

1. Homepage

Heifer logo

Our work

About us

Resources

Blogs

Get involved

Contact us

Social media

How you can contribute

1

Working to end hunger and poverty and care for the Earth by using sustainable practices and engaging smallholder farmers in agricultural development

2

View our latest report

3

What's new

New programmes/
initiatives

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Stories from the ground/
Program update

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Latest video/media
resources

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View archives

4

We've empowered 70,000 families socially and economically. Here's how.

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5

Technical training for the government on improved animal management practices

[Read case study](#)

6

We're committed to impacting more families. [Learn more about our work and progress.](#)

7

See our impact - a story of change and hope

We can solve the world's problems if everyone commits to sharing resources and caring for others. Take the time and energy to actively show that you care through helping others.

16,000

women empowered to partake greater roles in community building

8 [View success case](#)

9

Support struggling families and lift up communities throughout the world

Donate

10

Acting jointly to create change

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Partner logo

Partner logo

Partner logo

Partner logo

Partner logo

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11

Resources

Case study

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Annual report 2019

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Newsletter 2019

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Events

Event name

Event description

Schedule date

Join

>

Event name

Event description

Schedule date

Join

>

Event name

Event description

Schedule date

Join

>

[See all events](#)

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Sign up for our newsletters to get the latest updates

Name

Email ID

Sign up

Stay connected

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in

Heifer logo

About Heifer

Team

Careers

Studies

Reports

Gallery

Contact

Accomplishments

FCRA disclosure

Privacy policy

Terms of use

Registration no.

1. What we do-Core of Heifer's existence, summarized for the visitors. The first section should mention what Heifer does, to easily understand the connecting pieces of the website.
2. Action for the visitors. It can be changing as per Heifer's priority at the time. Ex. it can be to join the team, or link to a latest news, or link to a report etc...
3. This section will demonstrate the new things happening at Heifer. It can be updated from time to time. These stories will support the main proposition and show how Heifer's actions contribute towards the goal.
4. Highlights of Heifer's work. Reinforcing Heifer's proposition and leaving a trail for users to know more about the work.
5. These statements give a glimpse into Heifer's work and can be linked to specific case study for visitors adding further weight to the work.
6. To know more about Heifer's work, visitors can click on this link.
7. Our impact. This section showcases the impact made in each of the sectors Heifer works in.

*icons used here are for representation purpose only.
8. Impact figures will also give way for users to visit success stories page which will have a collection of stories and cases accompanied by videos and images.
9. A prompt for donation can be added in between the storytelling, where the user's buy in about Heifer's work will be maximum.
10. Partner logos will add to the credibility and contribute to the alignment of other valuable stakeholders. A carousel will allow for showing more partners.
11. Heifer's strength can be showcased through the resources created over the years and highlighting them on the homepage will allow for quicker access to resources for visitors and the team.
12. Heifer's audience can stay connected with the updates through the newsletters. On signing up the user will receive a mail for confirmation, after which newsletters will be periodically mailed to them.