

# Proof Positive

National 4-H Council 2008 Annual Report

## The Power of Positive Programs

It's positively groundbreaking. For years, 4-H has invested in programs that emphasize positive youth development—the idea that youth are incredible resources to be developed, not problems to be managed. Now we have conclusive new evidence of what we've known all along: 4-H's innovative programs pay off. A comprehensive study by Tufts University shows that 4-H successfully strengthens young people, their families, and their communities.

Even for youth already involved in sports or afterschool programs, 4-H made the difference. Young people who participate in 4-H achieve higher grades, are more likely to go to college, and are less likely to engage in risky behaviors like drinking and smoking than those who don't participate in 4-H.

Need more proof? Just in the past year, 4-H youth have had positive impacts on issues such as voter registration and economic development, all across the nation. 4-H members also helped alleviate ethnic and cultural tensions in their communities, conquered their fears, and helped each other become more positive during a time of life that's full of questions.

The world can present big challenges, but 4-H believes the potential to generate positive change is a core strength of youth—one that can be nourished with the right resources. For more than 100 years, we've known that young people's potential is limited only by their imaginations. And now, we're positive.

**One year of 4-H makes young people 3.5 times more likely to contribute to their families, themselves, and their communities.**

**Youth in 4-H show a greater ability to express opinions on community issues, help neighbors, and bond with adults.**



# Increasing the Returns on Every Effort

“**H**ow do you know 4-H works?” is a question that we are asked every day. Thanks to Dr. Richard M. Lerner’s longitudinal research at the Institute for Applied Research in Youth Development at Tufts University, we now know that if your child is in 4-H, he or she is more likely to be an engaged, effective citizen than if in any other youth organization. This landmark study of positive youth development—performed over four years with thousands of young people and their parents—provides the hard scientific proof that 4-H works.

This data validates our 60 million alumni stories and thousands of donor decisions to invest in 4-H as well as the support of federal agencies, all 50 state houses, and all the local communities that fund 4-H and want results. Now science affirms statements like: “I learned to speak with confidence at 4-H,” “I found a passion for service through 4-H,” and “I learned how to lead others in 4-H.”

Speaking of science, in June we also launched the marketing campaign for 4-H Science, Engineering, and Technology programs. Our commitment to fostering the next generation of great thinkers is embodied in our campaign theme: *One Million New Scientists. One Million New Ideas.*™ How’s that for a bold ROI?

Our team performed at an amazing pace. Donors invested a record \$12,000,000 in National 4-H Council; National 4-H Youth Conference Center and National 4-H Supply Service hit all-time highs in sales; and we distributed more resources in support of the 4-H movement than ever before. Plus, Council’s National Board of Trustees continues to support rapid growth and our strong ROI through their strategic input and unanimous financial support.

The 4-H movement is strong, and we are proud to serve it.



Donald T. Floyd, Jr.  
President and CEO  
National 4-H Council



Anthony A. Tansimore  
Chair  
National 4-H Council Board of Trustees  
Senior Consultant, The 360 Group

**We know 4-H works because science proves that 4-H youth are more likely to give back to their communities than are their peers who participate in other youth organizations.**

Donald T. Floyd, Jr., President and CEO, National 4-H Council;  
Anthony A. Tansimore, Chair, National 4-H Council Board of Trustees.



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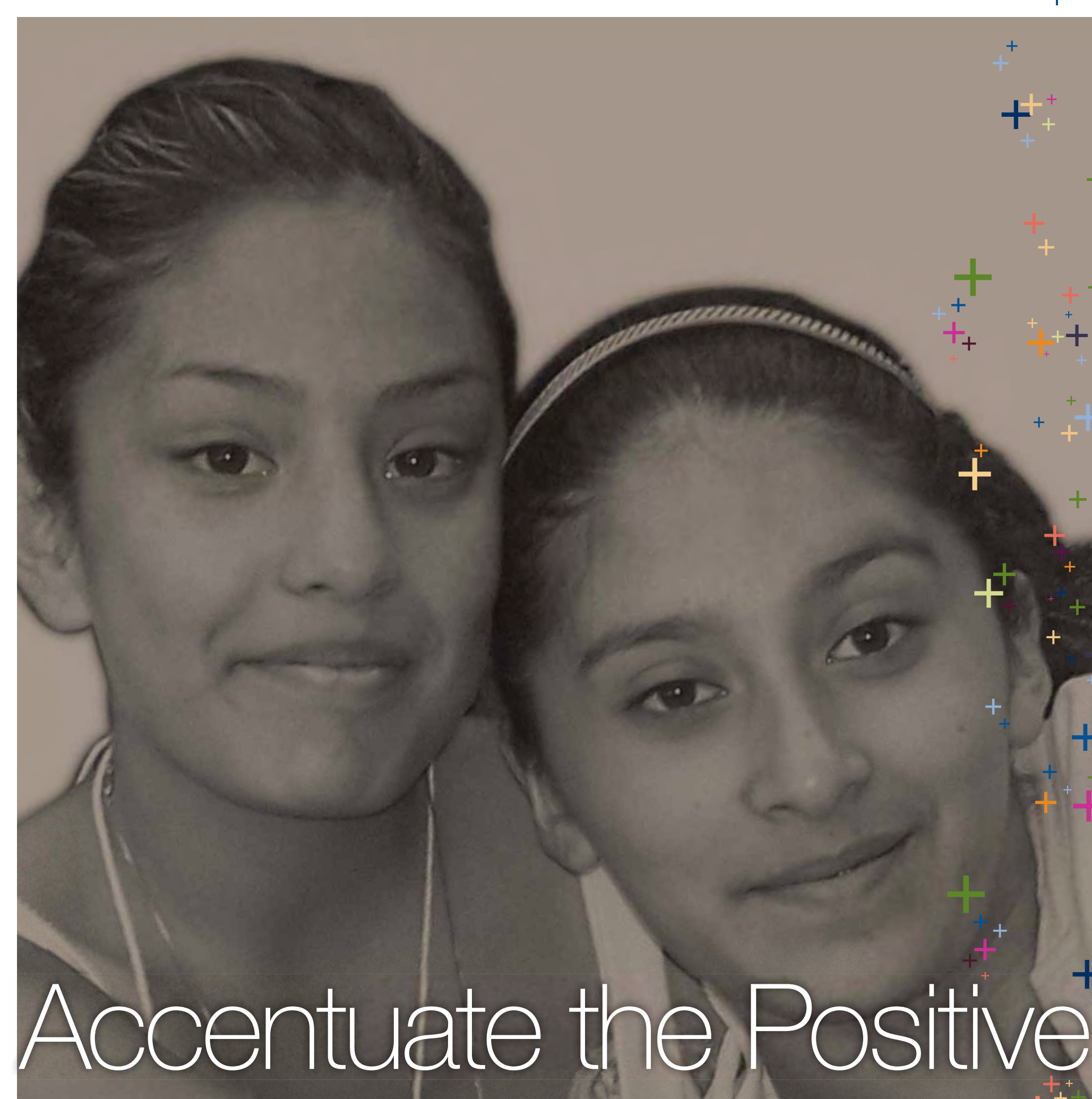
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whose terms expired or who  
retired/resigned in 2008.





Accentuate the Positive



**The Right Tools Build a Broader Volunteer Base**

**B**ehind every successful 4-H member there's a volunteer.

The talented, caring adults who devote their time to 4-H youth are a vital part of every 4-H program. That's why National 4-H Council continues to invest heavily in 4-H volunteer development.

This past year, Council and longtime collaborator Monsanto sponsored volunteer efforts in all 50 states and three U.S. territories. More than 13,000 volunteers networked, learned about new programs, and gained new skills. And at 14 of the forums, Monsanto representatives delivered the keynote address.

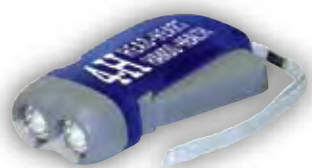
4-H volunteers, including customizable brochures and posters, and it offers newly voiced PSAs in both English and Spanish.

"We greatly appreciate the contributions of Monsanto and the company's on-going support of our 4-H Youth Development Program both here in California and nationwide. These efforts are essential to our ability to provide up-to-date and cutting-edge training and support to our dedicated volunteer core," says Sharon Junge, California 4-H Program Leader.



**National 4-H Council's strategic collaboration with Monsanto has reached more than 13,000 4-H volunteers nationally through professional development and networking events.**

To attract even more 4-H volunteers, Council also started work on a user-friendly, Web-based 4-H Volunteer Recruitment Tool Kit. The Kit boasts a variety of resources to recruit



## Fair Share Turns Good Business into Great Rewards

At National 4-H Supply Service, customer satisfaction is top priority. Happy customers are repeat customers, and repeat customers translate to a strong 4-H brand identity as well as a robust Supply business.

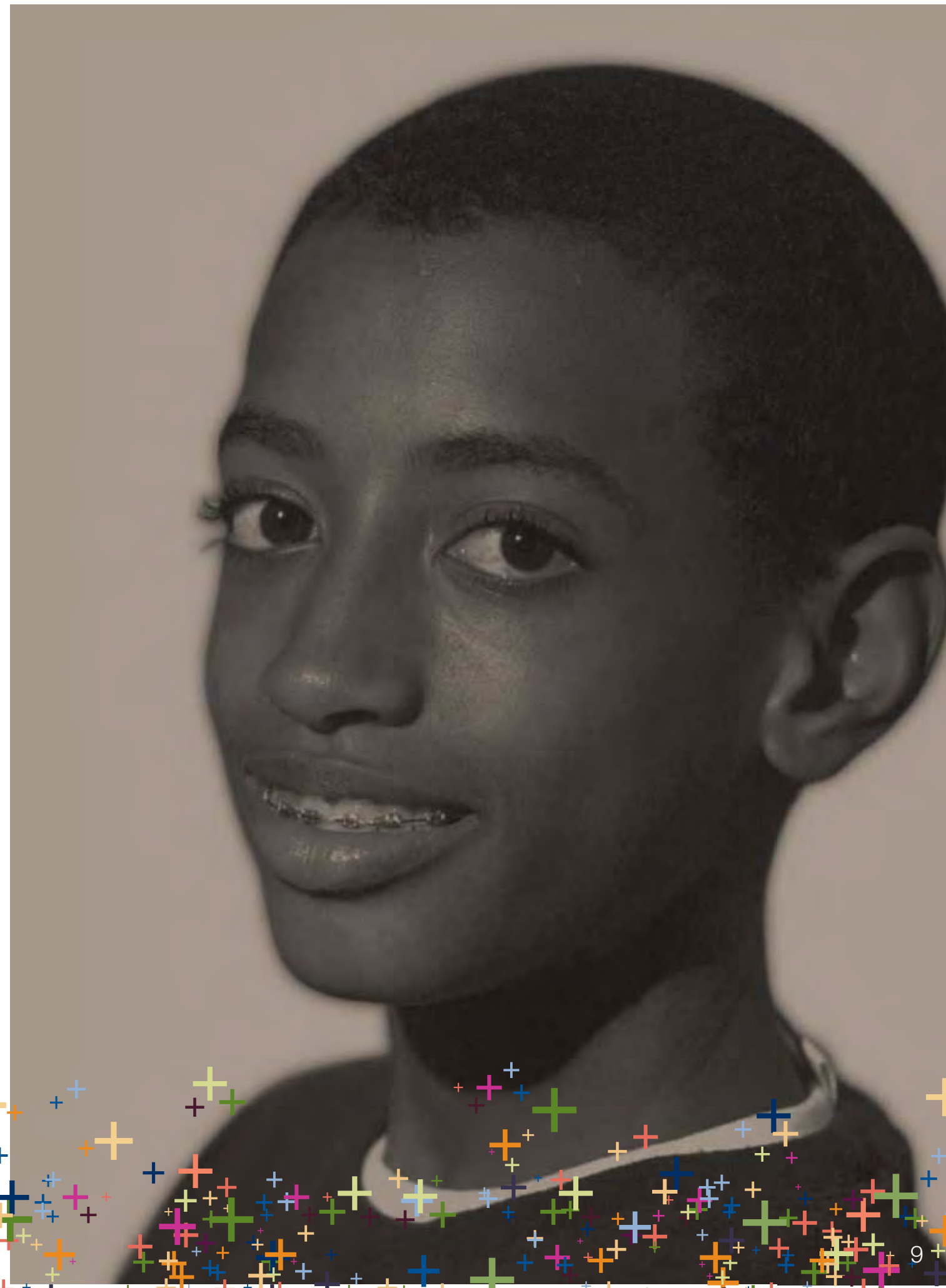
Last year, Supply continued investing in the customer service initiatives that are giving the biggest returns. The popular Fair Share rewards program, which gives a 10% rebate based on order activity within each state, actually allowed Marilyn Norman, State 4-H Program Leader in Florida, to fund projects that otherwise had little or no budget. “We directly allocate all of our Fair Share dollars back into marketing 4-H programs, public relations, and other related efforts,” said Marilyn. “Fair Share has, in effect, created a dedicated fund that our PR person has access to that would otherwise not exist.”

**With more than 36,000 orders annually, National 4-H Supply Service is thriving on a customer-focused business model.**

In addition to the Fair Share program, Supply also focused on customers by providing expert merchandise planning to 4-H camp stores across the country. The results? Sales jumped. Nate Mahanes, a 4-H Camp Program Director in Virginia, was thrilled: “Our partnership with National 4-H Supply has been a wonderful experience. Their sales associates have worked closely with us to

identify products that are of specific interest to our campers.... Not only have sales increased at our camp store, but it feels good to know that we are providing our campers with a higher-quality product and one that further supports 4-H. It’s a win-win situation!”

Testimonials like these confirm that a customer-focused business model works. That model also translates to strong sales, with more than 36,000 orders annually from 4-H offices, club leaders, and families via our print catalog and Web site, [www.4-hmall.org](http://www.4-hmall.org). National 4-H Supply Service is thriving, and customers couldn’t be happier.





**Saddle Up! Horses Boost Confidence of Inner City Youth**

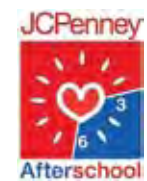
Children seem to be naturally drawn to animals—especially horses. And because horses can sense people’s emotions and react accordingly, they encourage their caretakers to be calm, gentle, and confident.

So when 4-H in Mercer County, New Jersey, had the chance to invest in an after-school horse program for inner-city youth this year, they took it. After securing a grant from National 4-H Council and JCPenney’s Afterschool fund, they collaborated with the Mercer County Equestrian Center on the Horses and Youth (HAY) program.

Each week, several children travel to the Equestrian Center for lessons on horse safety, colors and markings, breeds, external anatomy, and healthcare. They also ride, groom, tack, feed, and wash the horses. On the last day of the HAY program, all participants compete on a horse-

show course that they design and build themselves.

Program volunteer Katie Willoughby sees the positive effects the horses and the one-on-one training are having on urban youth, some of whom have never seen a live horse until they arrive at the stable. Hands-on activities like labeling different parts of the horse with sticky notes not only make learning fun, they also boost confidence and self-esteem. And confident, self-assured children most likely grow into confident, self-assured adults.



**Working with horses not only encourages urban 4-H youth to have fun, it also builds their confidence and self-esteem.**



**Rockets, Robots, and Results: Capitol Hill Promotes 4-H Science Initiative**

In response to growing evidence that the U.S. is falling behind the rest of the world in producing the next generation of scientists and engineers, Council launched a national communications campaign to reaffirm 4-H’s long history of producing great thinkers and innovators in the sciences. The campaign carries with it a bold goal: to reach one million new youth through 4-H Science, Engineering, and Technology (4-H SET) programs by 2013.

The first piece of this comprehensive communications strategy was a print and broadcast PSA campaign. Based on the true-life stories of 4-H alumni who developed a passion for science in 4-H clubs and out-of-school programs, the TV spots and print ads highlight 4-H’s proven, hands-on approach to subjects like rocketry, robotics, and renewable energy. And they all underscore our five-year goal with a new tagline: *One Million New Scientists. One Million New Ideas.*™

**Based on true-life stories of successful 4-H alumni, Council’s national communications campaign earned kudos from Capitol Hill and corporate donors alike.**

The response to the campaign from government and corporate partners was overwhelmingly positive. Secretary of Agriculture Ed Schafer and 4-H Caucus Co-Chairs Senator Saxby Chambliss of Georgia and Representative Marcy Kaptur of Ohio helped launch the campaign on Capitol Hill on June 18th. In addition, 4-H SET corporate collaborator Toyota joined the event to present grants to five states participating in the 4-H<sub>2</sub>O water conservation program.

National 4-H leadership used the event to explain how 4-H SET’s robust programming has always produced a healthy pipeline of smart, diverse, and skilled American workers. Going forward, advertising, promotions, and media outreach will continue to position 4-H as a unique solution to the critical challenge of securing America’s competitive edge.





### Developing a Digital Future for 4-H

One of Council's biggest investments this year has been the development of a groundbreaking Internet infrastructure for the entire 4-H system at www.4-H.org. It's a complex project with a simple goal: create an online 4-H community where both youth and adults can interact, work, play games, share success stories, design their own tools and gadgets, and enroll in 4-H programs with just a few simple clicks.

In June, when Council's talented digital team (which includes young leaders in California, Indiana, and Iowa) rolled out the Beta version of a new enrollment platform named ACCESS 4-H, the response from the 4-H system was immediate and positive. Dr. Roger Rennekamp, National 4-H Council Trustee and Oregon 4-H Program Leader, not only praised the user-friendly features like group email and customizable data fields, but he also predicted that the system would return significant time and cost savings by eliminating the tasks associated with paper enrollment.

**The new 4-H.org will offer the entire 4-H system one secure platform on which to interact, work, and play—wherever and whenever they want to.**

The enrollment system is only the first portion of an ambitious plan to redesign 4-H's online presence and create a secure social environment for 4-H members, volunteers, and staff. The goal is to extend and strengthen 4-H's vibrant community by allowing all groups to connect quickly and safely, wherever and whenever they want to.

It's a vision that has the potential to transform 4-H's core mission of positive youth development—and to enable millions more young people to reach their full potential.

### 4-H Program Creates Hundreds of College-Bound "Tech Wizards"

One of the best things about the mission at National 4-H Council is that every year Council gets to give awards to exemplary 4-H programs, boosting their funds and raising their national visibility. Through a strategic four-year collaboration with the Annie E. Casey Foundation, Council recently recognized the 4-H Tech Wizards as one of five recipients of our 4-H Families Count: Family Strengthening Award.

What's now a successful and popular program in Washington County, Oregon, started out years ago as a simple solution to a problem: how to address the rising high-school dropout rates among Washington County Latinos. As a first step, Oregon 4-H set up focus groups and interviewed local youth to ask them what they were interested in, and the answer was clear. They wanted to learn technology.

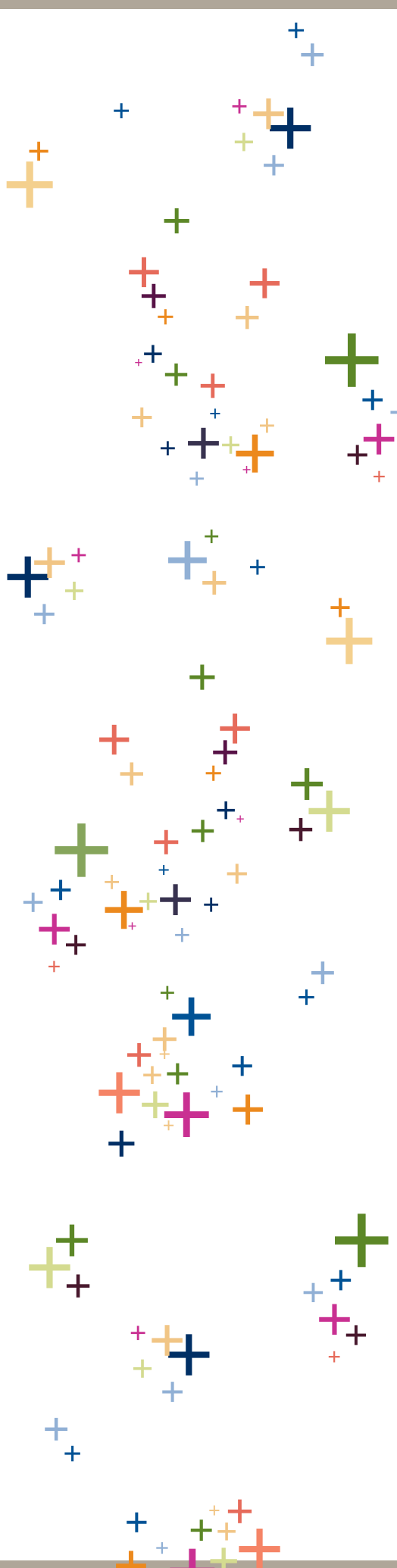
**95% of high-school senior Tech Wizards graduate, and 70% go on to college.**

Considering the county was already in the middle of a high-tech boom, starting a technology program made perfect sense. Oregon 4-H immediately reached out to the locally-based Intel Corporation for teachers and mentors, and they partnered with Centro Cultural to provide more resources for both Latino youth and their families. In addition, bilingual 4-H staffers started visiting students' homes to ensure that their home life was conducive to learning as well as to talk with parents about their own educational needs.

That was almost 10 years ago, and the 4-H Tech Wizards are still going strong. Members participate in hands-on projects such as Web-site development, podcast and video production, and mapping technologies. They also build LEGO robots for competition.

The results have been impressive. Since 1999, more than 560 low-income Latino youth, grades 9 through 12, have participated each year in 50 hours of science, engineering, and technology programming with the 4-H Tech Wizards while still attending high school full time. Even better, 95% of 4-H Tech Wizard high-school seniors have graduated, and 70% have gone on to higher education in science, engineering, technology, or math—fields that desperately need the next generation of great thinkers and innovators.

Lisa Conroy, a 4-H Tech Wizards coordinator, agrees that their formula has been a success, not just for Latino youth, but also for their parents and the entire Washington County community. "By working with the whole family, we are successful in helping youth in our communities gain knowledge and success in science and technology."



### Contributions in Small Communities Yield Big Improvements

It's proven. 4-H programs produce youth with the fundamental "Five C's"—competence, confidence, connection, character, and caring. And there's also a "Sixth C": contribution. Young people who participate in a high number of positive youth development activities are more likely to make positive contributions to their own communities.

When more than 90 young 4-H members in rural Nebraska went looking for ways to make their own positive contributions, they first hosted a public forum to identify critical community issues. Once identified, they partnered with adults and more than 600 youth to design and lead projects that addressed those same issues. Targeting eight rural communities, each with fewer than 10,000 residents, these enterprising young Nebraskans

**Nebraska 4-H members got national recognition and three prestigious awards after contributing more than 6,000 hours to their community.**

engaged at-risk Latino and Native American youth as well as their families. Some projects focused on increasing Latino voter registration, making community improvements, and fostering economic development, while others dealt with more sensitive topics like youth suicide prevention.

After putting 6,000-plus hours into the community projects, Nebraska 4-H had contributed in excess of \$110,000 of in-kind support. In addition, their program garnered national attention after receiving three impressive awards—the 2008 Annie E. Casey

Foundation Family Strengthening Award, the MetLife Excellence in Citizenship Award, and the USDA-designated Program of Distinction.

National 4-H Council, in partnership with Cooperative State Research, Education, and Extension Service (CSREES) and the U.S. Department of Agriculture (USDA), proudly funded Nebraska 4-H through the Engaging Youth, Serving Community (EYSC) program.\*

**MetLife Foundation**

\*This material is based upon work supported by the Cooperative State Research, Education, and Extension Service, U.S. Department of Agriculture, under Agreement No. 2005-45201-03332. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.





## Center Programs Inspire New Community Service

As soon as Greta and her friends got home from National 4-H Youth Conference Center's Citizenship Washington Focus (CWF) program, they got right to work. Using the action plan they had developed during the week-long youth conference, and inspired by CWF to make positive changes in their own communities, they launched a new 4-H program to teach flag etiquette at local schools.

At National 4-H Youth Conference Center, empowering young people like Greta is mission-critical. It's the reason Center was founded almost 50 years ago, and it's the foundation upon which all of Center's positive youth development programs are built. And because Center has successfully linked the nurturing, youth-friendly environment of campus with the vibrant, living classroom of the nation's capital, they're attracting more young people every year—nearly 30,000 guests annually.

This past year, close to 1,800 young people from across the country visited Center for CWF alone, while another 2,000 participated in the Wonders of Washington (WOW) program, which combines Center workshops with visits to DC monuments and museums. Once back home, many of those young people start their very own 4-H programs, just like Greta.

**Many young people start 4-H programs in their own communities after attending positive youth development programming at National 4-H Youth Conference Center.**



## Today's Collaboration Shapes Tomorrow's Success

Last year, National 4-H Council developed several strategic relationships that promise to deliver more success in 2009. Through these alliances, 4-H will offer even more innovative science programs, allowing 4-H'ers to tackle relevant topics such as alternative energy and environmental sustainability. Most importantly, we'll continue the 4-H tradition of encouraging young people to discover real-world solutions to some of the planet's most vital issues.

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National 4-H Council's work on behalf of 4-H positive youth development would not be possible without the generosity of individual, corporate, and foundation donors. Thank you.  
*Listings with a † are gifts committed in a prior reporting period that continue to support Council's work.*

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July 1, 2007 – June 30, 2008

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July 1, 2007 – June 30, 2008

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\$10,000 and Up

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The National 4-H Heritage Club, established by the Board of Trustees in 2007, is National 4-H Council's planned giving society recognizing individuals who have made deferred gifts through their estate plans or cash gifts designated to an endowed fund. For information on making a legacy gift to 4-H, please contact Sue Fisher at [sfisher@fourhcouncil.edu](mailto:sfisher@fourhcouncil.edu) or 301-961-2866.

Erna Bamford Breton  
 Marcius and Elna Butterfield  
 Anonymous  
 Susanne G. Fisher  
 Gail and Edwin M. Gershon  
 Gardiner and Violet Graham  
 Anita Hollmer Hodson and Family  
 Mrs. J.O. (Gladys) Knapp  
 Anonymous  
 Larry L. Krug  
 Sandra Link Lignell  
 Mason and Beverly Miller  
 Melanie Miller  
 Dr. Robert H. Miller and  
 Mrs. Vivian E. Miller  
 Kenneth and Ethel\* Pickett  
 Elaine R. Pitts  
 Dalton R. and Ruby H. Proctor  
 Elizabeth N. and William R. Sheldon  
 Jennifer R. Snelson-Wells  
 John C. Sterling

Jo Ann Tilley  
 Eleanor L. Wilson  
 Mary Lee and Douglas A.\* Wood

\*Deceased

We make all efforts to ensure accuracy. If your name is not listed appropriately, please contact Betsy Johnson at [bjohnson@fourhcouncil.edu](mailto:bjohnson@fourhcouncil.edu) or 301-961-2817 with any changes you would like made to how your name is listed.

# Fiscal Year 2008 Financial Overview

National 4-H Council's commitment to sound, effective financial stewardship produced favorable results in Fiscal Year 2008 (July 1, 2007, to June 30, 2008). Independent Auditors BDO Seidman issued an unqualified opinion on the consolidated financial statements of National 4-H Council and Controlled Affiliates as of June 30, 2008, and for the year then ended. Council's chief executive officer and chief financial officer certify the appropriateness of these financial statements. The independent auditors noted no material

weaknesses in internal controls and no instances of non-compliance with applicable federal regulations.

The complete consolidated financial statements from which the accompanying financial highlights were derived have been determined to present fairly, in all material respects, the financial position of National 4-H Council and Controlled Affiliates as of June 30, 2008, and the changes in their net assets and their cash flows for the year then ended in conformity with generally accepted accounting principles.

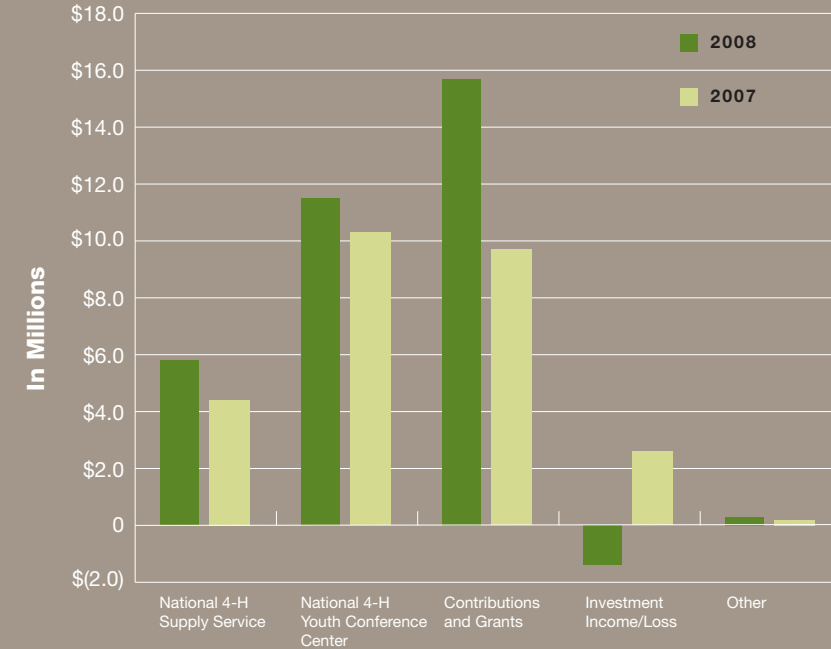
## Summary Statement of Financial Position

	2008	2007
<b>ASSETS</b>		
Cash and cash equivalents	\$ 694,442	\$ 946,436
Investments	22,145,556	18,804,846
Receivables	3,962,777	3,755,992
Merchandise inventories	1,399,584	880,673
Property and equipment, net of depreciation	9,257,004	8,922,848
Other assets	315,371	212,817
<b>TOTAL ASSETS</b>	<b>\$37,774,734</b>	<b>\$33,523,612</b>
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$2,732,686	\$1,401,099
Deferred revenue	1,408,650	1,335,576
Accrued postretirement benefit liability	2,091,996	2,056,663
Unfunded pension liability	2,343,866	1,624,556
Agency funds and other	1,033,977	945,308
<b>TOTAL LIABILITIES</b>	<b>\$9,611,175</b>	<b>\$7,363,202</b>
<b>NET ASSETS</b>		
Unrestricted net assets		
Undesignated	\$ 8,684,094	\$12,416,979
Designated	6,077,520	6,312,684
<b>TOTAL UNRESTRICTED NET ASSETS</b>	<b>14,761,614</b>	<b>18,729,663</b>
Temporarily restricted net assets	13,191,598	7,220,400
Permanently restricted net assets	210,347	210,347
<b>TOTAL NET ASSETS</b>	<b>\$28,163,559</b>	<b>\$26,160,410</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$37,774,734</b>	<b>\$33,523,612</b>

## Summary Statement of Activities

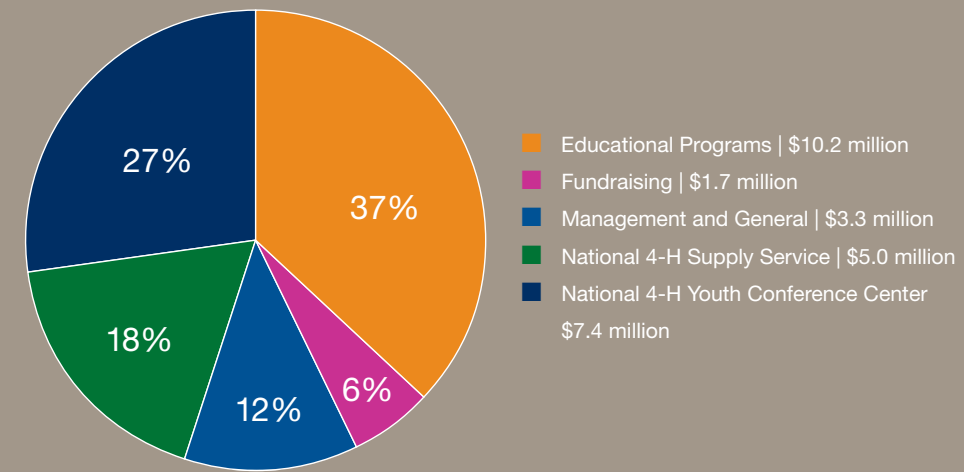
	2008	2007
<b>REVENUES</b>		
Contributions and grants	\$15,713,123	\$ 9,654,674
National 4-H Youth Conference Center	11,504,093	10,313,868
National 4-H Supply Service	5,797,048	4,377,123
Investment income/(loss)	(1,401,835)	2,559,733
Other	336,211	186,407
<b>TOTAL REVENUES AND GAINS/(LOSS)</b>	<b>\$31,948,640</b>	<b>\$27,091,805</b>
<b>EXPENSES</b>		
Program services	\$22,568,321	\$18,727,394
Management and general	3,302,401	3,245,671
Fundraising	1,651,489	1,377,056
Pension related changes other than net period pension costs	2,423,280	-
<b>TOTAL EXPENSES</b>	<b>\$29,945,491</b>	<b>\$23,350,121</b>
Change in net assets before pension adjustments	\$ 2,003,149	\$ 3,741,684
Combined effect of pension adjustments	-	(287,788)
<b>CHANGE IN NET ASSETS</b>	<b>\$ 2,003,149</b>	<b>\$ 3,453,896</b>

For a complete set of the audited consolidated financial statements for the year ended June 30, 2008, including the consolidated statements of functional expenses and cash flows, full footnote disclosure, and the report of the independent certified public accountants, please contact the National 4-H Council Finance Team, 7100 Connecticut Avenue, Chevy Chase, MD 20815-4999 or 301-961-2985.

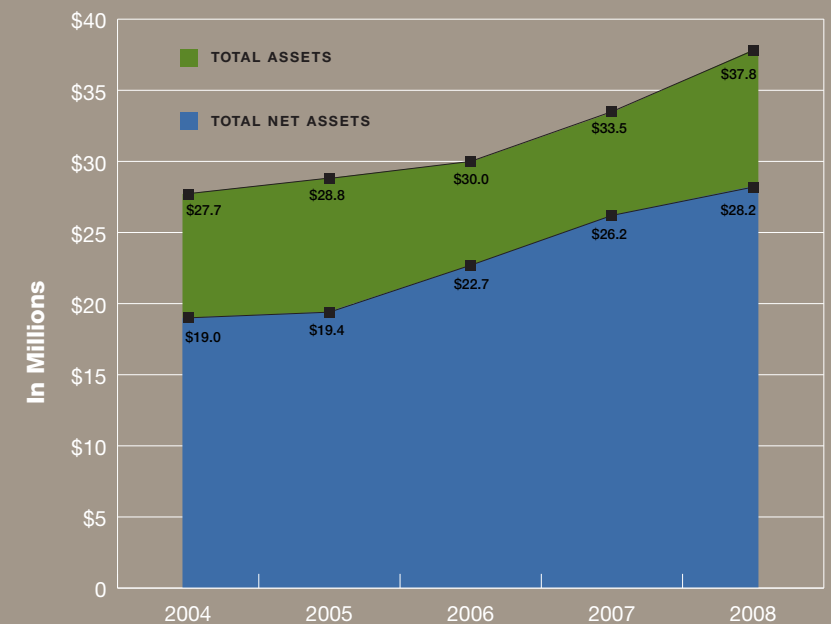


**FUNDING SOURCES**  
National 4-H Council derives its operating and program funds from four main funding sources: grants and contributions, National 4-H Youth Conference Center fees, National 4-H Supply Service merchandise and curricula sales, and investment income and gains. In FY 2008, these sources generated \$31.9 million—an 18% increase over FY 2007 total revenue. Increased revenue means increased support for the 4-H movement's educational programs and initiatives.

While revenues derived from some funding sources increased in FY 2008, Council's investment performance reflected the volatile market conditions of the year. Although the investment performance kept pace with many market indices, Council generated net losses on its investment portfolio for the first time since FY 2002.



**2008 EXPENSE COMPONENTS**  
As Council diversifies its funding sources and increases its income-generating activities, revenue is directed toward 4-H system-wide programmatic and educational initiatives. Council's supporting services expenses (fundraising and management and general) are maintained at low levels. In FY 2008, supporting services accounted for 18% of total expenses, while 82% of expenses directly funded educational and other program initiatives.

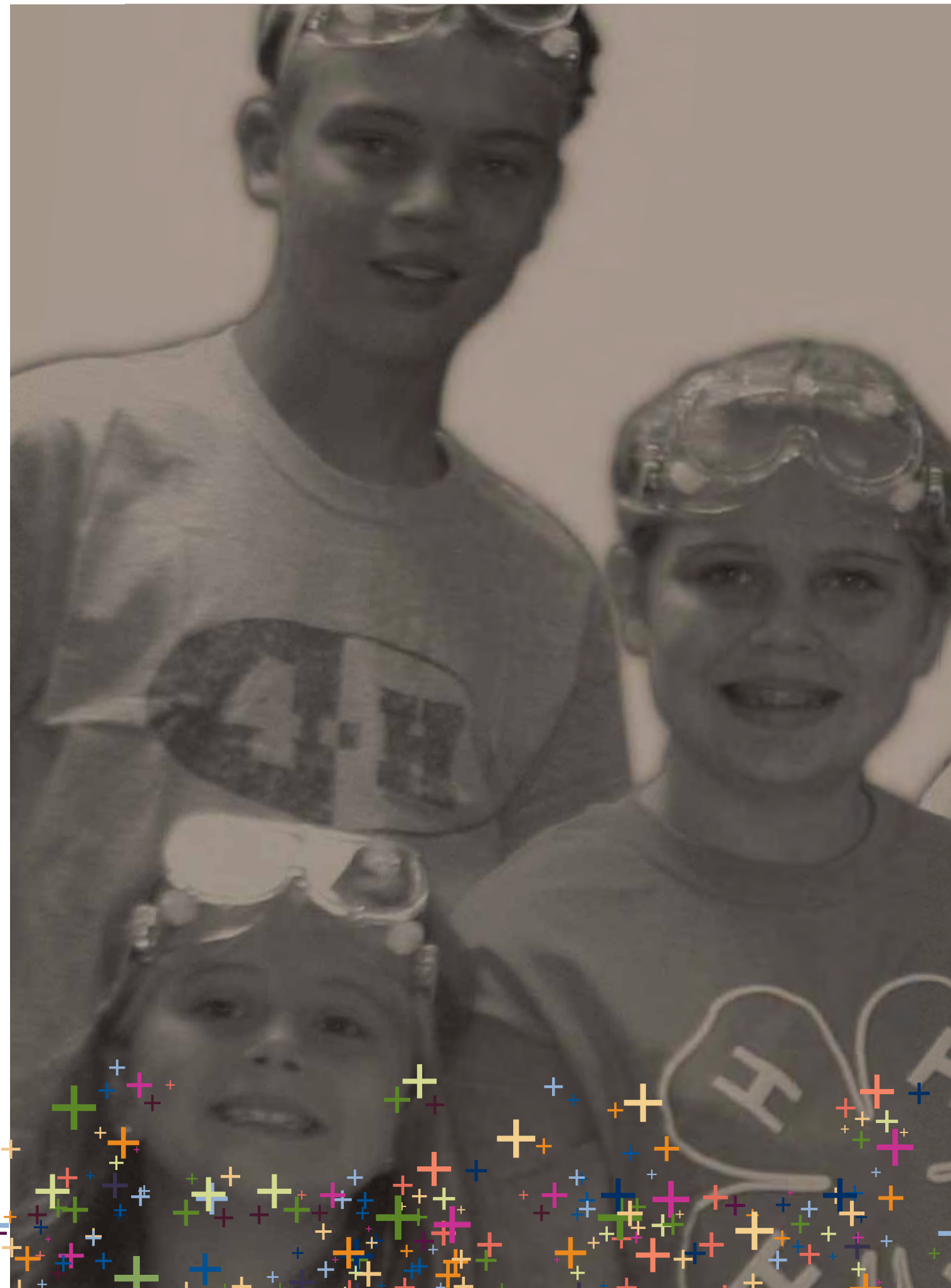


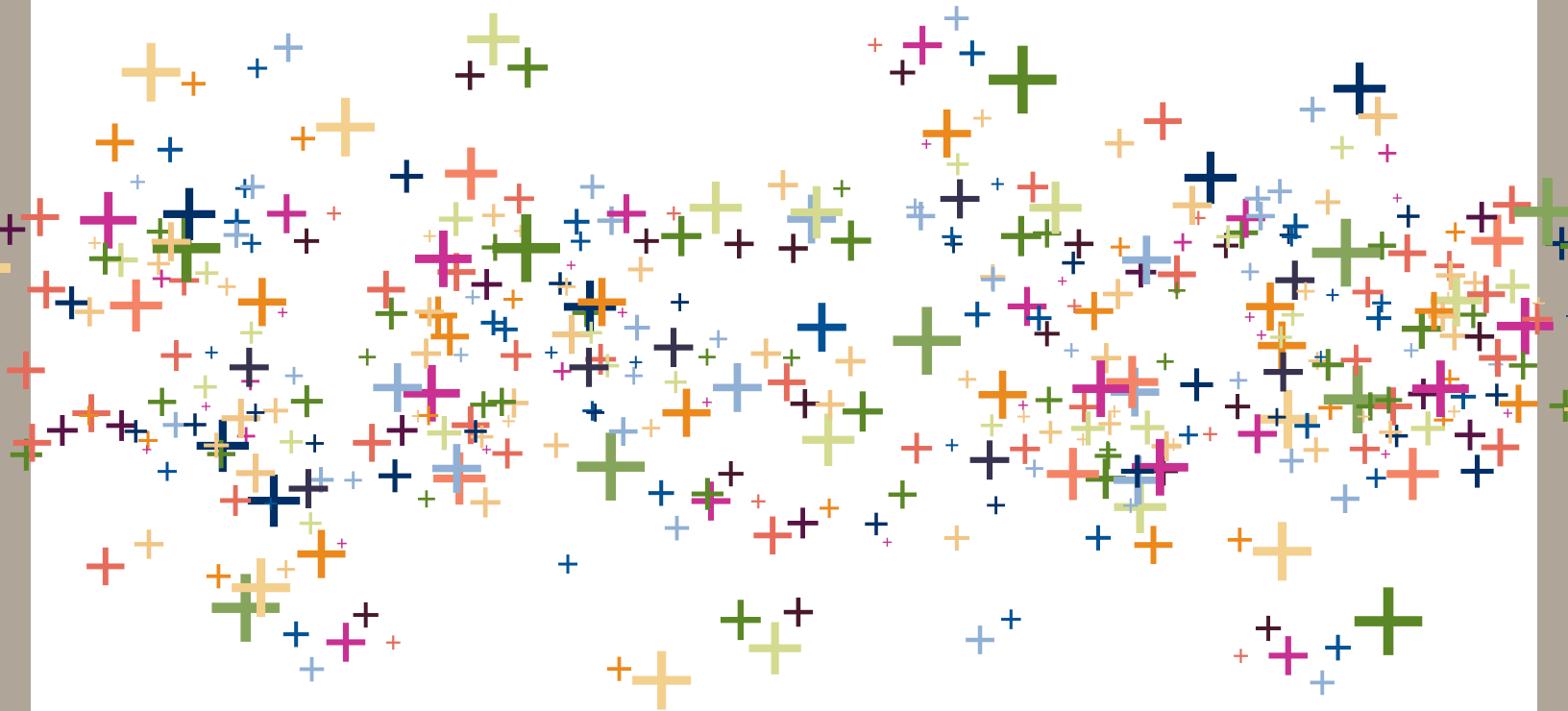
**FIVE-YEAR TREND**  
National 4-H Council's financial position is strong. Since 2004, total assets have increased by 36%. During that same period, total net assets increased by 48% to \$28.2 million. Net assets ensure availability of funding for future 4-H system-wide initiatives.

## The 4-H Pledge

**T**he evidence is overwhelming. Young people who participate in 4-H programs prove to be successful, self-confident citizens who make a true difference in their communities. That's the kind of affirmation National 4-H Council relishes. It not only validates the work Council does on behalf of the entire 4-H system, but it also supports the philosophy that tangible results matter. And that philosophy permeates everything at Council, including the opening moments of each All-Associates Meeting where Council staff stand together and recite the 4-H Pledge.

“I pledge  
my Head  
to clearer thinking,  
my Heart  
to greater loyalty,  
my Hands  
to larger service, and  
my Health  
to better living,  
for my club,  
my community,  
my country, and  
my world.”





7100 Connecticut Avenue, Chevy Chase, MD 20815-4999  
Phone: 301-961-2800 Fax: 301-961-2894 [www.4-H.org](http://www.4-H.org)

National 4-H Council works to advance the 4-H Youth Development movement, building a world in which youth and adults learn, grow and work together as catalysts for positive change. National 4-H Council partners with the Cooperative Extension System of Land-Grant Universities and Colleges, National 4-H Headquarters at USDA, communities, and other organizations to provide technical support and training, develop curricula, create model programs and promote positive youth development to fulfill its mission. National 4-H Council also manages National 4-H Youth Conference Center, a full-service conference facility, and National 4-H Supply Service, the authorized agent for items bearing the 4-H Name and Emblem. National 4-H Council is a non-profit 501(c)(3) organization. National 4-H Council is committed to a policy that all persons shall have equal access to its programs, facilities and employment without regard to race, color, sex, religion, religious creed, ancestry or national origin, age, veteran status, sexual orientation, marital status, disability, physical or mental disability. Mention or display of trademark, proprietary product or firm in text or figures does not constitute an endorsement by National 4-H Council and does not imply approval to the exclusion of suitable products or firms.

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