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A N N U A L

R E P O R T



MESSAGE

FROM THE CHAIRMAN

MESSAGE

FROM THE PRESIDENT

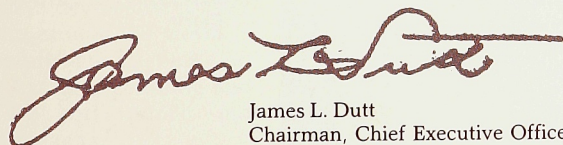
4-H

reinforces my belief that helping people to perform to the best of their ability is the most effective way to run an organization and build the character of individual members of that organization.

4-H is a prime example of cost-effective performance and results. Its strong educational base in the Land-Grant University System; its efficient delivery system through the Cooperative Extension Service; its involvement of volunteers, whose contributions in time and talent amount to more than one billion dollars annually; and its profound effect in building active and responsible youth appeal to each of us concerned about the future of our nation.

These factors, combined with the successful experience of more than six decades of private support, convinced the Board of Trustees this year to launch a major campaign for 4-H. We know that 4-H has far greater potential—for young people and for private investment. I say investment because those of us in the business world are not contributing our resources, time and talent to 4-H as charity. We are putting our efforts into a program we know pays dividends. We are building on a firm foundation of experience.

The Board of Trustees takes special pride this year in the enlistment of additional outstanding corporate executives to serve on the Board, the Campaign Committee and the Advisory Committee. We welcome the commitment of Robert B. Gill, vice chairman of the J. C. Penney Company, to serve as chairman of The Campaign for 4-H. You will find his message in the supplement to this report listing the more than 2,000 corporations, organizations, foundations and individuals who contributed to 4-H through National 4-H Council in 1983.



James L. Dutt
Chairman, Chief Executive Officer
Beatrice Foods Co.



1983

was a year of commitment—commitment by volunteer leadership and staff of National 4-H Council to greatly expand private support to meet the needs of 4-H.

The decision to launch The Campaign for 4-H was based on careful study and planning by the Board of Trustees of National 4-H Council and by the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture.

Council's trustees have given unprecedented leadership to the concept that greater individual commitment to private support must be made if 4-H is to fulfill its mission of building responsible initiative in youth.

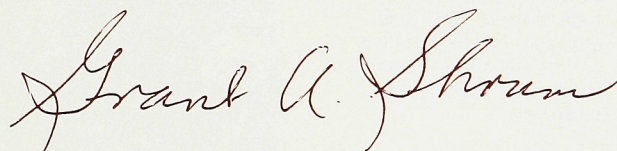
The Campaign for 4-H has been endorsed by Extension policy committees and is being conducted in close cooperation with state Extension and 4-H leadership.

Campaign potential already has been recognized by our traditional corporate donors, 15 of whom have pledged five-year support to specific programs. In 1984 the campaign will expand and in 1985 extend this appeal to individuals throughout the nation.

Our rapidly changing society is creating new challenges for young people—and for each of us. No better program than 4-H exists to help youth deal with these challenges. By providing boys and girls practical skills in the laboratory of real life, 4-H prepares them to cope with the problems and the opportunities of living in the world of today - and tomorrow.

I commend the Board of Trustees for giving leadership to one of the most productive and beneficial steps ever undertaken to strengthen 4-H. Working together with 4-H leadership, we can and will continue to expand our service to youth.

We look forward to 1984 and future years with the firm conviction that we will steadily expand the public/private partnership that so clearly exemplifies our belief in the free enterprise system.



Grant A. Shrum
President, Chief Executive Officer
National 4-H Council



**THE NATIONAL
4-H COUNCIL
BOARD OF
TRUSTEES**

National 4-H Council is governed by a 25-member Board of Trustees that includes leaders of business, the Land-Grant University System and Extension Service of the United States Department of Agriculture. In addition to attending regular meetings, members of the Board give leadership through service on board committees and consultation, and active involvement on the campaign committee.

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National 4-H Council

***Ray Crabbs**

Vice President, Chief Operating
Officer, National 4-H Council



National 4-H Council is a not-for-profit educational organization that uses 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 the U.S. Department of Agriculture. Programs and educational materials supported by 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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*Member of Executive Committee

**Officer but not a member of the Board of
Trustees

INTRODUCTION

1983

was a year of decision—a decision to broaden the base and greatly increase private support to the 4-H program.

The \$50 million five-year Campaign for 4-H, launched in 1983, builds on a wealth of experience:

- Seven decades of experience by the Cooperative Extension Service in providing more than 40 million young people practical learn-by-doing experiences in the laboratory of real life.

- Six decades of leadership by National 4-H Council in fulfilling its mission of obtaining private resources to expand and strengthen the 4-H program.

- * Rewarding achievement and motivating youth to make the best better.

- * Strengthening the creative talents and capabilities of volunteers and staff.

- * Piloting new programs and broadening the outreach of 4-H to all youth, wherever they live.

- * Enhancing learning experiences with educational aids.

- * Giving visibility to the largest out-of-school educational program in the nation.

- Twenty-five years of experience in operating the National 4-H Center, a unique educational facility for leadership and citizenship training in the nation's capital.

- Twenty-five years of experience in providing international exchanges and expanding youth development in 82 countries around the world.

The campaign also builds on years of careful planning and study by both public and private sectors.

- * *Extension in the 80-s* - a summary of findings by a joint study committee appointed by the Secretary of Agriculture and the

"It is a good feeling to find that 4-H is still a viable, forward-looking organization and that you are taking steps to assure that 4-H will still be available to our children's children. I commend National 4-H Council and our Extension 4-H office here at USDA and wish you every success in your Building on Experience Campaign. Be assured that 4-H has my continuing support."

John R. Block
Secretary of Agriculture

President of the National Association of State Universities and Land-Grant Colleges.

- * A nationwide 4-H needs assessment, conducted by Extension Service, USDA.

- * Studies by Council among private donors and state 4-H leadership.

The Campaign for 4-H seeks funding for these identified priority needs of 4-H:

- Enriching 4-H educational experiences for youth

- * Motivating and recognizing personal achievement

- * Updating curriculum and educational materials

- * Supporting pilot programs, using new technologies

- Enhancing leadership development

- * Strengthening adult volunteer management systems

- * Expanding teen leadership growth and training

- * Expanding international programs

- * Strengthening management capability of staff

- Increasing public awareness of 4-H and identifying and recognizing 4-H alumni

- Improving the National 4-H Center conference and training facilities

This annual report of National 4-H Council highlights accomplishments in response to these identified needs.



ENRICHING 4-H
 EDUCATIONAL
 EXPERIENCES
 FOR YOUTH

The mission of 4-H is to assist youth in acquiring knowledge, developing life skills and forming attitudes that enable them to become self-directing, productive and contributing members of society. The nearly five million boys and girls in 4-H become involved in a broad range of learn-by-doing projects and activities that prepare them to cope with life today and tomorrow.

Motivating and Recognizing Personal Achievement. Since 1921, private sector support to 4-H has provided incentives to encourage boys and girls in the pursuit of excellence.

In 1983, the progressive system of awards began in nearly every county of the nation with medals of honor awarded to 130,000 young people; continued to the selection of state winners; and culminated in the premier event of the 4-H year, National 4-H Congress.

Nearly 1,600 outstanding 4-H members gathered at the Conrad Hilton Hotel in Chicago November 27 to December 1 to share achievements with their peers and with leaders in education and business.

Congress was far more than a recognition event. It provided a unique setting for interaction. Top executives in the business world witnessed the results of their investment in 4-H as they visited with 4-H members from across the nation. For the young achievers, Congress offered many opportunities for discussing contemporary issues, exploring career

"I have never been associated with a finer group of young people. They are enthusiastic, supportive and grateful."

Harold A. Poling
 Executive Vice President
 North American Automotive Operations
 Ford Motor Company

aspirations, and exchanging ideas with their peers and mentors.

During the week of workshops, field trips, assemblies and recognition events, excitement mounted as 282 young people, selected by the Cooperative Extension Service as national winners, received scholarships totaling \$262,000. At the final banquet six national winners received the highest honor in 4-H—the Presidential Award.



"People often ask me what's the most important thing I've gained from 4-H. I think of club meetings, county fairs, friends, projects, demonstrations, trips and awards but I have to say the most valuable thing I've gained is something I haven't received yet because it's my future. I know it will be bright and promising. 4-H has prepared me for whatever life has to offer."

Jenny Reuvers, Minnesota
 Delegate Advisor, 1983
 National 4-H Congress

An added dimension to the 1983 Congress was a meeting of Council's trustees and campaign committee members, who also hosted a reception for all national winners prior to the final banquet.

The positive and long-range effect of the 4-H experience on people's lives was reflected at Congress in the remarks of the eight national 4-H alumni winners, who credited 4-H with helping them become successful in their chosen careers.



While Congress is the largest of the national 4-H events, the private sector also supported national and regional events involving some 1,200 participants in specific program activities: commodity marketing, forestry, engineering, dairy, safety, horse, livestock and poultry. At these events 4-H members demonstrated skills, shared knowledge with adults and other youth and were recognized for accomplishment.

"I look to the future by setting new goals, knowing that I have the best youth development program in the world supporting me. I am excited about the potential 4-H has prepared me for. My most important goal is to be a 4-H leader and give back everything that I have gained."

Ben Davis, New Hampshire
1983 Presidential Award Winner

Updating Curriculum and Educational Materials. National 4-H Council serves as a catalyst to bring together the interests and resources of the private sector and the expertise of the specialists at the land-grant universities to produce educational materials to help volunteer leaders and members get the most from their 4-H experience. During 1983 more than two million educational aid units, both print and audio-visual, were distributed through National 4-H Council.

The nearly one million boys and girls enrolled in foods projects are benefiting from two new educational aids produced in 1983.

A new food-nutrition unit, "Food and Fitness Choices for You," focuses on combining nutrition, food preparation, consumer skills and exercises into projects that develop good health habits and are fun at the same time.

Fitness also is a focus of a new dairy foods manual, "Join the Fitness Team: A 4-H Dairy Foods Project." It offers recipes, fitness activities and information on selecting, storing and cooking dairy foods as a part of a total health plan.

Research advances in plant and soil science prompted revision of the popular 4-H "Exploring the Worlds of Plants and Soil" series. Six new slide/tape sets and accompanying members' lessons were added to the 30 sets available to support the nearly one-quarter million young people in the 4-H horse program.

The increasing interest of young people in exploring the wonders of nature was



Kansas 4-H members participating in nature tour during four day summer camp at Rock Springs 4-H Center. Photo by Chris Baumchen, *The Washington County News*.

fish, amphibians, reptiles, birds and mammals.

Support Pilot Programs Using New Technologies. Council linked strong private sector support to help Extension focus on the serious national problem of substance abuse among young people of our nation.

As a member of the newly-created private sector National Coalition for Prevention of Drug and Alcohol Abuse, Council arranged for 4-H members to be among guests at a special White House reception, hosted by First Lady Nancy Reagan in October, to promote the public broadcasting program on drug abuse, *The Chemical People*. Many 4-H groups across the nation cooperated with local public broadcasting stations to support the special programs, town meetings and other events to bring this problem and its potential solutions to broad public attention.

At year's end, an added dimension was provided through private support. A new 17-minute film, "Get the Message?", available on free loan to 4-H groups across the nation, is directed at children from eight to 12 years of age to help them confront this issue before they experience pressure to use drugs and alcohol.

During the year Council also explored with 4-H and donor companies various ways in which 4-H could develop more cost effective delivery of educational programs and systems through computer-based learning.

supported by completion of a series of educational aids in wildlife and fisheries. The activity guides, member manuals and leader guides, plus a monthly calendar of activities, help young people learn about all classes of vertebrate animals—

ENHANCING
LEADERSHIP
DEVELOPMENT

From its beginning, 4-H has depended on volunteer leadership as a vital link between the professional staff and the 4-H member. Council provides strong support to these volunteers through extensive leadership training, focusing on the role of key leaders who not only work directly with young people but also serve as trainers and middle-managers in their county and state programs.



Creative approaches to program management, teaching leadership skills, increasing 4-H visibility, recruiting and recognizing volunteers and developing educational materials were initiated throughout the land in 1983 as a part of the first Salute To Excellence program. Following a week-long training and recognition program at the National 4-H Center in the fall of 1982, one key leader in each state returned home to develop plans for using \$1,000 private sector incentive grants to expand volunteerism and strengthen the 4-H programs.

A report on the results, published in NATIONAL 4-H NEWS, helped volunteers throughout the nation build on this experience and formed the basis of a second program scheduled in 1984.

The program inspired creation of new middle-management training, formation of leader's councils to support legislation and expansion of 4-H, outreach to new audiences, and a broad range of activities to create new tools to sharpen leadership skills in motivating, teaching and directing activities of 4-H members.

In 12 national and regional leader forums, more than 2,300 volunteers from across the nation gained new insights and exchanged creative ideas for making 4-H more interesting and effective for members. Four national forums focused on specific program areas: food-nutrition, photography, helping the disabled and careers. Others gave emphasis to citizenship and leadership skills and to specific topics of regional interest.

The leader forums had a strong ripple effect. Inspired by their newly acquired skills, volunteers returned home to conduct local and regional training for others in their state and to give leadership to development of innovative programs.

NATIONAL 4-H NEWS, the leader magazine published by Council since 1921, brought fresh ideas to volunteer leaders across the nation. Articles covered a broad range of interests and approaches to leadership. Many were written by volunteers themselves. Others came from experts in Extension or from authorities in donor companies and other sources. In 1983 the magazine gave special emphasis to families with articles ranging from family adventures to hosting a visitor from another land. Every issue provided leaders with resources for making their jobs more effective and 4-H

more interesting for members. Paid subscriptions to NATIONAL 4-H NEWS increased by 7,700. Eight of the 16 states with state group subscriptions used NEWS as a vehicle for distributing state newsletters.

In 1983 a new service was provided by Council—the *4-H Digest*, inserted into eight issues of NEWS. The publication gives leaders information about programs



supported by the private sector—objectives, ideas that work and educational aids.

"4-H is about building better citizens, teaching values and developing the skills necessary to leading a good and profitable life. And it doesn't matter if you're from a farm environment or from a big city. 4-H worked for me and I've continued to work for it."

Orville Redenbacher, California
1983 Alumni Winner

"During my travels since the March 1, 1983 kick-off of Chemical People, I have visited many cities and programs throughout the United States. During these visits I have observed many 4-H members and volunteer leaders working to solve this nation's drug and alcohol problems. The President and I are deeply grateful for this commitment and encourage you to continue to provide this outstanding leadership."

Nancy Reagan

Expanding Teen Leadership Growth and Training. Volunteer leadership in 4-H is by no means limited to adults. More than 140,000 young people serve as teen leaders, building on their 4-H experience to share knowledge and enthusiasm with their peers. Extension has placed priority on training more teenagers for significant leadership roles and involvement in shaping the 4-H program.

club's membership expanded from 12 to 26 members participating in such project areas as cooking, plant science, home furnishings, creative crafts, animal science, puppetry, sign language and clothing. She enlisted the help of other Fresno County junior and teen leaders, two of whom are now considering careers in the special education field. Proof of her success is reflected in the

fact that more than half of the 4-H'ers have been promoted to another school, and can join traditional clubs in their community, "a great achievement in their lives," according to Sheesley.

Other young people have built on their experience of simulated town council hearings and the election process to get involved in local politics and to encourage their peers to take an active part in community life. Many others have returned home to create similar programs of citizenship study at the county and state levels.

During 1983 steps were taken to strengthen this impact by developing and piloting pre-program guidance and specific ideas for action back home.

Giving inspiration to the boys and girls who participate in training at the Center were 18 college-age alumni, brought to the staff through private support. They helped focus attention on contemporary issues and interpreted the meaning of our American heritage during visits to historical sites in the nation's capital.

Teenage training is not limited to the week-long summer sessions. Throughout the school year, more than 6,650 young people, representing 4-H, schools and other youth groups, take advantage of using the nation's capital as a classroom to participate in a Washington Focus program.

Private support for two additional citizenship programs offers opportunities for innovative group projects at the local level. In 1983, 53 4-H clubs received awards ranging from \$50 to \$3,000 for Help Young America projects related to helping senior citizens. Thirty-seven clubs in 22 states received seed-money grants from \$50 to \$500 to carry out Citizenship-In-Action programs such as furnishing a room for abandoned children, beautifying a 54-block inner city area, identifying and maintaining historical sites and providing pet therapy for the elderly and disabled.



To help meet this need Council has, for 25 years, coordinated an exciting program of citizenship and leadership training at the National 4-H Center. In 1983, Citizenship-Washington Focus involved more than 4,700 young people, but it reached many times that number in terms of impact.

Young people, like Dana Sheesley, California, return home from the nation's capital with renewed interest in helping others. Sheesley chose work with a special educational school for mentally handicapped children. She took the initiative to establish a 4-H club at the school as an achievement incentive to help children improve in their school work and social habits. This year the

"Building responsible citizens is a basic goal of the entire 4-H program. We are proud to support a program which stresses the responsibility of each individual to interact with others in building a stronger America."

Donald R. Keough, President
The Coca-Cola Company

"I am convinced that one of the best ways to develop more accurate perspectives on other nations and on ourselves is for more Americans to join, for a time, a family and a community in another land. In the same way, we cannot hope that other nations will appreciate our country unless more of their future leaders have had the same chance to feel the warmth of the American family, the vitality of an American community and the diversity of our educational system."

President Ronald Reagan

Expanding International Programs.

The impact of private support on youth development does not stop at our nation's borders. It extends around the world through a 4-H program of international exchanges and training that affects nearly five million young people in 82 countries with programs similar to 4-H.

A pioneer in international youth exchanges stressing host family experiences, the International Four-H Youth Exchange program was reinforced in 1983 when President Reagan announced an initiative focusing on increasing the number of 15- to 19-year-old youth exchangees.

The 165 American 4-H members traveling as IFYE ambassadors last summer lived with host families in Canada, nine countries of Europe, New Zealand, Trinidad and Tobago. Special this year was a focus on specific 4-H projects such as dairy in Switzerland, clothing in Italy, outdoor recreation in Sweden, food-nutrition in Belgium, France and the Netherlands, and sheep in the United Kingdom. At the same time host families in this country helped bring about greater understanding of the American way of life to 97 young people from eight countries.

In a more indepth IFYE program, 73 4-H alumni and 48 young adults from 21 countries lived and worked with host families for a six-month period. During her stay in Italy, Texas IFYE Libby Garnett lived with eight different host families in different areas of the country. She learned to speak Italian fluently and "experienced a lot of history first-hand." As with others who have returned home, Garnett is sharing her experience with civic organizations, school and 4-H groups to broaden international understanding in her community.

International programs also are designed to give specific assistance to developing nations in strengthening youth pro-

grams similar to 4-H. In Botswana, for example, membership in the 4-B program, initiated in 1966 as a result of an exchange program, had grown to 17,000 members in 1983.

Council completed a five-year project in Thailand this year with the Yuwa Kasetkorn youth program. During this period, membership in Y-K more than doubled; educational materials were developed and volunteer leader training, awards programs and a foundation to encourage private support were established.

Other programs involved rural youth leaders from Jamaica, Taiwan, the Philippines and Paraguay who spent six months with Extension professionals in the United States to gain first-hand experience about 4-H so they could broaden similar programs in their own counties.

Strengthen Management Capability of Staff. Under the direction of Extension Service, USDA, four major areas of

staff development and training were addressed in workshops at the National 4-H Center and at regional locations: Helping 4-H Agents Become More Effective Change Agents, 4-H Curriculum Design, Strengthening and Expanding 4-H Program with Urban Audiences and Utilizing Computers in 4-H. More than 400 Extension professionals gained new skills and exchanged effective management procedures.

Staff development was an integral part of major programs arranged by Council. Sessions to help volunteers and staff learn new skills and help young people apply concepts of citizenship and leadership were conducted each week during Citizenship-Washington Focus and at National 4-H Congress. Council worked with state 4-H foundation officials to help Arizona, Michigan, Missouri, Texas and Illinois expand fund raising capabilities through a test program.



INCREASING
PUBLIC
AWARENESS
OF 4-H

Giving broad visibility to 4-H and to private support of the youth program is a major responsibility of National 4-H Council in cooperation with Extension Service, USDA and the state Extension information services.

During 1983 feature stories, public service ads and other 4-H information were placed in 30 major national outlets including: *National Geographic*, *PTA Today*, *People Magazine*, *Home Sewing Trade News/Making It!*, *Country Kids*, *Grit*, *Better Homes and Gardens*, *Farm Futures*, *Good Morning America*, the Paul Harvey Show, ABC, NBC, CBS, Mutual radio networks and major metropolitan newspapers.

Seven television public service announcements, produced in cooperation with state Extension offices, were distributed to TV stations in 32 states. A new service, quarterly information packets, was initiated to provide state information professionals with basic tools to publicize private support to 4-H.

To keep county, district and state Extension staff updated on private support to 4-H, a brief one-page newsletter, *Council County Courier*, was distributed every other month, together with other materials of current interest.

A new publication, *National 4-H Council Quarterly*, was initiated specifically to keep the private sector updated on 4-H and to recognize contributions of service and funds. The newsletter is directed to



members of Council's Board of Trustees, volunteer advisors and campaign committee members, leadership in donor companies and other private sector supporters throughout the nation.

Working with the Illinois State 4-H Foundation, Council helped produce a major public awareness tool, "4-H Is More!" The film shows ways 4-H has grown and diversified over the years to service young people wherever they may live and whatever their special interest.

During 1983 Council strengthened its communications programs with enlistment of public relations professionals from donor companies to serve on a special advisory committee.

National 4-H Supply Service. National 4-H Supply Service generated a shower of millions of emblems across the nation by filling 51,012 merchandise orders for Extension, volunteer 4-H leaders and friends of 4-H.

This was accomplished through the distribution of more than 190,000 52-page catalogs plus loan of 70 core exhibits of 140 pieces of 4-H merchandise for use at leader training meetings.

In mid-year the National 4-H Supply Service moved the warehouse from downtown Chicago to a new suburban location to increase cost-effectiveness and efficiency.

"We consider 4-H a sound investment in today and tomorrow. Our dollars are multiplied many times when we consider the time and effort of the 600,000 volunteers who give time and skills to help young people. And we know from long experience that the learn-by-doing methods of 4-H result not only in development of valuable skills but also in the development of sound judgment and understanding of the free enterprise system."

L. D. Thomas
President
Amoco Oil Company

IMPROVING NATIONAL 4-H CENTER

Since it opened in 1959, the National 4-H Center has been the site of educational programs for more than 550,000 participants. They come from across the country and around the world to take advantage of this unique facility offering the vast resources of the national capital area for study and inspiration.

The Center is far more than a group of buildings. In 1983 it became a "home away from home" for more than 30,750 young people and adults—4-H members, volunteer leaders and staff, Extension homemakers, 4-H families, Extension lay leaders, staff of the Agricultural Research Service and other government departments and many youth and adult groups related to Extension.

Created to meet the needs of Extension as a site for teenage and adult training through National 4-H Conference and year-round citizenship and leadership programs, the Center has been steadily expanded and improved with strong support from the private sector and 4-H members, leaders and staff.

"We hope Danforth Court will become a significant place in this beautiful establishment. We hope it will help challenge and inspire and dare those who visit here to set high goals of living and to achieve those goals. A better America will depend almost entirely upon a better and more dedicated American youth leadership."

the late Donald Danforth, *President of the Danforth Foundation at the first dedication, June 16, 1959*

In 1983, the Missouri 4-H Foundation gave leadership to the renovation of the Missouri Room and adjacent Danforth Court. By year's end the room had become one of the most beautiful and educationally efficient at the Center. It features Missouri walnut paneling and doors, handsome chandeliers, a new sound system, electric screens and podium and art work from Missouri. Danforth Court renovations, scheduled to be completed in 1984, will include an entrance leading from the rear of J. C. Penney Hall.

Other major contributions to improvement of the Center came with art work from Michigan artists for the lobby of Kellogg Hall and a Freedom Shrine—mounted copies of historical documents—for the perusal of young people and adults studying their American heritage.

Extension's commitment to the National 4-H Center was reflected this year by their efforts to encourage greater use of the Center by groups from state land-grant universities, junior and senior high schools, and government departments.



NATIONAL
4-H COUNCIL
ADVISORY
COMMITTEE

The National 4-H Advisory Committee is composed of prominent individuals who have demonstrated an interest in and commitment to the 4-H program. They provide a two-way channel of information about 4-H between Council

and key private sector leaders; provide advice and counsel on program and resource requirements; and assist with recruitment of leadership.

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William O. Beers Chairman, Finance Committee Dart & Kraft, Inc.	David E. Guerrant Chairman and President Nestle Enterprises, Inc.	Edwin T. Meredith, III President Edwin T. Meredith Foundation	Juanita Kidd Stout Judge, Court of Common Pleas Philadelphia, Pennsylvania
Charles Dana Bennett Special Consultant Foundation for American Agriculture	Robert J. Hampson Franklin, Michigan	R. T. Parfet, Jr. Chairman The Upjohn Company	Richard L. Thomas President The First National Bank of Chicago
Anne Poland Berg Public Relations Director Rich's, Inc.	Joe Hara President Tupperware Company International	Mrs. Daniel S. Parker Janesville, Wisconsin	Jay Van Andel Chairman of the Board Amway Corporation
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NATIONAL PANEL

OF EXTENSION DIRECTORS AND ADMINISTRATORS, 1890 COLLEGES

The National Panel is an advisory group to the Board of Trustees of National 4-H Council established for the purpose of reviewing progress, program emphasis and directions of Council. It meets annually during the convention of the National Association of State Universities and Land-Grant Colleges.

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Under the chairmanship of Robert B. Gill, vice chairman, J. C. Penney Company, Inc., twenty-six key volunteers are providing leadership to The Campaign for 4-H. They provide personal gifts, select specific assignments, develop solicitation strategies, make personal contacts, host and/or participate in campaign events and give generously of their time and talent to expand private support to 4-H.

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BALANCE

SHEETS

JANUARY 31, 1984 AND 1983

ASSETS	Notes	1984	1983
CURRENT ASSETS:			
Cash and short-term investments (short-term investments—1984, \$170,925; 1983, \$200,000).....	1	\$ 169,702	\$ 266,356
Accounts receivable.....		824,731	679,098
Merchandise inventories.....	1	806,032	808,813
Deferred charges and other items.....		124,582	132,672
Other investments—at amortized cost (quoted market value— 1983, \$176,847).....			191,998
Total current assets.....		<u>1,925,047</u>	<u>2,078,937</u>
LONG-TERM INVESTMENTS IN SECURITIES:			
At cost (quoted market value— 1984, \$3,108,983; 1983, \$2,775,800).....	1	<u>3,308,272</u>	<u>2,658,200</u>
PROPERTY AND EQUIPMENT:			
Land and buildings.....	1	8,291,616	8,182,293
Furnishings, equipment and lease- hold improvements.....		<u>1,754,301</u>	<u>1,677,316</u>
Total.....		10,045,917	9,859,609
Accumulated depreciation.....		<u>(3,673,788)</u>	<u>(3,251,429)</u>
Property and equipment—net.....		<u>6,372,129</u>	<u>6,608,180</u>
NOTES RECEIVABLE.....	4	<u>159,375</u>	<u>157,964</u>
TOTAL.....		<u>\$11,764,823</u>	<u>\$11,503,281</u>
LIABILITIES			
CURRENT LIABILITIES:			
Accounts payable and accrued expenses.....		<u>\$ 580,602</u>	<u>\$ 545,867</u>
DEFERRED CREDITS:			
Support payments received in advance:	1		
Scholarships.....		485,850	464,200
Future years' activities.....		237,947	313,722
Unexpended program support.....		354,388	308,534
Unearned National 4-H News revenues.....		73,812	81,443
Escrows and other deferrals.....		<u>191,515</u>	<u>293,986</u>
Total deferred credits.....		<u>1,343,512</u>	<u>1,461,885</u>
FUND BALANCES:			
Designated:			
Long-term investments in securities.....		3,047,688	2,432,944
Purchase of property and equipment.....		260,584	225,256
Undesignated.....		160,308	229,149
Invested in property and equipment.....		<u>6,372,129</u>	<u>6,608,180</u>
Total fund balances.....		<u>9,840,709</u>	<u>9,495,529</u>
TOTAL.....		<u>\$11,764,823</u>	<u>\$11,503,281</u>

See notes to financial statements

STATEMENTS

OF REVENUES, EXPENSES AND CHANGES IN FUND BALANCES FOR THE YEARS ENDED JANUARY 31, 1984 AND 1983

	1984	1983
REVENUES:		
Contributions and grants:		
Contributions (including restricted amounts—1984, \$2,994,759; 1983, \$2,887,274).....	\$ 3,349,409	\$ 3,129,366
Restricted grants.....	229,117	354,624
Contributions for capital additions.....	134,852	170,597
Total	3,713,378	3,654,587
Educational programs	1,540,277	1,581,476
National 4-H Center.....	2,868,438	2,634,063
National 4-H Supply Service.....	2,008,662	2,064,660
Educational aids and publications.....	919,924	866,517
Investment income	545,596	515,368
Other	17,477	2,271
Total revenues.....	11,613,752	11,318,942
EXPENSES:		
Educational programs:		
Domestic.....	3,448,572	3,392,586
International	707,093	918,331
Total	4,155,665	4,310,917
National 4-H Center.....	2,582,446	2,544,345
National 4-H Supply Service.....	1,947,220	2,004,821
Educational aids and publications.....	936,741	871,747
Total	9,622,072	9,731,830
Supporting services:		
Management and general	814,964	866,785
Fund raising	651,192	387,264
Other:		
Consolidation of 4-H Council operations	39,560	218,796
Special projects.....	140,784	36,108
Total	1,646,500	1,508,953
Total expenses.....	11,268,572	11,240,783
EXCESS OF REVENUES OVER EXPENSES.....	345,180	78,159
FUND BALANCES, BEGINNING OF YEAR	9,495,529	9,417,370
FUND BALANCES, END OF YEAR.....	\$ 9,840,709	\$ 9,495,529

See notes to financial statements

NOTES TO FINANCIAL STATEMENTS

FOR THE YEARS ENDED JANUARY 31, 1984 AND 1983

1. Significant Accounting Policies

Purpose—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 the U.S. Department of Agriculture.

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 value. Long-term investments in securities are carried at cost.

Property and Equipment—Buildings, furnishings, equipment, and leasehold improvements are capitalized and depreciated on the straight-line basis over their estimated 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.

Reclassifications—Certain reclassifications have been made to 1983 amounts in order to conform with the 1984 presentation.

2. Commitments

At January 31, 1984, the Council was obligated under a non-cancellable operating lease for warehouse space. Minimum annual rentals of \$31,185 are payable through May 1988 and \$37,125 from that date through May 1993.

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 1984 and 1983 are provisions of \$167,114 and \$166,400, respectively, which represent normal pension costs plus interest on unfunded prior service costs and amortization of prior service costs over a period of thirty years.

The following amounts are as of June 1, 1983 and 1982, the dates of the most recent actuarial valuations:

	1983	1982
Actuarial present value of accumulated plan benefits:		
Vested	\$1,958,685	\$1,866,538
Nonvested	232,637	210,348
Total	<u>\$2,191,322</u>	<u>\$2,076,886</u>
Net assets available for benefits	<u>\$3,114,135</u>	<u>\$2,765,419</u>
Rate of return used in determining actuarial present value	<u>7%</u>	<u>7%</u>

4. Notes Receivable

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

During 1982 the Council issued two notes receivable to employees to assist them in the move to Chevy Chase. These notes mature April 1, 2012 and April 1, 2007 and are payable in monthly installments of \$627 and \$133, respectively, with interest accrued at 12% a year. The notes are collateralized by mortgages on the Chevy Chase area homes of the respective employees.

Auditors' Opinion

National 4-H Council:

We have examined the balance sheets of the National 4-H Council as of January 31, 1984 and 1983 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, 1984 and 1983 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.

Deloitte Haskins & Bell

March 23, 1984
Washington, D.C.

