Youth in Action

We are the youth of America and we are 4-H. We are advocates and we are leaders. We send text messages and we use Facebook, but we are more than the medium—we are the message. We believe we can initiate progress with new technology without forgetting the deep roots of our history. We are local in our service, but global in our impact. We plant trees, we campaign for change, we build communities. We are discovering who we are and where we want to go.

We are America’s youth. We are inspired to act. We are 4-H.”

4-H, the premiere national youth development organization, is a community of more than 6 million youth and adults working together for positive change. 4-H is implemented by the 109 Land Grant Universities and our nation’s Cooperative Extension System through more than 3,000 offices across the country.

The Power of Youth in Action

There is no greater force for positive change than youth taking action. And in 4-H, young people all over the nation find the inspiration, courage and confidence to make good things happen. The 4-H experience is a very special kind of leadership experience that uniquely prepares millions of young people to step up to the challenges of a complex and changing world.

And while these extraordinary young people will certainly be the leaders of the future, they are not waiting to take the lead. They are having an impact right now—on relevant issues like the environment, food safety and nutrition, alternative energy, and more.

This is the enormous public value of 4-H and our nation’s Cooperative Extension System, which implements 4-H programming through more than one hundred public universities and thousands of local offices. Every county, every city, every town, every community benefits from the opportunities that 4-H provides young people.

Of course, none of this is possible without the support of those who believe in the promise of 4-H. At National 4-H Council, we see that support in action every day. The generosity and commitment of millions of alumni, volunteers, partners and sponsors allows us to nurture and grow the many innovative programs developed through 4-H’s unique youth-adult partnership.

Despite the pressures of a still-recovering economy, this past year was record-breaking for Council. 4-H saw more financial support from corporate and foundation partners than ever before. In April, we launched the 4-H Legacy Awards in Washington, DC, honoring those that have led, and will lead, the 4-H movement. More young people visited the National 4-H Youth Conference Center in the past year than ever before, and all left Washington, DC with fond memories and a profound sense of civic pride and purpose. 2010 also saw the launch of the Global 4-H Network—a public/private “partnership with a goal of linking 4-H programs in more than 70 countries.

If actions speak louder than words, then certainly we are hearing the sound of progress, growth and prosperity. That’s cause for optimism.

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

James C. Borel
Chair
National 4-H Council
Board of Trustees
# Board of Trustees

<table>
<thead>
<tr>
<th>Board Member</th>
<th>Title/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>E. Kent Baker</td>
<td>Chairman, Osborne &amp; Barr Communications</td>
</tr>
<tr>
<td>Carol A. (John) Davidson</td>
<td>Senior Vice President, Controller and Chief Accounting Officer, Tyco International</td>
</tr>
<tr>
<td>Lynn G. Henderson*</td>
<td>President, Henderson Communications, LLC</td>
</tr>
<tr>
<td>April Johnson</td>
<td>4-H Member and Student, Texas A&amp;M University</td>
</tr>
<tr>
<td>Joseph B. Dzialo*</td>
<td>President, Lee Jeans</td>
</tr>
<tr>
<td>F.A. Lowrey*</td>
<td>President and CEO, AgFirst Farm Credit Bank</td>
</tr>
<tr>
<td>Stephen D. Barr</td>
<td>Chairman, Osborne &amp; Barr Communications</td>
</tr>
<tr>
<td>Lily H. Bentas*</td>
<td>Chairman of the Board, Cumberland Farms, Inc.</td>
</tr>
<tr>
<td>Jeremy Embalabala</td>
<td>President &amp; CEO, TechOctane Inc.</td>
</tr>
<tr>
<td>Clarence Kelley</td>
<td>Executive Vice President, Director of Planning &amp; Allocation, J.C. Penney Company, Inc.</td>
</tr>
<tr>
<td>Carl M. Casale**</td>
<td>Executive Vice President and Chief Financial Officer, Monsanto</td>
</tr>
<tr>
<td>Delbert Foster</td>
<td>1890 Administrator, South Carolina State University</td>
</tr>
<tr>
<td>Whitney Kupferer</td>
<td>Analyst, Department of Justice</td>
</tr>
<tr>
<td>Douglas R. Coffey</td>
<td>Vice President, Corporate Philanthropy, BAE Systems, Inc.</td>
</tr>
<tr>
<td>Dr. Linda Kirk Fox</td>
<td>Associate Dean, Extension College of Agricultural, Human and Natural Resource Sciences, Washington State University</td>
</tr>
<tr>
<td>Victoria LeBlanc*</td>
<td>4-H Alumna, Graduate, University of Louisiana at Lafayette</td>
</tr>
<tr>
<td>Dr. Thomas G. Coon*</td>
<td>Director, MSU Extension, Michigan State University</td>
</tr>
<tr>
<td>Dr. E. Gordon Gee*</td>
<td>President, The Ohio State University</td>
</tr>
<tr>
<td>Alison Lewis</td>
<td>President and General Manager, Odwalla Beverages</td>
</tr>
<tr>
<td>Dr. Ina Metzger</td>
<td>Linville Program Director, MU Extension 4-H Center for Youth Development, University of Missouri</td>
</tr>
<tr>
<td>Dr. Janice A. Seltz</td>
<td>Associate Dean for Extension and Outreach, Director of Extension, University of Delaware</td>
</tr>
<tr>
<td>Orion C. Samuelson</td>
<td>Vice President, WGN Radio, Chicago</td>
</tr>
<tr>
<td>Dr. W. Gaines Smith</td>
<td>Extension Director, Alabama Cooperative Extension System, Auburn University</td>
</tr>
<tr>
<td>Anthony A. Tansimore*</td>
<td>Executive Vice President, DHR International</td>
</tr>
<tr>
<td>USDA/CSREES Liaison</td>
<td>Dr. Daniel E. Kugler, Deputy Administrator for National Resources and Environment, Interim Deputy Administrator for Families, 4-H and Nutrition, U.S. Department of Agriculture</td>
</tr>
</tbody>
</table>

* Executive Committee Member
** Special thanks to these trustees whose terms expired or who retired/resigned in 2010.
+ Non Trustee
Diving into the Pool of Future Scientists with 4-H₂O

4-H₂O is 4-H’s premier youth water-quality and conservation program and part of our initiative to activate youth interest in the sciences. The Toyota USA Foundation, the Coca-Cola Foundation and 4-H have continued their partnership to deliver 4-H₂O to young people across the nation.

4-H₂O Community Projects
With Toyota and 4-H support, 4-H₂O Community Projects appealed to youth and community leaders to identify water conservation needs and best practices. 4-H₂O Community Projects is a Cooperative Extension 4-H program that served communities in six states—California, Kentucky, Michigan, Mississippi, West Virginia and Texas.

Ranging from shore clean-ups in California, to water-quality testing on Lake Erie, to educational workshops in Kentucky, youth learned to protect and conserve freshwater resources while strengthening their math and science skills. In 2010, 27,000 future scientists participated in 4-H₂O Community Projects.

With Toyota’s continued support, 4-H will expand the project in 2011—its third year—to serve Indiana and New York City. Toyota also joined as a sponsor for the 2010 4-H National Youth Science Day which will be held Oct. 6, 2010, and worked to incorporate 4-H₂O into the National Science Experiment. Hundreds of thousands of youth from across the nation will discover the importance of water quality and its effect on climate change during the 2010 National Youth Science Experiment.

4-H₂O: Replenish
The Coca-Cola Foundation continued to provide funding for 4-H₂O: Replenish in communities in Arizona, Oklahoma, Georgia and Wisconsin. Youth, 4-H professionals, the USDA National Water Program and land-grant universities joined together to find ways to educate communities on useful water-saving techniques. Through demonstration sites for rain barrels, rain gardens and other items, community members discovered the most effective methods to conserve water.

The generous support of the Toyota USA Foundation and the Coca-Cola Foundation has strengthened and broadened 4-H’s environmental science education efforts. Through this innovative programming, generations of prospective scientists are taking the lead on climate change and working to find solutions to today’s issues... and tomorrow’s challenges.
Science Matters: 4-H’ers Take on Alternative Energy

4-H Science initiatives give youth early access to the fields of science, engineering, technology and applied math—as well as exciting new opportunities for hands-on learning.

4-H National Youth Science Day
4-H’s bold goal is to engage one million new youth in science by 2013. Our second annual 4-H National Youth Science Day on October 7, 2009 brought together hundreds of thousands of youth to become scientists for the day. 4-H efforts focused national attention on this critical issue and generated more than 200 million media impressions for 4-H National Youth Science Day events.

The National Science Experiment Biofuel Blast—created in partnership with the University of Wisconsin Extension and Wisconsin 4-H—introduced young people to biofuels and the science behind alternative energy. Biofuel Blast engaged youth across the country with a new interactive website and an experiment kit sponsored by DuPont, Pioneer, John Deere, and ACH Foods. And thanks in part to the generosity of DuPont, NASCAR driver Jeff Gordon found his lucky clover with the 4-H Emblem displayed on his car during a NASCAR race.

As part of the 2010 National Science Experiment, 4-H youth will tackle the challenge of water quality.

4-H Implementation Study and YEAK Survey
As 4-H inspired more youth to study science, the Noyce Foundation recognized an equally important need—to equip our 4-H Educators with evaluation and professional development resources. The Noyce Foundation partnership has resulted in the development of the 4-H Implementation Study and the Youth Engagement, Attitudes and Knowledge (YEAK) survey. The Implementation Study helps 4-H professionals determine how effectively they are delivering 4-H science, while the YEAK study measures the impact of 4-H Science on youths’ behavior. Noyce Foundation also supported the development of fundamental learning tools for 4-H professionals through the establishment of the 4-H Science Academy.

2009 4-H National Youth Science Day Highlights

NASCAR driver Jeff Gordon found his lucky clover with the 4-H Emblem displayed on his car during a NASCAR race.
Puttng 4-H Robotics FIRST
In April 2010, nine 4-H Robotics teams competed on a national stage at the FIRST National Robotics Championship in Atlanta. Nearly 450 teams of young people from all across the country were invited to compete on the floor of the Georgia Dome in complex robotics challenges that combined the excitement of sports with engineering and technology skills.

In an innovative partnership with FIRST Robotics, JCPenney AfterSchool and Council, 43 competitive robotics teams were established throughout 4-H. JCPenney AfterSchool provided mini-grants to fund 40 additional FIRST Robotics Competition teams in five states. It also offered grants to 4-H Afterschool programs to allow approximately 550 youth facing financial hardship the chance to join or continue in a variety of other hands-on learning activities—from agricultural science to rocketry—available through their local 4-H Afterschool program.

Thanks to support from Lockheed Martin, Maryland’s 4-H program has been selected to help develop and test further expansion of the program. Maryland has set a goal of establishing additional 4-H Robotics clubs in all of the state’s 24 counties, and the city of Baltimore. Their experience in everything from training volunteers to guiding youth projects and coordinating participation in top robotics events will help make the establishment of a new 4-H Robotics club a turn-key operation in other communities.

The Nuts and Bolts of Growth
In May 2010, Time Warner Cable chronicled the journey of two Nebraska 4-H Robotics teams lead by Time Warner Cable employees. The 50-minute documentary, entitled “Connect the Bots,” began a new initiative to involve partner experts in building youth engagement in science. The team and subsequent documentary have led to the replication of the project in California, where new 4-H teams and Time Warner Cable employees are putting their minds together to form new robotics clubs and reach new audiences.

Thanks to the generosity of JCPenney Afterschool, National 4-H Council is expected to release in fall 2010 the first comprehensive 4-H Robotics curriculum for youth in grades 4 through 12. The curriculum—titled Robotics: Engineering for Today and Tomorrow—is being developed by the University of Nebraska-Lincoln and will focus on physical science concepts related to robotics, engineering design processes and the exploration of possible careers in the field.
Impact of 4-H on young people and science
In the data collected for Wave 6, new evidence is emerging about the impact of 4-H on young people and science. Data suggest that—compared to their peers—active 4-H’ers are significantly more likely to:

- Participate in science and technology programs,
- Plan to pursue careers in science, engineering or computer technology

Girls and Science
In addition, girls who participate in 4-H are more engaged with and positive about science.

Overall, the study found that the advantages of 4-H participation include higher educational accomplishment and higher motivation for future education. In addition, youth in 4-H are more civically active and make more community and civic contributions than youth in other out-of-school activities.

With support from the National 4-H Council, eminent youth development scholars from the from the Institute of Applied Research in Youth Development, Drs. Richard M. Lerner and Jaquelyn V. Lerner are leading this ground-breaking longitudinal study. Faculty from 21 land-grant universities across the nation are also collaborating. Since 2001, researchers have surveyed 6,885 adolescents from 45 states in the U.S. The adolescents are diverse in every aspect—race/ethnicity, region of country, gender, parent education, and family income. Because the sample of youth includes matched samples of 4-H and non-4-H youth, researchers are able to assess and compare the impact of 4-H participation on diverse young people.

4-H makes a positive and powerful difference in the lives of young people, according to the latest findings from the fifth year of the 4-H Study of Positive Youth Development (PYD). Researchers report that youth who participate in 4-H are:

- Nearly two times more likely to get better grades in school;
- Nearly two times more likely to plan to go to college;
- 41 percent less likely to engage in risky behaviors; and
- 25 percent more likely to positively contribute to their families and communities.

With support from the National 4-H Council, eminent youth development scholars from the from the Institute of Applied Research in Youth Development, Drs. Richard M. Lerner and Jaquelyn V. Lerner are leading this ground-breaking longitudinal study. Faculty from 21 land-grant universities across the nation are also collaborating. Since 2001, researchers have surveyed 6,885 adolescents from 45 states in the U.S. The adolescents are diverse in every aspect—race/ethnicity, region of country, gender, parent education, and family income. Because the sample of youth includes matched samples of 4-H and non-4-H youth, researchers are able to assess and compare the impact of 4-H participation on diverse young people.

**4-H Study Proves Positive Outcomes, Powerful Impact**

4-H Study Proves Positive Outcomes, Powerful Impact

4-H makes a positive and powerful difference in the lives of young people, according to the latest findings from the fifth year of the 4-H Study of Positive Youth Development (PYD). Researchers report that youth who participate in 4-H are:

- Nearly two times more likely to get better grades in school;
- Nearly two times more likely to plan to go to college;
- 41 percent less likely to engage in risky behaviors; and
- 25 percent more likely to positively contribute to their families and communities.

With support from the National 4-H Council, eminent youth development scholars from the from the Institute of Applied Research in Youth Development, Drs. Richard M. Lerner and Jaquelyn V. Lerner are leading this ground-breaking longitudinal study. Faculty from 21 land-grant universities across the nation are also collaborating. Since 2001, researchers have surveyed 6,885 adolescents from 45 states in the U.S. The adolescents are diverse in every aspect—race/ethnicity, region of country, gender, parent education, and family income. Because the sample of youth includes matched samples of 4-H and non-4-H youth, researchers are able to assess and compare the impact of 4-H participation on diverse young people.

Impact of 4-H on young people and science
In the data collected for Wave 6, new evidence is emerging about the impact of 4-H on young people and science. Data suggest that—compared to their peers—active 4-H’ers are significantly more likely to:

- Participate in science and technology programs,
- Plan to pursue careers in science, engineering or computer technology

Girls and Science
In addition, girls who participate in 4-H are more engaged with and positive about science.

Overall, the study found that the advantages of 4-H participation include higher educational accomplishment and higher motivation for future education. In addition, youth in 4-H are more civically active and make more community and civic contributions than youth in other out-of-school activities.

With support from the National 4-H Council, eminent youth development scholars from the from the Institute of Applied Research in Youth Development, Drs. Richard M. Lerner and Jaquelyn V. Lerner are leading this ground-breaking longitudinal study. Faculty from 21 land-grant universities across the nation are also collaborating. Since 2001, researchers have surveyed 6,885 adolescents from 45 states in the U.S. The adolescents are diverse in every aspect—race/ethnicity, region of country, gender, parent education, and family income. Because the sample of youth includes matched samples of 4-H and non-4-H youth, researchers are able to assess and compare the impact of 4-H participation on diverse young people.

**4-H Study Proves Positive Outcomes, Powerful Impact**

4-H Study Proves Positive Outcomes, Powerful Impact

4-H makes a positive and powerful difference in the lives of young people, according to the latest findings from the fifth year of the 4-H Study of Positive Youth Development (PYD). Researchers report that youth who participate in 4-H are:

- Nearly two times more likely to get better grades in school;
- Nearly two times more likely to plan to go to college;
- 41 percent less likely to engage in risky behaviors; and
- 25 percent more likely to positively contribute to their families and communities.

With support from the National 4-H Council, eminent youth development scholars from the from the Institute of Applied Research in Youth Development, Drs. Richard M. Lerner and Jaquelyn V. Lerner are leading this ground-breaking longitudinal study. Faculty from 21 land-grant universities across the nation are also collaborating. Since 2001, researchers have surveyed 6,885 adolescents from 45 states in the U.S. The adolescents are diverse in every aspect—race/ethnicity, region of country, gender, parent education, and family income. Because the sample of youth includes matched samples of 4-H and non-4-H youth, researchers are able to assess and compare the impact of 4-H participation on diverse young people.

Impact of 4-H on young people and science
In the data collected for Wave 6, new evidence is emerging about the impact of 4-H on young people and science. Data suggest that—compared to their peers—active 4-H’ers are significantly more likely to:

- Participate in science and technology programs,
- Plan to pursue careers in science, engineering or computer technology

Girls and Science
In addition, girls who participate in 4-H are more engaged with and positive about science.

Overall, the study found that the advantages of 4-H participation include higher educational accomplishment and higher motivation for future education. In addition, youth in 4-H are more civically active and make more community and civic contributions than youth in other out-of-school activities.

With support from the National 4-H Council, eminent youth development scholars from the from the Institute of Applied Research in Youth Development, Drs. Richard M. Lerner and Jaquelyn V. Lerner are leading this ground-breaking longitudinal study. Faculty from 21 land-grant universities across the nation are also collaborating. Since 2001, researchers have surveyed 6,885 adolescents from 45 states in the U.S. The adolescents are diverse in every aspect—race/ethnicity, region of country, gender, parent education, and family income. Because the sample of youth includes matched samples of 4-H and non-4-H youth, researchers are able to assess and compare the impact of 4-H participation on diverse young people.

**4-H Study Proves Positive Outcomes, Powerful Impact**

4-H Study Proves Positive Outcomes, Powerful Impact

4-H makes a positive and powerful difference in the lives of young people, according to the latest findings from the fifth year of the 4-H Study of Positive Youth Development (PYD). Researchers report that youth who participate in 4-H are:

- Nearly two times more likely to get better grades in school;
- Nearly two times more likely to plan to go to college;
- 41 percent less likely to engage in risky behaviors; and
- 25 percent more likely to positively contribute to their families and communities.

With support from the National 4-H Council, eminent youth development scholars from the from the Institute of Applied Research in Youth Development, Drs. Richard M. Lerner and Jaquelyn V. Lerner are leading this ground-breaking longitudinal study. Faculty from 21 land-grant universities across the nation are also collaborating. Since 2001, researchers have surveyed 6,885 adolescents from 45 states in the U.S. The adolescents are diverse in every aspect—race/ethnicity, region of country, gender, parent education, and family income. Because the sample of youth includes matched samples of 4-H and non-4-H youth, researchers are able to assess and compare the impact of 4-H participation on diverse young people.

Impact of 4-H on young people and science
In the data collected for Wave 6, new evidence is emerging about the impact of 4-H on young people and science. Data suggest that—compared to their peers—active 4-H’ers are significantly more likely to:

- Participate in science and technology programs,
- Plan to pursue careers in science, engineering or computer technology

Girls and Science
In addition, girls who participate in 4-H are more engaged with and positive about science.

Overall, the study found that the advantages of 4-H participation include higher educational accomplishment and higher motivation for future education. In addition, youth in 4-H are more civically active and make more community and civic contributions than youth in other out-of-school activities.

With support from the National 4-H Council, eminent youth development scholars from the from the Institute of Applied Research in Youth Development, Drs. Richard M. Lerner and Jaquelyn V. Lerner are leading this ground-breaking longitudinal study. Faculty from 21 land-grant universities across the nation are also collaborating. Since 2001, researchers have surveyed 6,885 adolescents from 45 states in the U.S. The adolescents are diverse in every aspect—race/ethnicity, region of country, gender, parent education, and family income. Because the sample of youth includes matched samples of 4-H and non-4-H youth, researchers are able to assess and compare the impact of 4-H participation on diverse young people.
Taking Big Steps Toward Healthy Living

For anyone who knows the 4-H pledge, “health” is a cornerstone of our movement. We are firmly committed to improving the physical, mental and emotional health of the nation’s youth so they can lead healthy and productive lives. Thanks to a generous grant from the Walmart Foundation, 15 states participated in Youth Voice: Youth Choice – a program that tackles wellness issues such as nutrition, physical fitness, and safety. In one year, the program reached over 31,000 youth and their families.

Thanks to a partnership with Walmart, youth collaborated with land-grant university experts and 4-H volunteers to create healthy living action plans, which were shared with their county commissioners, school boards, health caucuses, and state legislative offices. The plans identified the barriers to healthy living and suggested ways to raise public awareness of wellness initiatives.

In Hawaii, six health leadership teams were trained by certified personal trainers and youth development specialists on how to design exercise programs for their communities. The members of the leadership teams then created local “Get Moving for Health” teams, and shared their exercises—which included intergenerational and culturally appropriate physical activities that increase health and well being.

In Michigan, 12 healthy living summer camps were held across the state through the “Jump into Foods and Fitness” program. Twelve counties participated, reaching more than 3,500 youth, and forming community partnerships with colleges, health centers, and school districts.

The additional Youth Voice: Youth Choice programs include:

- Illinois: “4-H Health Jam”
- Iowa: “Food and Fitness Craze”
- Louisiana: “Fit 4 the Future”
- Minnesota: “Minnesota Stepping Out”
- New Hampshire: “4-H Youth Voice: Youth Choice Challenge”
- New Jersey: “Get Moving - Get Healthy with New Jersey 4-H”
- North Carolina: “Healthy Lifestyle Movement for Minority and Low Income Youth and Families”
- Oklahoma: “Oklahoma Clovers on the Move”
- Oregon: “Attitudes for Success - Healthy Life-styles”
- Puerto Rico: “Route 4-Healthy Living”
- South Dakota: “Living Lean”
- Utah: “TRY Teams for Healthy Living”
- Wisconsin: “Wisconsin Youth Voice: Youth Choice for Healthy Living”

For anyone who knows the 4-H pledge, “health” is a cornerstone of our movement. We are firmly committed to improving the physical, mental and emotional health of the nation’s youth so they can lead healthy and productive lives. Thanks to a generous grant from the Walmart Foundation, 15 states participated in Youth Voice: Youth Choice – a program that tackles wellness issues such as nutrition, physical fitness, and safety. In one year, the program reached over 31,000 youth and their families.
Paper Clover is Growing from Coast to Coast

It has been just three years since National 4-H Council began partnering with national retailers to sell paper clovers to raise funds for local 4-H programs. Already the Paper Clover promotion has raised nearly $700,000 for Cooperative Extension state and county 4-H programs in more than 40 states. This iconographic, consumer-driven fundraising program has proven to be an effective way to raise funds for county 4-H programs, while helping drive business for our inspired retail partners.

This year, the Paper Clover promotion saw its most aggressive growth yet. With committed partners such as Southern States Cooperative (SSC), VF Outlet and Tractor Supply Company (TSC), the program reached every region in the U.S with promotions during both fall 2009 and spring 2010. 4-H’ers added to the promotion’s momentum and excitement by holding in-store project demonstrations, providing shopping bag carry-out services, and taking part in other creative activities to promote Paper Clover in participating stores. For the TSC promotion, Council spotlighted 4-H’ers in action by hosting a video contest via Facebook—any 4-H youth, volunteer, or staff could post a short video of their Paper Clover in-store activities to win a gift certificate to the 4-H Mall.

In addition, VF Outlet went beyond the sale of just a paper clover, by attaching a 10 percent coupon so customers could support 4-H and save money. VF Outlet stores also piloted a Jeans Trade-In event during their promotion. In exchange for a pair of used jeans, customers received a coupon for 20 percent off any one item in the store. 4-H’ers in fashion, sewing, and textile projects from five participating states then recycled the jeans into items to be donated to the military. Youth from Iowa State University Extension 4-H programs added a creative twist and used the remaining donated jeans for the Iowa 4-H “Stitch This!” design competition held at the state fair.

In spite of a challenging economy, we are thrilled to continually collaborate with companies to develop promotions like Paper Clover. These partnerships deliver much needed funds directly to Cooperative Extension 4-H programs.

4-H and our partners can’t wait to show you what’s in-store for next year.
4-H Youth in Digital Action

The 4-H community has always been a connected one. And now more than ever, 4-H'ers are using their digital savvy to maintain a strong and networked presence online.

Social Media
This year the 4-H Facebook page served as a place for 4-H'ers, alumni, parents, and 4-H staff to connect and discuss 4-H news, initiatives and events. As of June 2010, we had more than 100,000 Facebook fans engaging in productive and useful conversations. Facebook members registered for Power of YOUTH through our page, donated to 4-H.org via our tabs, and shared their results from 4-H National Youth Science Day on our wall. Taking a cue from the active 4-H Facebook and Twitter communities, 4-H youth have developed their own pages—showcasing thousands of local and regional efforts, projects and teams, and virtually meeting 4-H'ers from across the country.

Agri-Science Online
The success of the 2009 AgSummit left youth hungry for additional resources in agriculture education and curriculum. To meet this demand, 4-H has partnered with Pioneer Hi-Bred International, Inc., DuPont and CHS, Inc. to develop new online resources that will allow youth to explore new agronomy concepts and a host of new learning initiatives through a series of interactive curriculum activities.

ACCESS 4-H
With a total of 24 states now using the ACCESS 4-H Online Enrollment system, 2010 heralded vast improvements to the system based on feedback from participating states. These improvements included upgraded functionality and an enhanced system support. The states utilizing the system were also afforded new opportunities to collaborate on development and maintenance tools. Thanks to the generosity of Council’s donors, ACCESS 4-H is poised to become more than a national enrollment site—it is moving closer to the ultimate goal of having a comprehensive interactive system for the entire 4-H community.
Adobe Animates Youth Voices

Thanks to support from the Adobe Foundation, 4-H’ers in 14 states are taking part in a new program called Adobe Youth Voices, which provides them with tools to express their creative genius through visual arts. The program empowers youth in underserved communities to communicate their ideas, exhibit their potential and take action.

Through this partnership with Adobe, Extension 4-H programs teach youth about animation, photo essays and movie making, and give them the chance to produce their own piece by the end of the session. The collaborative nature of Adobe Youth Voices fosters teamwork and leadership skills among participating members.

The Adobe Youth Voices program is now available in select summer camps and will be launched by participating states in fall 2010.

"This is a really great opportunity for 4-H youth with an interest in new technology to connect." — AMY RHODES, UNIVERSITY OF MARYLAND EXTENSION 4-H EDUCATOR, WICOMICO COUNTY OFFICE.

Adobe Youth Voices Project

4-H Youth Take Times Square

In November, dozens of 4-H youth gathered in Times Square to display their 4-H pride in one of the world’s busiest cities. Above them on West 42nd Street, a 4-H PSA aired on the CBS “Super Screen.”

Outfitted in 4-H and Cornell University sweatshirts, nearly 30 4-H’ers from the Cornell Cooperative Extension New York City 4-H program hit the streets to survey New Yorkers about their impressions of the organization. The youth interviewed a variety of people from diverse backgrounds and ages—from older couples and young professionals to teenagers like themselves. Through a splash of green in Times Square, they helped draw attention to the 4-H brand and the positive impact the organization has on the lives of youth.

The 15-second PSA aired twice an hour throughout the month of November. Nearly 1.6 million people pass through Times Square daily, which gave 4-H a total potential reach of almost 50 million people.

“Pollution” written and produced by Shadi Jafieka of Wicomico County 4-H.
Text to Give: 4-H is a Leader in Mobile Giving

Generations of 4-H’ers have known that technology can increase their capacity for communication and change. This year, National 4-H Council extended opportunities for 4-H supporters to donate online and by mobile phone. Online access at 4-H.org makes it easy for 4-H supporters and alumni to manage a one-time gift or a monthly donation to their local 4-H program or National 4-H Council. Supporters can even make a gift in honor of a 4-H alum or dedicated volunteer.

By choosing to donate to National 4-H Council or a State 4-H program, our generous donors helped foster new opportunities for youth to make an impact where it matters most—in their own communities.

Council also broke new ground this year by offering opportunities to support 4-H through mobile phones. 4-H is the first youth development organization in the nation to test mobile giving initiatives, according to mGive, the organization responsible for raising more than 90% of all funds to date through mobile giving channels.

Fundraising Challenge Names Champion
Our 4-H Give2Vote Challenge was a pilot fundraiser that integrated mobile and online giving to support state 4-H programs across the nation. During April 2010, close to 90,000 4-H Facebook fans were encouraged to “vote” for their state 4-H program either by texting “CLOVER” to 50555 to make a $10 donation or by making an online gift at 4-H.org. Each donation counted as one vote, and online gifts could be designated to the donor’s state of choice. With participation from 46 states, our 2010 Give2Vote Challenge was a success and Texas AgriLife Extension was its champion. By collecting the most votes for 4-H they earned an extra $5,000 through Challenge sponsor, JCPenney.
Supporting 4-H has been a tradition at Monsanto Company for 50 years. In fact, this leading global provider of technology-based solutions and agricultural products counts many 4-H alumni among its employees. These alumni readily credit 4-H for many of the skills they use today to help Monsanto improve farm productivity and food quality. As the top agricultural contributor to National 4-H Council, Monsanto has demonstrated an ongoing dedication to investing in the youth who represent the future of farming.

For the second year of its three-year commitment, Monsanto devoted time and resources to the National 4-H Volunteer Initiative. This initiative ensures that 4-H adult volunteers have the cutting-edge resources they need to be knowledgeable and effective 4-H volunteer leaders. Using forums, online recruitment and retention tools, and other volunteer development resources, this strategic initiative reached over 63,400 4-H community volunteers including Monsanto employees who are often also 4-H volunteers or alums. Local volunteer leaders are the key to growing the 4-H program and increasing positive youth development opportunities nationwide.

As I am beginning to embark on this new role in Volunteer Development, I am feeling my confidence begin to build. Some of my beliefs are being confirmed and I am gaining new ideas and tips that I have already started to implement.”

- PROFESSIONAL VOLUNTEER MANAGER
4-H Legacy Awards Gala
Debuts in Washington

This year, National 4-H Council hosted the first-ever 4-H Legacy Awards Gala in Washington, D.C. The awards honored extraordinary individuals and corporations whose efforts to elevate America’s 4-H youth development program have made a lasting impact. This year’s Gala also raised $400,000 for 4-H.

Three awards were presented at the Gala:

- DuPont Executive Vice President and Chair of the National 4-H Council Board of Trustees, James C. Borel, presented the Abraham Lincoln Vision Award to Dan Glickman, former secretary of the U.S. Department of Agriculture. Glickman is a member of National 4-H Council’s Board of Trustees and has demonstrated a life-long commitment to youth and agriculture.

- For more than 50 years, JCPenney’s strategic partnership with 4-H has impacted millions of youth across the nation who participate in 4-H Afterschool programming. The company’s support has provided millions of youth with a safe place to learn, grow and become smart, strong and socially responsible citizens. In honor of JCPenney’s generous support and ongoing dedication to youth, Myron (Mike) E. Ullman III, Chairman of the Board and CEO of JCPenney, accepted the 4-H Corporate Leadership Award.

- Samantha Jo Ridley, a member of the Standing Rock Sioux Tribe and a member of North Dakota 4-H, was the deserving recipient of the 4-H Youth Action Award. Ridley was recognized for representing the spirit of the 4-H movement in her efforts to overcome obstacles and make her community and her world a better place.

“I stand before you today as a young woman whose life has been changed by 4-H. I have gained an inner strength, confidence and persistence from 4-H that I will carry throughout my life.”

Samantha Jo Ridley

The 2nd Annual 4-H Legacy Awards Gala will be held in New York City in March, 2011.
Thinking Globally, Acting Locally: the Global 4-H Network

Billions of children and young adults around the world lack adequate food, water, shelter, health services, and educational opportunities. 4-H is a proven, effective way to help young people and their families improve their lives through the development of sustainable agriculture practices and knowledge. Today, partners are coming together to harness the power of the 4-H international movement and build a Global 4-H Network. The Global 4-H Network will develop an alliance of 4-H programs around the world to share best practices, training, and educational resources.

National 4-H Council, in partnership with 4-H National Headquarters, is reaching out to partners around the world to launch the network. This important work is being led by land-grant faculty—Dr. Mary Crave, University of Wisconsin-Extension, and Dr. Robert Horton, Ohio State University Extension. DuPont Corporation, the Bill & Melinda Gates Foundation, Motorola and the Nike Foundation have invested in this important goal as founding partners.

This new global 4-H model brings together three important strategies:
- Positive youth development;
- Agri-business and science expertise; and
- Innovative partnerships.

We are testing this model with a first-phase “demonstration site” in partnership with Tanzania 4-H. Tanzania 4-H is a program that reaches 34,000 children, adolescents and young adults every year. They are receiving customized technical assistance and access to a cutting-edge, research-based knowledge center. The demonstration site project will measure how 4-H participation impacts young people in the areas of agricultural productivity, income generation, and access to educational resources. We will use insights gained from this pilot to shape the Global 4-H Network structures and services.

Today, 4-H can be found in more than 70 countries around the world. The Global 4-H Network will offer tools and resources that 4-H programs can use to reach more young people and increase the impact of their programs. By sharing knowledge, resources, and best practices through the Global 4-H Network, 4-H programs can work together to address the world’s most urgent needs and challenges.
4-H Curriculum: Meeting the Needs of Youth

Leadership for the development of National 4-H Curriculum is provided by the U.S. Department of Agriculture and National 4-H Headquarters in partnership with the Cooperative Extension System and National 4-H Council. This collaboration provides the knowledge, resources, and management necessary to develop and market quality youth curricula.

National 4-H Council was pleased to release three new, approved curricula this year:

- **Butterfly WINGS** for 4th through 8th grade youth. Youth cultivate interest, understanding, and long-term involvement in science through authentic hands-on, joint research with scientists investigating butterfly biodiversity, distribution, and host-plant preferences.

- **Exploring Your Environment** – developed by the University of Minnesota – meets the academic needs of 6th to 8th graders with a focus on water conservation, energy use, climate change, recycling, natural resource stewardship and air quality.

- **Food, Culture and Reading** – developed by the University of Vermont with 4th to 6th graders in mind – provides nutrition education by using a wide variety of experimental activities to help youth recognize healthful foods within each MyPyramid food group. Youth will discover new dishes, explore the similarities of foods, and develop an understanding of and appreciation for different cultures.

Coming soon: Watch for the development of these innovative curricula in the upcoming fiscal year—**Robotics: Engineering for Today and Tomorrow** (sponsored by JCPenney and Lockheed Martin), **There’s No New Water**, and **Teaming with Insects**.

New at the 4-H Mall

The 4-H Emblem is near to the heart of every 4-H’er. Thanks to the National 4-H Supply Service, everyone can show their 4-H pride with an ever-expanding line of 4-H branded apparel and products. In 2010, 4-H Supply made it even easier to purchase official 4-H curricula, products and gear with:

- A streamlined, more customer-friendly 4-H Mall web site
- Gift cards that can be redeemed at the 4-H Mall
- Social media to share sales and shipping offers (Facebook@National 4-H Supply Services and Twitter@4HSupply)
- The 4-H Dollar Store with more budget-minded products
- Updated shipping prices to minimize delivery costs for small orders

2010’s best-selling item? Our “Green Since 1902” reusable bag continues to capture the essence of 4-H commitment to the environment.
A Ride Through Tread-Sylvania Teaches ATV Safety

For many 4-H’ers, riding ATV vehicles is more than just a recreational activity. ATVs serve as transportation across fields and around farms. One of our longest-running sponsors, the Specialty Vehicle Institute of America (SVIA), has been a generous partner in preparing youth ATV riders for the road. This year, 4-H—in collaboration with the ATV Safety Institute (ASI) and the 4-H ATV Adventure Online—launched a new ATV website to promote safe and responsible use of ATVs.

The new website’s interactive platform features SVIA/ASI e-learning courses to help train riders, rider safety tips and links to resources for adults and educators. It also includes ATV discussion boards and a geo-mapping feature that allows users to share their favorite trails.

Also on the new 4-H ATV Adventure Online:
- A new ATV-riding game called Tread-Sylvania—developed by New Mexico State University with support from SVIA and ASI. In this interactive game, players ride their ATV “through mysterious locations and defeat the horrible monsters to free the town from their evil grasp, while learning ATV safety riding tips along the trails.”
- New safety PSAs featuring brothers Kyle and Chris Massey, stars of Disney Channel’s “Cory in the House” and Nickelodeon’s “Zoey 101.” These short video messages are fun, informative, and encourage families to approach ATV safety together.

Thanks to the new 4-H ATV Adventure Online, youth and adults can now drive with safety in mind and reduce the accidents and injuries that result from improper ATV operation.

The RiderCourse builds awareness of safe riding practices. It encourages youth and parents to think about the risks of riding ATVs, wearing proper gear, finding safe riding places and finding the right size ATV for the rider.”

MIKE KLUMPP, ASSOCIATE PROFESSOR OF 4-H YOUTH DEVELOPMENT FOR THE UNIVERSITY OF ARKANSAS DIVISION OF AGRICULTURE.

“ Our partnership with 4-H is a reflection of our members’ commitment to ATV safety. I can’t think of another program that has the same potential to reach thousands of young people and their families. Our long-standing relationship includes community and state-level grants and instructor training for 4-H agents and volunteers who then are prepared to conduct ASI ATV RiderCourse safety training. The new interactive website is poised to capture the attention of many youth and adults and encourages them to develop safe riding skills.”

TIM BUCHE, PRESIDENT, SVIA

Kyle and Chris Massey PSA
Checking In at the National 4-H Youth Conference Center

This year, more than 35,000 visitors to the National 4-H Youth Conference Center helped us celebrate 50 years of youth opportunities in the nation’s capital this year. The facilities and events at the National 4-H Youth Conference Center have provided a wide variety of youth organizations with a great place to meet, discuss programs and generate new ideas. In the next half century, the 4-H Youth Conference Center will continue to offer a friendly and comfortable setting for youth to engage in productive and dynamic discussions and activities.

As the national home for 4-H, the Center hosts the National 4-H Conference every spring. It also provides a training hub for youth, volunteer leaders, and professional staff throughout the year. We look forward to the Center’s continued improvement as more visitors seek to experience all that 4-H and the nation’s capital have to offer.

A Greener, Healthier Center

After gaining valuable feedback from its many guests, the Center undertook the challenge of making significant renovations to its facilities—while also maintaining strict attention to customer service. The Recreation Center now sports a fresher look with new furniture, artwork, and carpeting. In keeping with 4-H’s commitment to environmental conservation, all the lights throughout the Center were replaced with LEED-certified bulbs. The Center’s sinks have been updated with automatic sensored flows to reduce water waste. And healthy eating is always on the menu at the Clover Café, where visitors can enjoy the new expanded salad bar option featuring fresh, local produce.

In 2010, the National 4-H Youth Conference Center offered two major programs: Citizen Washington Focus and Wonders of Washington.

Citizenship Washington Focus

- Seven-week program for youth to explore, develop, and refine civic engagement skills.
- Served over 1,400 4-H youth from 45 delegations and 29 states.
- New York Life Foundation provided 90 scholarships for 4-H youth in Cleveland, OH, Minneapolis, MN, and New York City, NY.
- Each week, participating 4-H youth broadcast their conversations and questions to the 4-H Twitter feed (@4H)

Wonders of Washington

- Two-to-six-night programs for youth in grades 6-12.
- Blended tours of Washington, DC with educational workshops and highlights of top historical, political and cultural attractions.
- Served more than 2,500 participants from 55 separate youth groups.

“CWF made me realize that being a good leader is so much more than just being a good person.”

“You cannot put a price on the lessons learned from the sights, sounds and historical value of being in DC.”

CWF PARTICIPANTS
Honor Roll

National 4-H Council’s work on behalf of the 4-H Youth Development movement would not be possible without the generosity of our 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.

SECOND CENTURY OF EXCELLENCE CLUB
July 1, 2009 - June 30, 2010

EMERALD CLOVER
$100,000 AND UP

- Rockefeller Philanthropy Advisors (FY 2010, FY 2009)
- Syngenta Corporation (FY 2009)
- S LIVER CLOVER
  $50,000 - $99,999

- Altria Group, Inc.
- Lockheed Martin Corporation (FY 2009)
- Motorola Foundation (FY 2008)
- National Shooting Sports Foundation
- Pioneer Hi-Bred International, Inc. (FY 2004)
- Southern States Cooperative, Inc.

BRONZE CLOVER
$25,000 - $49,999

- ACH Food Companies, Inc. /Pfieffmann’s Yeast (FY 2010, FY 2009)
- The Annie E. Casey Foundation
- Lee Jeans
- VF: Jeanswear
- VF: Outlet

GREEN CLOVER
Up to $24,999

- American Insurance Life Insurance Co.
- University of Arizona
- Arnold Worldwide Partners
- AT&F Federal Cargill Company
- Automatic Data Processing Inc.
- Baker & Hostetler LLP
- Bank of America United Way Campaign
- Chicago Mercantile Exchange
- CHS Foundation
- Coca-Cola North America
- The Columbia Foundation
- Constellation Energy Group Employee Foundation
- Covia
- The Dickson Foundation, Inc.
- Dickstein Shapiro, LLP
- Envision
- GivDirect
- Henry Repeating Arms Co
- Illinois Tool Works Foundation
- International Business Machines Corporation
- Jefferson County 4-H Dancing Club
- LT Apparel Group
- Manna Pro Products, LLC
- Mount Vernon Mills, Inc.
- National Wild Turkey Federation, Inc.
- North Carolina Cooperative Extension Service
- Northwest Farm Credit Services
- Painted Horses 4-H Club
- The Parks Companies
- Pflueger
- ProwShare Group, Inc.
- Prairie Co Ext. Office
- Robert Wood Johnson Foundation
- SBC
- Strategic Research Initiative, LLC
- Sussex County 4-H Teen Council
- Time Warner Cable
- Toast Charity Gift Cards
- Tyco International, Inc.
- University of Illinois Extension
- VISA International
- Weaver Brothers Insurance Associates, Inc.
- West Virginia University
- Whitesbells Unlimited, Inc.

WESTERN CLOVER

- Microsoft Corporation
- Monsanto
- Motion Picture Association of America Mount Vernon Mills, Inc.
- National Wild Turkey Federation, Inc.
- North Carolina Cooperative Extension Service
- Northwest Farm Credit Services
- Painted Horses 4-H Club
- The Parks Companies
- Pflueger
- ProwShare Group, Inc.
- Prairie Co Ext. Office
- Robert Wood Johnson Foundation
- SBC
- Strategic Research Initiative, LLC
- Sussex County 4-H Teen Council
- Time Warner Cable
- Toast Charity Gift Cards
- Tyco International, Inc.
- University of Illinois Extension
- VISA International
- Weaver Brothers Insurance Associates, Inc.
- West Virginia University
- Whitesbells Unlimited, Inc.

PRESIDENT’S CLUB

INDIVIDUAL DONORS
Special appreciation for those individuals who have contributed $25,000 or more during their lifetime in support of National 4-H Council and its programs.

Richard R. Angus
Roger C. Beach
Jim Borel
Gary L. Davis
Don and Carolyn Floyd
Robert B. and Barb全文转自：http://www.4-H.org
Honor Roll

David and Nancy Bull

Dr. Audrey C. Burkart
Bonnie E. Bunch
Beverly Burton
Dorothy and Edward Buss
Joy and Martha Bystroff
Mary Ellen Cahn
Mike and Charlene Cain
Robert Call
Dianna Campbell
Charles R. Carmichael
Jeannette Carter
Dr. Charles H. Casey - Barbara J. Massing
Elaine and John Cassel
Meredith Chambers
Debra Fink Chapman
Dick and Barbara Chilton
Dr. Clyde E. Cheaney
David S. and Laura L. Chu
Barbara, Charles, and Taylor Clark
James W. and Sheri L. Clark
Ann Clemmons
Kenneth K. and Caroline L. Clarbard
Linda K. Cline
Mike Coates
Natalie and Penny Cobb
Charlotte and Ronnie Coffman
Bradley Coogdl
Faye F. Cohen
Carolyn Zohner Condorados
Elaine M. Coney
Brevoort C. Conover
Thomas F. and Ruth R. Crawford
Dr. and Mrs. Robert L. Cram
Merrill N. Cummings
Clairence and Jane Cunningham
Terry Dalby
Ray A. Daugherty
Tanya Bollor Davis
Warren Davis and Madge Henning
Mr. and Mrs. Ray Deane
Delrey and Ramona Deearborn
Ann Denton
Mary Louise Saville DeSarran
John DiBaggio
Larry Dilda
Margaret S. Dixon
Davin Tyrone Donovan
Stanley Dreyer
Ronald C. and Phyllis Drum
Ruth E. Dulacke
Mari Snow Duchaj
Bethany A. Dugan
Rita Edist
John and Anne Edgecomb
Geraine Eisenbraut
Gwenweth W. and Mohamed El Sawi
Marion and Richard Eller
Ellen P. Elliott
Edward and Renee Ellis
Jeremy P. Embalbach
Norman and Cynthia Engelbrecht
Helen Fahring Enstrom
Ann Mary and Robert Exepediz
Dr. and Mrs. Chester P. Fehl
Frank A. Fender
Betty Fettwell
Mrs. Margaret C. Finch
Mary A. Fischer
Paul J. Fisher
Ms. Nadine Foley
Sandra S. Foley-Smith
Betty Jo Fostar
Delbert T. Fostar
Dr. and Mrs. Richard E. Fowler
Gary Fox
Mr. and Mrs. C. Robert Franklin
Ilsa W. Friedick
Jerry Geekle
Julie Drozd Gennaro
Sanndra George
John R. and Susan A. Geaphart
John and Anne Genwick
Jack and Anne Ginger
Quentin and Bonnie Glass
Philip and Diana Goebel
Jeanette C. Goldsmith
Neil Golleson
Ron Golleson
Mr. and Mrs. Loren Goyen
Lynn Grant
Chester Green
Grace Griffin
Paul E. Grimes
Erica Greens
Dulcy H. Grover
Patricia R. Dawson Griffin
Larry Gutbebke
Donald Guske
Sherrie Gyudtz
Nora and Stanley Haas
Margaret A. Habersucker
George F. Hairlein
Wendy W. Hagen
Amanda Hale
Lois Elaine Hall
Marchay N. Hall
Carol A. Halrey
Don and Lorraine Hane
William A. Hansker
E. Carl Hanks, Jr.
Reiny and Ramona Hanneken
Peggy Hart
Reem Hattab
Edwin N. and Pamela A. Hattaway
Robert A, Hayes
Zara R. and Jd. Jo Anne Leatherman
Jannelle Hennessy
Alvin and Phyllis Heppner
Donna and Memchinger
Gary L. and Karen K. Housel
John and Bernice Hibbard
Ofra and Joyce Hill
Bill and Arlene Hoffman
Vanessa L. Holden
Charles M. Holmes
Eugene Hook
Joan Hochlei
Roy and Pat Hoogse
Mr. and Mrs. Gerald D. Hugulkn
Donald E. Huff
Dr. and Mrs. Richard D. Illnicki
René Jefferson
Brig. Gen. and Mrs. Robert Jenkins
Mr. and Mrs. Clifford A. Jenkins
S. M. Jenks
April Johnson
Betty and Larry Johnson
Krist A. Johnson
Larry Johnson
Ralph G. and Ruth Caven Johnston
Tacy L.W. Jones
Jaean Howington Jordan
Paul E. Jorgenson
Natalie Joaens
Joseph and Glenda Sue Kelley
Mr. and Mrs. Robert P. Kim, Jr.
Gerald M. Killgore
Marionie Kittinger
Elsie and Buck Klauck
J. D. Knap
Charlotte L. Knight
Margaret L. Knight
Frances Krouse
Charles W. and Beverley J. Kruse
Larry Kustra
Julie Kulchuk
Whitney K. Kupferlei
Sally Lackett
Todd and Lana Langle
Dorothy L. Lavigne
Willie and Arlene Lartz
Judith Larsen
Jane K. Larson
Marie Lauder
Renee M. and Jo Anne Leatherman
Victoria LeBlanc
David L. Lee
Pat and Judy Leslie
Allison Lewis and Family
Nancy J. Lewis
Sandra Link Ligeid
Charlene Lind
Leland Lindquist
Rainy Linn
Brenda and Eddie Locklear
Maxie and Julia Love
Flower and Glenn MacMillan
Don MacNal
Corpe Malone
Becky Meisnt
Francis S. Manser
Zalma H. Mangels
Dr. Pamela A. Marino
Ellen Markowitz
Ann and Ron Marlow
Dr. and Dorothy Martin
Michael J. Martin
Marilyn L. Mauze
Gladys L. Mayes
Debra L. Mayrand
Mary and Ray Maryand
Edward H. McConnell
V. Joseph and June C. McIlhffe
Irene M. McClure
Mary Anh Nguy
Mrs. Terran M. McCray
Neil and Linda McIntyre
Ranice K. McKenie
Arthur and JoAnn McLendon
Bill and Marilyn McCay
Richard D. McEhonda
Mettler Farms Inc., Dennis L. Mettler
Martha and Edward Miller
Marilyn and Zane Boyles
Barbara Moore
David and Nancy Bull
Dr. and Mrs. Howard Moses
Harlan and Karen Murky
Jo Namkung
Paul Nay
Mr. and Mrs. Irvin S. Naylor
James S. Neal
Joyce K. and Ralph E. Neall
Cary and Margaret Nelson
Richard and Margaret Nelson
Nancy Newman
Esther M. Nichols
Raymond E. Nickels
Mary Niemeier
Gus E. Nitscher
Dr. Linda and Wayne Nieman
Ruby Harrison Nock
Marlyn E. Nolby
Shing Nyarnamart
Patrick and Melinda O'Neil
J. E. Oestdreamel, in Honor of Gary L. Davis
Abdul F. Odis
Kathy and Doris Olsen
John L. and Norma Jean L. Olson
Tom and Mark Olson
Conrad and Ormsbee
Lynda Oszinskie
Veb Osborski
Laura A. Ott
Grainger Palmer
Hazel L. Palmer
Fan Green Pantott
Roger Robert Parker
Graco Parra
Miles and Lola Patterson
Patricia Driscoll
Lew and Donna Pence
Matt and Kelly Peters
Vicky Petkevich
Wallace and Molly Rae Peterson
Amy Petrou
Jim Phebe
Algerase Plechioscni
Jean R. Pierce
LaTarha Phoenix
Jennifer Sato Piano
James Pottie
Richard Porci
Delores Pouch
Robert A. and Vickie Powell
Frances E. Price
Mike Rainey
Jean Bopp Randall
Margaret, J. Randall
Daniel Ray
Jen Ray

Honors Award

Ron and Janet Aronson
Terry A. Asher
Klaatma Augusto
Barbara Austin
John F. and Marcia H. Bagby
William Babus
Lousie H. Bailey
Allysa M. Baido
E. Kent Baker
Myron Baldwin, Jr.
Ms. Tammy Ballard
Mr. and Mrs. Perry S. Banks
Mr. and Mrs. Steven R. Barbour
Tim and Mary Barry
Mr. Geo. E. Bauer
Michael F. Bauer
Mr. and Mrs. Edward J. Beckstrom
Laura S. Beth
Dave and Sue Benedetti
Elinor S. Benes
Linda Kay Beining
Gail Hamilton Berardino
Judith Baris
Mark and Nadine Barkowski
Bruce H. Beveridge
Helen Bieeler
Albert and Barbara Bishop
Hope Varian Bittner
Richard W. and Norma S. Black
Mary Helen Blackmon
D. L. Blewett
Kenneth and Mary Bolten
Robert R. Boone
Cheri Booth
Emily Bowen
Gary and Mary Beth Bowman
Milton and Margaret Boyce
Mr. and Mrs. Hulton M. Boyol
Cheryl Bradley
Reverend and Mrs. Richard R. Brindle
Mr. and Mrs. Alvin Brisby
Ema Bamford Breton
Kelly S. Brewer
Herbert D. and Norma Lou. Brewer
Rebecca Brinkerhoff
Amy Bristol
Joan and Brad Brotinsa
Emory Brown
Louise S. Brown
Ann and Marion Brown
Janice and Paul Brown
Daryl and Joyce Buchholz
Marcia K. Burch
Roger P. Burflington
David and Nancy Bull

38

39


**Honor Roll**

Mr. and Mrs. Duvall G. Sollers
Mrs. Joan B. Smith
Edward G. Smith
Burr Smiley
Marjorie M. Slaughter
Tammy Skubinna
Marcele Skelton
Judy and Dan Siegmund
John W. Shishoff
Dan and Jody Sherman
Michael Shea
Sheri L. Seibold
Boniene Scroggs
Raymond C. Scott
Dr. Edward G. Smith
Dr. Linda Kirk Fox
South Carolina State University
Dr. Tom Coon
Michigan State University
Mr. Alpert, T. Foster
South Carolina State University
Dr. Edward G. Smith
Texas AgriLife Extension Service
Dr. Gaines Smith
Alabama Cooperative Extension System

**Iowa State University Extension**
Dr. Marilyn Norman
University of Florida
Mr. Roger A. Rennikamp
Oregon State University

**NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS DESIGNATED FUND**

Ron Allen
American Dairy Assn. & Dairy Council, Inc.
American Income Life Insurance Co., Arizona Farm Bureau Federation
Kirk Astroth and Dana Kappel
Mr. and Mrs. David H. Ayers
John and Katie Aylsworth
Terri L. Becker
Best in Show Pet Treats
Nattie Ruth Brown
Cabot Creamery
Brian K. Chadd
Jim Christenson
Citizens Bank
Breant and Rebecca Clark
Cochise County 4-H Council
Brevoort C. Conover
Jim and Linda Cook
Doug and Karen Crouse
Cheryl L. Darken
H. Thomas Davis
Dawn Dennis
Annette Devitt
Ronald C. Dunn and Phyllis Drum
Dutch Hill Bulbs, Inc.
Eastman Kodak Company
Seneca Foods Corporation
Regalia Manufacturing Co.
Jim Rutledge
Gene Sanders
Barbara J. Scharf
Peter R. Schreier
Debra E. Schroeder
Seneca Foods Corporation
Stephanie Shank
Brandi Shiflet
Carme Stark
Margaret J. Story
Stronghold 4-H Club
William E. Thomas
Shawn R. Yale
Megan Tiff
Rita Tompkins
Dr. Kathryn Tratn
Linda Jo Turner and Dale Brigham
Bill and Mattie Urschel
Valley Vet Supply
Steve Wagoner
Annette Wagoner
Dutch Mill Bulbs, Inc.
Gifford B. West
Theodore and Barbara Jenkens
Mr. and Mrs. James E. Johnson
Ron and Ricki Leal
Valley Vet Supply
John and Katie Aylsworth
Phyllis Wright

**STATE LEADERS**

Dr. Daryl Buchoz
Kansas State University
Dr. Clyde E. Chesney
Texas A&M University
Dr. Tom Coon
Michigan State University
Mr. Alpert, T. Foster
South Carolina State University
Dr. Edward G. Smith
Texas AgriLife Extension Service
Dr. Gaines Smith
Alabama Cooperative Extension System

Bill and Elaine Young
Helen M. Young
Molly V. Young
Ted Yugles
Jill and Ramesh Zaveri
Leon and Eileen Zebroski
Christine Zecca
Harry and Amy Ziska
Virginia I. Zirkle
Greg Zoller
Dominic and Barbara Zweber

**EXTENSION DIRECTORS/ ADMINISTRATORS**

Dr. Daryl Buchoz
Kansas State University
Dr. Clyde E. Chesney
Texas A&M University
Dr. Tom Coon
Michigan State University
Mr. Alpert, T. Foster
South Carolina State University
Dr. Edward G. Smith
Texas AgriLife Extension Service
Dr. Gaines Smith
Alabama Cooperative Extension System

**Three Rivers**

Mr. and Mrs. E. A. Duvall
Mr. and Mrs. J. A. Evans
Mr. and Mrs. M. D. Lewis
Dr. M. J. Moore
Dr. R. W. Peck
Dr. T. A. Qualls
Dr. M. R. Rogers
Mrs. J. L. Ruff
Dr. C. E. Terry
Dr. J. W. Thaxton
Dr. R. L. Wagner
Dr. M. W. White
Dr. W. E. Williamson
Dr. R. W. Witten

**FOUR-H OPPORTUNITIES**

Dr. Daryl Buchoz
Kansas State University
Dr. Clyde Chesney
Texas A&M University
Dr. Tom Coon
Michigan State University
Mr. Alpert, T. Foster
South Carolina State University
Dr. Edward G. Smith
Texas AgriLife Extension Service
Dr. Gaines Smith
Alabama Cooperative Extension System

**STATE LEADERS**

Dr. Daryl Buchoz
Kansas State University
Dr. Clyde E. Chesney
Texas A&M University
Dr. Tom Coon
Michigan State University
Mr. Alpert, T. Foster
South Carolina State University
Dr. Edward G. Smith
Texas AgriLife Extension Service
Dr. Gaines Smith
Alabama Cooperative Extension System

**WORKPLACE DONATIONS**

We extend our gratitude to the donors listed below who have given to National 4-H Council through the Combined Federal Campaign, United Way Charitable Campaign, and other state and private workplace giving programs.

Melinda Allnall
Steven Albers
Ruby Alexander
David S. Anderson
Larry L. Anderson
Tay Anderson
Jeanne Armstrong
William B. Ash
Michael L. Ashley
Vicki L. Ashly
Tavis Avril
Alexis B. Babcock
Amy L. Bailey
Johnny M. Barksdale
Blaze Baut
Susan H. Ball
Col. Albion B. Baergstrom
B. A. Blackstock
Diana J. Balkow
Lorna Biemersdano
Kathryn S. Boihle
Jacob E. Boley
Tylar D. Bilt
Keith J. Bourne
Kathleen L. Brown
Sarena Brower
Raqhal M. Brusher
Lt. Col. Robyn M. Burk, USAF
Mark Buresan
Gretchen K. Campbell
Andrea D. Cadoo
Gregory S. Carey
Don H. Castronoglia
Betty A. Chavez
Barbara Childers
James E. Christiansen
Chran H. Cielecki
Debra R. Clarke
Carmina M. Collins-Shultz
Lawrence Corbin
Denise H. Corley
Margaret Cormack
Lewa Cory
James F. Cotton
Christie G. Cowan
Amanda E. Crosson
Tony Dahman
IN-KIND DONORS

AACH Food Companies, Inc. / Fleischmann’s Yeast

Adobe Systems Incorporated

ATV Safety Institute

Big River Advertising, LLC

Ewing Marion Kauffman Foundation

Henderson Communications, LLC

JCHenney Company Fund

Gene and Dana Meahan

National Association of Rockstak

National Off-Highway Vehicles

Conservation Council

Gene and Sharon Swackhammer

Tractor Supply Company

Whitetails Unlimited, Inc.

NAMED AND SPECIAL 4-H FUNDS

The following named and special funds have been established at National 4-H Council. We salutate the people who established these funds and the people who have contributed to them. You can assure the legacy of 4-H by making a gift in their name. To learn more about these funds and the people who have contributed to them, please contact Sue Fisher at sfisher@4-H.org or 301-961-2866.

We make all efforts to ensure accuracy. If your name is not listed appropriately, please contact Betty Johnson at bjjohnson@4-H.org or 301-961-2866. We will make all necessary changes.

THE NATIONAL 4-H HERITAGE CLUB MEMBERS

The National 4-H Heritage Club, established by the Board of Trustees in 2007, is National 4-H Council’s way of 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@4-H.org or 301-961-2866.

We make all efforts to ensure accuracy. If your name is not listed appropriately, please contact Betty Johnson at bjjohnson@4-H.org or 301-961-2866. We will make all necessary changes.

IN-KIND DONORS

AACH Food Companies, Inc. / Fleischmann’s Yeast

Adobe Systems Incorporated

ATV Safety Institute

Big River Advertising, LLC

Ewing Marion Kauffman Foundation

Henderson Communications, LLC

JCHenney Company Fund

Gene and Dana Meahan

National Association of Rockstak

National Off-Highway Vehicles

Conservation Council

Gene and Sharon Swackhammer

Tractor Supply Company

Whitetails Unlimited, Inc.

NAMED AND SPECIAL 4-H FUNDS

The following named and special funds have been established at National 4-H Council. We salutate the people who established these funds and the people who have contributed to them. You can assure the legacy of 4-H by making a gift in their name. To learn more about these funds and the people who have contributed to them, please contact Sue Fisher at sfisher@4-H.org or 301-961-2866.

We make all efforts to ensure accuracy. If your name is not listed appropriately, please contact Betty Johnson at bjjohnson@4-H.org or 301-961-2866. We will make all necessary changes.

THE NATIONAL 4-H HERITAGE CLUB MEMBERS

The National 4-H Heritage Club, established by the Board of Trustees in 2007, is National 4-H Council’s way of 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@4-H.org or 301-961-2866.

We make all efforts to ensure accuracy. If your name is not listed appropriately, please contact Betty Johnson at bjjohnson@4-H.org or 301-961-2866. We will make all necessary changes.
Fiscal Year 2010 Financial Overview

National 4-H Council’s Commitment to sound, effective financial stewardship produced favorable operating results in Fiscal Year 2010 (July 1, 2009 to June 30, 2010). 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, 2010, 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 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, 2010, 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

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>5,487,587</td>
<td>2,687,641</td>
</tr>
<tr>
<td>Investments</td>
<td>17,429,664</td>
<td>15,377,998</td>
</tr>
<tr>
<td>Receivables</td>
<td>5,883,855</td>
<td>5,248,928</td>
</tr>
<tr>
<td>Merchandise Inventories</td>
<td>1,088,724</td>
<td>1,253,410</td>
</tr>
<tr>
<td>Property &amp; Equipment, Net of Depreciation</td>
<td>8,934,056</td>
<td>9,036,713</td>
</tr>
<tr>
<td>Other Assets</td>
<td>113,045</td>
<td>188,615</td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>38,916,041</td>
<td>33,715,325</td>
</tr>
</tbody>
</table>

| LIABILITIES |         |
| Accounts Payable & Accrued Expenses | 2,864,683 |
| Deferred Revenue | 1,083,335 |
| Accrued Postretirement Benefit Liability | 2,549,092 |
| Unfunded Pension Liability | 5,809,854 |
| Agency Funds & Other | 990,662 |
| TOTAL LIABILITIES | 13,267,644 |

| NET ASSETS |         |
| Unrestricted Net Assets | 2,792,179 |
| Designated | 5,687,613 |
| TOTAL UNRESTRICTED NET ASSETS | 8,479,922 |
| Temporarily Restricted Net Assets | 10,953,908 |
| Permanently Restricted Net Assets | 235,197 |
| TOTAL NET ASSETS | 25,669,297 |

| TOTAL LIABILITIES AND NET ASSETS | 33,715,325 |

Summary Statement of Activities

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVENUES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions &amp; Grants</td>
<td>16,070,078</td>
<td></td>
</tr>
<tr>
<td>National 4-H Youth Conference Center</td>
<td>11,320,300</td>
<td></td>
</tr>
<tr>
<td>National 4-H Supply Service</td>
<td>4,978,579</td>
<td></td>
</tr>
<tr>
<td>Investment Income</td>
<td>617,208</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>240,888</td>
<td></td>
</tr>
<tr>
<td>TOTAL REVENUES</td>
<td>33,166,963</td>
<td></td>
</tr>
</tbody>
</table>

| EXPENSES |         |
| Program Services | 25,746,378 |
| Management & General | 1,963,371 |
| Total Expenses | 27,711,049 |
| Investment Gains/(Losses) | 1,465,579 |
| Pension Costs and Postretirement Benefit Costs | 1,020,537 |
| Change in Net Assets Before Investment Gains/(Losses), Pension Costs and Postretirement Benefit Costs | 2,272,555 |
| Total Net Assets | 28,218,494 |

National 4-H Council’s financial position improved significantly during the year ended June 30, 2010 as reflected by a 15.4% increase in total assets and a 17.9% increase in net assets.

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 2010, supporting services accounted for 14% of total expenses, while 86% of expenses directly funded educational and other program initiatives.

For a complete set of the audited consolidated financial statements for the year ended June 30, 2010, 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 or info@4-H.org.
The 4-H Name and Emblem are protected by 18 USC 707.

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. The 4-H Name and Emblem are protected by 18 USC 707. Produced by National 4-H Council Marketing and Communications Team 10/10-mkt001. ©2010 NATIONAL 4-H COUNCIL