

NATIONAL
4-H
COUNCIL
ANNUAL
REPORT
1980





MARKS OF PROGRESS IN 1980

- A record 37,315 persons, 2,820 more than in 1979, used the National 4-H Center and its exceptional facilities.
- Revenue in support of programs and services to 4-H, exclusive of capital gifts, exceeded budget and totaled nearly \$9.9 million.
- 287 current and former 4-H members shared \$265,250 in educational scholarships recognizing their accomplishments in programs sponsored by private sector donors.
- Awareness of 4-H and its distinctive emblem increased dramatically as National 4-H Supply Service achieved record high sales of emblemized items and Council with Science Education Administration-Extension, U.S. Department of Agriculture and State Extension Service assistance, produced and distributed 25 public service radio and TV spots.
- 2,367 young people, 40 states and 31 countries participated in international exchanges. Additionally, 100,000 other youth and adults were involved in related activities.
- For the first time each and every state was represented in one or more of the seven national leader forums and four special leader forums held at the National 4-H Center.
- In a partnership role, Council assisted with the 50th Anniversary National 4-H Conference attended by 300 delegates and leaders and 600 alumni and retired Extension staff.
- More than 153,000 individual 4-H participants earned county medals of honor for accomplishments in 31 programs sponsored by private sector donors. And members in nearly 5,000 4-H clubs were recognized for outstanding community service in health, conservation and safety.
- 520 educational aids, including 40 new and revised materials, were offered by Council to assist Extension in its educational mission.
- Eleven long range planning staff task forces functioned during the year to strengthen Council's plans of work in succeeding years.
- Participants in citizenship programs at the 4-H Center totaled 11,700 from 48 states, a 7.4 percent increase over 1979.
- 32 clubs in 24 states received Citizenship in Action grants to help fund local community service programs. And clubs and groups in 35 counties were recognized for outstanding action programs in automotive, conservation of natural resources and safety.
- Seven pilot programs in a Youth Employment Career Education Project are being coordinated by National 4-H Council.
- Two state Extension services completed extensive health education pilot programs and four states expanded vision education projects with donor support through Council.
- Delegates and leaders attending National 4-H Congress totaled 1,912. National 4-H Commodity Marketing Symposium drew a record number of delegates. More than 100 participated in the Eastern and Western 4-H Engineering Events and 200 in the 26th Annual 4-H Dairy Conference
- Donors to the 4-H movement through Council totaled about 1,800. They contributed in excess of \$3,500,000.
- More than 100 private sector volunteers provided exemplary service to National 4-H Council and the 4-H movement as officers, members of the board of trustees, advisory and resource development committees.

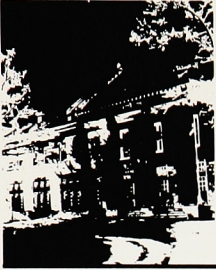


National 4-H Council is a not-for-profit educational organization that utilizes private resources to help expand and strengthen the 4-H program. 4-H is the youth education program of the Cooperative Extension Service of the State Land-Grant Universities and Science and Education Administration - Extension, U.S. Department of Agriculture.

Programs and educational materials of National 4-H Council are available to all persons regardless of race, color, sex, age, religion, national origin or handicap. Council is an equal opportunity employer.

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CHAIRMAN'S MESSAGE

National 4-H Council entered the 80's in a strong, consolidated position ready to continue its effective performance as a Partner for Progress.

As the year got underway, National 4-H Council's reorganized programs division, communications division, and fiscal office were in place at the headquarters in suburban Washington, D.C. The president's office, National 4-H Supply Service, and related functions continued in Chicago.

While regrettably losing the services of experienced and dedicated staff during the reorganization that was completed in January, 1980, the Council recruited new staff and made significant progress in implementing programs and providing services.

The Board of Trustees committed a record high \$9.6 million budget to support 4-H through the Council's programs and services. In addition, all members of the Board gave wholeheartedly of their time and talents to make for a highly successful year in the Council's partnership role with the Cooperative Extension Service, state land-grant university system, U.S. Department of Agriculture, and America's private sector donors.

This annual report highlights and briefly details the results of the Council's role in this partnership during 1980 and its continuing commitment to help young people become self-directing, productive, and contributing members of society.

Significantly, about 5 million young people found 4-H, the nation's largest out-of-school educational program, a challenging yet satisfying way to be

involved in exciting real-life experiences. Helping them achieve their goals were some 4,500 Extension professionals and 568,000 local volunteer 4-H leaders nationwide. The contributions of these volunteers in time, travel and support, are conservatively estimated at \$600 million annually and are a primary reason for the cost effectiveness of the 4-H program. I join other Americans in applauding the untiring and frequently under-recognized efforts of these leaders.

As Chairman, I want to extend special thanks to the corporations, foundations, agencies, associations, and individuals who generously supported 4-H through National 4-H Council in 1980. Their assistance not only helped motivate youth and adults alike, but also strengthened the understanding and appreciation of this partnership for progress.

Over the years, the Board of Trustees has been committed to the efficient growth of the Council's programs and services to 4-H and the Cooperative Extension Service. Priority has been placed on long range planning. Therefore, it is gratifying to recognize the extensive planning efforts by the Council staff during the year and the integration of these plans into programs. This thorough planning and strict adherence to sound operating procedures strengthened the Council's performance in a potentially difficult year that was characterized by inflation and economic uncertainty.

I am pleased to report that the Council, during 1980, continued its record of service to 4-H in fulfilling its



role as a Partner for Progress. The Council looks to the future with confidence for the continued growth and development of our nation and its people.

W. R. Peirson

Walter R. Peirson, Chairman
Board of Trustees



PROGRESS IN PROGRAMS

"4-H develops individuals from insecure followers into responsible leaders. It gives 4-H'ers the chance to meet people, do things and go places that they could never do on their own. 4-H teaches members to handle responsibilities, make decisions, set goals, work towards them and learn to work and relate to other people." These remarks of Brenda Bryant, a 17-year-old 4-H member in Wells County, Indiana, reflect the programming objectives of 4-H, the Cooperative Extension Service and National 4-H Council.

Through its varied programs, National 4-H Council encourages citizenship and leadership development, emphasizes individual acceptance of responsibilities, creates a desire to achieve and confronts participants with real-life situations. In 1980, nearly 12,000 youths benefitted from participation in citizenship-leadership programs at the National 4-H Center in the national capital area. The impact of participation in these programs is summed up by Tom Lakritz, a California 4-H member.

"When I went to the Citizenship-Washington Focus Program, I learned many new things about citizenship. I really didn't know how much interdependence there is in this world. I've learned to accept citizenship responsibilities by learning what they are, then working them into action. When I graduate from high school I would like to enter a four-year university and major in political science."

Members and leaders returning from Washington, D.C. share their enthusiasm and skills in developing



Sharing ideas is an integral part of each National 4-H Leader Forum at the National 4-H Center.

action programs in their home communities. A feature of the summer program was a learn by doing workshop on the election process. Special weekly emphases on contemporary issues included international interdependence, health, food and agriculture, conservation of natural resources, economics, jobs and careers and community citizenship.

Additionally, a Citizenship-in-Action program provided small "seed money" grants to 4-H clubs and groups to carry on "learn by doing" services benefitting local citizens. These range from starting a day camp for disadvantaged children to helping finance a water safety course, conducting citizenship leadership and recreational workshops, developing a folklore

project and improving meeting facilities for community organizations.

In a recent letter Winnie W. Peele, Extension agent, Leesburg, Va., noted completion of the sixth annual Camp Citizenship, a day camp for disadvantaged youngsters started in 1975 with a Citizenship in Action grant and now funded within the local community.

Coming from 38 states, more than 760 persons in search of an enriching educational experience participated in a special program for families at the National 4-H Center. Reacting to this experience the Carmichael family of Pekin, Illinois, said, ". . . it is a visit we will always remember. 4-H has given our family so many great opportunities; and this is such a highlight, it seems almost unreal."

More than 2,300 participated in national and regional leader forums during 1980, an increase of 130 over the previous year. Enthusiasm ran high as indicated by comments of participants, Margery Bayless and Irene Dowd of Arizona: *"Economics, Job and Career Workshops were most interesting and I hope we will be able to implement this into our 4-H program and projects . . . 4-H can be a great tool . . . We put our heads together and are submitting our outline for implementation."*

Grace Vandemark, Harrison County, Iowa, found her involvement in a regional forum *"such a rewarding experience. Ideas and information shared will affect my relationship with 4-H members and clubs and will touch all other aspects of my life."*

Similar positive reactions have been expressed by volunteer leader participants in seven national leader forums, four regional forums and four special leader forums emphasizing work with nutrition; disabled; economics, jobs and careers; and health.

Incentives and Recognition

As noted earlier in this report, 287 accomplished 4-H participants shared more than \$265,000 in scholarships for educational pursuits after high school. Announcement of recipients was made at National 4-H Congress attended by over 1,900 4-H members and their leaders and hosted by the Cooperative Extension Service, National 4-H Council, donors and other friends of 4-H in the private sector. Each congress youth delegate earned eligibility through outstanding accomplishments in one of the more than 45 programs supported by private sector donors.

Complementing state and national recognition, more than 153,000 medal awards were earned by individuals at the county level. And in programs offering recognition to clubs and groups for exceptional



National 4-H Congress features educational sessions on contemporary topics plus recognition for outstanding achievement.



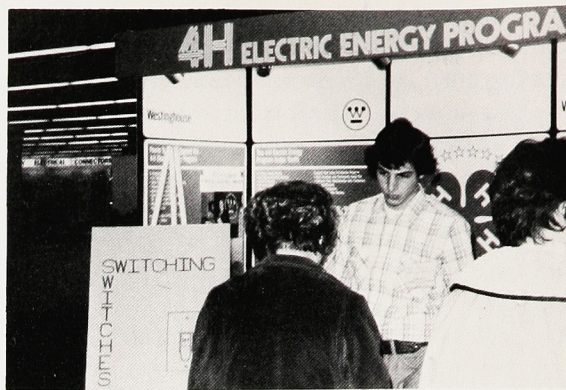
accomplishments in health, conservation and safety, 4,900 4-H clubs and groups were honored.

National 4-H Congress is more than a recognition event. It deftly intertwines education, inspiration and cultural experiences that challenge delegates to interact with leaders of business, agriculture, government and education, as well as their peers. At the 1980 Congress, Philadelphia Jurist Juanita Kidd Stout, a 4-H alumnae, challenged her youthful audience to anticipate and cope with problems of a highly technical civilization and to expand horizons of knowledge, honesty, integrity and responsibility. Judge Stout, the nation's first elected black woman jurist in 1959, also addressed the 50th National 4-H Conference in April at the National 4-H Center.



Judge Juanita Kidd Stout, receives a "Partner in 4-H Award from Dr. Eugene Williams, deputy administrator, SEA-Extension, 4-H, USDA.

The National 4-H Photo and Poster Exhibits attract many viewers at National 4-H Congress and at showings throughout the country. Above, Mike Hannan, California 4-H'er, mans an exhibit on electric energy at the National Rural Electric Cooperative Association Expo.



The fourth H—health—continued to receive special programming attention. With Council and private sector assistance and support, Florida and Michigan completed two-year pilot programs in health education. Florida's 4-H for LIFE program (Lifestyle Improvement For Everyone) designed and tested an exciting computerized health risk profile for teens. Michigan's pilot project generated numerous activities to meet locally defined needs.

Concurrently, special grants through Council to the Extension Service of Arizona, Alabama, North Carolina and Maryland assured new and innovative efforts in vision education. Expanded participation and accomplishments continued in this five-year-old program.

In response to the request of SEA/Extension, Council undertook coordination of the Youth Employment Career Education Project for 4-H. Programs are underway in specific locations within seven states. Proposals for involvement in this project due for completion in 1981 totaled 27 from 22 states.

For 4-H members seeking an outlet for their creative talents in the performing arts, photography and graphic design, opportunities were provided through a Holiday With the Arts Workshop and National 4-H Photo and Poster Exhibitions. More than 300 young people were personally involved in these programs at the national level. Thousands of other youths and adults enjoyed their creative work as it was shown at state and regional 4-H events.



Florida 4-H'ers discuss the 4-H for Life Parcours, developed as part of a pilot project on health.

International Programs

Expanding Horizons continued as the 4-H theme during 1980. Nearly 2,400 participants in international exchanges expanded their horizons beyond the borders of their respective countries. These young people represented 41 states and 38 countries. Additionally, 100,000 others benefitted from involvement in allied activities.

The value of these programs is reflected in one participant's statement: *"4-H international programs and IFYE (International Four-H Youth Exchange) in particular, are making this world a better place to live in."* Another delegate emphasized values of cooperation, friendship and trust. *"By creating more communication between cultures on a 'grass roots' basis, IFYE is creating a more cooperative world. Instead of being interdependent out of necessity and fear, we are becoming more interdependent out of friendship and trust."*

National 4-H Council also coordinated International Youth Development Projects in Botswana, Guatemala, Swaziland and Thailand. Since its beginning in 1967 the 4-B program in Botswana has responded with a growth from 500 to its current 12,700 members in 273 clubs.

The 4-H Thailand Project staff worked extensively with Yuwa Kasetkorn staff members in

developing special materials and support for improved poultry production and foods and nutrition programs.

Participants in a Professional Rural Youth Leader Exchange came to the United States from seven countries to gain knowledge about 4-H that can strengthen youth programs in their home countries. Another international program benefitting from American agricultural expertise is the Agricultural Training Program. In 1980, 98 Polish agriculturists spent the year gaining firsthand experience on American farms.

Obviously the impact of 4-H international exchange programs is broader than the limited number of individual participants. Host families, 4-H clubs and other community groups both in the United States and in other countries gain added insight and understanding. The multiplier effect of these programs was voiced by Mike Martin of Massachusetts.

"Upon my return home I will show several thousand people how I perceive Costa Rica. There will be fewer fallacies and more truth about Costa Rica in Massachusetts after my return. At the same time I am giving Costa Ricans a better understanding of a 'typical' American and am doing away with some misconceptions they have about the United States."



4-H around the world includes; above, IFYE exchangee Dennis Wang in Norway; lower left, a poultry project assisted by YDP Casey Garten in Thailand; and, lower right, strong support for 4-H in Botswana from U.S. Ambassador Horace G. Dawson, shown with YDP delegates Virginia J. Powell, Ronald C. Drum and National 4-H leader Alphonse Nsala.





PROGRESS AT NATIONAL 4-H CENTER

The National 4-H Center is an exceptional educational facility located on 12½ beautiful acres in suburban Washington, D.C. It is used year-round for a variety of creative learning workshops, seminars, conferences and forums designed for 4-H, Extension and related audiences. Emphasis is on contemporary citizenship-leadership development and all programs are conducted in behalf of the Cooperative Extension Service.

As noted earlier in this report, a record 37,315 persons used the Center in 1980. And concurrent with the beginning of its fiscal year, February 1, 1980, the Center became the designated headquarters of National 4-H Council with staff offices in J. C. Penney Hall.

The National 4-H Center's close proximity to the nation's capital and the agencies of government enhance its potential effectiveness as an educational institution. Participants in workshops, discussion groups and field trips experience first hand the functioning of our democratic system of government and appreciation of our national heritage.

Upon return to her home in Dawson, Minnesota, Mrs. Alvin Heise reflected on her experiences at the National 4-H Center. *"Praise to our National 4-H Center! Praise to our guide and hosts during six glorious days in our beloved capital . . . In my 61 years I have experienced only three major trips outside Minnesota. This trip by far was the most educational and most entertaining and revealing. Everywhere we went people helped us realize anew—this is our heritage, our land; we can become better citizens*

because you in Washington reawakened us to our responsibilities in this free land."

Guillermina Valdez, an Extension food and nutrition specialist at Texas A&M University, participated in Holiday With the Arts Workshop at the National 4-H Center. She remarked: *"Coming back to work wasn't difficult because I felt so rejuvenated and revitalized after the exciting week in Washington. We barely scratched the surface in exploring the arts in Washington. I'll be going to Washington as often as I can afford it in the future."*

The National 4-H Center is owned, operated and staffed by National 4-H Council. As such it is a living monument to the vision and support of Extension leaders and the high regard for 4-H demonstrated by

participants and the private sector's commitment to expansion and improvement of this facility in the past three decades. The Center and thus the 4-H program over the years have benefitted from this tremendous support which in 1980 brought outstanding improvements to the facility.

Special efforts were designed to make the Center more accessible especially to the handicapped. These included designated parking areas, ramped entrances, phone amplification, raised lettering on elevator call buttons and specially equipped guest and rest rooms. Other work resulted in aesthetic touches and improved procedures that contributed to operating efficiencies and energy conservation.



At dedication ceremonies for the colonnade entrance to McCormick and Firestone Halls, Richard A. Riley, chairman, The Firestone Tire & Rubber Company, and Ben H. Warren, president, Agricultural Equipment Group, International Harvester Company, cut the ribbon. Participants in the ceremony included 4-H members Mary Ann Cotton, N.C. and Jay Van Wert, Iowa, and Council Board of Trustees Chairman Walter Peirson.

Major improvements in 1980 included renovation and redecoration of the Ohio Room, the reception and front desk area and completion of staff offices on the third floor of J. C. Penney Hall. The entrance and lobby of W. K. Kellogg Hall were redesigned and structural changes included construction of an attractive colonnade between Firestone and McCormick Halls. The



Oklahoma Room was brightened by the addition of art rendered by the state's native Americans and California 4-H groups provided aesthetic improvements in that state's designated conference room.

The outstanding leadership of William A. Sutton, former Georgia state 4-H leader, Extension director and early advocate of the National 4-H Center was memorialized with the designation of an attractive conference room in his honor.

Other design and functional improvements were made in the dining hall. Redecorating, refurbishing guest and conference rooms and landscaping the surrounding grounds area added greatly to the internal and external attractiveness of the Center. At year end, Center staff looked optimistically to the future and the continuing expansion of usage and a solid commitment to quality service and accommodations.

PROGRESS WITH NATIONAL 4-H SUPPLY SERVICE

Among the oldest and most appreciated operations of Council is the National 4-H Supply Service. Since the mid-twenties, when it first offered a simple printed poster, the 4-H Supply Service has increased its distribution of quality items carrying the 4-H emblem to nearly 1,700. And with this has come a strong identity of 4-H, its distinctive emblem and added enthusiasm, support and prestige for the program. More than 130 manufacturers located in 27 states produced the needed volume of merchandise.

In 1980, sales of 4-H supply items approximated \$2 million, a record performance and 15.3 percent above the previous year. More than 45,900 orders generated by distribution of 200,000 copies of an attractive catalog, seasonal flyers and other methods, were processed for customers nationwide. Core exhibits of 4-H merchandise including more than 90 items were loaned to 27 state 4-H groups for display at state and area training meetings.

In late fall, production of the 1981 catalog had been completed and distribution to customers was well underway. The National 4-H Supply Service which remained at its Chicago location, was well positioned to give continuing and effective visibility to 4-H, its objectives and accomplishments.





PROGRESS IN COMMUNICATIONS

The consolidation and realignment of staff and operating functions at the headquarters office in Washington, D.C. gave birth to a new Division of Communications. It brought together Educational Aids, National 4-H News and Information Services and focused Council's efforts in service to 4-H members, leaders and Extension staff while improving the public's awareness and understanding of 4-H.

Educational Aids

National 4-H Council takes pride in its vast selection of educationally supportive materials offered in about 30 broad curriculum areas. In 1980 more than 520 aids were made available for purchase at cost by the State Extension Services and related groups. Distribution approximated 2,269,000 units including project manuals, guides and worksheets for members and leaders, audio/visual multimedia packages, television series and others.

Exceptional progress was evident during the year as Council performed its mission of bringing together the financial and technical resources of the private sector with the knowledge base and educational expertise of Extension and the land-grant university system. Private funding commitments provided for production of 40 new and revised educational aids. These included materials in leadership, food-nutrition, electric energy, health, plant and soil science, forestry and wood science, consumer education, careers and priority areas as approved by Extension leaders.

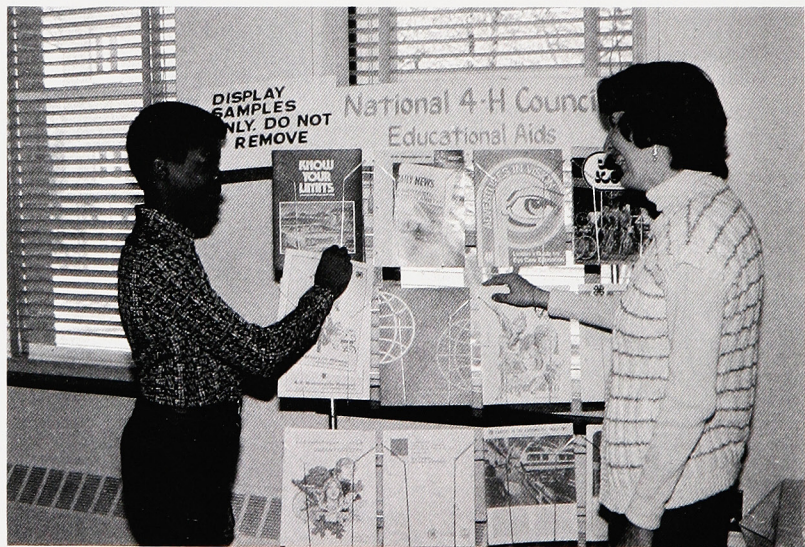
A series of educational aids fliers kept 4-H leaders and others aware of available materials and their sources. Displays of aids also became a regular feature at 4-H leader forums, workshops and at meetings of Extension professional staff.

Distribution of the 4-millionth copy of food-nutrition manuals for members and leaders during 1980 confirms the high acceptance usage of educational aids by the 4-H family.

After reviewing new 4-H consumer educational aids, called *Teen Scene*, a state 4-H leader reacted with these words: "I know of

the need for good educational materials in this subject area. I am particularly pleased with the development of volunteer leader materials as well as those for members. These should give a needed boost to 4-H consumer education programs nationwide."

An environmental education coordinator in the U.S. Department of Agriculture's Forest Service said: "The new materials for 4-H forestry are excellent." He further suggested that his regional coordinators would like copies to serve as a basis for cooperative work with state and local 4-H groups.



Displays of educational aids available through National 4-H Council are featured at national and regional meetings throughout the country.

National 4-H News

National 4-H News is the only magazine exclusively serving the 4-H program nationwide. Published 10 times each year, it is a training tool that shares ideas and educational resources with volunteer 4-H leaders and the members of their clubs.

In 1980 each issue of the magazine offered a varied selection of how-to and project related articles as well as those focusing on 4-H philosophy and psychology of working with youth. Special emphasis issues featured home economics, agriculture, health, 4-H promotion and intercultural group programming.

Circulation of the magazine during the year reached a high of 78,000 and averaged 72,400 copies throughout the year. Pass-on readership of the magazine at an indicated five persons per copy significantly expanded the influence of this important communications/leader training medium.

Late in the year a special insert titled, 4-H Teen, made its debut in the magazine. Some 125,000 additional copies of the insert, scheduled to appear five times per year, are distributed directly to 4-H leaders requesting them.

4-H Teen is especially produced for a teenage audience and designed to motivate and expand the valuable leadership resource teens represent.

Typical of leader's reactions to 4-H Teen is this note from Kansas. *"I received my first set of 10 copies of 4-H Teen. The kids thought they were neat . . . It is a great idea and I just want you to know that our 4-H'ers like it."*

Demonstrating the help leaders get from National 4-H News is a comment from a Pennsylvania volunteer leader. *"Please find enclosed my answers to questions which were in the Readers Help Readers department. I have received a lot of help from this column and hope my answers will help someone else. I enjoy the magazine and constantly save articles and poems for special uses."*



4-H members help to tell the 4-H story by participating in a wide variety of activities, including television, radio, press, presentations and other methods. Right, 4-H members across the country find helpful information in 4-H TEEN—a 1980 innovation in NATIONAL 4-H NEWS.

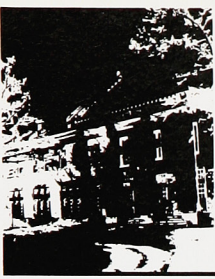


Long range plans call for placement of at least one copy of National 4-H News in each of the 138,000 organized 4-H clubs and groups nationwide.

Information Services

In cooperation with SEA-Extension and the state land-grant universities, Council carried on a year-round program of information directed to the nation's media. Council also shared with others in this partnership, information and public relations assistance directed to members of the 4-H family.

During the year, the unit coordinated the production of 25 radio and TV public service spot announcements to increase awareness and understanding of 4-H. These were aired by 5,600 stations nationwide. Additionally, more than 420,000 copies of 635 releases were distributed to print media. Special media coverage was given in connection with National 4-H Congress, other national and regional 4-H events and support of 4-H programs by private sector donors.



PROGRESS IN RESOURCE DEVELOPMENT

For more than 60 years 4-H has enjoyed the generous support of its friends and benefactors within the private sector. This historic partnership, links philanthropic contributions with the philosophy and program goals of the 4-H youth education program of the Cooperative Extension Service of the Land-Grant Universities and the United States Department of Agriculture. It is a partnership that enables 4-H programs and services to adjust and expand in response to the everchanging and challenging youth needs.

1980 was a banner year of growth for National 4-H Council. Private contributions to 4-H from more than 1,800 corporations, foundations, businesses and friends reached an all time high of more than \$3.5 million. In response to the opportunities of a new decade in our nation's third century, Council's Board of Trustees completed an ambitious, multi-year study of new directions for 4-H support.

A special task force completed study of private support to 4-H as part of these long-range assessments. The Board approved the report on the Resource Development Program of National 4-H Council and established the following goals:

On-going 4-H Program Grants:

(86.4% of 1980 contributed income) Retain all current program sponsors, meet increasing program costs and, by 1985, obtain donor sponsors for 14 high priority 4-H programs.

Annual General Support Grants:

(7.7% of 1980 contributed income) Increase supplemental program and special projects support

significantly by 1985. Launch major efforts seeking annual general support from members of the 4-H family and other users of Council's services.

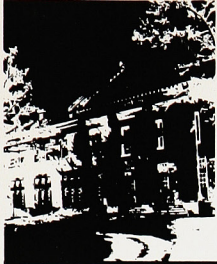
Endowments, Special Funds and Gifts: (5.9% of 1980 contributed income) Seek financial resources of an endowment or investment nature to realize gifts aggregating no less than \$10 million in principal in the years ahead. Gifts from individuals, bequests and other special trusts and funds be established and managed by Council to complement annual contributed income of a restricted or general nature.

Under the dedicated leadership of Robert G. Laidlaw, President, Coats & Clark Inc., twenty volunteers of national stature provide direction and assistance in maintaining and expanding Council's base of private contributions.

Mr. Laidlaw observes: "Leadership, responsibility, respect for work and appreciation of the American democratic, free enterprise system—these important values are developed in 4-H boys and girls at an early age. As chairman of the Resource Development Committee of Council, I am convinced that your investment in 4-H will reap great benefits for our nation's future leaders."



Nearly 40,000 youth and adults came to the nation's capital in 1980 to participate in educational programs at the National 4-H Center.



1980 NATIONAL 4-H COUNCIL DONORS

During 1980, 1,800 corporations, foundations, businesses and friends of 4-H contributed to 4-H through National 4-H Council.

President's Honor Roll (\$10,000 to \$500,000)

Allis-Chalmers Corporation
American Optometric Association
American Quarter Horse Association
Amoco Foundation, Inc.
Atlantic Richfield Foundation
Beatrice Foods Co.
Campbell Soup Company
Carnation Company
Chevron Chemical Company, Ortho
Consumer Products Division
The Chicago Board of Trade
Coats & Clark Inc.
The Coca-Cola Company
Colgate-Palmolive Company
John Deere
DeKalb AgResearch, Inc.
Eastman Kodak Company
Exxon Company, U.S.A.
Exxon Corporation
The Firestone Tire & Rubber Company
Ford Motor Company Fund

General Foods Corporation
The General Motors Foundation, Inc.
Insurance Company of North America
International Harvester Company
International Paper Company
The Robert Wood Johnson Foundation
W. K. Kellogg Foundation
Kerr Glass Manufacturing Corporation
Kraft, Inc.
Eli Lilly and Company
Mobay Chemical Corporation,
Agricultural Chemicals Division
Monsanto Fund
Montgomery Ward & Co.
National Collaboration for Youth
J. C. Penney Company
Philip Morris Incorporated
Pioneer Hi-Bred International, Inc.
Ralston Purina Company, Purina Dog
Foods Group
Reader's Digest

Reader's Digest Foundation
Reynolds Metals Company
The Santa Fe Railway System and Gulf
Central Pipeline Company
Simplicity Pattern Co. Inc.
The S&H Foundation, Inc.
Standard Brands Incorporated
Union Oil Company of California
United States Agency for International
Development
United States Department of Agriculture
United States International
Communication Agency
United States Steel Corporation
The Upjohn Company
Westinghouse Electric Corporation
Weyerhaeuser Company Foundation
Wilson Foods Corporation

Average tenure for donors in the
President's Honor Roll is 22 years.

Diamond Clover Club (\$5,000 to \$10,000)

Alcoa Foundation
American Income Life Insurance
Company
Auxiliary to the American Optometric
Association
J I Case Company, Agricultural
Equipment Division
Chicago and North Western
Transportation Company
CPC International Inc.
John Deere Foundation
Dresser Foundation, Inc.
E. I. du Pont de Nemours & Company,
Incorporated
Farmland Industries, Inc.
Federal Land Banks and Production
Credit Associations of the U.S.
Foremost-McKesson Foundation, Inc.
and Foremost International

Getty Oil Company
The Hallmark Educational Foundation
IBM Corporation
Kellogg Company
Mapco Inc.
Mattel Foundation
National 4-H Council Program
Assistants
Potlatch Corporation
Ralston Purina Trust Fund
Dr. Scholl Foundation
Sterling Drug Inc.
Sun Company, Inc.
Union Carbide Corporation
E. Matilda Ziegler Foundation for the
Blind, Inc.

Average tenure for donors in the
Diamond Clover Club is 13 years.

Gold Clover Club (\$1,000 to \$5,000)

Abbott Laboratories	Del Monte Corporation	Modine Manufacturing Company
AGRI Industries	Dillon Foundation	Moorman Company Fund
Agrico Chemical Company	Eaton Charitable Fund	Murphy Products Company, Inc.
Allied Mills, Inc.	Educational Communications	The Nabisco Foundation
Allied Products Corporation, Bush Hog	Scholarship Foundation	The Nalco Foundation
Agricultural Equipment Group	Elanco Products Company	National Distillers and Chemical
Amax Foundation, Inc.	The First National Bank of Chicago	Corporation
American Cyanamid Company,	Fruehauf Corporation Charitable Fund	The Nationwide Foundation
Agricultural Division	General Mills Foundation	The Nestlé Company, Inc.
American Electric Power System	General Telephone & Electronics	Northrup King Co.
Appalachian Power Company	Foundation	Olin Agricultural Products Department
Ohio Power Company	The General Tire Foundation, Inc.	Owens-Illinois Fund
American Farm Bureau Federation	Gerber Baby Foods Fund	Pepperidge Farm, Incorporated
American Simmental Association	Gold Kist Inc.	Petrolane Incorporated
Armour and Company	W. R. Grace, Agricultural Chemicals	The Pfizer Foundation, Inc.
Baker International Corporation	Division	Phillips Petroleum Foundation, Inc.
BASF Wyandotte Corporation	Gulf + Western Foundation	The Pillsbury Company Foundation
The Blount Foundation, Inc.	H. J. Heinz Company Foundation	The Procter & Gamble Fund
The James G. Boswell Foundation	Heublein Foundation Inc.	QSP, Inc.
The Bristol-Myers Fund	Geo. A. Hormel & Co.	The Reeves Brothers Foundation, Inc.
Butler Manufacturing Company	Household Finance Corporation	The Riggs National Bank
Foundation	Hubbard Farms Charitable Foundation	of Washington, D.C.
Campbell Taggart, Inc.	Hunt-Wesson Foods, Inc.	Rockwell International Corporation Trust
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Division	Kimberly-Clark Foundation, Inc.	Syntex Corporation
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Division	Kysor Industrial Corporation Foundation	Texaco Inc.
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Crocker National Bank Foundation	Marriott Corporation	Association, Inc.
Crown Zellerbach Foundation	Oscar Mayer Foundation, Inc.	
Dana Corporation Foundation	Edwin T. Meredith Foundation	
	Missouri Pacific Railroad Company	

Average tenure for donors in the Gold Clover Club is 11 years.

Honor Roll: Gifts from 4-H

Georgia 4-H Club Foundation	Northeast Wisconsin Delegation to	Association of Extension 4-H Agents,
Illinois 4-H Foundation	Citizenship-Washington Focus	National Association of Extension Home
Kansas 4-H Foundation	Rippers 4-H Club, Flint, Michigan	Economists and the Science and
Minnesota 4-H State Federation	Wilhelmina 4-H Club, Wilhelmina,	Education Administration/Extension of
Ohio 4-H Foundation	Missouri	the U.S. Department of Agriculture.
Bluegrass Homemakers, Richmond,		
Kentucky	Forty-three states, District of Columbia	Twenty-one states and over 1,600 local
Dighton Goldiggers 4-H Club,	and Puerto Rico made gifts to 4-H	banking institutions participated in the
Dighton, Kansas	through Council in support of the	1979-80 Nationwide Bank Program,
Illinois Delegation to Citizenship-	National 4-H History Project. Grants to	proceeds of which benefit 4-H at the
Washington Focus	this project also were received from the	local, state and national levels.
Muskegon County 4-H Leaders	National Association of County	
Association, Michigan	Agricultural Agents, National	

Grassroots Donors (To \$1,000)

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Agway Foundation
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American Can Company Foundation
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American Oxford Down Record Association
American Supply, Inc.
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Arkansas Electric Cooperatives, Inc.
Arps Division of Chromalloy American Association of Illinois Electric Cooperatives
Athens Plow Division of Austin Industries, Inc.
Badger By-Products Company
The Beacon Milling Company, Inc.
The Frank Stanley Beveridge Foundation, Inc.
Blomfield-Swanson, Inc.
Blue Bell Foundation
Brockway Glass Company Foundation
Carl Buddig & Company
Burgess-Norton Mfg. Co. unit of Amsted Industries, Inc.
E. L. Caldwell & Sons, Inc.
Carolina Power & Light Company
Cass Clay Creamery, Inc.
Cessna Foundation, Inc.
The Cleveland-Cliffs Foundation
Clinton Corn Processing Company
Colonial Beef Company
Corporate Press, Incorporated
Crane Fund
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Diebold Incorporated
Doane Agricultural Service, Inc.
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CENTURY III

Individual members, alumni, retirees and other friends of 4-H share in this honor roll of support that enables Council to fulfill its mission of service to youth. Annual contributions and special gifts and bequests made under will or as living trusts attest to the desire of many to perpetuate a personal investment in a strong 4-H youth program in Century III.

Special Gifts and Bequests

Kenneth H. Anderson Fund
Edward R. Tinker Charitable Trust
Gertrude L. Warren Memorial Scholarship Fund
Thomas E. Wilson Fund

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Friends of Leslie and Esther
Nichols

Memorial Gifts

Mary Margaret Warren
*In Memory of Gertrude L.
Warren*

Tribute Gifts

Friends of John Banning
In Tribute to John Banning

Century III Fund (Gifts up to \$500)

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William O. Beers
Frederick W. Beinecke, II
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Roger L. Mitchell
Gale L. VandeBerg
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*In Memory of Glenn M.
Anderson*

Lois Howard
*In Memory of Gertrude L.
Warren*

Lorea Hoback Jones
In Memory of her mother
Mr. and Mrs. Harold Sweet
*In Memory of Orceia
Scarlet*

Tribute Gifts

Lorea Hoback Jones
In Tribute to her father

Balance Sheets, January 31, 1981 and 1980

ASSETS	1981	1980
CURRENT ASSETS:		
Cash and short-term investments (short-term investments—1981, \$1,300,000; 1980, \$1,315,748)	\$ 1,031,447	\$ 1,392,537
Accounts receivable	548,867	623,411
Merchandise inventories	723,773	595,473
Deferred charges and other items	141,242	81,724
Other investments—at amortized cost (quoted market value—1981, \$127,664; 1980, \$91,537)	<u>151,935</u>	<u>106,795</u>
Total current assets	<u>2,597,264</u>	<u>2,799,940</u>
LONG-TERM INVESTMENTS IN SECURITIES— At the lower of amortized cost or market (quoted market value—1981, \$1,718,555; 1980, \$1,159,390)		
	<u>1,528,986</u>	<u>1,086,898</u>
PROPERTY AND EQUIPMENT:		
Land and buildings	7,973,511	7,627,393
Furnishings, equipment and leasehold improvements	<u>1,241,232</u>	<u>1,022,194</u>
Total	9,214,743	8,649,587
Accumulated depreciation	<u>(2,464,114)</u>	<u>(2,118,636)</u>
Property and equipment—net	<u>6,750,629</u>	<u>6,530,951</u>
NOTE RECEIVABLE	89,330	
TOTAL	<u>\$10,966,209</u>	<u>\$10,417,789</u>
LIABILITIES		
CURRENT LIABILITIES:		
Accounts payable and accrued expenses	<u>\$463,893</u>	<u>\$481,009</u>
DEFERRED CREDITS:		
Support payments received in advance:		
Scholarships	430,650	385,700
Future years' activities	649,240	493,509
Unearned National 4-H News revenues	60,885	98,617
Escrows and other deferrals	<u>456,827</u>	<u>346,421</u>
Total deferred credits	<u>1,597,602</u>	<u>1,324,247</u>
FUND BALANCES:		
Unrestricted:		
Designated:		
Long-term investments in securities	1,374,098	1,086,898
Purchase of property and equipment	154,888	104,888
Undesignated	625,099	889,796
Invested in property and equipment	<u>6,750,629</u>	<u>6,530,951</u>
Total fund balances	<u>8,904,714</u>	<u>8,612,533</u>
TOTAL	<u>\$10,966,209</u>	<u>\$10,417,789</u>

See notes to financial statements.

FINANCIAL STATEMENT, January 31, 1981 and 1980

Statements of Revenues, Expenses and Changes in Fund Balances for the Years Ended January 31, 1981 and 1980

	1981	1980
REVENUES:		
Contributions and grants:		
Contributions (including restricted amounts, 1981, \$2,684,961; 1980, \$2,572,362)	\$ 2,977,631	\$2,881,685
Restricted grants	428,221	269,126
Contributions for capital additions	87,490	180,834
Total	<u>3,493,342</u>	<u>3,331,645</u>
Program services	1,298,249	1,280,115
National 4-H Center operations	2,497,789	2,314,846
National 4-H Supply sales	1,935,275	1,666,928
Sales of educational aids and publications	721,832	692,361
Investment income	299,427	286,822
Other	8,369	21,458
Total revenues	<u>10,254,283</u>	<u>9,594,175</u>
EXPENSES:		
Program services:		
Educational	3,129,131	3,152,532
International	898,347	806,444
Total	<u>4,027,478</u>	<u>3,958,976</u>
National 4-H Center operations	2,260,843	2,127,664
National 4-H Supply services	1,723,120	1,547,846
Educational aids and publications	722,549	740,267
Total	<u>8,733,990</u>	<u>8,374,753</u>
Supporting services:		
Management and general	756,601	629,926
Fund raising	235,309	189,916
Other:		
Cost of relocating Council headquarters	130,021	159,407
Special Projects	106,181	33,000
Total	<u>1,228,112</u>	<u>1,012,249</u>
Total expenses	<u>9,962,102</u>	<u>9,387,002</u>
EXCESS OF REVENUES OVER EXPENSES	292,181	207,173
FUND BALANCES, BEGINNING OF YEAR	<u>8,612,533</u>	<u>8,405,360</u>
FUND BALANCES, END OF YEAR	<u>\$8,904,714</u>	<u>\$8,612,533</u>

See notes to financial statements.

NOTES TO FINANCIAL STATEMENTS

for the Years Ended January 31, 1981 and 1980

1. Significant Accounting Policies

Purpose—The National 4-H Council is a nonprofit organization with the objective of complementing and supporting the work of Cooperative Extension Service of the Land-Grant Institutions and the United States Department of Agriculture with primary emphasis on 4-H youth work through the acquisition and administration of financial and human resources.

Merchandise Inventories—Inventories are valued at the lower of first-in, first-out cost or market.

Investments—Short-term investments consisting of marketable securities are carried at cost which approximates quoted market. Long-term investments in securities are carried at the lower of amortized cost or quoted market value. Other investments are carried at cost.

Property and Equipment—Buildings, furnishings, equipment, and leasehold improvements are capitalized and are depreciated on the straight-line basis over their expected service lives. Service lives range from 30 to 40 years for buildings and from 5 to 10 years for furnishings, equipment, and leasehold improvements.

Deferred Credits—Support payments from sponsors and fees collected in advance relating to future years' activities are deferred and recognized as support and revenue at the time the activity occurs. Magazine subscription revenue is deferred and generally recognized over the terms of the related subscriptions.

2. Commitments

At January 31, 1981 minimum annual rentals of approximately \$69,000 are payable in each of the next three years under non-cancellable operating leases on office space. The minimum rent payable from January 31, 1984 to the expiration date of the lease, April 30, 1984, is approximately \$17,000.

3. Pension Plan

The Council has a defined benefit pension plan that covers substantially all employees. Contributions to the Plan are made on an annual basis by the Council based upon funding requirements determined by an actuarial study. Normal service costs of the plan are accrued and funded currently.

Included in expenses in 1981 and 1980 are provisions of \$156,644 and \$134,986, respectively, which represent normal pension costs plus interest on unfunded prior service costs and

amortization of prior service cost over a period of thirty years.

The following amounts are as of June 1, 1980 and 1979, the dates of the most recent actuarial valuations:

	1980	1979
Present value of vested benefits	\$1,632,083	\$1,603,714
Present value of nonvested benefits	\$2,460,513	\$1,970,930
Plan net assets available for distribution	\$2,310,262	\$2,068,715
Rate of return used in determining actuarial present values	6%	6%

4. Note Receivable

In early 1980, the Council moved its headquarters from Chicago to Washington, D.C. To assist one of Council's officers in moving from Chicago to Washington, D.C., the Council holds a note receivable from the purchaser of the officer's personal residence. The note matures on June 1, 2009 and is payable in monthly installments of \$791 with interest accrued at 10% per annum. The note is collateralized by a mortgage on residential real estate.

Auditors' Opinion

National 4-H Council:

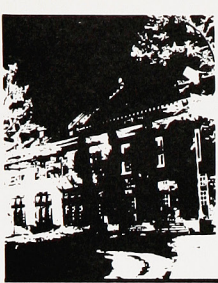
We have examined the balance sheets of National 4-H Council as of January 31, 1981 and 1980 and the related statements of revenues, expenses and changes in fund balances for the years then ended. Our examinations were made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying financial statements present fairly the financial position of the Council at January 31, 1981 and 1980 and the revenues, expenses and changes in fund balances for the years then ended, in conformity with generally accepted accounting principles applied on a consistent basis.



WASHINGTON, D.C.
May 1, 1981

A copy of the complete audit is available from National 4-H Council, Headquarters Office, Washington, D.C.



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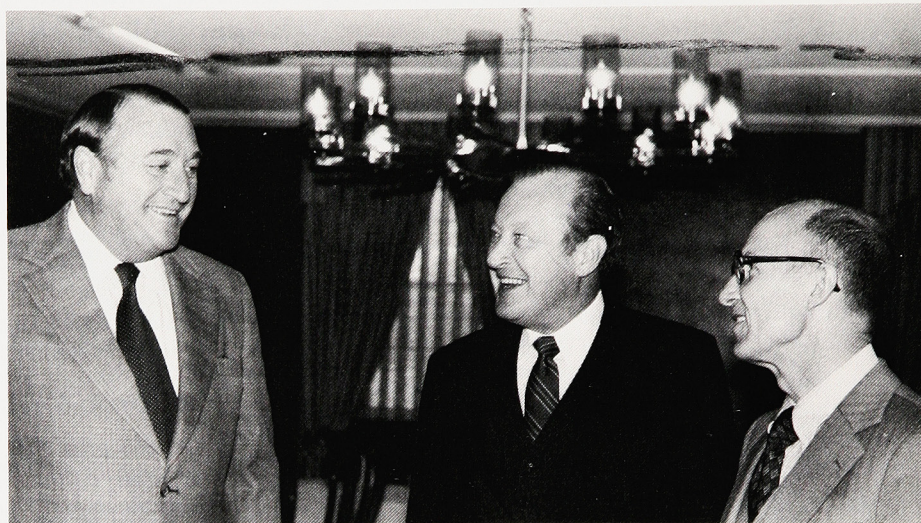
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National 4-H Council

Vice President and Chief**Operating Officer:**

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National 4-H Council

*Member of Executive Committee

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