

pennyappeal USA  
small change. big difference



# LIVESTOCK GIFTS

2016 SUSTAINABLE PROGRAM REPORT

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**Dear Friend,**

Thank you for your wonderful donation to our livelihood program.

We're delighted to let you know that our goat distribution has now been completed and we've enclosed a feedback report, which shows pictures of your sustainable livestock gift and how many people are benefiting from it.

I do hope you'll share this fantastic work with your family and friends, and I hope the report inspires them and yourself to continue to support our sustainable livestock program.

Yours Sincerely,

A handwritten signature in black ink that reads "Oussama Mezoui".

**OUSSAMA MEZOUI**

Penny Appeal USA President & CEO



# PROJECT OVERVIEW & OBJECTIVES



Food



Wool



Business &  
Cash Income

## Why Goats?

Since goats require less space and feed than cattle, they can be owned even by the landless. Goats demonstrate significant return on investment by providing milk, meat, manure, cash, savings and status. Families living in poverty are more likely to own goats rather than cattle. Therefore, support for goat-keeping can be a valuable entry point into the sort of income generation that chips away at poverty.

Goat projects can advance all Sustainable Development Goals, especially the eradication of extreme poverty and hunger. Goat ownership can also help empower women while building men's support for increased opportunities for their wives and daughters in commercial goat business.



Ulfat Bibi and Family

## Goats are a key to ending cyclical poverty



**Families** benefit from having a goat, which helps generate cash income and improve overall household nutrition.



**Villages** and communities establish financial and economic security through livestock-related business.



**Global** and cyclical poverty start declining as world hunger decreases and focus turns to empowerment, education, and equality.



# PROJECT OVERVIEW & OBJECTIVES

## What is the impact?

Women and children play an active role in livestock production. Children help in various chores while women carry out feeding, cleaning and milking. Men haul fodder (goat food) and women help in chopping. The sale of their goat byproducts can sustain a family so that they may meet their basic needs and begin to climb out of poverty.

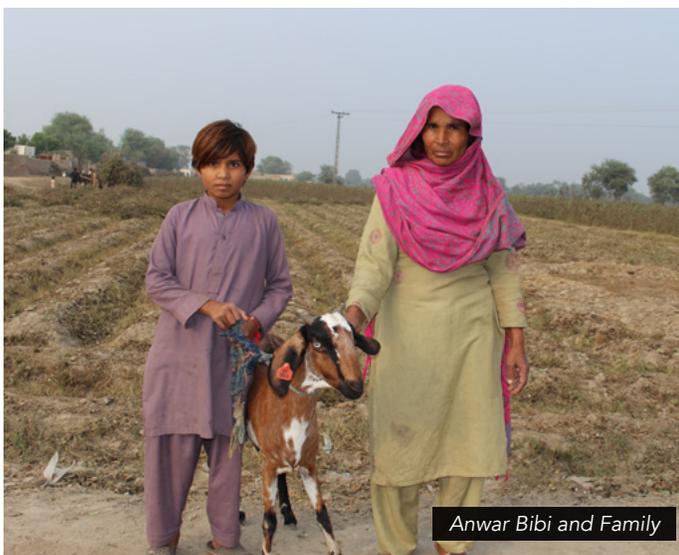
## Who benefited?

The program provided support to 80 rural women whose families suffered the greatest forms of poverty within their villages.

The selection process prioritized the families with the most need within the villages that also had the capacity to sustain and act on the livestock ownership responsibilities.



Penny Appeal on the ground



Anwar Bibi and Family

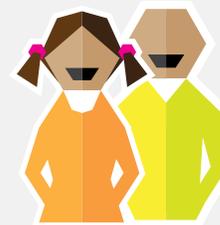
Total Beneficiaries:  
**348**

Women



80

Children

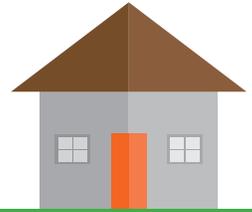


217

Men



51



# ACTIVITIES

## 1 Community Involvement

### Location: 13 villages of Vehari District, Pakistan

Community ownership was maintained throughout the duration of the program. This was established through involvement by village leaders, local organizations, local government, and local activists. Recipient families were selected by village leaders familiar with the needs and conditions of all members of their community and were cross-checked by our local team.

A sustainability workshop was organized for all project staff and local actors where record keeping tactics, monitoring and evaluation methods, and ethical practices were reviewed.

## 2 Family Training

Families received an intensive entrepreneurial and goat management training prior to the distribution. The training included:

- Information on common diseases carried by goats
- Curative and preventative measures to avoid illnesses
- Breeding and nutritional improvement
- Fair market values of goat byproducts
- Overview of the long-term profitability of one or more goats

## 3 Goat Distribution

Upon receiving the proper vaccinations and a clean bill of health from a local veterinarian, the goats were distributed to their designated families. As part of the monitoring and evaluation process, all families were linked to the relevant departments for regular livestock vaccinations. All goats were delivered to families in either the last stages of pregnancy or with their newly-born offspring.

## CASE STUDY & PHOTOS

Kalsoom Bibi and Ansar Bibi are each a recipient of one pregnant goat. Within 15 days of the distribution, the goats birthed an offspring.

When asked what impact these goats have on the livelihood of their families, they responded:

**“Our children are able to drink milk twice a day and will stay healthy. It is a sigh of relief for our family to know that we can start over a new life now.”**



Kalsoom Bibi with her 2 livestock Gifts



Gulzar Bibi & Family



Nazeeran & Family