



MEDIA KIT

for Gifts that Matter 2011

Media contact: Erin Vollick, 1-888-908-0835 ext. 302
erin@inboxcommunications.com

CHF Celebrates 50 Years Making A Difference!

In 2011, the Canadian Hunger Foundation celebrates half a century of international development projects that are helping to eliminate poverty at its source. Since its first small project 50 years ago, CHF has become a leader in Canada's international development community.

Established in 1961, CHF is a Canadian non-profit organization dedicated to enabling poor rural communities in developing countries to attain sustainable livelihoods. With experience in more than 50 countries and over 800 projects, CHF brings food, water and most importantly, self-reliance to thousands of communities throughout Africa and Asia. Helping to change lives and create solutions to combat the effects of drought, disease and devastating poverty in rural communities of the developing world, CHF is headquartered in Ottawa and has field offices throughout Africa and Asia.

Through the support of caring Canadians and local partnerships, CHF has worked tirelessly to empower and strengthen communities to be more resilient in the face of disasters. In the coming years, CHF will be designing projects with a greater reach and impact to help more people than ever before, and will be ramping up efforts to share the knowledge learned on the ground more broadly in Canada, and around the world.

www.chf-partners.ca

GIFTS THAT MATTER

WWW.GIFTSTHATMATTER.CA



Sudan, 1962 - A man prepares a large bag of cotton to be sent for processing at a nearby ginnery in the Gezira plains of Sudan.



Upper Volta (now Burkina Faso), 1970 - Girls draw water for the irrigation of their plot of land in a Rural Education Centre.



Lesotho, 1971 - Women with babies on their backs are planting trees as part of an effort to prevent land erosion.

NEWS RELEASE

Help Canada's CHF Empower People to Lift Themselves out of Poverty with "Gifts That Matter"

**TAX DEDUCTIBLE CHF CHARITABLE GIFTS
MATCHED 3-TO-1 BY THE CANADIAN
INTERNATIONAL DEVELOPMENT AGENCY (CIDA),
QUADRUPLED CANADIANS' GIFTS**

www.GiftsThatMatter.ca

Canadians across the country can help families around the world lift themselves out of poverty by giving online gifts from GiftsThatMatter.ca. With gifts including peanut butter and piglets, bamboo and bees, heifers and hampers, seeds and clean water, CHF's fantastic Gifts That Matter make meaningful gifts for friends, family and colleagues.

The Canadian Hunger Foundation (CHF), one of Canada's longest standing international development organizations, runs the Gifts That Matter campaign in order to help transform the lives of families living in poverty, struggling with drought and famine, or rebuilding their lives following disaster. Canadians can make charitable gifts online for friends, family or colleagues. Best of all, the value of every gift donated is matched at least 3 to 1 by the Canadian International Development Agency (CIDA)!

"Gifts That Matter are life-changing for families in developing countries," says Brodie Bazinet, Manager of Annual Giving at CHF. "Gifts like goats, seeds, clean water, or training can transform how people live, and bring hope and opportunity to families struggling with poverty. This campaign is about empowering Canadians to make a real difference in the life of someone who needs it most, and then about sharing the warmth of that experience with others."



Kids Matter!

Creating the next generation of global citizens is up to all of us! This year, CHF wants kids to know that they can make a difference. CHF proudly unveils a gift list designed especially for children and their parents or educators, with gifts such as chicks and vegetables starting at an affordable \$10.

Giving Canadian Students the Gift of a Global Education

This fall, CHF also launches a new gift aimed at educating Canadian youth about post-disaster recovery and sustainable economic development. These new lesson units are specifically designed to help Canadian educators teach students about the issues facing the poorest families in developing countries—as well as how they can play a role in creating long-term positive changes.

Drawing on CHF's fifty years of international development expertise, these units include lesson plans, classroom presentations and engaging student activities—everything a teacher needs to help students understand a more complex world.

About the Canadian Hunger Foundation

Established in 1961, CHF is a Canadian non-profit organization dedicated to enabling poor rural communities in developing countries to attain sustainable livelihoods. Recognized as a leader in international development for 50 years, CHF has implemented over 800 projects in over 50 countries in Africa, Asia and the Americas, bringing food, water and most importantly, self-reliance to thousands of communities. Helping to change lives and create solutions to combat the effects of drought, disease and devastating poverty in rural communities throughout the world. CHF is headquartered in Ottawa, and has field offices in Africa and Asia.

Media contact:

Erin Vollick, 1-888-908-0835 ext. 302
erin@inboxcommunications.com



GIFTS THAT MATTER 2011



Maize \$20 (Cambodia)

It's a-maize-ing! Maize is highly valued in Cambodia. As maize can be harvested every 3 months, it can feed a household year-round. Your gift of \$20 provides a family with 10 kg of maize seeds—enough for the family to eat, plus extra to sell.



Chickens \$25 (Mozambique)

What comes first, the chicken or the egg? In rural Mozambique, it's your gift of chickens for sure! Give a gift that will provide a vulnerable family with an inexpensive source of protein. Your gift of \$25 will provide 5 chickens to a poor, vulnerable family in Mozambique.



Peanut Butter \$30 (Mozambique)

Peanut or maize grinders help transform local crops like peanuts into peanut butter in rural Mozambique—enough to feed the family, plus more for them to sell. Your gift of \$30 will provide a grinder to a poor, vulnerable family in Mozambique, so they have the means to turn groundnuts into peanut butter to sell in local markets.



Piglet \$35/\$100 (Cambodia)

Give the gift of a piglet—wee-wee-wee—all the way home to a family in rural Cambodia. Piglets are easy to raise and an excellent source of income. Your gift of \$35 provides a family in rural Cambodia with a piglet to rear and the means to care for it. Your gift of \$100 provides 3 families in rural Cambodia 1 piglet each to rear.



Bamboo \$35 (Ethiopia)

Give a life-changing gift with a bunch of uses: bamboo! In rural Ethiopia, farmers use it for food, shelter, fencing, tools, feed for farm animals and a renewable fuel source. Your gift of \$35 provides a family in rural Ethiopia with bamboo shoots to plant.



Rice Paddy \$40/\$120 (Cambodia)

Rice is nice. Help the rural poor plant, harvest and maintain rice paddies in rural Cambodia. Your gift of \$40 provides a family in Cambodia with a 25 kg bag of seeds—enough to feed the family and provide more to sell at the local market. Your gift of \$120 provides not 1, but 3 families in Cambodia with this same life-changing opportunity.



Women's Farm Training \$45 (South Sudan)

A 2-for-1 gift! Give the gift of vegetables to eat AND valuable training skills to women in conflict-affected South Sudan. Your donation of \$45 provides the seeds and tools to start and develop a personal garden plot for women in a conflict-affected area of South Sudan.



Planting Power Pack \$50 (Kenya)

Jump-start the growing season for a poor, vulnerable family in rural Kenya with a basket of seedlings ready for planting! Your gift of \$50 provides a family in Kenya with a variety of seedlings to start a delicious and nutritious vegetable garden.



Pair of Goats \$60 (Mozambique)

CHF loves goats! Give 2 goats to a vulnerable family in rural Mozambique. This helpful pair is easy to care for and won't add much to the family's workload. Your gift of \$60 provides ultra-poor families, especially female-headed households, with a pair of goats and the support to care for them.



Health & Hygiene \$65 (Pakistan)

It's not who, but what you know... Help prevent disease in rural Pakistan by providing the gift of knowledge on lifesaving health and hygiene practices. Your donation of \$65 covers the cost of a health and hygiene session for a whole community in rural Pakistan. This support can make a difference between saving lives and being increasingly vulnerable to disease and infection.



Basket of Seeds \$80 (Zimbabwe)

Provide a poor family in rural Zimbabwe with a variety of seeds to grow nutritious and delicious vegetables. Your gift of \$80 will provide seeds for a family in rural Zimbabwe to produce enough vegetables for the family to eat, plus more to send to the local market.



Clean Water \$95 (Pakistan)

Clean water is a valuable resource when you live high on the mountainside in rural Pakistan. Give the gift of safe drinking water for a family in desperate need. Your gift of \$95 will help a family living in a remote area to conserve and effectively use a precious natural resource, while having a positive impact on their health and daily routines.



Fuel Efficient Stove \$180 (Kenya)

Provide some lovin' with an oven! Help families in rural Kenya become more productive by giving the gift of a fuel efficient stove. Your gift of \$180 will provide 10 fuel-efficient stoves to 10 poor, rural households in Kenya.



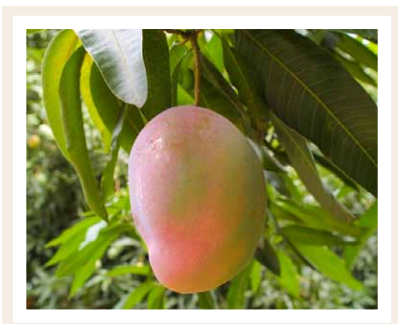
Heifer Cow \$200 (Cambodia)

Moooooo-ve over goat! In rural Cambodia, a heifer cow can make a really big difference! Heifer cows can make money for poor rural families OR they can be put in the fields to plow the crops. Your gift of \$200 will purchase a mature heifer cow. Heifers can deliver a newborn calf within 6 to 12 months, which can be sold to provide household income a woman can control. Or, the heifer can help immediately by plowing the fields to prepare crops.



Beehives & Honey \$245 (Kenya)

What's the buzz on bee-keeping and honey production? In Kenya, it's a great way for the rural poor to make money to support their families! Give the gift of beehives and provide local workers and their families with income. Your gift of \$245 will supply 4 beehives to support 4 local family-run business groups in rural Kenya.



Mango Fruit Trees \$15 (Cambodia)

In rural Cambodia, mangos aren't just a tasty treat for kids! Your gift of mango fruit trees means important vitamins and even a way to make money for the household. Your gift of \$15 provides 1 family in rural Cambodia 5 mango trees – enough for the family to feed themselves and more for them to sell at the local market.

Kids Matter!

Kids can make a difference! Creating the next generation of global citizens is up to all of us! Share Gifts That Matter with the children in your life, and watch how empowered they feel to be a part of something so meaningful and life changing.



Chicks \$10 (Mozambique)

What comes first: the chicken or the egg? In rural Mozambique, it's your gift of chicks for sure! Your gift of \$10 will provide 2 chicks to a poor, vulnerable family in rural Mozambique.



Veggie Pack \$20 (Kenya)

Don't like to eat your vegetables? Kids in rural Kenya do! Help them out by giving them a vegetable garden of their own. Your gift of \$20 provides a family in Kenya with the seeds to start a delicious and nutritious vegetable garden.



Goat \$30 (Mozambique)

We want to get your goat... and then give it to a vulnerable family in rural Mozambique! Your gift of \$30 provides a poor family, especially a female-headed household, with a goat and the support to care for it.



Global Education \$40 (Canada)

Who knew learning could be so fun—PASS IT ON! Give the gift of knowledge to other students in Canada so they can discover how the poorest people in developing countries can support their families today and tomorrow. Your gift of \$40 will help provide teachers with lesson units and resources that will teach students about the issues facing poor families in developing countries—as well as how they can play a role in creating long term positive changes.

CHF Gift Sets – Making an Impact All Year Long

Gift Sets are a great way to bring new hope to families and help them build sustainable livelihoods all year round. By purchasing a gift set outright or as a monthly donation, you'll be sending Gifts That Matter over the next year to help families struggling with poverty to build sustainable communities a world away.



Holiday Hamper (\$195 or \$16.25/month)

- 2 Goats (\$60)
- Peanut Butter (\$30)
- 5 Chickens (\$25)
- Basket of Seeds (\$80)



Crateful of Critters
(\$215 or \$17.90/month)

- 3 Goats (\$90)
- 3 Piglets (\$100)
- 5 Chickens (\$25)



Gift of Growing
(\$285 or \$23.75/month)

- Veggie Pack (\$20)
- Bamboo (\$35)
- Rice Paddy (\$40)
- Planting Power Pack (\$50)
- Women's Farm Training (\$45)
- Clean Water (\$95)

How Gifts That Matter Work

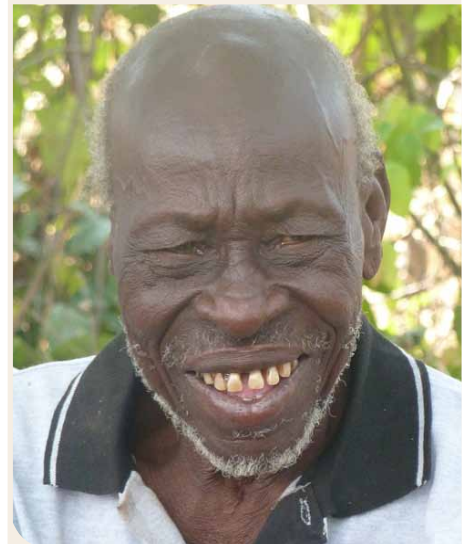
When Canadians buy a CHF Gift That Matters, the donation goes to the gift they select. Once enough funds are raised for a specific type of gift, CHF will apply donations to another aspect of our projects. Since the bundled gift sets offer items from several of our projects, this donation may support more than one of them. All of the gifts are items that are urgently needed by people challenged by poverty. Our costs reflect the variations in inflation experienced in the respective countries. They also take into consideration all the factors needed to ensure that they have the greatest possible impact on the lives of people living in poverty overseas, including:

- Transportation, delivery and distribution, so gifts reach their new home.
- Veterinary training and care to keep animals healthy.
- Skills training to construct and maintain water systems.
- Training families to make best use of their gift.
- Market awareness education so families can make the most of their assets.

For each gift purchased, CHF mails or emails a Gifts That Matter greeting card that can be sent to recipients to let them know that a special gift has been purchased on their behalf (for online cards, donors can set a date for when their card will arrive). Donors receive their tax-deductible charitable receipt immediately by e-mail.



Those who prefer to donate by phone can call CHF at **1-866-242-4243**



Gifts That Matter Success Stories

Gifts That Matter is a holiday tradition that has transformed thousands of lives. Since 2005, Canadians have given ultra-poor families the tools to sustain brighter futures, to earn decent incomes and save for the long-term. The simple, but profound act of giving this holiday season has incredible power in Gifts That Matter. Below are some Gifts That Matter success stories.

Marjan: A Story About Getting Water in Her Village in Pakistan

Gifts That Matter are making dreams come true for families coping with grinding poverty. Families like Marjan, her husband, and their seven children. Here's what she told us about her daily struggles in her village in Pakistan:

"Like other villagers I had a donkey to bring water. I used to bring 30 pitchers of water from a spring that was 2 kilometres away from my house. It was especially difficult for me to do this in the tough winter season. Once I was bringing water from the spring, and my donkey fell from a slippery spot. My donkey's right leg was broken."

For Marjan, it was a disaster of huge proportions. Transporting that much water by donkey already took hours of her day. With no donkey, it was impossible.

But, thanks to Gifts That Matter donors making dreams come true, Marjan can now access clean water in her very own village with no more wasted hours or effort traveling back and forth. With a clean water supply right in the village, the women have sold their donkeys and used the money to build bathrooms in their homes to further improve hygiene and their health.

"Now, my dream is fulfilled. Whenever I take water from the tap, I pray from the core of my heart for all those who participated to bring water to our houses."



Marjan accessing clean water in her village.

“ Now, my dream is fulfilled. Whenever I take water from the tap, I pray from the core of my heart for all those who participated to bring water to our houses. ”

Long-term success happens when people are empowered to create their own sustainable solutions for everyday problems. Gifts That Matter help people like Marjan experience a life they only dreamed of before.

Mohammed Selim: His Rickshaw Business in Bangladesh

Thanks to Gifts That Matter donors, CHF continues to see success stories in poor rural communities in CHF project areas throughout Asia and Africa.

Last year, Mohammed Selim, in the District of Chandpur, Bangladesh was working tirelessly pulling a heavy rickshaw, often pedaling for long distances over bumpy dirt roads in humid rainy weather. But, the cost of renting a rickshaw drained his earnings. It meant after a long day of work, there was never enough money to buy food for his wife and six children. His family battled hunger daily. Life was desperate.

However today, thanks to Gifts That Matter donors, Mohammed is the proud owner of his own rickshaw! The difference between owning and renting means he now feeds his family enough rice, fish and chickpeas to properly nourish them—even with food prices going up.

His rickshaw was a gift of practical simplicity—yet impressive power—a Gift That Matters. Canadians play a vital role in helping more families break the cycle of poverty when they choose to give a gift from the www.GiftsThatMatter.ca catalogue.

Mohammed is now able to save money. He plans to buy land, where he will build a home for his family and lease some of the field space for extra income. Poor families in Kenya, Pakistan, Mozambique and other project areas can have the same chance to change their lives forever, with Canadians' help.



Mohammed Selim and his new rickshaw

Avó-Maria: Gifts That Matter Seeds and Farm Training in Mozambique

My name is Nyararai Mugudu, Field Coordinator for CHF's newest initiative in Mozambique. I want to share the story of a courageous woman that I've come to know very well, someone I'm proud to call a friend.

Avó-Maria is 78-years-old. She lost nearly all of her children to sickness and disease and is now the sole provider for 13 of her grandchildren. When I entered her home for the first time, I saw a family on the very edge of survival. I looked at the dusty cooking pot and realized it had not been used for days.

"What will you eat tomorrow?" I asked.

"We cannot think about tomorrow," she said, her eyes filled with profound sadness. "We just think about today. Only God knows."

The children were surviving on a paste of a few ground-up mangoes and eating a handful of wild nuts and berries found on trees in the village. This was their life, their future.

Over a year ago, CHF started a project to reach people like Avó-Maria, the poorest of the poor in Sussundenga District. By 2014, this project will have reached over 10,000 men, women and children in 1,200 extremely poor households.

Now, let me tell you about my most recent visit to Avó-Maria's home. When I arrived she and her grandchildren were eating a hot meal and enjoying a cup of tea with sugar. A luxury!



Three of Avó-Maria's grandchildren

I smiled and said jokingly, "Where did you get the money to pay for this food and your lovely cups of tea?"

Her eyes filled with happiness as she replied, "All this came from the vegetables you helped us grow!"

She was referring to the vegetables she had been able to grow—and sell—with CHF's help through this amazing project.

It's remarkable to see what a single bag of seeds and a few essential tools, paired with critical startup training and ongoing mentoring, can accomplish. Today, Avó-Maria is able to feed her grandchildren and have money left over! Hunger has been replaced by hope and happiness.

Avó-Maria's uplifting story is just one of many. We have already reached over 330 households, and I say to you with confidence all of our planning is paying off...the project is working!

Ny Mugudu
Field Coordinator
Mozambique

FAQ

How effective are CHF's projects?

With CHF's experience in rural development and Canadians' support, we have helped thousands of rural families to lift themselves out of grinding poverty over the past 50 years.

After identifying hidden assets and untapped potential within communities, CHF empowers families by giving them the tools and skills they need to thrive. The result is that the community takes ownership of the project—and this makes a lasting difference.

What countries are involved?

CHF is currently working in Kenya, Mozambique, Zimbabwe, Ethiopia, South Sudan, Ghana, Sri Lanka, Cambodia, Vietnam and Pakistan.

Who are CHF's community partners?

Using our "sustainable livelihoods" holistic process, CHF involves entire communities in designing and implementing projects, and helps them to collaborate with local organizations and government agencies. CHF uses innovative ways to make the world a better place—whether we're building peace in post-conflict areas, reconstructing the lives of those struck by disaster, empowering women or protecting the environment.

What is "food security?"

A family is food secure when they know where their next meal is coming from, they have food in reserve, and they have the means to get more.

What percentage of monies raised by Gifts That Matter go directly to the projects?

100% of all revenue raised by Gifts That Matter goes to CHF's programs.



How do Gifts That Matter allow communities to become self-sufficient and end the cycle of poverty?

Since its inception, CHF has implemented over 800 projects in more than 50 countries, helping thousands of people in Asia, Africa and the Americas. Funds raised by the Gifts That Matter campaign go directly to these projects.

What is CIDA and what do they do?

CIDA, or the Canadian International Development Agency, is Canada's lead agency for development assistance. Its mission is to lead Canada's international effort to help people living in poverty. CIDA supports CHF's Gifts That Matter program by matching the value of every gift at least 3 to 1. To learn more about CIDA, please visit www.acdi-cida.gc.ca.

How many people are living in poverty around the world?

Absolute poverty refers to being unable to afford basic human needs, which commonly includes clean drinking water, nutrition, health care, education, clothing and shelter. About 1.7 billion people are estimated to live in absolute poverty today.