenge 3: I'm a Scientist

Detail: Read a book about science

Mission: Produce a simple experimental item and record it with drawings or photos on [Form 2]

Fundraising: Invite family & friends to sponsor you

Challenge 4: Imaginations

Detail: Read a sci-fi or fantasy fiction

Mission: Create your own character in writing, drawing or handcraft and record it on [Form 2]

Fundraising: Invite family & friends to sponsor you

Challenge Award Scheme

School:

Top reader and reading class, top fundraiser and certificate of participation

Individual:

2 challenge periods with respective Award Scheme

Award Scheme (Phase 1) New

- 5 outstanding works will be selected for each of 4 Reading Challenges
- Judging Criteria: relevancy to theme of reading, creativity, thoughtfulness and clear expression
- Prizes: $500 book coupons, one Ocean Park ticket, signed book by author Lai Ho (renowned author of The Great Detective Sherlock Holmes series)

(Outstanding works will be compiled into an online portfolio and posted on our Facebook)*

Remark: Prizes for Phase 2 will be announced soon. Please stay tuned

Use of Donation

1. **Give away good quality English and Chinese books to underprivileged children in Hong Kong**
2. **Improve the livelihood of 900 low-income farm families from Wanxing Town, Shidian County in Yunnan**

Condition of Project Villages:

Covering seven villages in Wanxing Township in Yunnan, the project aims to help 900 struggling rural families increase income by raising quality beef cattle. The village households are rather large; at 5.06 members per family on average, which means that they carry a heavy burden of providing for the elderly and children.

The farmers have suffered from losses due to inadequate infrastructure, low education level and **outdated farming techniques**. Their reliance on chemical fertilizers and pesticides has led to **food safety and pollution issues, adversely affecting the sustainable development of the farmers' agricultural production.** Coupled with a lack of bargaining power and market competitiveness, the smallholder farmers are struggling to make ends meet. And for those who have relocated due to poverty, their old age and the lingering pandemic have made it very difficult for them to seek job opportunities and improve their livelihood.

How does Heifer Hong Kong help?

We help farmers develop beef cattle production by providing them with high-quality breed and **all kinds of animal husbandry training and technical services**, including animal nutrition, disease prevention and reproduction. We also teach them **eco-friendly practices that make good use of waste from livestock raising and planting**, such as the production of silage from crop residues as well as composting to enrich the soil. These techniques not only improve the environment, but also boost production efficiency and help the vulnerable farmers improve their lives. Additionally, we help the villagers **set up farmers' cooperatives, which will develop production standards and centralize procurement and sales, thus laying the foundation for steady income growth and enabling the struggling smallholder farm families to achieve a sustainable livelihood in the long run.**

On a community level, Heifer Hong Kong helps the project villages access resources from the government and corporations so as to build stronger communities. Our **"Passing on the Gift"** practice encourages project recipients to **pass on their resources and skills learned to help other families in need,** setting off a multiplier effect which will ultimately achieve sustainable development for the community.

Form 1: Reading Record Sheet

"Applicable to Challenge 1"

Please ☑ the challenge item of your choice:

☐ Challenge 1: Super Bookworm

No.	Book Title	Completion Date
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

Reflection

Participant can write a reflection / re-write the story ending

Book Title: _____ Author: _____

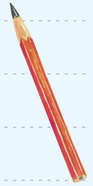
*Please staple additional paper with this form if necessary.

Form 2: Record Sheet for Drawing, Snapshot and Writing

"Applicable to Challenge 2 to 4"

Please ☑ the challenge item of your choice:

☐ Challenge 2: Get a Book, Learn to Cook ☐ Challenge 3: I'm a scientist ☐ Challenge 4: Imagination



*Please staple additional paper with this form if necessary.

Donation Record

Applicable to all participants

Name of School/Organization: _____ Name of Participant: _____

Class: _____ Student no.: _____

Crossed check payable to "Heifer Hong Kong Limited"
(with the student's name, school and contact number specified on the back)
Remark: Donation of HK$100 or above is tax deductible with a receipt

Sponsor name (in block letters)	Contact no.	E-mail	Address (If you need a receipt, you must fill in this field and Heifer will send it directly to the donor.)	Amount HK$	Receipt (✓)
John Smith	2368 0227	info@heiferhk.org	Room 1003, OfficePlus @Prince Edward 800 Nathan Road ☐ H.K. ☑ K.T. ☐ N.T.		
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* All information collected will be kept strictly confidential. Your personal information shall be used by Heifer Hong Kong and the appointed service providers only for administration, receipt issuance and communications purposes, including sending updates on poverty alleviation projects, donation appeals, and events. Under the Personal Data (Privacy) Ordinance, you are entitled to access and correct your personal data held by Heifer Hong Kong and to cease Heifer Hong Kong holding such data. You may also request Heifer Hong Kong to inform you of the type of personal data held by us and our privacy policy and practices. Please contact us by sending a written request by mail or email to the following address: Heifer Hong Kong, Room 1003, OfficePlus @Prince Edward, 800 Nathan Road, Kowloon, Hong Kong / Email: info@heiferhk.org / Tel.: (852) 2368-0227