

Western University

Scholarship@Western

Community, Equity, Gender

Western Heads East

2008

Western University Community Events - Buy a Cow Campaign 2008

Western Heads East

Follow this and additional works at: <https://ir.lib.uwo.ca/wheceg>



THE COW CHALLENGE

The Western Heads East Fundraising committee is challenging Western's staff and students to see who can raise the most money to support a cow.

Why a cow, you ask?

Cows are needed in Mwanza, Tanzania to provide the milk for probiotic yogurt production.

Probiotic yogurt has been shown to assist in reducing and preventing HIV/AIDS infections in women and children, preventing transmission of the virus from mother to child during childbirth, as well as reducing complications associated with diarrheal diseases.

How did we do last year?

Last year we raised enough money to buy **19 cows (\$5,745 CAD)**.

Now that we have the cows, we need to raise money to support them (cow food, shelter, cow keeper salary, etc).

Money will also go towards school fees for the families of Yogurt Mamas who volunteer their time to make the yogurt, sending UWO student interns overseas, as well as other project efforts.

We challenge you to become part of this great cause!

You can help by signing up your department, faculty, or residence in a friendly competition to see who can raise the most money to "support a cow."

See the enclosed sheet for a list of some great fundraising ideas.

A prize will be awarded to the most successful initiative!

Once you've decided on your great fundraising idea, please contact Ashley Motran at westernheadseast@gmail.com

No donation is too small!

Western Heads East FAQs



Western Heads East Mission Statement:

To engage in a community response by mounting a campus-wide educational and fundraising campaign to send delegates to directly assist with the African HIV/AIDS crisis, and to provide a sustainable learning and research opportunity.

What is Western Heads East?

Western Heads East is the campus community response of The University of Western Ontario in London, Ontario, Canada, to the HIV/AIDS crisis in Africa. The program is based on introducing into an African community a sustainable diet rich in probiotics – beneficial bacteria that can help starve off infections – based on dietary approaches already indigenous to the region.

Why was the Western Heads East program started?

Western Heads East began after Stephen Lewis, UN Special Envoy for AIDS/HIV in Africa, came to a conference hosted by Western to talk about the continent's current state: Eight thousand people die and 11,000 are infected by HIV daily. Thirteen million children have been orphaned. People numbering the size of an entire country could be wiped out in a matter of a few short years. It was then that a group of Housing employees decided to launch a program to help. The program was designed to educate students on the value of civic duty, cultural and health issues, and to participate in making a difference.

Who is involved in the project?

The program is based on the probiotic research of Dr. Gregor Reid of the Lawson Research Institute, and Dr. Sharateh Hekmat of Brescia University College at The University of Western Ontario. The research is based on the effects of probiotics or "friendly" bacteria that have been proven to help reduce and starve off HIV/AIDS infections in women and reduce complications from diarrheal diseases.

The Western Heads East committee is chaired by Robert Gough, Assistant Director of Residence Education and programs at Western. Several additional members include other Housing employees, the Center for New Students, and student council representatives. The program is positioned as not only a necessary community response, but as a learning opportunity for students at Western.



WHAT ELSE CAN I DO TO GET INVOLVED?

Become a **Committee** Member

As of September 2007 The Fundraising and Awareness Committee has become completely student run! Student volunteers play a vital role in the keeping this project alive and help is *always* needed!

Organize an **Individual Fundraiser**

Get your ideas flowing, spread the word and raise funds for Western Heads East. In the past, many individual fundraisers have included a leg, beard and head shaves, selling chocolates, and selling hand-made jewelry and bags. If you have any creative ideas you can help!

Do Your **Research** With Us

Many upper-year students and students from the Faculty of Graduate Studies at The University of Western Ontario have completed their research with Western Heads East.

Become an **Intern**

Student interns are the keys to the success of our Campaign.

Interns spend a few months preparing for their 4-5 month placement in Africa in which they work with the Yogurt Mamas and help directly with the daily functioning of the project.

If you would like to inquire further of how to get involved please check out our website at www.westernheadseast.ca or e-mail us at westernheadseast@gmail.com!



WHERE DOES YOUR MONEY GO?

Below are just some of the expenses necessary for the operation of the yogurt kitchen in Tanzania:

1 cup of Probiotic Yogurt = 100Tsh = \$0.09 CAD

Yogurt Tubs (required for yogurt preparation):
4000-6000Tsh = \$3-5 CAD

Large Cooking Pots:
30,000Tsh = \$27 CAD

One Tank of Gas (stoves and ovens):
30,000Tsh = \$27 CAD

Large Coolers (storing the yogurt):
100,000Tsh = \$90 CAD

Refrigerators:
500,000Tsh = \$450 CAD

Other operational costs include the purchasing of milk, stove burners, electricity, feed for the cows, cow keeper's salary and other kitchen supplies.

\$1 Canadian Dollar(CAD) = 1000Tsh Tanzanian Shillings(TZS)