



What happens in this moment establishes our future. At 4-H, where youth are the leaders, this truth is always top of mind.

The world can present big challenges, but 4-H believes the ability to generate positive change is a core strength of youth—one that can be nourished with the right resources. Intrigued by robotics or renewable energy? We'll recruit and train the volunteers to help expand these programs so more can get involved. Have an idea to help your hometown? We have a group that will help make it a reality. Part of the digital community? 4-H is there too, with positive ways for everyone to share and create new ideas for a better future.

At the same time, our past continues to serve us well—the 4-H philosophy of learning by doing and leading by example has proved to have a positive impact on young people, their families, and their communities. 4-H'ers learn how to replace fear with knowledge, frustration with innovation, and isolation with community.

Economic pressures worldwide can't stop the kind of momentum generated by the young people in 4-H. We don't need to slow down or scale back. We just need to follow their lead.

The world can present big challenges, but 4-H believes the ability to generate positive change is a core strength of youth—one that can be nourished with the right resources.

The Impact of Individuals Adds Up

In many ways, tough times are a mirror—and we all have a chance to see what we're made of. At 4-H, we like what we see.

They say that tough times reveal true character. Over the past year, our entire nation struggled to cope with a new economic reality, and 4-H was certainly not immune to its effects. But we are happy to say that despite these challenges, we continue to serve our communities in powerful ways.

Of course, 4-H has always had a positive influence on our nation's economic fortunes by preparing generations of productive workers, citizens, and leaders. We have remained focused on our bold goal of reaching one million new young people by 2013 with science, engineering, and technology programs. To advance that goal, in October 2008 we launched the first ever *4-H National Youth Science Day™*, on which 4-H'ers around the country displayed the kind of passion for science exploration that has helped keep America competitive for the past 100 years.

The special role that 4-H plays in workforce development also has global impact. We were honored that Dr. Rajiv Shah, the first Chief Scientist at the U.S. Department of Agriculture, chose 4-H's *Generation: Ag* summit in St. Louis to deliver his first public remarks after taking office. Dr. Shah spoke about the importance of science to the future of the world's food and agricultural

system—and the critical work that 4-H is doing to attract a new generation of thinkers and innovators to the field.

Our financial performance continued to be strong—thanks to amazing commitment from our partners and sponsors, the strategic guidance and financial support of Council's National Board of Trustees, and outstanding work from the team at National 4-H Council.

As an example, National 4-H Youth Conference Center celebrated its golden anniversary with an exceptionally strong year. Now, 50 years after President Dwight D. Eisenhower presided over opening ceremonies, Center is one of the largest non-academic youth education and conference facilities in the United States and continues to be the national home for 4-H, hosting annual 4-H conferences and year-round training programs for youth, volunteer leaders, and professional staff.

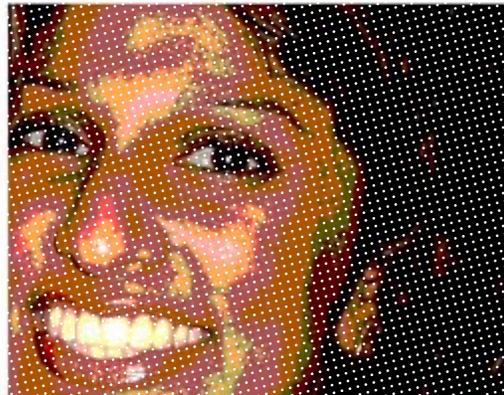
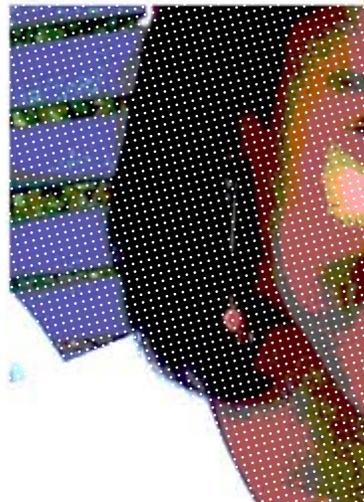
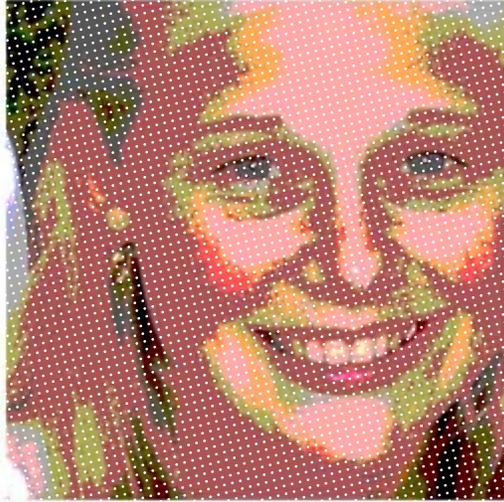
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Floyd, Borel

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President and CEO
National 4-H Council

James C. Borel
Chair
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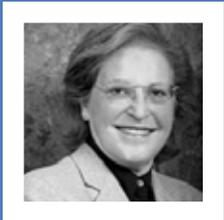
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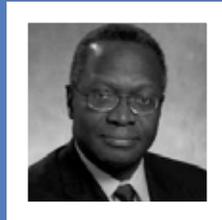
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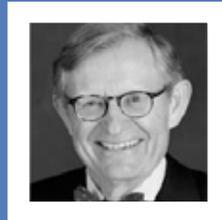
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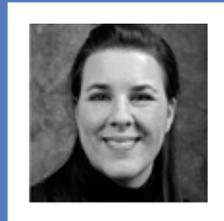
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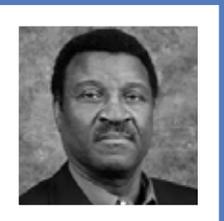
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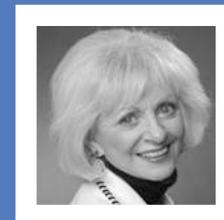
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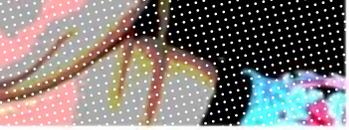
April Johnson



Dr. Mark McCann



Dr. Janice A. Seitz



Spotlighting Our Success



50 Golden Years at 4-H National Youth Conference Center

On June 16, 1959, President Dwight D. Eisenhower presided over the opening ceremonies for **National 4-H Youth Conference Center.**

Fifty years later, Center continues to be the national home for 4-H, hosting National 4-H Conference every spring, as well as training programs for youth, volunteer leaders, and professional staff all year long.

During the anniversary party held at Center, 4-H youth joined leaders from Council, National 4-H Headquarters, and USDA to blow out the five candles on the birthday cake—each representing a decade of Center’s existence and thousands of unforgettable experiences.

National 4-H Youth Conference Center hosts more than 30,000 youth each year while they tour the city’s historic landmarks, attend conferences and leadership programs, and experience the best of our nation’s capital.

But perhaps most importantly, the many youth, volunteer leaders, and professional staff who have come to National 4-H Conference Center over the years have always left with something to inspire them—some new point of view, some new idea to take home. That’s the ingredient that has kept the experience of Center fresh and exciting for every one of its 50 years.



**“I like 4-H’ers.
They are leaders.
They are agents
for bringing
to everybody
everywhere new
knowledge, new
information, and
certainly new
inspiration.”**

— President Dwight D. Eisenhower,
remarks at the opening of Center,
June 16, 1959



New Ag Science Pathways for a New Generation

Today's shortage of students seeking degrees in the agricultural sciences has created a workforce dilemma that could impact our nation's global competitiveness. The solution? Innovative 4-H out-of-school programming that engages youth in the sciences earlier—and which has been shown to motivate them to pursue a career in the sciences later as adults.

In partnership with scientists and educators from land-grant universities and



From Left: Donald T. Floyd, Jr., National 4-H Council; James C. Borel, Dupont; Carl M. Casale, Monsanto; E. Gordon Gee, The Ohio State University; and Jeremy Embalabala, TechOctane

Science is critical to the future of America's food and agriculture system—and 4-H is critical to attracting a new generation of thinkers and innovators.

colleges, 4-H is currently developing a new, web-based **Ag Science** learning system called *Project Pathways*. Customizable for almost any level and area of interest, the system will engage young people in a variety of leading-edge, hands-on activities from genetic engineering and agro-robotics to sustainable agriculture and product marketing.

To lay the foundation for this exciting work, **National 4-H Council**, **Monsanto**, and **DuPont** gathered more than 150 thought leaders in agriculture and higher education on June 10 at the Danforth Plant Science Center in St. Louis for the *Generation: Ag* Summit.

Dr. Rajiv Shah, the new Under Secretary of Research, Education, and Economics (REE) and Chief Scientist at the U.S.

Department of Agriculture attended the event and delivered his first public remarks since being confirmed. His message: Science is critical to the future of America's food and agriculture system—and 4-H is critical to attracting a new generation of thinkers and innovators to the field.

"I applaud 4-H for its work to develop the next generation of agriculturally literate youth who will go on to become our country's future innovative scientific minds," said Shah.



MONSANTO



Dr. Rajiv Shah, REE Under Secretary and Chief Scientist, USDA



Roger Beachy, Founding President, Danforth Center; Director, National Institute of Food and Agriculture (as of October 1, 2009)

Sparking a Passion for Science

It created a chain reaction, inspiring ideas and innovation from Washington, DC, to California. The first annual **4-H National Youth Science Day™** energized young scientists all across the nation with a hands-on experiment dubbed *Helpful Hydrogels*.

The experiment, developed with expertise from Ohio State University Extension and Ohio 4-H, allowed youth to test the properties of water-absorbing hydrogels, long chains of molecules used in erosion control and soil management.

Locally, young scientists shared what they learned about water conservation with family members, friends, and classmates. Key leaders like Congressman Jim Moran of Virginia and Congressman Dennis Cardoza of California participated in events with youth in their communities. And 4-H'ers in every state demonstrated the experiment for major television networks, newspapers, and websites—overall, the first *4-H National Youth Science Day™* reached an audience of more than 50 million.

The catalyst for *4-H National Youth Science Day™* was the successful launch of 4-H's *One Million New Scientists. One Million New Ideas™* PSA campaign in June 2008. The campaign promotes 4-H's bold goal of engaging one million new youth in the sciences by 2012—in order to address the nation's workforce shortages in science, engineering, and technology. To date, the PSA campaign has generated millions of dollars worth of donated advertising space all around the country.

So, how do you follow this success? With the 2009 National Science Experiment—*Biofuel Blast*. Developed in partnership with the University of Wisconsin Extension and Wisconsin 4-H, the 2009 experiment focuses youth learning and discovery on another of today's critical global challenges: renewable energy.

In its first year,
4-H National Youth Science Day™ reached an audience of more than 50 million.



Youth developed a vodcast documenting what they learned about water management from Toyota environmental engineers.



Formula for Success: Just Add 4-H₂O

Science, health, community service: It all flows together with 4-H₂O. Through a shared interest in protecting the environment, the Toyota USA Foundation and **The Coca-Cola Foundation** came together to fund the expansion of 4-H's landmark youth water quality and conservation program—currently being implemented in 10 states and more than 60 local communities in 2009.

From beach cleanup to water-quality testing, 4-H₂O Community Projects unite young people and community leaders to identify conservation needs and discuss solutions for their communities. Toyota's continued support advanced 4-H₂O Community Projects into Texas this year—joining California, Kentucky, Michigan, Mississippi, and West Virginia—to engage more than 4,000 total program participants.

4-H₂O: *Replenish* programs demonstrate effective water-saving techniques, such as rain barrels and rain gardens, to community leaders. In 2009, Arizona, Georgia, Oklahoma, and Wisconsin were able to join this vital water-conservation effort, thanks to funding from The Coca-Cola Foundation. In each state, 4-H teams up with the National Water Program, a partnership of USDA and land grant colleges and universities, to achieve the overall goal of reaching 37,000 young people and saving 50 million gallons of water.

"Water stewardship is a global initiative for The Coca-Cola Company, and partnering with 4-H will allow us to localize that initiative and connect with America's youth in a meaningful way," says Ingrid Saunders Jones, chair of The Coca-Cola Foundation. "Coca-Cola is proud to work with an organi-



zation like 4-H, which is making a difference in local communities by engaging young people and focusing on conserving one of our planet's most valuable resources, water."

To share experiences and ideas, young participants turn to the **4-H₂O Online** website, the interactive hub for the nation's 4-H₂O program. A recent visit, for example, showed 4-H'ers in Kentucky collaborating with Montana State University to develop a vodcast documenting their trip to the Georgetown Toyota plant. Up for discussion: Water-management techniques learned from the plant's environmental engineers. "It is rewarding for our company to support an organization like 4-H that has such a tremendous impact on America's youth and its future," said Pat Pineda, group vice president of philanthropy at Toyota Motor North America.



4-H and *FIRST* Form One Powerhouse Team

Teamwork is a big part of engineering innovation—and it works for youth projects, too. 4-H and *FIRST* (For Inspiration and Recognition of Science and Technology) proved the point this past year by teaming up to reach new youth and expand existing 4-H science, engineering, and technology efforts with robotics programs and competition.

While building a better robot is the primary aim of the *FIRST*/4-H teams, these young scientists build much more.



“The global economy is constantly demanding a more technologically competent workforce, and the value of practical application experiences like those 4-H and *FIRST* provide is immeasurable,” said Paul R. Gudonis, *FIRST* President.

While building a better robot is the primary aim of the *FIRST*/4-H teams, these young scientists build much more. The G-FORCE team of Garrett County, Maryland, developed skills ranging from programming to woodworking to business. One youth who liked to work on cars discovered a potential future in mechanical engineering; another who used to spend long afternoons playing video games became the team’s go-to source for design.

What’s more, the 4-H component enriches each team’s conviction to give back. G-FORCE teammates performed more than 600 hours of volunteer ser-



From Left: Donald T. Floyd Jr., National 4-H Council and *FIRST* leaders, Paul R. Gudonis, President; Woodie Flowers, National Advisor; and Dean L. Kamen, Founder

vice, helping younger scientists at summer tech camps, after-school workshops, and newly formed robotics teams.

“It’s wonderful seeing students develop these leadership skills,” says Arlene Lantz, organizational leader of the 4-H Country Explorers club, which houses the G-FORCE team. “They want to be there—they have the drive and the interest. And as a teacher myself, I believe hands-on is how children learn best.”

The 4-H and *FIRST* partnership is just one part of the *JCPenney Afterschool Fund’s* (JCPASF) generous \$1 million investment in the 4-H Youth Development Program. The Fund’s support included sponsorships of 4-H JCPASF *FIRST* Robotics Teams, development of year-round 4-H Robotics curriculum, and grants for 4-H Afterschool programs. In addition, 80 county 4-H programs benefit from the JCPenney Round Up in-store promotion program—a result of direct efforts of hundreds of JCPenney associates in stores nationwide.



Immediate Value from Leading-Edge Technology

Increasing efficiency, saving precious resources, and improving programs are constant goals for the 4-H community. Now there's a tool that will help do all that and more.

It's the **ACCESS 4-H Online Enrollment System**. A fully integrated information management system, ACCESS 4-H Enrollment provides value on many levels. With safe and secure real-time data collection, tracking the millions of 4-H youth across the country is easier and less costly. What's more, with an accurate picture of who is engaging with 4-H—when, where, and how—leaders have access to valuable information that will help them tailor programs and services to those who need them most.

Ultimately, this state-of-the-art, web-based enrollment system will allow 4-H leaders to do more of what they do best: work face-to-face with youth and engage them in the 4-H experience.

During the fall, a pilot launch in Oregon drew great reviews: "The ACCESS 4-H Enrollment system has drastically improved the consistency of our data. It's been easy to learn, and the staff has been great to work with," says Sara Miller, 4-H Program Coordinator at Oregon State University.

ACCESS 4-H Enrollment is a key component of a comprehensive 4-H digital strategy, which is strengthening 4-H programs now—and for the future.

ACCESS 4-H Enrollment allows 4-H leaders to do more of what they do best — engage youth effectively in the 4-H experience.

ACCESS Data Importing Tool

County, State:

Year:

File Format:

Record Types:

File:

ACCESS CSV Importing Instructions

Please import your data in the order above, using the sequence provided.

To download a template, right-click on the link and choose "Save link as..." if you are using Firefox or "Save target as..." if you are in Internet Explorer.

1. [Staff](#) (coming soon)
2. [Subscriber List](#)
3. [Club List](#)

Projects

| National Project (Code) | State Project (Code) | County Project (Code) | Action |
|--|--|--|--------|
| Technology and Engineering (SET-3) | Aerospace (SET-3) | Aerospace (SET-3) | + |
| Ag in the Classroom (SET-6) | Ag in the Classroom (SET-6) | Ag in the Classroom (SET-6) | + |
| Aeromats (SET-7) | Aeromats (SET-7) | Aeromats (SET-7) | + |
| Biological Sciences (SET-2) | Aquatic Science (SET-2) | Aquatic Science (SET-2) | + |
| Physical Sciences (SET-4) | Astronomy (SET-4) | Astronomy (SET-4) | + |
| Technology and Engineering (SET-3) | Automotive (SET-3) | Automotive (SET-3) | + |
| Technology and Engineering (SET-3) | Scuba (SET-3) | Scuba (SET-3) | + |
| Biological Sciences (SET-2) | Biological Sciences (SET-2) | Biological Sciences (SET-2) | + |
| Physical Sciences (SET-4) | Chemistry (SET-4) | Chemistry (SET-4) | + |
| Civic Engagement (CET-1) | Citizenship (CET-1) | Citizenship (CET-1) | + |
| Civic Engagement (CET-1) | Civic Engagement (CET-1) | Civic Engagement (CET-1) | + |
| Communications and Expressive Arts (CEA-4) | Communications and Expressive Arts (CEA-4) | Communications and Expressive Arts (CEA-4) | + |
| Community / Volunteer Service (CIV-2) | Community / Volunteer Service (CIV-2) | Community / Volunteer Service (CIV-2) | + |
| Technology and Engineering (SET-3) | Computer Technology (SET-3) | Computer Technology (SET-3) | + |
| Consumer and Family Science (SET-1) | Consumer and Family Science (SET-1) | Consumer and Family Science (SET-1) | + |

Data Manager

- People
- Projects
- Activities
- Certification
- Clubs & Groups
- Group Enrollment



Clackamas County, Oregon, staff learn the benefits of the Enrollment System firsthand from National 4-H Council Associates.

Winning Fans for 4-H on Facebook

To create an active online forum for 4-H fans around the nation, in March 2009 National 4-H Council created an official **4-H** page on Facebook. In the span of just a few weeks, the page created great excitement, attracting more than 30,000 Facebook fans—more than all other youth development organizations combined. That immediate energetic response to the 4-H page is an example of the power and passion of the 4-H network—and made the page one of the top official non-profit pages on all of Facebook.

This social media effort also put Council in touch with many current and former 4-H'ers, including Andrew Bosworth, a California 4-H alumnus and Facebook employee who invented Facebook's "News Feed" feature in 2006. Working with Council's digital team, Bosworth helped sharpen up some features of the page with his expert advice—all to keep 4-H on the cutting edge.

Discussions, idea exchanges, advice sharing, contests, and posting of 4-H memories in photos or videos are just some of what happens on the 4-H Facebook page. In the coming months, Council will continue to work with our growing fan base to explore new ways to engage more youth, alumni, and friends—and to offer new opportunities to tell their own 4-H stories.



A 4-H alumnus and Facebook employee helps to boost 4-H's presence online.



National 4-H Council Associate with former 4-H'er and current Facebook tech wizard, Andrew Bosworth at its headquarters in Palo Alto, California.



Cutting-Edge Training Keeps Volunteer Leadership Strong

4-H volunteers help to make a difference for millions of young people. But volunteering isn't easy. For just about anyone—a scientist, a homemaker, a retired businessperson, or a teacher accustomed to working with youth—becoming a successful volunteer requires training and encouragement. Even experienced volunteers want to learn new techniques that improve programs and ensure a rewarding, productive experience for all.

That's where **Monsanto's** support comes in. As the premier corporate funder for the *National 4-H Volunteer Initiative*, Monsanto believes in the critical role of the volunteer in positive youth development—and backs it up by sponsoring national programs for volunteer recruitment, training, and recognition.

This comprehensive initiative includes state forums and regional conferences where volunteers can share new tools and techniques face-to-face, plus gain valuable information and training online. A recruitment toolkit packed with downloadable media helps professional staff customize their volunteer appeals more easily. A web-based resource library offers information ranging from project ideas to officer installation ceremonies. Volunteers can even use Facebook to network, compare notes, and share best practices.

One volunteer who has already seen a difference is Glenda Gehl. Once a 4-H'er herself, Gehl works as a Territorial Sales Manager for Monsanto and has been a 4-H club leader for two years. "At 4-H, we're getting a lot more streamlined in what we teach and how we teach it," Gehl says. "The

Becoming a successful volunteer requires training and support—and even experienced volunteers want to learn new techniques.



commitment to youth and to getting kids to continue in agricultural science as they get into college," Gehl says. "I feel lucky to be working for a company that gives back this way.

additional training that has been put into place really helps us meet the challenges we face today."

Of course, volunteers also deserve recognition—so Monsanto helped launch the annual *Salute to Excellence Awards* for 4-H volunteers. "Monsanto has a strong



4-H Supply Service Delivers

“**M**ake it Happen” and “Born Leader” aren’t just great T-shirt slogans. For the **National 4-H Supply Service**, they’re a way of life. Since 1924, 4-H Supply has provided high-quality branded products to meet the needs of 4-H offices, clubs, and families alike. Today, 4-H Supply takes its customer-friendly approach to new levels, with convenient online shopping and expert advice.

4-H’ers around the country show their pride every day by purchasing merchandise with the 4-H Name and Emblem.

Dedicated and experienced associates work closely with 4-H professionals in every state to provide recommendations on club materials, camp supplies, and 4-H approved teaching curriculum. “I’ve found the curriculum resources very helpful with our 4-H military program and 4-H Afterschool programs,” says Betty Wingerter, County 4-H Educator and past president of the National Association of Extension 4-H Agents (NAE4-HA). “And I appreciate the affordability of the many items we use for member and donor recognition programs,” she adds.

4-H’ers show their pride every day by purchasing items with the 4-H Name and Emblem. 4-H Supply shows the same devotion, providing the best products and the highest level of customer service to keep these dedicated customers coming back, year after year.



Youth Move their Community in a Healthy Direction

When individuals move in harmony, the results can be powerful. That's the idea behind one of the **4-H Families Count: Family Strengthening Award** winners this year. The **4-H Bloco Drum and Dance**, an engaging after-school program, promotes healthy living through nutrition choices and movement, while uniting more than 80 families with the help of the University of California Cooperative Extension, Sonoma County. Yet the program's most striking contribution has been to give Latino youth a voice. Young people tap into the program, their grades improve, productive activity increases, and parents get involved. Where residents once felt marginalized, they are now community leaders.

The *Family Strengthening Awards* are provided through a strategic five-year



When young people get involved in the program, grades improve, productive activity increases, and parents get involved.



partnership with the **Annie E. Casey Foundation**. Through this partnership, National 4-H Council recognizes five outstanding local programs annually, helping each to then raise funds and visibility. Programs are selected for their ability to improve outcomes for rural, disadvantaged families by fostering the social network; economic opportunities and

support that families need to thrive. Other 2009 award winners include:

■ **Project MONEY (Multi-county Outreach Network Educating Youth)**, University of Georgia Cooperative Extension, Southwest District, successfully breaks the cycle of generational poverty by teaching financial literacy.

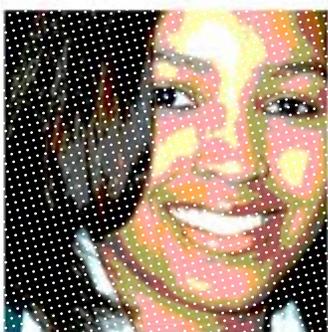
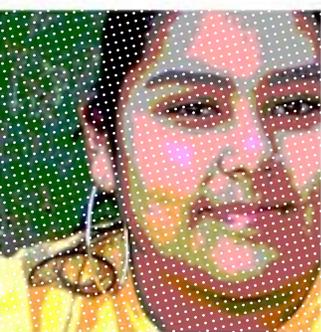
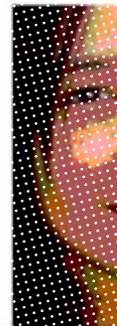
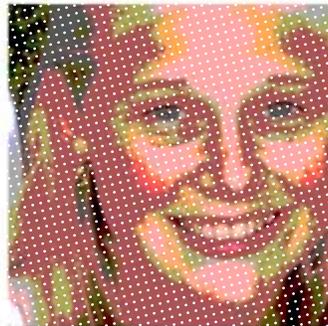
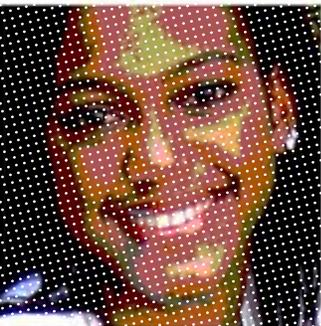
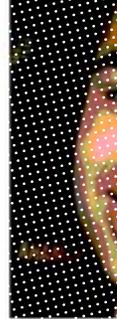
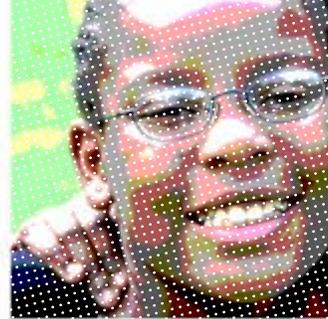
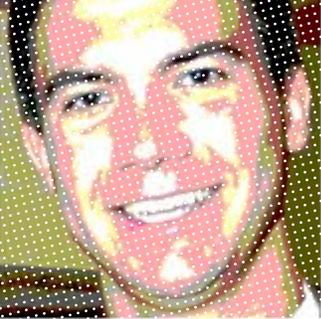
■ **Youth Market: Rural Entrepreneurship Experience**, University of Maryland Cooperative Extension, Garrett County, teaches entrepreneurship and promotes independence for youth in rural western Maryland.

■ **4-H Kids Club**, Michigan State University Cooperative Extension, Leelanau County, has sustained four community-based after-school programs since 1993 in rural northwest Michigan through school

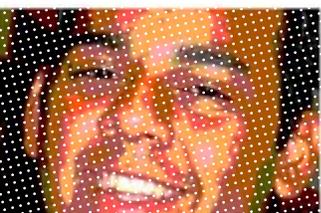
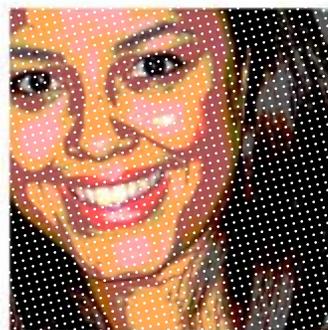
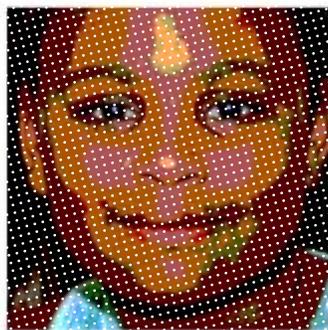
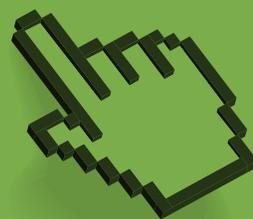
and community engagement.

■ **Energy Express**, West Virginia University, a summer reading and nutrition program in rural and low-income West Virginia, has boosted children's reading scores and delivered much-needed nutrition to 3,000 students in 80 communities.





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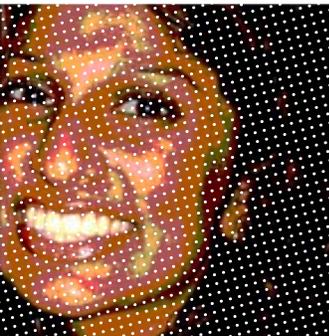
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Named and Special 4-H Funds

The following named and special funds have been established at National 4-H Council. We salute the people who established these funds and the people who have contributed to them. You can assure the legacy of 4-H by creating or contributing to a named or special fund. For more information on any of these funds or how you can establish new funds, please contact Sue Fisher at sfisher@4-H.org or 301-961-2866.

Edward W. Aiton Fund
 Kenneth H. Anderson Fund
 George L. Brown Multicultural Immersion Fund
 Donald and Toni Daley Fund
 Gary L. Davis Excellence in Leadership Award Fund
 Raymond C. Firestone 4-H Leadership Fund
 John M. Fisher Fund
 Gail and Edwin M. Gershon Scholarship Fund
 Mary Nell Greenwood Fund
 Agnes M. Hansen Fund
 David C. Hardesty Fund

Listings with a † are gifts committed in a prior reporting period that continue to support Council's work.

*Deceased

Becky and Jay Kaiserman Fund
 Mary Ann Krug Fund
 Lynn Luckow Learning Fund
 Miener-Welman Fund
 Denise Miller Fund
 Norman C. Mindrum 4-H
 Education Fund
 NAE4-HA Designated Fund (aka
 Clover Pledge)
 National 4-H Conference Fund In
 Memory of Elsie J. Carper
 Onizuka 4-H Fund for Excellence
 Dalton and Ruby Proctor
 Endowment Fund for the NC
 Lobby
 Program Assistant Fund
 Elaine R. and Paul E. Pitts Fund
 President's Innovation Fund
 Salute to Excellence 4-H
 Volunteer Recognition Fund
 Luke M. Schruben Memorial Fund
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 Roger Stewart Fund
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 Norman A. Sugarman Fund
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 Stanley J. Whitman, Sr. and Helen
 W. Whitman Fund
 Thomas E. Wilson Fund

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 Dalton R. and Ruby Proctor
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 Sheldon
 Jennifer R. Snelson-Wells and
 Robert M. Wells
 John C. Sterling
 Jo Ann Tilley
 Eleanor L. Wilson
 Mary Lee and Douglas A.* Wood

We make all efforts to ensure ac-
 curacy. If your name is not listed
 appropriately, please contact
 Betsy Johnson at **bjohnson@4-H.org**
 or 301-961-2817 with any
 changes you would like made to
 how your name is listed.

The National 4-H Heritage Club Charter Members

The National 4-H Heritage Club,
 established by the Board of
 Trustees in 2007, is National
 4-H Council's planned giving
 society recognizing individu-
 als 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@4-H.org or 301-961-
 2866.

John A. Allen, Jr.
 Richard R. Angus
 David E. and Frances K. "Sue"
 Benedetti
 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
 Jim (James C.) Kemp

Fiscal Year 2009 Financial Overview

National 4-H Council's commitment to sound, effective financial stewardship produced favorable operating results in Fiscal Year 2009 (July 1, 2008, to June 30, 2009) and minimized investment losses during the downturn in the economy that was experienced this past year. 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, 2009, and for the year then ended. Council's Chief Executive Officer and Interim Chief Financial Officer certify the appropriateness of these financials. 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, 2009, and the changes in their net assets and their cash flows for the year then ended in conformity with generally accepted accounting principles.

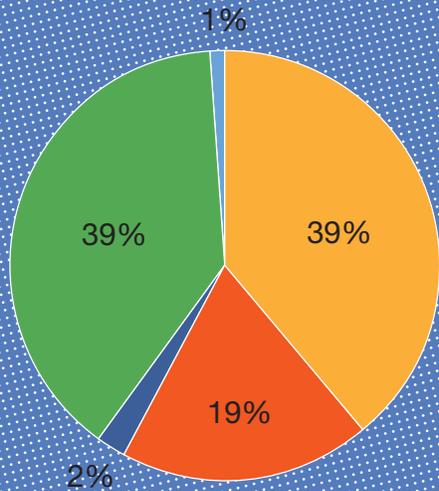
Summary Statement of Financial Position

| | 2009 | 2008 |
|---|----------------------|----------------------|
| ASSETS | | |
| Cash & Cash Equivalents | \$ 2,687,641 | \$ 694,442 |
| Investments | \$ 15,317,998 | \$ 22,145,556 |
| Receivables | \$ 5,248,928 | \$ 3,962,777 |
| Merchandise Inventories | \$ 1,253,430 | \$ 1,399,584 |
| Property & Equipment, Net of Depreciation | \$ 9,036,713 | \$ 9,257,004 |
| Other Assets | \$ 168,615 | \$ 315,371 |
| TOTAL ASSETS | \$ 33,713,325 | \$ 37,774,734 |
| LIABILITIES | | |
| Accounts Payable & Accrued Expenses | \$ 2,513,600 | \$ 2,732,686 |
| Deferred Revenue | \$ 1,434,934 | \$ 1,408,650 |
| Accrued Postretirement Benefit Liability | \$ 2,172,295 | \$ 2,091,996 |
| Unfunded Pension Liability | \$ 4,802,019 | \$ 2,343,866 |
| Agency Funds & Other | \$ 977,259 | \$ 1,033,977 |
| TOTAL LIABILITIES | \$ 11,900,107 | \$ 9,611,175 |
| NET ASSETS | | |
| Unrestricted Net Assets | | |
| Undesignated | \$ 3,579,407 | \$ 8,684,094 |
| Designated | \$ 5,155,198 | \$ 6,077,520 |
| TOTAL UNRESTRICTED NET ASSETS | \$ 8,734,605 | \$ 14,761,614 |
| Temporarily Restricted Net Assets | \$12,868,266 | \$ 13,191,598 |
| Permanently Restricted Net Assets | \$210,347 | \$ 210,347 |
| TOTAL NET ASSETS | \$ 21,813,218 | \$ 28,163,559 |
| TOTAL LIABILITIES AND NET ASSETS | \$ 33,713,325 | \$ 37,774,734 |

Summary Statement of Activities

| | 2009 | 2008 |
|---|----------------------|----------------------|
| REVENUES | | |
| Contributions & Grants | \$ 11,281,060 | \$ 15,713,123 |
| National 4-H Youth Conference Center | \$ 11,467,695 | \$ 11,504,093 |
| National 4-H Supply Service | \$ 5,478,494 | \$ 5,797,048 |
| Investment Income | \$ 641,256 | \$ 625,716 |
| Other | \$ 255,107 | \$ 336,211 |
| TOTAL REVENUES | \$ 29,123,612 | \$ 33,976,191 |
| EXPENSES | | |
| Program Services | \$ 23,112,084 | \$ 22,568,321 |
| Management & General | \$ 3,646,170 | \$ 3,302,401 |
| Fundraising | \$ 2,092,805 | \$ 1,651,489 |
| TOTAL EXPENSES | | |
| BEFORE INVESTMENT LOSSES AND PENSION COSTS | \$ 28,851,059 | \$ 27,522,211 |
| CHANGE IN NET ASSETS | | |
| BEFORE INVESTMENT LOSSES AND PENSION ADJUSTMENTS | \$ 272,553 | \$ 6,453,980 |
| Investment Losses | \$ (4,427,679) | \$ (2,027,551) |
| Pension Related Changes Other Than Net Period Pension Costs | \$ (2,195,215) | \$ (2,423,280) |
| CHANGE IN NET ASSETS AFTER INVESTMENT LOSSES AND PENSION ADJUSTMENTS | \$(6,350,341) | \$ 2,003,149 |

For a complete set of the audited consolidated financial statements for the year ended June 30, 2009, 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.



- Youth Center
\$ 11.5 million
- Supply
\$ 5.5 million
- Investment Income
\$.6 million
- Contributions and Grants
\$ 11.3 million
- Other
\$.3 million

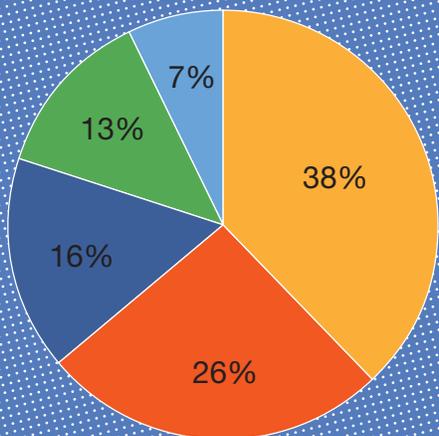
2009 Funding Sources

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. In FY 2009, these sources generated \$28.9 million. While revenues derived from some funding sources remained consistent with FY 2008 amounts, Council's investment performance and contributions and grants fundraising reflected the downturn in the overall economy for the year. Although the investment performance kept pace with many market indices, Council generated net losses on its investment portfolio for the year.



Five-Year Trend

National 4-H Council's financial position remains strong despite a decrease in total assets and net assets in FY 2009. With \$21.8 million in net assets, the availability of funding for future 4-H system-wide initiatives remains ensured.



- Education
\$ 11.1 million
- Youth Center
\$ 7.4 million
- Supply Service
\$ 4.6 million
- Management and General
\$ 3.6 million
- Fundraising
\$ 2.0 million

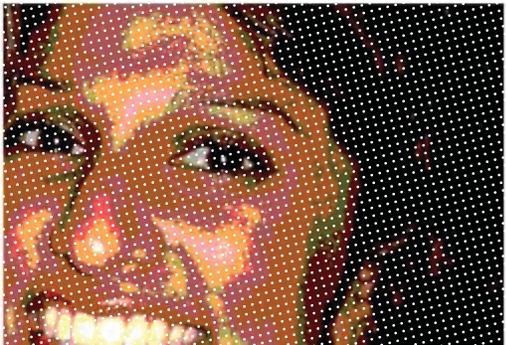
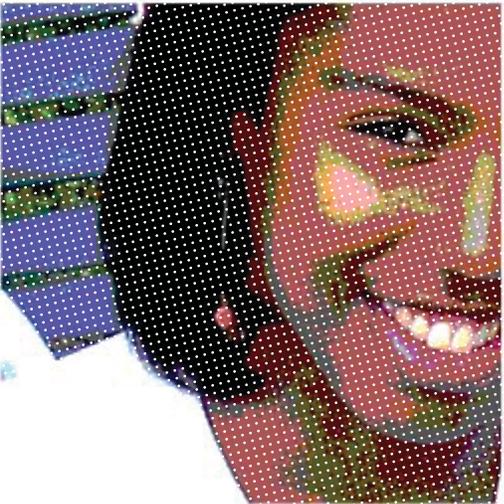
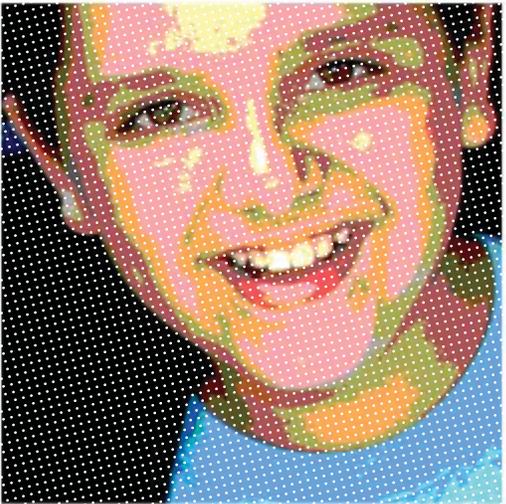
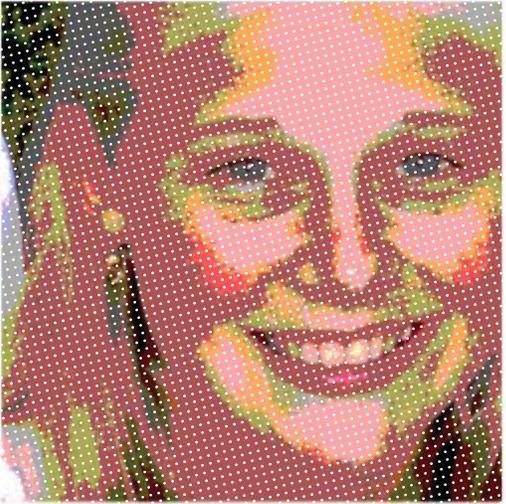
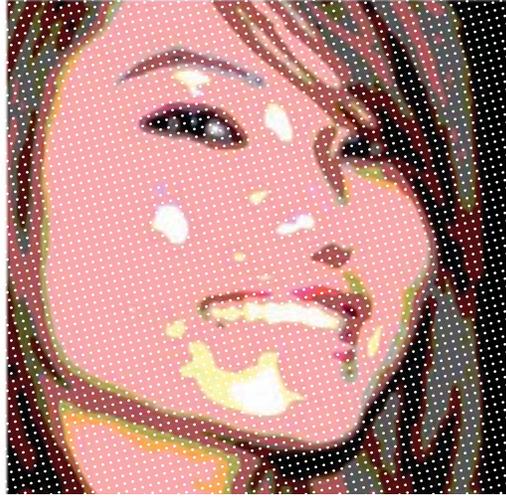
2009 Expense Components

As Council continues to diversify its funding sources and increases its income-generating activities, revenue continues to be directed toward 4-H system-wide programmatic and educational initiatives. Council's supporting services expenses (fundraising and management and general) continue to be maintained at low levels. In FY 2009 supporting services accounted for 20% of total expenses, while 80% of expenses directly funded educational and other program initiatives.

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

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, 4-H National 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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