



HOLY COW NEWSLETTER

Who is Hope? and what is this MOOvement?



Meet Hope. Hope spent much of her life grazing happily on lush fields somewhere in America. On her Facebook page, she describes herself as a 'carefree, happy cow who enjoys green pastures, sunshine, and good food.' One day a cow-friend shared with her that over 40 MILLION Americans live in poverty. "HOLY COW!" she declared! Hope was shocked and appalled! She simply could not understand how the richest country in the world has so many people – including children, the elderly, and full-time working families living in poverty! While Hope still enjoys her leisure time frolicking through the meadows, she has now committed herself to fighting poverty in the United States. And she's official serious with "poverty advocate" now a part of her bio.

Hope decided to do her homework and find out what resources are available to folks trying to overcome poverty. She found out that Community Action Agencies were created over 50 years ago when President Johnson declared a "War on Poverty". She was excited to learn that Community Action Agencies still exist today and serve as America's official poverty fighting network! With nearly 1,000 agencies located in local communities across all 50 states, Hope realized how community action agencies are perfectly positioned to **moove** Americans out of poverty and to self-sufficiency. Her passion turned into action when she saw success stories from real folks who overcame poverty with the help of a community action agency- people whose lives served them lemons but they made lemonade!

She loved learning more about how these agencies provide a hand up, not a hand out and positively impact not only individuals/families but local communities as well. She met with people who were once downtrodden by the realities of poverty who are now not only self-sufficient but make **moovalous** contributions to their communities, some even own **mootiple** businesses. She saw how agencies are doing much more than providing access to resources and opportunities, they are truly giving hope to the hopeless. Then it clicked- it was no accident that her name is Hope! This was her life calling- her true reason for **MOO**'ing. She knew she had to step off of her beautiful farm into the world to do her part to help end poverty. Her first order of business? Coming up with a campaign name. She personally was not aware of other cows who were as passionate about the udderly ridiculous high poverty rate so she decided she'd be her own mascot and would call her campaign Holy Cow! Let's End Poverty©. Next, she started social media pages on Facebook, Twitter and Instagram. She didn't want any excuses for people to be able to find the pages- so they all have the same page titles: "MOOreHope4All". In this age of social media frenzies, Hope knew she needed a hashtag. She thought, "Why not start a **MOO**vement to end poverty?" and decided to use #jointhemoovement as the official campaign hashtag and uses the website URL:

www.jointhemoovement.com.

Join the MOOvement to raise awareness about poverty and let people know that there are solutions! Unfortunately, Hope's cow friends don't have access to social media platforms like you do- so she needs your help! Be the conversation. Be the solution. #jointhemoovement!!



MOOreHope4all



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Heat Smart Joins the MOOvement!

Heat Smart is an initiative to reduce heat insecurity. "We share common goals of helping low-income families on the road out of poverty. In our case, by helping them save money on their heating bill. What Holy Cow is doing by raising the volume on the public conversation about poverty will go a long way toward helping all of us fulfill our missions."

Heat Smart develops partnerships with community action agencies across the country to cost-effectively help their constituents reduce energy use through an innovative Heat Smart kit. It includes quality, low-cost woolen blankets for warmth, weatherstripping for conservation, and energy tips for further energy savings education. Over the past eight years, they've helped thousands of families in states as diverse as Maine and California.

Learn **MOO**re about HeatSmart at www.HeatSmart.net



"I'm proud to support Holy Cow! It's such an innovative idea and fun fundraising tool."
Donna Montaquila
President
Heat Smart

Moo-tiple Ways to Raise Moo-ney for your Agency



Hope knows that anti-poverty agencies benefit greatly from raising awareness around poverty. She also knows that additional resources can be helpful to expand upon programs and services to help even more people striving to overcome poverty, so she created some fun ideas which raise both awareness and funds for agencies. Check them out below and don't hesitate to send an email to MOOrehope4all@gmail.com.

Moo-vie Stars for a Cause

- Host an event to share your agency's story with the community. This event will feature 20-30 local moovers and shakers or as we call'em in cow country Moo-vie Stars.
- Each of the Moo-vie Stars is charged with helping the agency raise moo-ney.
- Sign your agency up to participate and we will help get you moo'ing. Just give us a MOO!



Donate Mooney

Moonies raised will help support agency capacity building and will help move individuals 'and families to self-sufficiency.



Holy Cow! PoverTees and Apparel



POVERTEES

[SHOP NOW](#)

PoverTees and Apparel heighten awareness of issues impacting the poor while raising funds for community action agencies and state associations. Look moo-valous and get yours today!

Bring Hope to Your Community.

Hope the cow can visit your community to raise awareness on poverty, moo-ney, and create a social media buzz. Hope can show up in your neighbor's backyard, an agency event, or a corporate function in your community. Want to know moore?

Contact us today at 919-790-5757 or email moorehope4all@gmail.com

BECOME A SPONSOR

For sponsorship information on how to support the **moovement**.

[CLICK HERE](#)



FOLLOW HOPE ON SOCIAL MEDIA!

Hope thrives on your tweets, facebook posts, and interaction. Don't just follow her- help create a social media frenzy. Join the conversation. Join the **moovement!**



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THE COWMEDY SECTION

Where do cows go for lunch? *The Calf-eteria*

What are cows favorite subjects? *Moostic, Pscowlogy, Cowculus*

What happens when you talk to a cow? *It goes in one ear and out the udder!*

What do you call a grumpy cow? *Moo-dy*

Why don't cows have any money? *Because farmers milk them dry*