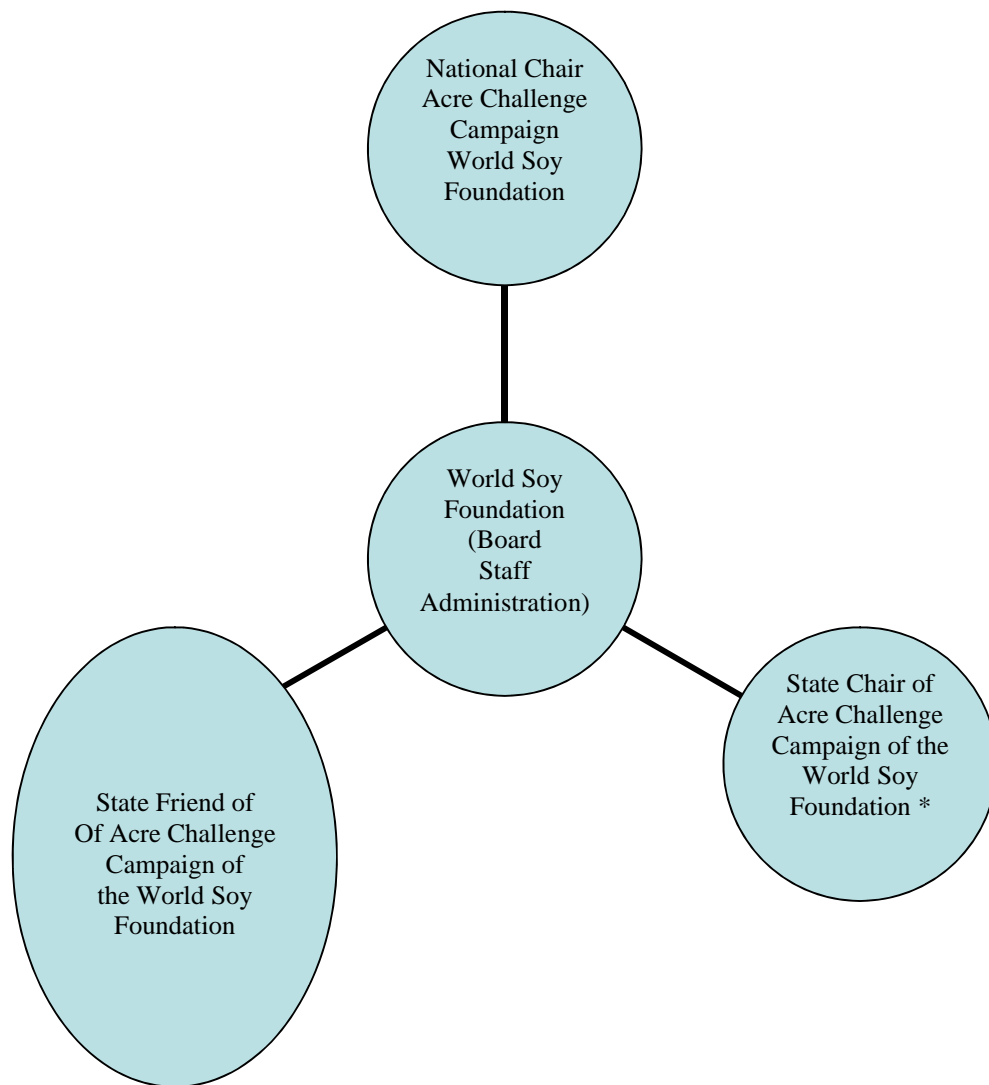




WORLD SOY FOUNDATION ACRE CHALLENGE 2010 GUIDE TO VOLUNTEERS



*To be determined with input from you and other state stakeholders

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TIMELINE WSF ACRE CHALLENGE 2010

Month	Activity
August 2009	WSF selects friends who will serve as point persons for each state. The State Friend of WSF is informed about their roles and expectations. This is a hands-on person who serves as the point person for WSF in each State. This person helps recruit a WSF Acre Challenge Committee for their state. This committee will help the State Friend with their roles regarding the WSF Acre Challenge campaign throughout 2010.
September 2009	State Friends of WSF receives How-to-kits for 2010 campaign for their state. State Friend of WSF Acre Challenge is an Acre Challenge donor. Letter goes out from WSF to all past donors of Acre Challenge. The letter has two major points; thanks for contribution to last year and here is the plan for 2010. Past donors are challenged to give once again and recruit two more donors each – family, friends and community.
October	WSF selects national chair for the campaign. Kick off of 2010 Acre Challenge campaign kicks off on October 16. Prior to event, kickoff material is sent to each State Friend of WSF (point person). The whole country kicks off Acre Challenge event on the same day. National Acre Challenge campaign is in motion. As the State Friends of WSF gets deeper into their work, they recommend several names for Acre Challenge Chair for their State. Acre Challenge State Chair is selected in a collaboration between WSF staff and State Acre Challenge Friend of WSF.
November	State Acre Challenge Chair is announced in each state. State Chair is an honorary position that helps draw attention and notoriety to the Acre Challenge Campaign. State Acre Challenge Chair is a donor to WSF Acre Challenge Campaign. Acre Challenge Committee recruitment process is complete and committee members are announced. Committee helps with such tasks as recruitment, education, planning, public relations, special events at state level, volunteer recruitment, etc. A committee of five to 10 people including State Friend and Chair are recommended in order to distribute necessary work. State Chair is a WSF Acre Challenge donor and uses their good name to recruit others for the Acre Challenge.
December	Donors, State Friends of WSF, State Chair, and State Committee - all drive efforts to raise money at the state level. In general, around the country, this is the giving season. At the December 2009 ASA Board meeting, an Acre Challenge update and board solicitation is done.
January	Friendly competition between states is encouraged leading to Commodity Classic. State Board meetings are ideal solicitation opportunities.
February	WSF booth is heavy on recruitment for Acre Challenge at Commodity Classic. Photos are taken at Commodity Classic of farmers who have given that year and farmers who are willing to give at the booth. Acre Challenge ribbons are handed out to be attached to the Commodity Classic name badges. Donors are thanked at the booth and highlighted and celebrated at the ASA dinner.
March	Closure of Acre Challenge 2010. Funds are tallied and announced at the March Board meeting. However, Acre Challenge donations are accepted until September 30, 2010.
April to September 30, 2010	Acre Challenge donations are accepted. An update will be given at the July World Soy Foundation board meeting.

PROCESS OF HANDLING ACRE CHALLENGE 2010 MONEY BY ALL DONORS

1. Sign a pledge form or write a check.
2. Get a self addressed envelope from your State Friend of WSF.
3. Mail it in yourself.
4. Let the State Friend of WSF know you pledged or donated.
5. State Friend of WSF should be discouraged from handling funds of other WSF Acre Challenge donors.
6. State Friend of WSF is encouraged to make a list of all donors from their state and compare the list once a month with WSF records in St. Louis.
7. For solicitation made at State Board meetings; if staff accepts the task, State member(s) collect pledge forms and keep a master list of donor names and contact information. State sends it all in with copy of list of donors.

WSF ACRE CHALLENGE VISION FOR FY 2010

Given its history, it is possible to assume that each past Acre Challenge donor can be asked to recruit two more new donors. If each Acre Challenge donor gave an acre value of soybeans at the current average of \$375 per donor, then the total Acre Challenge collection would likely bring a grand total of \$150,000 in 2010.

WSF ACRE CHALLENGE CAMPAIGN HISTORY:

In the summer of 2007, Jim Peterson, Past World Soy Foundation Board Member, was suddenly inspired to do something for the WSF after hearing about donations of soybeans from the Northern Food Grade Soybean Association of North Dakota and Minnesota.

Upon returning home, Peterson launched the **Acre Challenge Campaign** in Indiana and mobilized four of his fellow farmers to give the value of one acre of soybeans to the WSF. Thus the WSF Acre Challenge Campaign was born. News spread quickly. In Iowa, the 21 members of the Iowa Soybean Association Board pledged support of the WSF Acre Challenge. The combined effort raised more than \$11,000 for the WSF. In FY 2009, the Acre Challenge Campaign has attracted more than 140 U.S. farmers and a farmer from Brazil. The campaign has raised more than \$45,000. **The Acre Challenge Inspiration Continues!**

-end-



ACRE OF SOYBEAN CHALLENGE 2010

Yes! I want to help the **World Soy Foundation** achieve its mission: *Sustainable Nutrition for All.*
I hereby pledge an acre of soybeans value to the WSF Acre Challenge Campaign.

My average yield _____ bushels X \$_____ per bushel = _____ my contribution.

*The World Soy Foundation has been granted 501c3 charitable organization status.
Gifts are tax deductible to the extent allowed by the law. (Please Print)*

I/we wish to make Pledge of \$_____ to World Soy Foundation.

Acre Challenge State _____

Name(s) _____

Address _____ City _____ State _____ Zip _____ County _____

Home Phone _____ Work Phone _____ Email _____

- My company has a gift-matching program. Name of Company: _____
- Please do NOT include my name in any donor recognition communication.
- Please do NOT share my name and address information outside the organization.

This pledge to be paid: _____ Monthly _____ Quarterly _____ Annually over the next _____ years.

(Payments may be made for up to five years.) Pledge payments will begin on ____/____/____

I/we choose to make a one-time gift of \$_____.

Check (Payable to WSF) Cash Stock Other (Please describe) _____

VISA MasterCard Card# _____

Expiration Date _____ Name (as it appears on card) _____

Billing Address: _____ City: _____ Zip Code: _____

Signature(s) (required) _____

Printed Name/s _____ Date of Pledge _____

Please list name(s) as you would like it to appear in donor listing:

Please include a description of special instructions regarding the acknowledgement and/or recognition of the gift.

Send this form along with your payment to:
World Soy Foundation
12125 Woodcrest Executive Drive
Suite 100
St. Louis, MO 63141

ACRE CHALLENGE TRACKING SHEET FOR DONATIONS 2010

WSF Recriter Name: _____
_____ of _____

Today's Date: ____/____/____

Sheet

Date of Contact:	Donor name and contact information	Circle one	Date check sent to WSF	Notes by Recruiter
	Name: Address: Email: Tel:	Check Pledge form Check & pledge form		
	Name: Address: Email: Tel:	Check Pledge form Check/pledge form		
	Name: Address: Email: Tel:	Check Pledge form Check/pledge form		
	Name: Address: Email: Tel:	Check Pledge form Check/pledge form		

Please feel free to make copies of this form to fit your needs. Thanks.

World Soy Foundation
2010 Acre Challenge Plan Checklist

Name: State Friend of Acre Challenge

Alternate:

Home Telephone #

Email:

Cell #

Work #

Alternate info:

Other:

- Request:
1. Play a leadership role in being the point person in your State for Acre Challenge
 2. Get excited and ready to motivate others.
 3. Help lead the campaign of WSF Acre Challenge in Your State.
This will involve your time and your leadership skills to motivate fellow farmers to contribute .
 4. Recruit farmers/friends/family, etc., and challenge them to give an acre value of soybeans.
 5. Recruit a committee to help you recruit farmers for your state campaign.
 6. Produce results in terms of dollars at the end of the campaign.

Materials Needed:

1. Write up on new campaign structure
2. Pledge forms
3. Talking Points for media
4. Staff contact person at World Soy Foundation for answers:
Lynn Burgdorf 314-754-1304 or Vickie Wilks 314/754-1341
5. More information on Acre Challenge on website: www.worldsoyfoundation.org

Strategy:

When in doubt or in need of assurance contact:

Lynn Burgdorf Office hours: Tuesday, Wednesday, Thursday 8am-2pm
Central

phone: 314-754-1304

email: LBurgdorf@soy.org

Alternate contact person at World Soy Foundation: Vickie Wilks 314-754-1341

Suggested Approach

1. Study the materials provided thoroughly.
2. Visit the WSF Website and read up on Acre Challenge.
3. Get started.
4. Recruit volunteers for suggested committees and modify per state needs.
5. With committee decide what approach might work in your state.

Next Steps:

1. Make recommendation and help choose with WSF staff your state Acre Challenge Chair.
2. Follow recommended timeline.
3. Recruit farmers/friends who will contribute acres.
4. Turn in the money on a regular basis.

World Soy Foundation At Work

June 2009

Welcome to the first issue of "World Soy Foundation At Work." Thanks to our many supporters, the World Soy Foundation is nourishing people in developing countries around the globe.

Children's Diets Improve with Soy in Ghana



The World Soy Foundation is helping ADRA Ghana place a VitaGoat, soyfoods processing machine, in a rural community that will start feeding children with locally grown soybeans in September 2009. The project will provide soymilk to 450 students each day they attend school.

The World Soy Foundation and Adventist Development and Relief Agency (ADRA) signed a memorandum of understanding that will provide soy-based nutrition to school children in Ghana and build on a successful 2007 school feeding program.

The World Soy Foundation is helping ADRA Ghana place a **VitaGoat** soyfoods processing machine in an agricultural training college where it will produce soyfoods with locally grown soybeans beginning in September 2009. The project will provide soymilk to 450 students each day they attend elementary school. ADRA will help organize nutrition and health training for teachers and students.

Silk® soy milk, a WhiteWave Foods brand, is the generous donor for the project and also supported successful school feeding program in Ghana in 2007. Cooks were trained in the use of all the different soy products to facilitate the use of the various products in local dishes. In the two rural schools, school enrollment increased by 33% and average school attendance by 20%.

South African Youth Cooperative offers Soyfoods to Day Care Students and More



Children at 10 South African day care centers are enjoying soymilk thanks to a Monsanto-supported project with the World Soy Foundation.

A youth cooperative created to produce and sell soy milk in the Orange Farm Township in Johannesburg, South Africa is making soyfoods available to approximately 500 children thanks to **Monsanto Fund** support. The World Soy Foundation provided a **SoyCow** food processing system, product installation and training to two Private Voluntary Organizations (PVOs): Joint Aid Management (JAM) and INMED Partnerships for Children. JAM worked with the local township government to identify 10 dynamic young adults and

a location to set up the SoyCow micro-enterprise.

The machine was installed, the people were trained and the products launched in early January. Part of the agreement in the creation of this small enterprise, named "To Taste" in the Zulu language, was that the cooperative would give soy milk to 10 daycare centers in the area. The agreement requires the cooperative to donate more than 10,000 liters of soy milk to the community a year. In addition, they are already able to ensure the program's sustainability by selling soymilk, okara chips and soy nuts. Their marketing plan includes more outside sales in high traffic areas and eventually door-to-door sales.

With a successful startup model now completed, the World Soy Foundation is seeking new funding to "grow the herd" in South Africa

Soybean Farmers Raise Funds Through the Acre Challenge

U.S. soybean farmer-led organizations have provided thousands of dollars and leadership in the creation and ongoing support of the World Soy Foundation.



Yet, many farmers wanted a personal opportunity to support the program. Their answer was the World Soy Foundation **Acre Challenge**.

By spring 2009, **more than 120 U.S. soybean farmers from 18 States and Brazil** had committed the value of an acre of their crop to the Acre Challenge. To contribute to the Acre Challenge go to

www.worldsoyfoundation.org

U.S. soybean farmers and now the first

international farmer donor, from Brazil, have committed to nourish children in developing countries by donating to the World Soy Foundation's Acre Challenge.



The World Soy Foundation is the humanitarian arm of the Soybean Association and affiliated industries.



The World Soy Foundation is a 501c3 non-profit organization. Gifts are tax deductible to the extent allowed by the law. To become part of the solution and help solve the world problem of hunger and malnutrition, visit our website at: www.worldsoyfoundation.org.



World Soy Foundation at Work

Newsletter – August 2009

Thanks to our many supporters, the World Soy Foundation is bringing nutrition to life in developing countries around the globe.

Cargill Textured Soy Protein Goes to WSF Food Security for Kids Initiative



Guatemalan children eat soy at a community center that nourishes 300 children, two meals a day. Cargill Textured Soy Protein will ensure children get adequate protein regularly.

A shipping container of textured soy protein produced at Cargill's Cedar Rapids, Iowa facility will improve diets in Guatemala where the World Soy Foundation's efforts contribute to the food security of children in poverty stricken areas. In addition to working with Guatemalan school feeding programs, WSF and local Cargill employee volunteers will collaborate with a pediatrics association that will offer the soy protein at a community center; this organization serves 300 kids with two meals a day six days a week. Many of these children come from impoverished families that make their living picking through trash for something to use or sell.

World Soy Foundation Executive Director Jim Hershey traveled to Guatemala in late June to meet with program organizers, observe soy cooking training programs and meet with Cargill's in-country staff. Last year, Cargill awarded the World Soy Foundation a \$500,000, three-year grant to work with organizations in Guatemala, Honduras and Nicaragua to distribute donated soy, educate recipients about nutrition and hygiene, and evaluate the nutritional impact of select projects.

Soybean Farmer Support Grows for the Acre Challenge

Nearly 150 soybean farmers from across the nation as well as Brazil have now supported the World Soy Foundation's Acre Challenge. Farmers created the Acre Challenge because they wanted a personal opportunity to respond to global hunger.

Nebraska Farmers Raise Funds to Help Abused Girls in Guatemala

Saunders County Nebraska soybean growers are a prime example of how farming communities continue to find innovative local ways to raise funds to bring the benefits of soy to the lives of people around the world. Saunders County Nebraska farmers are making the final push in their campaign to purchase a SoyCow unit through the World Soy Foundation as well as provide the soybeans, install equipment and train recipients to make a long-term difference in the lives of abused girls in Guatemala.

St. Louis Post Dispatch Features World Soy Foundation Editorial on School Feeding and Ghana

The St. Louis Post Dispatch published Jim Hershey's editorial relating how President Obama's July trip to Ghana can draw attention to lessons on reducing hunger. It highlights the WhiteWave Foods support of World Soy Foundation and Adventist Development and Relief's success in feeding children in Ghana.

World Soy Foundation Board Adopts New Logo and Tagline



To reinforce its humanitarian message, the World Soy Foundation board approved a new logo and tagline in July. We hope you like our new look and reminder that the World Soy Foundation is "bringing nutrition to life."