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Envelope Teaser: **This is a Living Piggy Bank ...**

[photo of Creole pig with caption]

And it Multiplies Your Impact ...

Dear [salutation],

To explain to you why your support of Grassroots International would have even more impact if you joined our Seeds of Change Club, I need to explain about the Haitian Creole pig.

You see, for many generations of people, and even more generations of pigs, the Creole pig of Haiti has been called “a living piggy bank.”

These locally adapted pigs could handle the Haitian heat and were sturdy, resilient, and grew well even when fed garbage and crop waste. Nearly every rural family had pigs for food and also as an investment. When they needed funds for an emergency, or school fees, or to invest in seeds or other farming supplies, a pig was easily sold in local markets for cash.

The Creole pig was a source of financial security for Haitian peasants and small farmers.

Unfortunately, about 40 years ago the deadly African Swine Flu (ASF) was introduced to Haiti and began to spread through its pig population. That was bad enough, but then the U.S. and Canada, fearful that ASF would spread to their pigs, **insisted that Haiti eradicate all its pigs.** And without input from the rural people affected, the Haitian government agreed.

After the program to kill all the locally adapted Creole pigs, international agencies provided new high-input industrial agriculture type pig breeds, which had food and shelter requirements few rural families could meet. They were too costly to grow and did not thrive.

How does this relate to Grassroots International’s **Seeds of Change Giving Club**?

It’s because Grassroots International is one of the few organizations supporting efforts to restore the living piggy banks of rural Haitian families, and reaching successful long-term progress will require steady, long-term investment.

Seeds of Change members make a monthly pledge to support our partner organizations in countries around the world as they work for long-term change. Even a small monthly pledge of \$xx, \$xx, or even \$xx a month can really add up. It’s a way you can reach the charitable goals you feel in your heart without breaking your budget.

I wish you could meet **Rose Edith Raymonvil Germain**, the remarkable woman who is leading the efforts to restore the “piggy bank” of Haiti’s rural families. Rose Edith is the national coordinator of the National Congress of Papaye Peasant Movement (MPNKP), a Grassroots International partner. With over 200,000 members spread across 10 departments (regions), MPNKP is one of the largest Haitian peasant movements. With Rose Edith’s leadership, MPNKP began distributing hybrid Creole pigs and training families to care for them. We also helped to train local farmers to act as veterinarians to help keep pigs healthy.

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This is a perfect example of how a solution that rises up from the grassroots can change lives – and even repair damage caused by top-down solutions like the pig eradication program forty years ago. Ruth Edith knows the people she is serving. I'm always impressed by the way she insists on including the voices and needs of women in MPNKP programs.

Rural families were thrilled to restore their piggy bank traditions, and because the pigs reproduce rapidly, the program was progressing to self-sufficiency. Then disaster struck again.

Teschen, another terrible swine disease, began to spread in Haiti, setting back the reintroduction of Creole pigs. Research to develop a vaccine is progressing, but in the meantime, families who were just getting excited about having a piggy bank again needed something.

So after meeting with rural families, Rose Edith and MPNKP are now asking for help to distribute goats in addition to pigs. These new “four-legged savings accounts” are proving successful as a food source and an investment for rural families.

But restoring the piggy banks/four-legged savings accounts of Haiti's rural poor is a long-term effort, one that may very well have other setbacks before it achieves its goals.

And the larger point of telling you this story is that as with most of the efforts you help to fund through Grassroots International **it takes long-term support to foster long-term change.**

I believe one of the reasons you support Grassroots International is that we are a dependable source of funds for local projects like the pig/goat restoration programs in Haiti.

That's why I strongly hope you'll consider joining our Seeds of Change Club.

The easiest way to do that is with your credit or debit card. You can also use electronic funds transfer (see the attached Seeds of Change form for details). You can change or cancel your pledge at any time.

By setting up this monthly donation, you'll accomplish your charitable goal while simplifying your life. You'll save paper and postage. You'll reduce our costs.

And most important, you'll help foster long-term change in rural villages in Haiti and so many other places where people struggle. Please join our Seeds of Change Club today.

In gratitude and solidarity,

Chung-Wha Hong, Executive Director

P.S. Grassroots International funds more than 00 programs that depend on us for the long-term help that leads to long-term change. So we really need the ongoing, dependable support of friends like you. When you give monthly, your gift means more. It's that simple.