



DIOCESE of LA CROSSE
 Office for Ministries & Social Concerns
 P.O. Box 4004
 La Crosse, WI 54602-4004

SHARING LOVE THROUGH PROJECT MILK

From the people of Wisconsin to the children
 of Casa Hogar Juan Pablo II in Lurin, Peru.



**DIOCESE of
 LA CROSSE**

Non-Profit
 Organization
 U.S. Postage
PAID
 La Crosse, WI
 Permit No. 958



Pictured throughout are the children of Casa Hogar Juan Pablo II orphanage Lurin, Peru who benefit from your generosity. Thank you to Fr. Keith Kitzhaber and Casa Hogar for providing photos.

Version 5MAR14



“It’s not my day to eat”

Fight Hunger! — Support Project Milk

Project Milk was started in 1984 by the Rural Life committee. When the idea was brought up to Bishop Freking, he gave the first \$10 – the price of one hundred pounds of milk at the time. The connection came from Fr. Joe Walijewski, founder of Casa Hogar. While he was living in the outskirts of Lima, Peru, he saw thousands of people suffering from malnutrition. He often told the story of meeting a young boy by his house. It was lunchtime and the little boy was outside playing soccer by himself. Fr. Joe asked him why he didn’t go home to eat lunch. He responded, “It’s not my day to eat.” Hundreds of families in Peru are struggling to put food on the table and for some that means rotating days for which children can eat. Project milk has assisted thousands of people by providing them with the essential nutrients for a healthy body, which is especially important for growing children.

Your donation goes straight to the purchase, preparation and shipment of the milk. Administrative costs are covered by the Diocesan Annual Appeal. It is only your continued support that makes these shipments possible.

**Thank you
and may
God bless you!**

Project Milk

- Milk is purchased from local dairy farmers
- Processed into powdered milk in Wisconsin
- Shipped to Casa Hogar Juan Pablo II in Lurín, Peru
- Casa Hogar works with other local orphanages to trade some of the powdered milk
- The orphanage also donates milk to local soup kitchens and families in the community

We need more milk and more people donating!

It costs about \$85 to send 1 sack of milk to Peru. That is enough milk for the 64 children of Casa Hogar for 1 week.

Our goal is to send 400 sacks (20,000 pounds) of milk each year. We need a total of \$34,000 to reach our goal.

Please send your contributions to:

Diocese of La Crosse - Project Milk
Office for Ministries & Social Concerns
P.O. Box 4004 | La Crosse, WI 54602-4004

Phone: 608-791-0161

Fax: 608-791-2675

E-mail: ministries@dioceseoflacrosse.com

Please Donate Today!

\$340, 4 sacks of milk
Enough for 1 month
at Casa Hogar

\$85, 1 sack of milk
Enough for 1 week
at Casa Hogar

\$25, 100 pounds
of raw milk

Other: \$ _____

Name _____

Street or Box _____

City _____ State _____ Zip Code _____

Make checks payable to: **Diocese of La Crosse**

_____ Send me a receipt. _____ Do not send me a receipt.

(We are required to send a receipt to anyone who donates over \$250)

Send to: Office for Ministries and Social Concerns — Project Milk

Diocese of La Crosse, P.O. Box 4004 | La Crosse, WI 54602-4004

**Thank you for
supporting
Project Milk.**