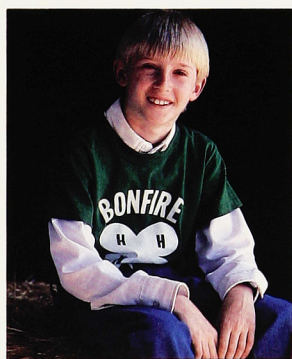


The 4-H
You Know
— *and* —
The 4-H
You Don't
Know







*freckle-faced kid
in overalls. Is that your picture of a typical 4-H member?*

*Maybe you see him or her
learning how to milk a cow. Or beaming with pride at winning
first prize for best canned tomatoes at the county fair.*

*In many ways, those images of 4-H still ring true.
And that makes us very proud.*

*But there's another 4-H you may not know.
One we're equally proud of.*

*This is the 4-H that's a force in our nation's inner cities.
A 4-H that's tuned into the future and what it will demand
of young people in cities and small towns.*

*A 4-H that shows kids how to break barriers—
whether it's teaching a handicapped child to ride a horse or
motivating a discouraged teenager to stay in school.*

*In the following pages, you'll meet both 4-H's.
The one you know. And the one you don't know.*





◁ “When I was a little kid, I cared about two things: the Georgia Bulldogs and current events,” says 24-year-old John Pope.

With help from 4-H, the Tallapoosa native got a close-up look at the world of government. In high school, he was one of 5,000 teenagers to take part in the Citizenship-Washington Focus program at the National 4-H Center. The workshops, simulated government sessions and meetings with leaders cinched his career choice.

Next came a 4-H college internship with Georgia Senator Sam Nunn. Today, he’s on staff as a legislative assistant.

“4-H gave me direction and focus, in addition to more tangible skills,” John says. “That will always mean a lot to me.”

4-H is...

Country and City

A young woman living in the wide open spaces of New Mexico always has loved animals and wonders if she’d like being a vet.

A young man in Georgia is fascinated by the workings of our political system.

To explore their career paths, both turn to 4-H. Because in 4-H, learning how to do something—as well as how to *be* something—has no geographic boundaries.

Whether the setting is rural or urban, 4-H programs help members find out what day-in, day-out life is like in the working world. It isn’t always as glamorous (and it’s certainly not as easy) as they thought it would be. But it’s always rewarding—because it’s *real*.

4-H programs teach a lot more than whether a certain career is the right one. Responsibility, perseverance, decision-making, and above all, confidence—these, too, are lessons learned. And they’re critical in fulfilling the most important job of all: citizen.

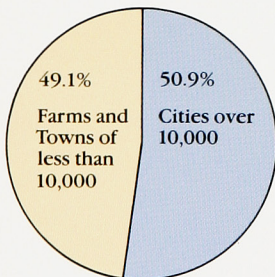
▷ Debbie Jones, 18, admits that she originally had ulterior motives for joining 4-H. “There was a boy in the fourth or fifth grade, really cute, and he was in 4-H Leathercraft Project. So I joined, too!”

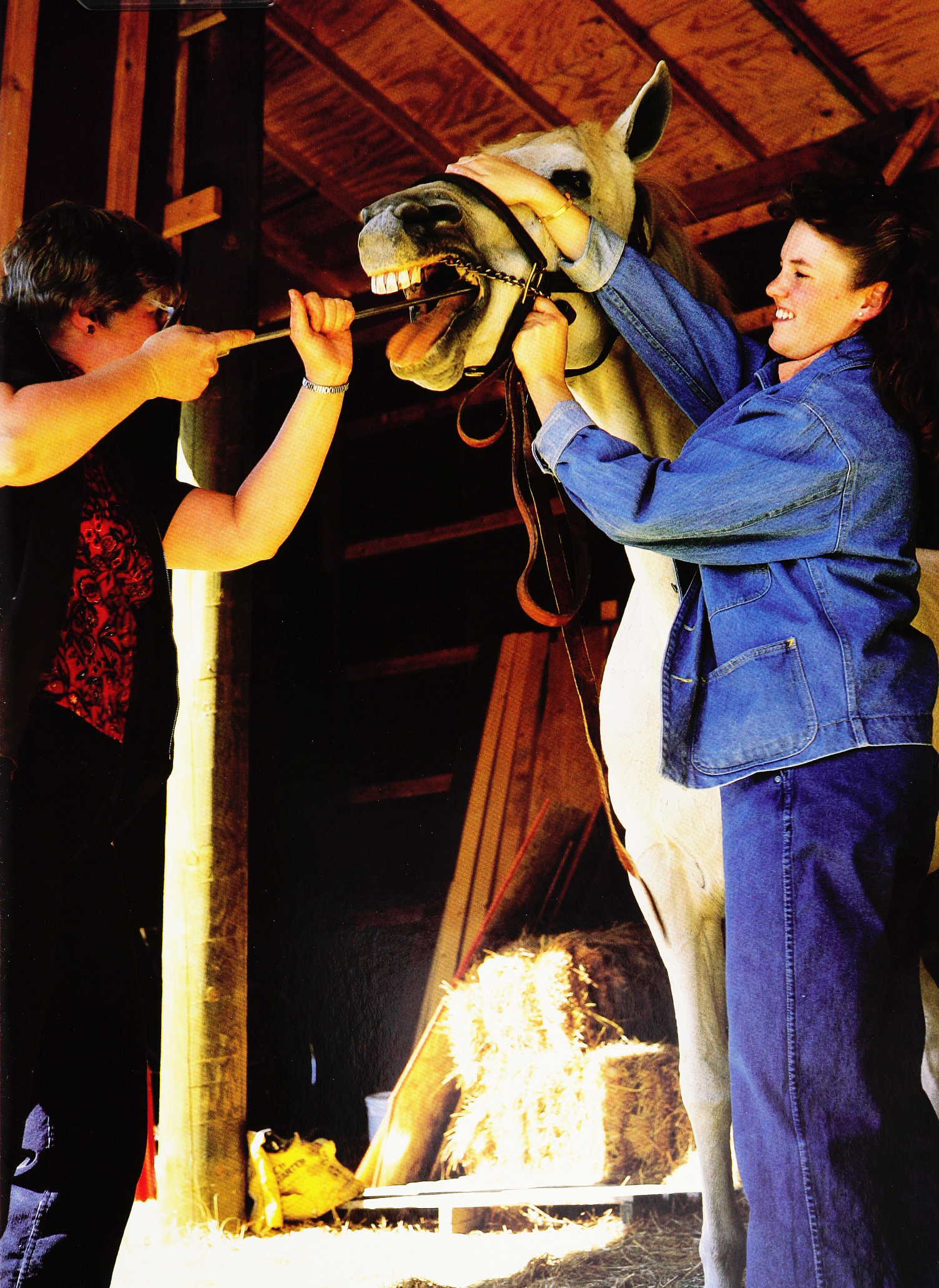
But when puppy love faded, Debbie stayed in 4-H—to explore her interest in animal care.

She interned with two vets in her hometown of Edgewood, New Mexico, doing every job from restraining horses for cleaning teeth (pictured here) to reviving baby kittens. Her hard work won her a national 4-H scholarship. Now Debbie plans to become a children’s pastor—another interest fostered by 4-H.

“4-H really helped me grow,” she says. “It showed me what I can do—so now I just go ahead and do it!”

ENROLLMENT BY
GEOGRAPHIC BREAKDOWN
4.75 MILLION
PARTICIPANTS







Walk for
Health-
the fourth
"H"

Walk for
Health-
the fourth
"H"

4-H is...

Youth and Adults

◁ *Helena Burton is no newcomer to community involvement. But for many years she avoided involvement in 4-H, skeptical of how it could help her inner city neighborhood.*

Four years ago, she finally agreed to be a group leader. "Now, I'm booked," she says, laughing. "4-H just gets in your blood. And no other group can match all they have to offer."

The impact of 4-H hasn't been restricted to the group leader's charges. 4-H also inspired Helena Burton to complete her education at Malcolm X College in Chicago.

"The more I become involved with my 4-H group," she explains, "the more I want to offer them."

There are 45 million 4-H alumni. And while each one is different, many of them have the same story—whether they joined in 1908 or 1988.

They were new in town. They were shy. They didn't feel they had anything to offer. And 4-H brought them a sense of community, friends and proof they could achieve.

4-H also may have helped them learn about the bigger world around them. Through programs with 24 countries, 4-H helps promote global understanding—and gains our members lifelong friendships.

Experiences like these shape a life. They're also experiences that aren't easy to keep to oneself. Which perhaps explains why 50 percent of 4-H's adult volunteers are former members.

By combining high aspirations with structure and discipline, 4-H offers its members and leaders idealism that gets results. And that's an energizing force for all ages.

▷ *When a serious accident landed 17-year-old Delynn Jones in Lexington's Cardinal Hill Hospital, an award-winning 4-H project was born.*

"I started taking care of the plants there to pass the time," the Kentucky teenager says.

"Pretty soon, the occupational therapist asked me if I could help the other patients garden."

So Delynn designed a hospital greenhouse, tailored to the special needs of the sick and handicapped. "Going to the greenhouse" quickly became a popular activity—especially among older patients.

"We had a real good time," Delynn says. "We'd swap gardening secrets."

Delynn is grateful to 4-H for his scholarship prize—and more.

"When I was feeling low, my friends in 4-H helped me get rolling again. My room was filled with get-well cards!"



4-H'ERS YOUNG AND OLD

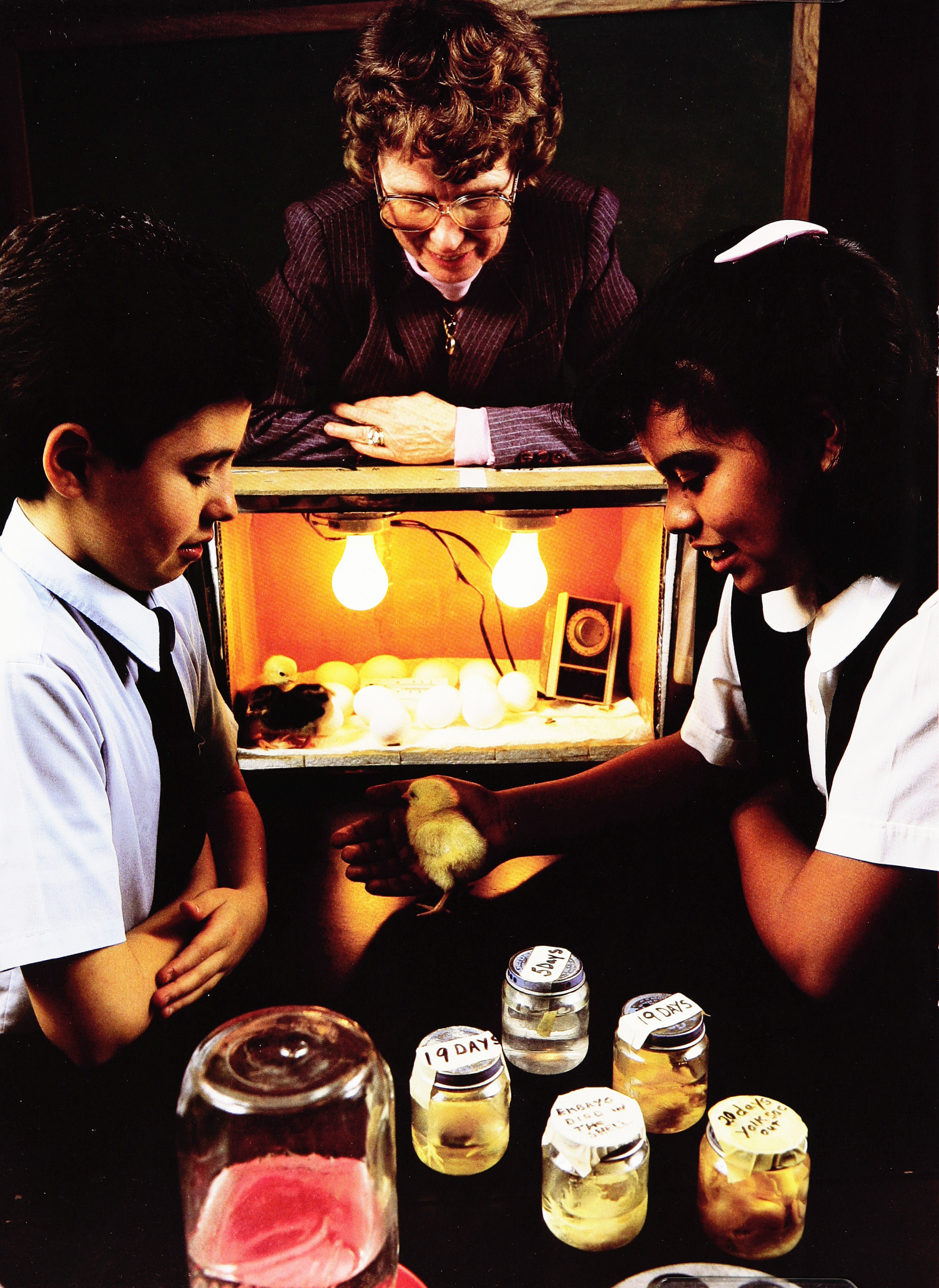
Cooperative
Extension
Service Staff
4,300

Girls
2.5 million

Volunteers
620,000

Boys
2.2 million

22.8% of our members are from minority racial/ethnic groups



› When one family in Minnesota sought help after a teenage family member attempted suicide, they found most local agencies reluctant to become involved—except 4-H.

4-H's response: the largest community-based study on teen stress, depression and suicide ever documented in the country. The program that evolved from the study, Teens In Distress, now reaches families, educators, pastors and health care professionals across Minnesota.

"We get calls about the program from the most rural areas," says Joyce Walker, 4-H Extension specialist at the University of Minnesota. "They tell us, 'Folks think these kinds of problems are city problems. They're not.'"



4-H is...

Community and Schools

‹ Hatching chicks in the classroom is not without its moments of high drama. Just ask Katherine Rylander, an elementary level teacher at Sacred Heart School in Chicago.

"Once the incubator broke during a critical period," she recalls. "I had to tell the children that the eggs might not hatch, and they were heartbroken. Then they heard peeping a few days later—and they were jubilant!"

Some 150,000 children have witnessed the miracle of life during the 14 years 4-H has sponsored embryology programs in schools throughout Chicago. Along with fertile eggs, 4-H also provides teachers with fertile ideas for integrating the chicks' birth into their biology or life science curriculum.

"4-H is a wonderful resource," says Ms. Rylander. "I don't know of any other group that helps teachers so much."

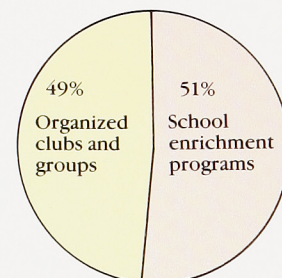
Which of the following are 4-H programs: A) Teaching Florida school children to "Buckle up for safety"? B) Matching teen-age mothers in Indiana with adult role models who can teach parenting skills and self-esteem? C) Keeping Native American youngsters in New Mexico from the downward spiral of substance abuse?

The answer is all of the above. And that's the reason 4-H continues to be one of the most successful grassroots action programs in America.

Young people need help and support more than ever before—as do their teachers, pastors, counselors, and above all, parents. 4-H works together with everyone—at every level of the community or school system—to make a difference.

We begin by taking a realistic look at what young people in an area really need. It may be a juvenile crime prevention program...or just a neighborhood softball league. Whatever the result, local 4-H programs consistently become models for an entire state—and for the nation.

4-H IS IN 3,150 U.S. COUNTIES



4-H is...

Hands-on and High-tech

Learning by doing has always been the rule in 4-H. But today, a “hands-on” experience will just as likely involve a computer terminal as a hoe—and perhaps even show how the two can work together.

It may all seem very state-of-the-art, but it really doesn't represent a new way of thinking. 4-H was originally founded in the early 1900s by the U.S. Department of Agriculture and land-grant universities to disseminate information to farmers. Teaching new techniques to 4-H children proved the best way to reach their often skeptical parents.

Today, the USDA and 72 land-grant universities continue to help our 4.7 million 4-H'ers learn the skills that will take them into the 21st century. And through programs like SPACES in Michigan, they're also learning how to deal with the stresses created by a rapidly changing society.

Technical *and* emotional preparedness—we're committed to both at 4-H, to help our members take a leading role in the future.

› *They call themselves the Bed-Stuy Beautifiers—a group of 4-H'ers, ages eight to 13, who lined the streets of their Brooklyn neighborhood with flower-filled planters.*

Cynthia Cummings organized the girls and learned to garden along with them. “We got everyone involved,” she says, “from fathers to the Chase Manhattan Bank!”

The group's next project landed them on the NBC Nightly News: they bought a greenhouse to show Bedford-Stuyvesant Headstart children the joys of gardening.

“At first they were worried—‘How can kids teach other kids?’” says Ms. Cummings. “Now it's ‘excuse me, but we can do this ourselves!’ And when the Headstart children leave for the day, they say, ‘Goodbye, teacher.’”

4-H PROJECTS BY ACADEMIC DISCIPLINE

Social Sciences	1.9 million
Physical Sciences	856,000
Biological Sciences	4.7 million
Liberal Arts	1 million

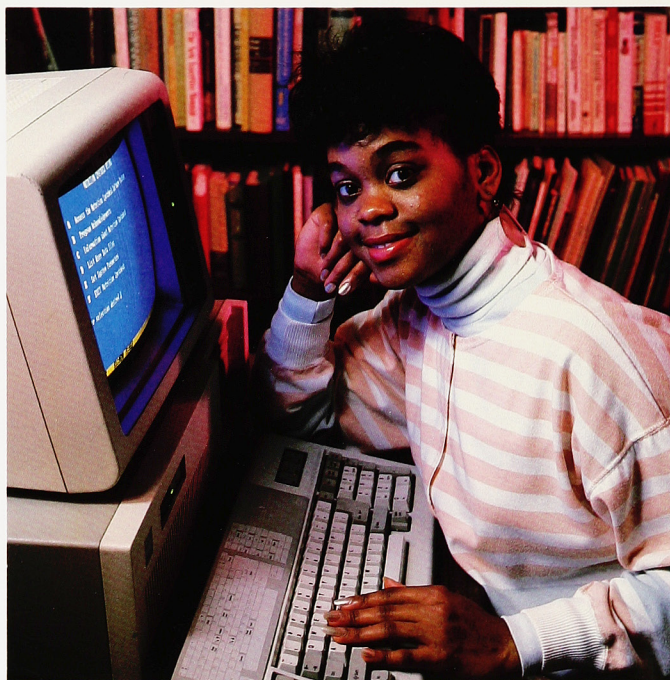


◁ *Two Kansas 4-H members are looking at the size and meatiness of a prize lamb's chop. Thanks to ultra-sound—the same process used as a predictor in human pregnancy—they can do it while the lamb chop is still walking around on all fours.*

“In the next five years, ultra-sound will be the big thing in farm animal breeding,” says Steve Fisher, a 4-H Extension specialist at Kansas State University. “And our 4-H'ers entering the business will already know how to make it work for them.”

“It's just one way we're helping them see how technology can help make sensible production decisions. Remember, these aren't kids playing at being farmers. They're the people who will be growing food products for the world's next generation.”





◁ Cherise Cadwell, 16, found computers much more user-friendly after a weekend workshop sponsored jointly by 4-H and the Ford Motor Company.

"We were each assigned mentors at Ford," says the Detroit 4-H member, "and mine was in computers. I was kind of scared of computers, but it was really interesting to see my mentor at work. And I didn't just watch—I got to sit down and work with him, too!"

"It was really helpful, because now we're using computers a lot in school."

Cherise plans to be a lawyer, an aspiration much encouraged by what she learned at the workshop. "They told us that we can make it, that it's not difficult to be what you want to be if you're willing to work at it."

4-H is... Tradition and Today

If a child learns to take pride in growing corn from a tiny seed, is it any less a "real" 4-H experience if it happens in the *barrio* instead of Butte, Montana?

We don't think so. The values taught by 4-H may have their roots in rural America. But today, no single address determines where they can be learned. And we believe that by providing the right kind of real life experiences—regardless of the setting—they *will* be learned.

Each generation puts its unique stamp on 4-H. But we're confident that, in the century to come, we can continue to make the 4-H pledge meaningful for youngsters everywhere.

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.

▷ Meet the 1987 4-H Florida bread-baking champ. Frank Upton beat an all-female field of 15 to capture the title with his demonstration of making Anadama Bread.

Frank credits his father for getting him interested in bread-making, and 4-H for helping him pursue his talent—and develop other skills as well.

"Now I'm in the 4-H marine project, so we're scuba diving," says the Jacksonville 14-year-old. "And 4-H helped me feel a lot better speaking in front of people."

So he didn't have any trouble making his prize-winning presentation? "Well, I was kind of nervous," admits Frank. "I thought all those girls would be better than me. But after I'd practiced 20 times, it was easy."

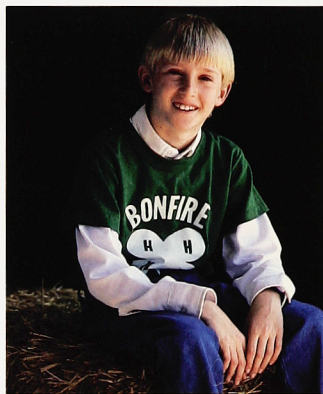


4-H Tomorrow

Now that you know more about 4-H, we hope you'll join us. Helping young people prepare for tomorrow is an exciting job—but it's one we can't do without you.

From its beginnings, 4-H has depended on private support—from individuals, corporations and foundations—to make our programs possible. It's a partnership that continues to pay off every day... in skyscrapers and sprawling fields... in inner cities and small towns... in countless, priceless ways.

Whether it's through contributions or volunteer time, everyone has something to offer America's largest voluntary youth organization. And that's what has helped us build 45 million lives.





National 4-H Council
7100 Connecticut Avenue, Chevy Chase, MD 20815
301/961-2800

National 4-H Council is a not-for-profit educational organization that uses private resources to help expand and strengthen 4-H programs. 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 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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