

youth in action

NATIONAL 4-H COUNCIL
ANNUAL REPORT 2010



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.




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National 4-H Council


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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.

Toyota Vodcast

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.

TOYOTA



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-H₂O*, 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.



Connect the Bots: 4-H Builds on Robotics Momentum

Putting 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.



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 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.

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.

Impact of 4-H on young people and science

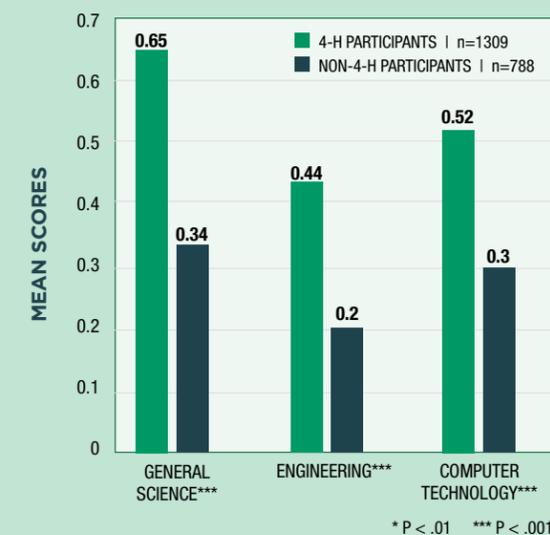
In the data collected for Wave 6, new evidence is emerging about the impact of 4-H on young people and science. Data suggest that—compared to their peers—active 4-H'ers are significantly more likely to:

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

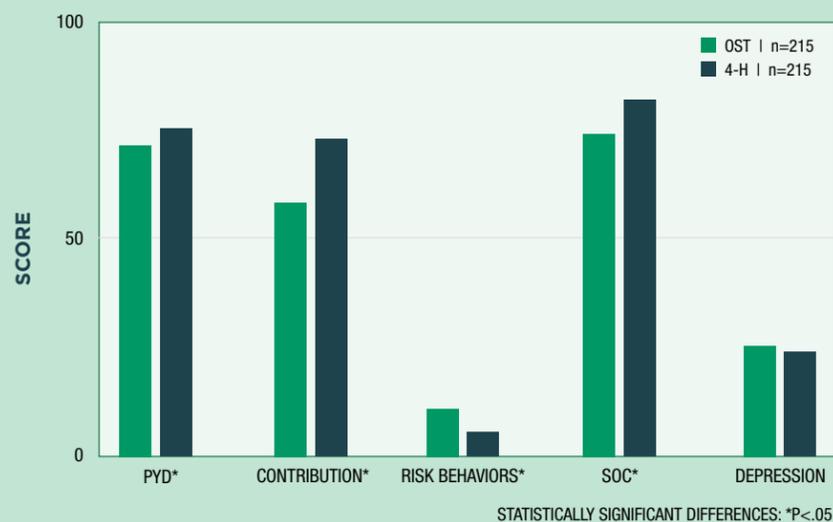
Girls and Science

In addition, girls who participate in 4-H are more engaged with and positive about science. In a world where “evidence-based programs” are required, the 4-H Study is helping to demonstrate the positive outcomes and powerful impact of 4-H participation.

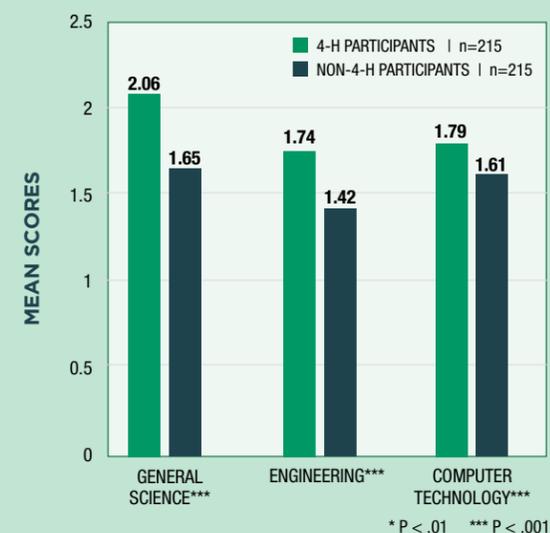
SCIENCE PARTICIPATION



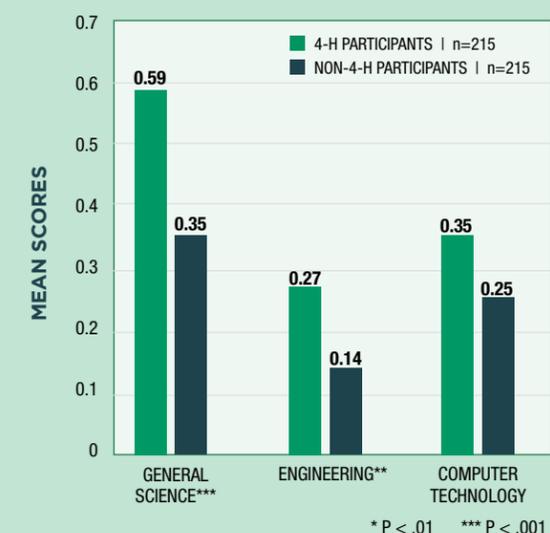
GRADE 9: DEVELOPMENTAL OUTCOMES



SCIENCE CAREER



FEMALE SCIENCE PARTICIPATION



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.



Walmart Healthy Living Program

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 Lifestyles”
- 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”



Paper Clover is Growing from Coast to Coast



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.

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.



4-H and our partners can't wait to show you what's *in-store* for next year.



I'M SUPPORTING 4-H!



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.

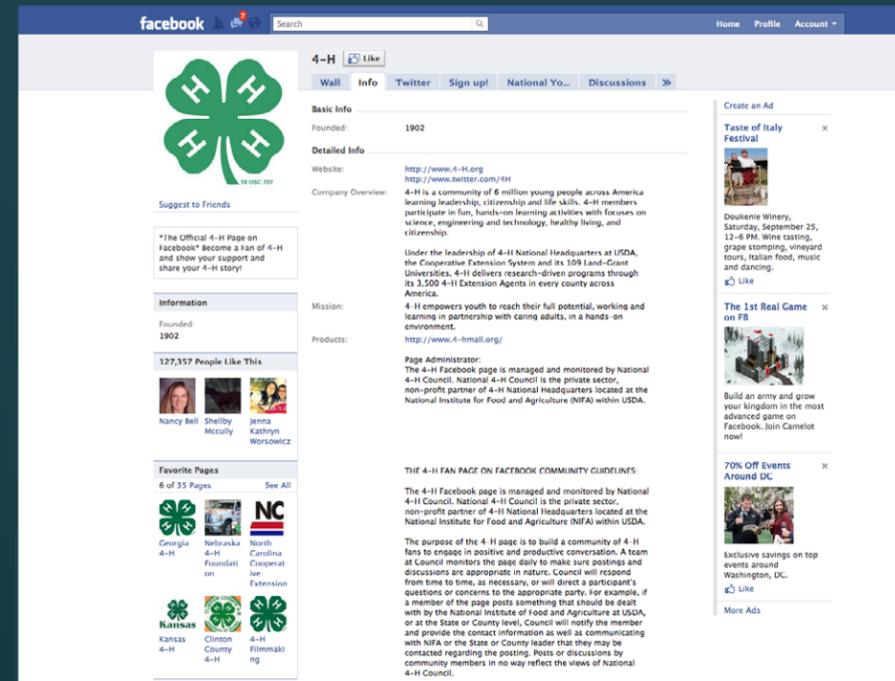
Agri-Science Online

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.



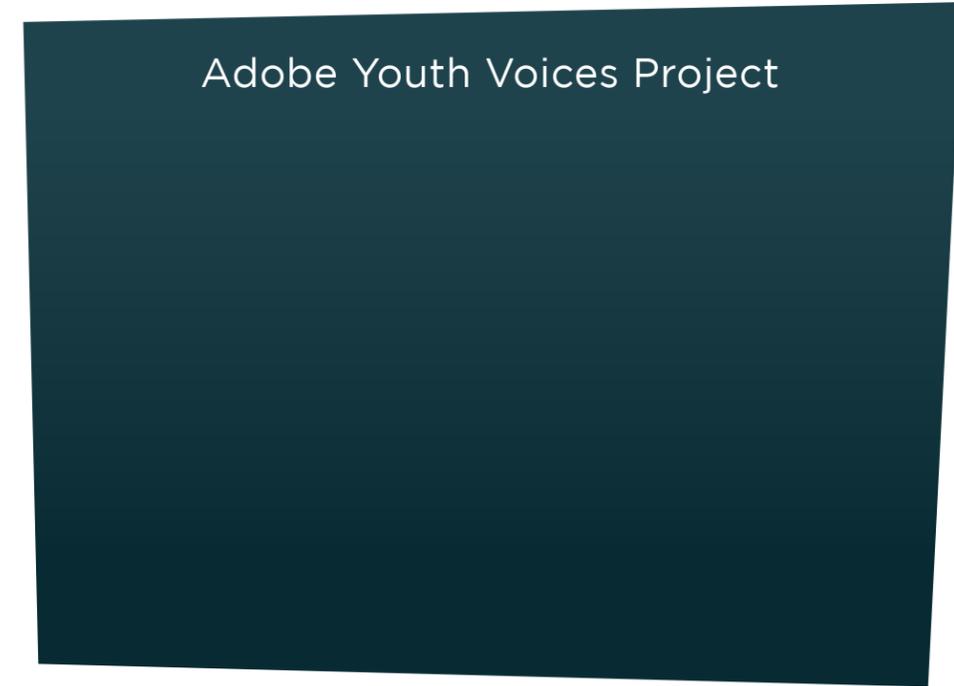
Adobe Animates Youth Voices



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.



"Pollution" written and produced by Shadi Jahleka of Wicomico County 4-H.

“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.



A Program of the Adobe Foundation

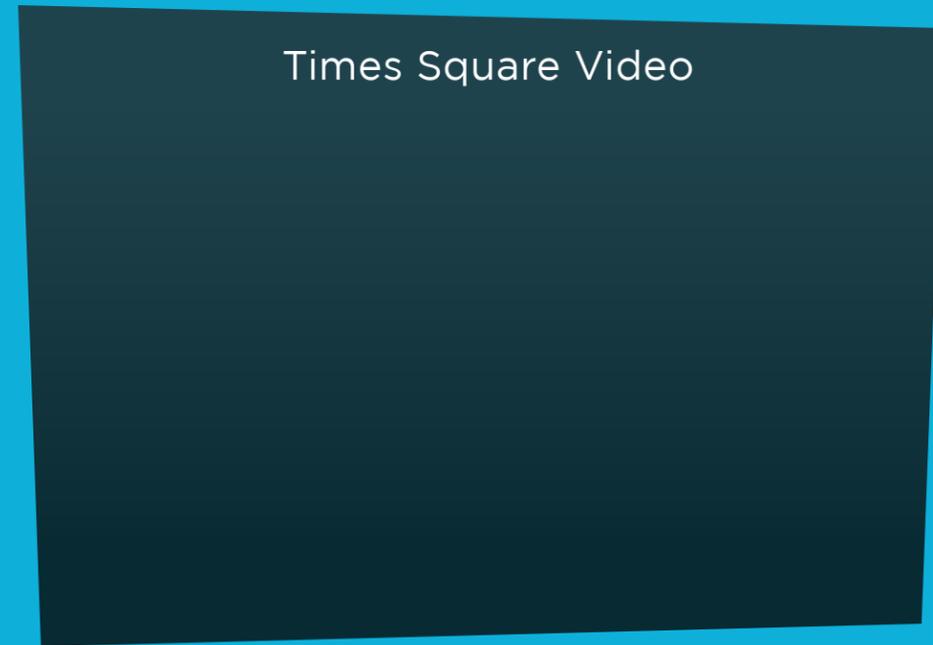
4-H Youth Take Times Square

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.



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.

A promotional graphic for the Give2Vote Challenge. It features a woman with curly hair holding a smartphone. The text includes: "Give2Vote Challenge", "The state that gets the most votes wins \$5,000! 1 donation = 1 vote!", "1 Text CLOVER to 50555 to give \$10", "2 Reply YES to confirm gift & vote for your state", "Msg&Data Rates May Apply. Full terms at mGive.com/a", "VOTING ENDS APRIL 30TH!", and "SPONSORED BY: JCPenney".

Give2Vote Challenge

The state that gets the most votes wins \$5,000! 1 donation = 1 vote!

- 1 Text **CLOVER** to **50555** to give \$10
- 2 Reply **YES** to confirm gift & vote for your state

Msg&Data Rates May Apply. Full terms at mGive.com/a

VOTING ENDS APRIL 30TH!

SPONSORED BY: JCPenney



4-H and Monsanto Strengthen and Build Volunteer Program



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.



The *National 4-H Volunteer Initiative* included **Everyone Ready**[®] – an online training system for volunteer management and professional development. Resources available on the system include bimonthly online seminars, learning material archives, electronic self-instruction guides, and more. More than 1,800 Cooperative Extension staff have registered for Everyone Ready[®] to take advantage of these innovative training materials.

4-H Volunteer Initiative

“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 JOE RIDLEY



LEFT: Samantha Jo Ridley, of the Standing Rock Sioux Tribe and North Dakota 4-H, was the 2010 recipient of the 4-H Youth Action award. TOP RIGHT: Donald T. Floyd, Jr. and Jim Borel present the 4-H Corporate Leadership Award to JCPenney Chairman Myron E. Ullman III. BOTTOM RIGHT: Donald T. Floyd, Jr., and James C. Borel present the Abraham Lincoln Vision Award to Dan Glickman.

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.

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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 sensed 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



Chef Zuberu Kahweh prepares hot freshly cooked meals for Center visitors every day in the Clover Café.



4-H National Youth Conference Center.



The Recreation Center now sports a fresher look with new furniture, artwork, and carpeting.



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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.

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 In Memory of Elsie J. Carper
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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 planned giving society recognizing individuals who have made deferred gifts through their estate plans or cash gifts designated to an endowed fund. For information on making a legacy gift to 4-H, please contact Sue Fisher at sfisher@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
 Don and Carolyn Floyd
 Gail and Edwin M. Gershon
 Gardiner and Violet* Graham
 Anita Hollmer Hodson and Family

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We make all efforts to ensure accuracy. 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.

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.

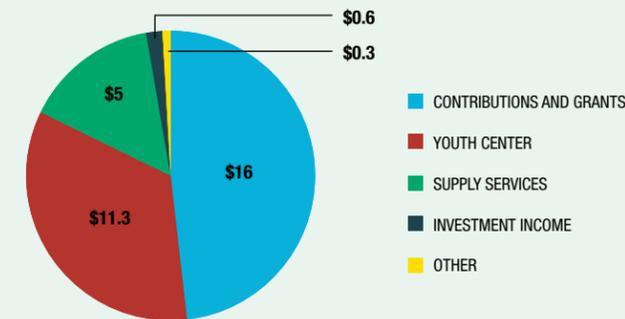
Summary Statement of Financial Position

	2010	2009
ASSETS		
Cash & Cash Equivalents	5,487,597	2,687,641
Investments	17,429,664	15,317,998
Receivables	5,883,855	5,248,928
Merchandise Inventories	1,088,724	1,253,430
Property & Equipment, Net of Depreciation	8,934,056	9,036,713
Other Assets	113,045	168,615
TOTAL ASSETS	38,936,941	33,713,325
LIABILITIES		
Accounts Payable & Accrued Expenses	2,864,683	2,513,600
Deferred Revenue	1,083,353	1,434,934
Accrued Postretirement Benefit Liability	2,549,092	2,172,295
Unfunded Pension Liability	5,809,854	4,802,019
Agency Funds & Other	960,662	977,259
TOTAL LIABILITIES	13,267,644	11,900,107
NET ASSETS		
Unrestricted Net Assets		
Undesignated	2,792,179	3,579,407
Designated	5,687,813	5,079,415
TOTAL UNRESTRICTED NET ASSETS	8,479,992	8,658,822
Temporarily Restricted Net Assets	16,953,908	12,944,049
Permanently Restricted Net Assets	235,397	210,347
TOTAL NET ASSETS	25,669,297	21,813,218
TOTAL LIABILITIES AND NET ASSETS	38,936,941	33,713,325

Summary Statement of Activities

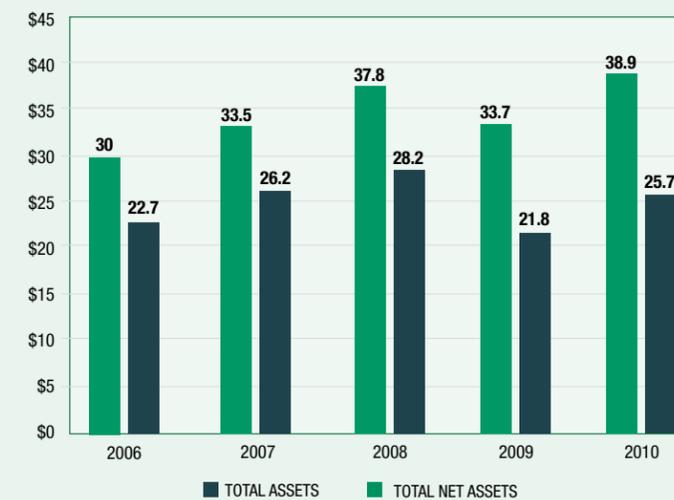
	2010	2009
REVENUES		
Contributions & Grants	16,010,178	11,281,060
National 4-H Youth Conference Center	11,320,110	11,467,695
National 4-H Supply Service	4,978,579	5,478,494
Investment Income	617,208	641,256
Other	240,888	255,107
TOTAL REVENUES	33,166,963	29,123,612
EXPENSES		
Program Services	25,748,378	23,112,084
Management & General	1,963,371	3,646,170
Fundraising	2,254,817	2,092,805
TOTAL EXPENSES BEFORE INVESTMENT GAINS/(LOSSES), PENSION COSTS AND POSTRETIREMENT BENEFIT COSTS	29,966,566	28,851,059
CHANGE IN NET ASSETS BEFORE INVESTMENT GAINS/(LOSSES), PENSION COSTS AND POST RETIREMENT BENEFIT COSTS	3,200,397	272,553
Investment Gains/(Losses)	1,465,579	(4,427,679)
Pension Related Changes Other Than Net Period Pension Costs	(546,918)	(2,195,215)
Postretirement Benefit Costs	(262,979)	-
CHANGE IN NET ASSETS	3,856,079	(6,350,341)

2010 FUNDING SOURCES IN MILLIONS



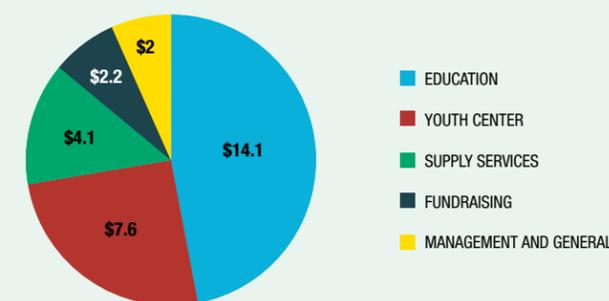
National 4-H Council derives its operating and program funds from four main funding sources: contributions and grants; National 4-H Youth Conference Center; National 4-H Supply Service merchandise and curriculum sales; and investment income. In FY 2010, these sources generated \$32.9 million. While revenues derived from National 4-H Youth Conference Center, National 4-H Supply Service merchandise and curriculum sales and investment income remained consistent with FY 2009 amounts, contributions and grants fundraising increased 42% for the year.

FIVE-YEAR TREND IN MILLIONS



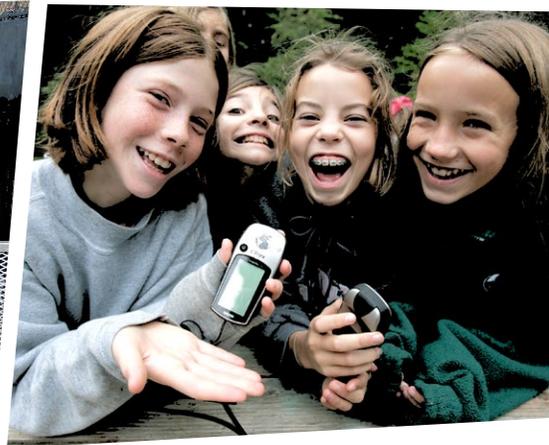
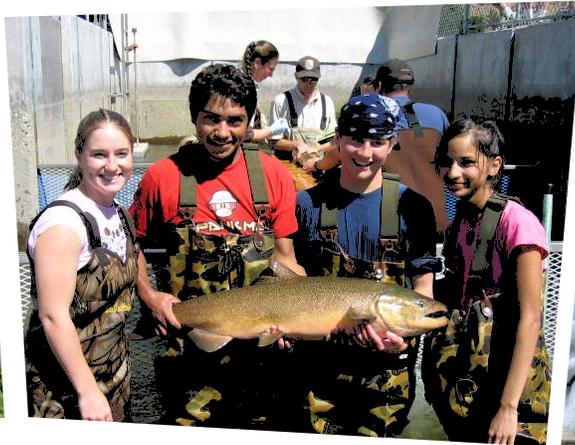
National 4-H Council's financial position improved significantly during the year ended June 30, 2010 as reflected by a 15.4% increase in total assets and a 17.9% increase in net assets.

2010 EXPENSE COMPONENTS IN MILLIONS



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.



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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