



NATIONAL 4-H COUNCIL  
2007 annual report



## **NATIONAL 4-H COUNCIL MISSION**

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.

*At Right: 4-H is a community of more than 6.5 million young people across America who are learning leadership, citizenship and life skills.*





From left to right are Donald T. Floyd, Jr., president and CEO, National 4-H Council; Anthony Tansimore, chairman, National 4-H Council Board of Trustees; and Cathann A. Kress, Ph.D., director of youth development, National 4-H Headquarters, Cooperative State Research, Education and Extension Service (CSREES), United States Department of Agriculture (USDA). They lead organizations committed to success of the National 4-H Leadership Team and the 4-H Youth Development Program.

## MESSAGE FROM THE CHAIR AND PRESIDENT

It was a turning point that day in October 2006. Dr. Cathann Kress of National 4-H Headquarters at USDA asked National Association of Extension 4-H Agents (NAE4-HA) members present at its annual conference in Milwaukee to stand up if they were involved in leadership of at least one of the national 4-H programs and projects she named. Scores of people in the room were on their feet before Dr. Kress finished. The crowd applauded for their National 4-H Leadership Team.

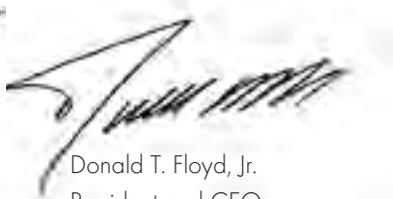
Since then, this National 4-H Leadership Team has continued to work closely with National 4-H Headquarters at USDA and National 4-H Council to move 4-H toward its vision of a world in which youth and adults learn, grow and work together as catalysts for positive change. As a result, 4-H leaders from across the nation are partnering with National 4-H Headquarters and National 4-H Council to determine the policy, programming, fundraising and marketing resources necessary to double the number of youth in 4-H clubs to 3.4 million by 2013. This ambitious national goal includes engaging an additional 1 million youth in 4-H Science, Engineering and Technology (4-H SET) programs to meet America's ever-increasing need for a competitive science, engineering and technology workforce.

As National 4-H Council trustees, four Extension directors, one Extension administrator, two state 4-H program leaders, one land-grant university president and four youth join business executives from a wide variety of corporations to guide the work of 4-H's national private sector partner. During Fiscal Year 2007, National 4-H Council trustees either personally donated or acquired a total of \$2,065,600 in private sector funds to help 4-H expand and deepen its reach in urban, suburban and rural areas so that more young people have the opportunity to experience learning in an environment that facilitates belonging, independence, mastery and generosity. Because of their deep commitment to the mission of 4-H and the youth we serve, Council's trustees amended the board governance policies to include a formal expectation that members of its corporate class individually contribute \$100,000 or personally raise the equivalent.

The 2007 National 4-H Council Annual Report showcases the results of quality leadership among the National 4-H Leadership Team and throughout the 4-H Youth Development movement as a whole. We hope that you will take a few moments to review how we in 4-H are all working together to provide young people with more and better learning opportunities that meet their needs no matter where they live.



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4-H Youth Development  
National 4-H Headquarters

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\* Executive Committee Members  
+ Special thanks to those trustees  
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in 2007.

## BOARD OF TRUSTEES



National 4-H Council trustees at their March 2007 meeting are, front row from left, Dr. Ivory W. Lyles, University of Arkansas; Donald T. Floyd, Jr., National 4-H Council; Anthony A. Tansimore, The 360 Group; Dr. Cathann A. Kress, National 4-H Headquarters; Dr. Douglas L. Steele, Montana State University; James C. Borel, DuPont; middle row from left, Nancy A. Redd, author; Dr. Thomas G. Coon, Michigan State University; F.A. (Andy) Lowrey, AgFirst Farm Credit Bank; Nekeisha L. Randall, University of Georgia; Ken C. Hicks, J.C. Penney Company, Inc.; Joseph B. Dzialo, Lee Jeans; Lily H. Bentas, Cumberland Farms, Inc.; Orion C. Samuelson, WGN; Dr. Dorothy M. Freeman, University of Minnesota; back row from left, Dr. Susan L. Holder, Mississippi State University; Tamira A. Cole, Austin-Peay State University; Edward J. Beckwith, Esq., Baker & Hostetler, LLP; James P. Tobin, Monsanto; Corinna Byrum, The College of William and Mary; Dr. Janice A. Seitz, University of Delaware; and Donald H. Schriver, Dairy Farmers of America, Inc.

## COMMITTED UNIFIED 4-H LEADERSHIP

Great organizations like 4-H require dedicated leaders with vision and willingness to work together in the best interest of our mission. During Fiscal Year 2007 (July 1, 2006 to June 30, 2007), National 4-H Council and National 4-H Headquarters at USDA continued to strengthen our partnership and our work with state and local 4-H program leaders nationally. We believe that a unified National 4-H Leadership Team is necessary for the 4-H Youth Development Program to continue to thrive. As members of the National 4-H Leadership Team, we have committed ourselves to examining together the issues facing 4-H so that we—in concert with the Cooperative Extension System (CES) of land-grant universities and colleges—can work together to ensure that 4-H has the resources necessary to provide youth with 4-H non-formal educational experiences well into the future.

4-H offers youth ages 5–19 in every county in the nation, U.S. territories and U.S. military installations worldwide opportunities to experience belonging, independence, mastery and generosity.

National 4-H Council and National 4-H Headquarters exemplified our commitment to each other and the 4-H movement with regular meetings among our senior leaders to determine how we work together to best move forward the vision and mission of 4-H. We clarified the roles and responsibilities of each partner to better facilitate our work with and in support of the 4-H system as a whole. National 4-H Headquarters drives national policy for professional development of 4-H staff and volunteers and the 4-H programming mission mandates of science, engineering and technology; healthy living; and citizenship. National

4-H Council works closely with National 4-H Headquarters as National 4-H Council raises monetary resources for 4-H, licenses the 4-H Name and Emblem, positions and protects the 4-H brand in the marketplace, and provides sound business stewardship of the National 4-H Supply Service and National 4-H Youth Conference Center.

## Grandparents Raising Grandchildren Get Help

*A grandmother spends quality time with her grandchild during a 4-H KKONA support group gathering.*



Top Right: National 4-H Council President and CEO Donald T. Floyd, Jr., greets President George W. Bush as he arrives for the White House Conference on School Safety. Middle: First Lady Laura Bush addresses the audience. Bottom: President Bush listens to recommendations from panelists.



## 4-H Center Hosts White House Conference on School Safety

The National 4-H Youth Conference Center hosted President Bush and the White House Conference on School Safety, which convened experts and stakeholders to discuss how federal, state and local governments can work together with families, schools and communities to ensure schools are safe places for learning. Several 4-H delegations attended and met First Lady Laura Bush, then-Attorney General Alberto Gonzales and Secretary of Education Margaret Spellings. "4-H is proud that the White House asked us to host this event, and that they recognize the important positive contributions 4-H already makes in the lives of so many children and youth," said Dr. Cathann A. Kress, director of youth development, National 4-H Headquarters, CSREES, USDA.



Grandparents raising grandchildren facilitate social support networks for each other through The University of Arizona Cooperative Extension Coconino County 4-H Program's Kinship Kare of Northern Arizona (KKONA). KKONA aims to ensure that the health, education and basic needs of grandchildren are met by educating both grandparents and service providers. In support groups, grandparents and children learn to navigate community resources while forming friendships with each other. Grandparents also are peer mentors and get free legal advice about custody and temporary guardianship of their grandchildren. KKONA is the recipient of a Families Count Family Strengthening Award from the Annie E. Casey Foundation and National 4-H Council.

# \$9.3 million

\$9.3 million raised to advance the 4-H movement.

# 63 universities

63 land-grant universities and colleges received funding for programs.

# 50 states

4-H programs in all 50 states, the District of Columbia, Guam, Puerto Rico and the U.S. Virgin Islands were beneficiaries of this funding.

In Fiscal Year 2007, National 4-H Council raised a record \$9.3 million in private sector contributions for professional and volunteer development, Web development, programming and curriculum development that furthers the 4-H mission mandates. State and local 4-H programs at 63 land-grant universities and colleges in all 50 states, District of Columbia, Guam, Puerto Rico and U.S. Virgin Islands received more than \$3.35 million to fund implementation of 4-H programming. We expanded our long-standing partnerships with the JCPenney Afterschool Fund and welcomed the Noyce Foundation, Cumberland Farms, and The Farm Credit System Foundation to the 4-H family of corporate partners. Consider:

- **2,234** youth in **19 states** who could not otherwise afford to attend 4-H Afterschool programs received mini-grants and J.C. Penney gift cards for back-to-school clothing and supplies as the result of a **\$1.13 million** gift from the JCPenney Afterschool Fund.



- The Noyce Foundation's **\$750,000** matching grant helped develop the national strategic plan for 4-H's science, engineering and technology (4-H SET) mission mandate to reach 1 million additional young people with 4-H SET by 2013. The funding supported 4-H SET curriculum development, research and evaluation and professional development for national, state and county 4-H staff.

Noyce Foundation

## Youth Get Tutoring After School

*Youth in Terrell County, Ga., are able to attend a 4-H Afterschool Program due to mini-grants from the JCPenney Afterschool Fund.*



*4-H educators, volunteers, and youth from 40 states strategize about how 4-H will reach an additional 1 million youth through 4-H SET.*



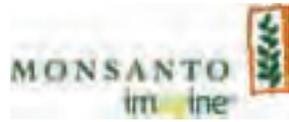
## **4-H SET Liaisons Get Into Action**

More than 120 4-H Extension staff, volunteers and youth representing 40 states gathered to strategize about how 4-H will reach an additional 1 million youth by 2013 through 4-H Science, Engineering & Technology (4-H SET) programming at the 4-H SET Liaisons Conference at the University of Nebraska-Lincoln. The National 4-H SET Leadership Team briefed 4-H SET liaisons about national support for 4-H SET professional development, curriculum, evaluation, fundraising and marketing. The 4-H SET Leadership Team also provided the 4-H SET liaisons with training to increase their capacity to lead design and delivery of high-quality 4-H SET learning experiences. Liaisons began writing 4-H SET action plans for their individual states at the conference.



Fifty youth with learning disabilities get tutoring during the after-school hours through a partnership between the Positive Youth Direction Center (PYDC) and the University of Georgia Cooperative Extension Terrell County 4-H Afterschool Program. At PYDC, parents, community businesses, volunteers, neighbors, school officials, and policy makers contribute to after-school programming by providing leadership to help youth grow academically and socially. PYDC supports working families by ensuring their youth are safe and productive during after-school time. The additional mini-grants were made possible through a grant by the JCPenney Afterschool Fund and National 4-H Council.

- A **\$500,000** gift over two years from Monsanto Company is funding 4-H volunteer forums in **48 states** and **3 U.S. territories** and 4 regional 4-H volunteer forums this year. The forums provide volunteers opportunities to network with each other to bring fresh perspectives and activities to their local 4-H programs and consider how to recruit, retain, recognize and promote the good deeds of 4-H volunteers.



- **Forty-eight** youth and their chaperones from **eight historically black colleges and universities** and **one tribal college** were among 300 National 4-H Conference delegates that provided recommendations to the Secretary of Agriculture about the future of the 4-H Program thanks to scholarships funded with a **\$100,000** gift from The Farm Credit System Foundation.



National 4-H Council also worked with state 4-H foundations to enhance the private sector fundraising capacity of the 4-H field. We assembled a national picture of state 4-H fundraising for the first time, hosted the state 4-H foundation executives annual meeting where we offered technical assistance and training about fundraising and board development, and held a strategic positioning workshop for the top 10 state 4-H foundations by total contributions and youth population.

With guidance and support from National 4-H Headquarters, National 4-H Council began building ACCESS 4-H, an ambitious multi-million dollar overhaul of 4-H's Web presence. We also gave the 4-H Brand Network—the first community of its kind to join together to advocate for the 4-H brand at the grassroots level—its first real test with promotion of 4-H through the premiere of the live-action movie version of E.B. White's literary classic, *Charlotte's Web*.

## Rookie Archaeologists Explore East Texas

*Youth study Caddo Indian culture and life through a partnership among Native American groups, schools, government and the Prairie View A&M Cooperative Extension 4-H Program.*



Top Right: New York Life Foundation President Christine Park visits with CWF delegates representing 728 youth from New York Life Youth in Governance 4-H Clubs in New York and Georgia. Middle: Youth visit Washington, D.C., as part of the CWF program. Bottom: Ken Jones, Ph.D., University of Kentucky, greets G-Quan Booker following Dr. Jones' keynote address to New York Life 4-H Club CWF delegates.



## Civic Leadership Focus of D.C. Experience



New York Life Foundation



New York Life Foundation scholarships helped 53 youth—many of whom had never left their states before—come to Washington, D.C., to participate in Citizenship Washington Focus (CWF), a national 4-H civic leadership educational opportunity at the National 4-H Youth Conference Center. New York Life Foundation President Christine Park visited with these CWF delegates who represented 728 New York and Georgia youth from underserved neighborhoods who joined 4-H since 2006 through 41 newly-created New York Life Youth in Governance 4-H Clubs. While at CWF, the youth identified neighborhood issues and created action plans to meet those needs when they go home.

Eight 4-H members spent a summer discovering how the Caddo Indian tribe lived in the Big Cypress Basin in East Texas as part of the Prairie View A&M University Cooperative Extension 4-H Program. The 4-H'ers trained in computers, digital photography, GIS mapping, archaeology surveying and historic analysis through a partnership among Native American groups, schools and government. They then set off to uncover artifacts, study Caddo culture and life, and research the history, culture and environment of the area. The project was possible through an Engaging Youth Serving Community Rural Youth Development Grant from USDA and National 4-H Council. \* \*

\*\* See back cover.

When ACCESS 4-H launches in 2008, 4-H members, volunteers and professionals nationwide will be able to customize **4-H.org** to get the news and information, interaction and instruction they need for their individual 4-H experiences. ACCESS 4-H takes advantage of Web 2.0 applications and social networking tools through its innovative Internet architecture. National 4-H Council and National 4-H Headquarters already have begun integration of their individual Web sites into the ACCESS 4-H model.

After National 4-H Council partnered with Walden Media and Paramount Pictures to prominently feature 4-H in *Charlotte's Web*, the 4-H system embraced the opportunity to promote 4-H in their local communities through the film. The system downloaded more than 33,000 files of *Charlotte's Web* promotional tools from 4HBrandNetwork.org, created 3.3 million media impressions about 4-H in conjunction with the movie, and held hundreds of 4-H educational events at local theaters throughout the nation.

### 4-H Alumni Stars of *Charlotte's Web*



Left: 4-H Alumna Julia Roberts, the voice of Charlotte, poses with Dakota Fanning, who played Fern, during the premiere of the all-star, live-action version of *Charlotte's Web*. Middle: National 4-H Council Trustee and 4-H Alumna Nancy Redd greets fellow 4-H Alumna Reba McEntire, the voice of Betsy the Cow. Right: 4-H promotional materials included a photo of Dakota Fanning wearing the 4-H Emblem as she did in the movie.

## Teens More Aware of Food Consumption

Delaware 4-H youth survey the public about food choices as part of their 4-H project.



Top Right: Donald T. Floyd, Jr., president and CEO, National 4-H Council, at right, and Dr. Cathann Kress, director of youth development, National 4-H Headquarters, CSREES, USDA, speak with Noyce Foundation President Ron Ottinger after his address at the National 4-H Curriculum Summit. Middle and Bottom: 4-H youth, volunteers and professionals explore how video games can be incorporated into 4-H curriculum.



## 4-H System Looks at Future Educational Direction

For the first time in its 105-year history, 4-H examined how it meets the educational and developmental needs of youth through hands-on learning experiences during the National 4-H Curriculum Summit at the National 4-H Youth Conference Center. National 4-H Headquarters and National 4-H Council co-sponsored the summit so 4-H youth and land-grant university and college leaders from across the nation could provide feedback about strategies to successfully develop high-quality curricula that speaks to the needs and interests of 21st century youth. West Virginia University President David Hardesty and Noyce Foundation President Ron Ottinger were among those who addressed the panelists and participants.



Eleven 4-H members promoted awareness about the effects of food and beverage marketing on consumption choices as they collected data from 900 respondents. Through the University of Delaware Cooperative Extension Sussex County 4-H project, young people learned career-building skills like public speaking, survey processing, politely accepting rejection and comparing data as they reviewed their data with collected data from survey sites in Florida, Kentucky and New York. The project also influenced their consumption habits. "I'm a little more aware of how food and beverages are being marketed to me, so I'll keep that in mind before I purchase," said 4-H'er Richard Tyler.

The National 4-H Supply Service focused on expanding its visibility among 4-H clubs, camps, fairs and volunteers as the premier supplier of all things 4-H with the launch of the first *4-H SourceBook Spring Update*. The special supplement featured 75 new items that included tech accessories like iPod® covers and flash drives; camp gear; infant and toddler tees, onesies and bibs for aspiring 4-H'ers; pet t-shirts, food bowls and leashes; backpacks, totes and cinch bags; and fashions for girls and guys of every age.

Internet orders at 4-hmall.org increased by 13 percent to 48 percent of total orders received in the second year of an aggressive e-commerce strategy that included more user-friendly navigation and an improved shopping cart with easier ordering for customers. The Fair Share Program, which gives participating state 4-H programs 10 percent back of the total merchandise value of all orders shipped to addresses within their boundaries, has expanded to all 50 states.

The National 4-H Youth Conference Center welcomed more than 30,000 guests and hosted several events at the request of National 4-H Headquarters including the White House Conference on School Safety, National 4-H Conference and the National 4-H Curriculum Summit. Center increased its tour and travel business ten-fold and upgraded facilities to improve the comfort and safety of guests including installation of a new sprinkler system throughout the entire campus; updating the lobby with new carpet, furniture and lighting; and replacing the large screen and sound system in Aiton Auditorium.

*The first 4-H Spring Update introduced 75 new items.*



## Teens Use GPS in Disaster Response

*Oregon 4-H teens are part of the 4-H Youth Community Readiness Network.*



Top Right: A permanent 4-H history exhibit is the focal point of Kathleen's Corner. Middle: A portrait of Kathleen Flom portrays her warm smile as she greeted guests to the National 4-H Youth Conference Center.

Bottom: A ribbon cutting officially celebrates the opening of Kathleen's Corner. From left are Sue Benedetti; Donald T. Floyd, Jr., president and CEO, National 4-H Council; Dr. Cathann A. Kress, director, youth development, National 4-H Headquarters, CSREES, USDA; and Eleanor Wilson. Benedetti, Wilson, Sue Fisher, and Gwen El Sawi led the Kathleen's Corner project.



## 4-H Celebrates "The First Lady of Center"

4-H celebrates the legacy of "the First Lady of Center" with the Kathleen's Corner 4-H History Exhibit that honors Kathleen Flom, National 4-H Hall of Fame laureate and lifelong 4-H member. Kathleen's Corner embodies the spirit and passion of Flom who, for many years, greeted guests to the National 4-H Youth Conference Center with stories of 4-H and the role of her "home away from home" in the 4-H movement. The newly-renovated room off the J.C. Penney Lobby includes the permanent 4-H history exhibit, Flom's portrait, a selection of her favorite 4-H treasures, 4-H club charters, gifts from National 4-H Headquarters, and a stained-glass window honoring J.C. Penney. A volunteer committee and individual contributions made Kathleen's Corner possible.



Oregon State University Extension Service Clackamas County 4-H Teen Community Emergency Response Team (CERT) is one of many nationwide that are part of the 4-H Youth Community Readiness Network. These 4-H members are armed with GPS devices to assist their communities in times of natural disaster. They use GPS technology to map water sources for firefighters fighting wildfires and create evacuation maps. 4-H Teen CERT members are trained in Department of Homeland Security and Federal Emergency Management Agency (FEMA)-developed natural disaster response methods. Teams participate in interactive learning activities like search and rescue situations, building engineering, and medical and emotional first-aid responses.

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. Listings with a † are gifts committed in a prior reporting period that continue to support our work. Thank you.

**SECOND CENTURY OF EXCELLENCE CLUB**  
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## Youth on the Move to Better Health

*North Dakota State University star athletes encourage youth to eat smart and play hard as part of an NDSU Extension 4-H educational campaign.*



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\$10,000 and Up

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Star athletes at North Dakota State University (NDSU) encourage youth to develop healthy habits for life through NDSU Extension 4-H's statewide "Eat Smart. Play Hard. Together" school-based educational campaign. The athletes posed for promotional posters and traveled to elementary schools to eat lunch with and encourage youth to add healthy foods and exercise to their lives. Another program component is the Healthy North Dakota 4-H Club initiative, a hands-on learning opportunity for children and families that supplements learning in schools. Cargill and National 4-H Council helped fund the program, a Families Count Family Strengthening Award recipient.

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## Mother Champions ATV Safety

*Carrie Nolan, third from left, created a 4-H ATV Safety Program so that families in her community know about the dangers of all-terrain vehicles and how to operate them safely.*



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Carrie Nolan is a 4-H volunteer with a mission after the all-terrain vehicle (ATV) accidental deaths in 2005 of her two boys, Justin and Austin, ages seven and nine. Carrie created a 4-H ATV Safety Program with University of Wisconsin-Extension Crawford County 4-H to educate other families about ATV safety. "Our sons are what give me the drive to get the word out to other families about the dangers of ATVs," Carrie said. The 4-H ATV Safety Program – funded by Specialty Vehicle Institute of America and National 4-H Council – has provided ATV safety and training information to 1.8 million youth and adults across the nation.

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## Youth Feel Closer to Heritage

*Nebraska 4-H youth participated in the Helping America's Youth (HAY) Conference hosted by First Lady Laura Bush as part of their 4-H program, Tribal & Hispanic Youth Partnerships: Wa'gon'ce and Nuestro Futuro.*



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Tribal & Hispanic Youth-Adult Partnerships: Wa'gon'ce and Nuestro Futuro is a University of Nebraska Cooperative Extension 4-H program that helps Nebraska tribal and hispanic youth learn about their heritage, get involved in the governance of their communities and become closer with the adults in their lives. Youth participated in Helping America's Youth Conference in Denver and the Nebraska 4-H Unicameral Youth Conference, where they spent three days at the State Capitol in Lincoln learning about state government and the legislative process. The program was possible through an Engaging Youth Serving Community Rural Youth Development Grant from USDA and National 4-H Council. \*\*

\*\* See back cover.

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*Kathleen's Corner, a conference room off the J.C. Penney Hall Lobby, is a special tribute to Kathleen Flom whose life (1913-2005) and 4-H career in Minnesota and at the National 4-H Youth Conference Center created an incredible record of service to youth.*

*We thank the following donors from July 1, 2006 to June 30, 2007 for honoring Kathleen and continuing her legacy of 4-H stories and history at the Center's front door.*

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*Mississippi 4-H youth and adults learn about water quality and conservation in their region as part of the Wonders of Water 4-H Conservation Program.*



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- Bo and Becky Ryles
- Janine Rywak

Mississippi State University Extension Service Leflore County's Wonders of Water 4-H Conservation Program helped 675 fourth graders and 53 adults in the Mississippi Delta-Hills Region address why they need to conserve water, care about water quality and support the watershed. During seven county camps, participants took samples of local water sources, tested them for pollutants and then mapped global positioning system waypoints for the samples for a regional analysis. The Wonders of Water 4-H Conservation Program is supported with funding from Coca-Cola Foundation and National 4-H Council.

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*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.*

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 Jessica B. Anderson  
 Kembra K. Anderson  
 Andrea Annis  
 Kenzie L. Arnold

## Young People Conquer Community Conflict

*After participating in the Louisiana Citizenship Focus Program, Madison Parish, La., youth returned to their parish to lead an effort to stop bullying in their consolidated junior and high schools.*



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4-H youth at Madison Parish, La., junior and high schools under consolidation led an effort to stop bullying among students. With Louisiana State University AgCenter Extension, 4-H members collaborated with 4-H volunteers and teachers to develop a plan to address the violence. The young people honed their conflict management and cooperation skills so that they could ease tensions among their peers as the schools merged. They also designed and placed anti-bullying posters throughout the parish. The project was made possible through an Engaging Youth Serving Community Rural Youth Development Grant from USDA and National 4-H Council. \* \*

\*\* See back cover.

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## Teens Give Back With GIFT

*New Jersey 4-H youth  
 go toy shopping as  
 part of Project GIFT.*



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*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@fourhcouncil.edu](mailto:sfisher@fourhcouncil.edu) or 301-961-2866.*

Edward T. Aiton Fund  
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NAE4-HA Designated Fund (aka Clover Pledge)  
 National 4-H Conference Fund  
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 Onizuka 4-H Fund for Excellence Program Assistant Fund  
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 New York Life Foundation

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*We make every effort to ensure accuracy. If your name is not listed appropriately, please contact Betsy Johnson at [bjohnson@fourhcouncil.edu](mailto:bjohnson@fourhcouncil.edu) or 301-961-2817 with changes.*



Youth in the Rutgers Cooperative Extension of Cumberland County's 4-H Program give New Jersey families with limited resources the gift of Christmas by providing parents with the funds they need to pick out presents for their children. The 4-H Teen Council provides transportation, child care and refreshments at the event, which has gained the support of local agencies and the USDA's Expanded Food and Nutrition Program (EFNEP). "I find Project GIFT especially gratifying because it is probably the greatest feeling in the world to give a family the gift of Christmas," said one 4-H youth. Project GIFT is supported with funding from Cumberland Farms and National 4-H Council.

## FISCAL YEAR 2007 FINANCIAL OVERVIEW

National 4-H Council's commitment to sound, effective financial stewardship produced favorable results in Fiscal Year 2007 (July 1, 2006 to June 30, 2007). Independent auditors, BDO Seidman, issued an unqualified opinion on consolidated financial statements of National 4-H Council and Controlled Affiliates as of June 30, 2007, and for the year then ended. Council's chief executive officer and chief financial officer certify the appropriateness of these financial statements. The independent auditors noted no material weaknesses in internal controls and no instances of non-compliance with applicable federal regulations. Finally, Council complied with all financial governance policies directed by its trustees.

### Summary Statement of Financial Position

|                                             | 2007                | 2006                 |
|---------------------------------------------|---------------------|----------------------|
| <b>ASSETS</b>                               |                     |                      |
| Cash and cash equivalents                   | \$946,436           | \$81,489             |
| Investments                                 | 18,804,846          | 17,899,164           |
| Receivables                                 | 3,755,992           | 2,443,844            |
| Merchandise inventories                     | 880,673             | 680,920              |
| Property and equipment, net of depreciation | 8,922,848           | 8,579,699            |
| Other assets                                | 212,817             | 359,248              |
| <b>TOTAL ASSETS</b>                         | <b>\$33,523,612</b> | <b>\$30,044,364</b>  |
| <b>LIABILITIES</b>                          |                     |                      |
| Accounts payable and accrued expenses       | \$1,401,099         | \$1,502,833          |
| Deferred revenue                            | 1,335,576           | 1,050,310            |
| Accrued postretirement benefit liability    | 2,056,663           | 2,366,616            |
| Unfunded pension liability                  | 1,624,556           | 1,378,201            |
| Agency funds and other                      | 945,308             | 1,039,890            |
| <b>TOTAL LIABILITIES</b>                    | <b>\$7,363,202</b>  | <b>\$7,337,850</b>   |
| <b>NET ASSETS</b>                           |                     |                      |
| Unrestricted net assets                     |                     |                      |
| Undesignated                                | \$12,416,979        | \$12,361,116         |
| Designated                                  | 6,312,684           | 4,593,284            |
| <b>TOTAL UNRESTRICTED NET ASSETS</b>        | <b>18,729,663</b>   | <b>16,954,400</b>    |
| Temporarily restricted net assets           | 7,220,400           | 5,541,767            |
| Permanently restricted net assets           | 210,347             | 210,347              |
| <b>TOTAL NET ASSETS</b>                     | <b>\$26,160,410</b> | <b>\$ 22,706,514</b> |
| <b>TOTAL LIABILITIES AND NET ASSETS</b>     | <b>\$33,523,612</b> | <b>\$30,044,364</b>  |

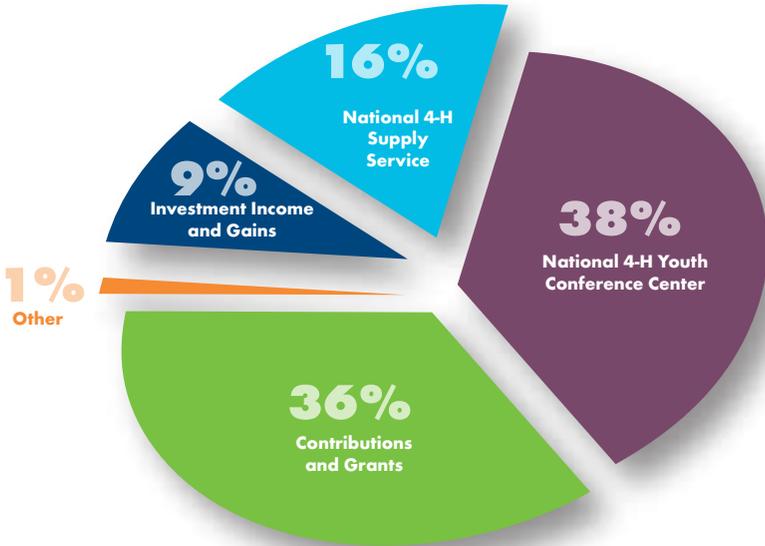
## Summary Statement of Activities

|                                                    | 2007                | 2006                 |
|----------------------------------------------------|---------------------|----------------------|
| <b>REVENUES AND GAINS</b>                          |                     |                      |
| Contributions and grants                           | \$9,654,674         | \$6,896,002          |
| National 4-H Youth Conference Center               | 10,313,868          | 10,184,703           |
| National 4-H Supply Service                        | 4,377,123           | 4,184,711            |
| Investment income and gains                        | 2,559,733           | 1,436,519            |
| Other                                              | 186,407             | 122,171              |
| <b>TOTAL REVENUES AND GAINS</b>                    | <b>\$27,091,805</b> | <b>\$22,824,106</b>  |
| <b>EXPENSES</b>                                    |                     |                      |
| Program services                                   | \$18,727,394        | \$16,414,789         |
| Management and general                             | \$3,245,671         | \$3,242,756          |
| Fundraising                                        | 1,377,056           | 1,157,456            |
| <b>TOTAL EXPENSES</b>                              | <b>\$23,350,121</b> | <b>\$ 20,815,001</b> |
| Change in net assets before<br>pension adjustments | \$3,741,684         | \$2,009,105          |
| Combined effect of pension adjustments             | (287,788)           | 1,327,569            |
| <b>CHANGE IN NET ASSETS</b>                        | <b>\$3,453,896</b>  | <b>\$3,336,674</b>   |

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, 2007, and the changes in their net assets and their cash flows for the year then ended in conformity with generally accepted accounting principles. For a complete set of the audited consolidated financial statements for the year ended June 30, 2007, including the consolidated statements of functional expenses and cash flows, full footnote disclosure, and the report of independent certified public accountants, please contact the National 4-H Council Finance Team, 7100 Connecticut Avenue, Chevy Chase, MD 20815-4999 or 301-961-2985.

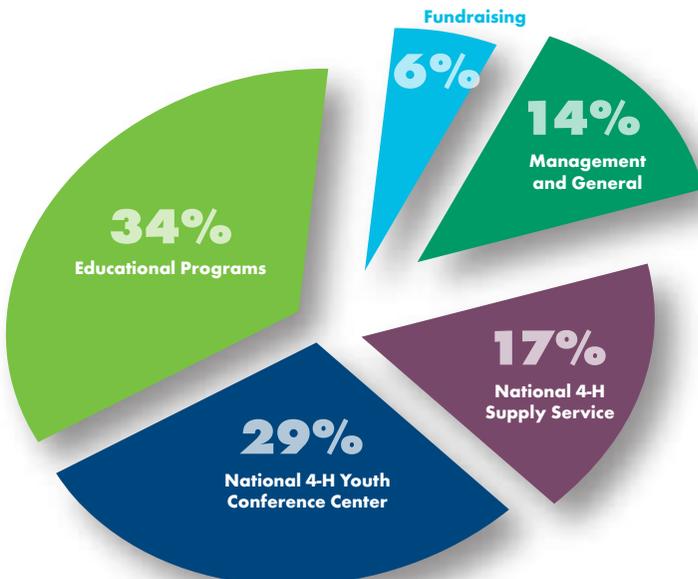
## Funding Sources

National 4-H Council operating and program funds are derived from four main funding sources: grants and contributions, National 4-H Youth Conference Center revenue, National 4-H Supply Service merchandise sales, and investment income and gains. In FY2007, these sources generated \$27 million—a \$4.2 million or 18.5 percent increase over FY2006 total revenue. A strategic focus on charitable contributions and grants is responsible for 60 percent of this significant increase and produced 36 percent of total revenue in FY2007. Increased revenue means increased support for the 4-H movement’s educational programs and initiatives.



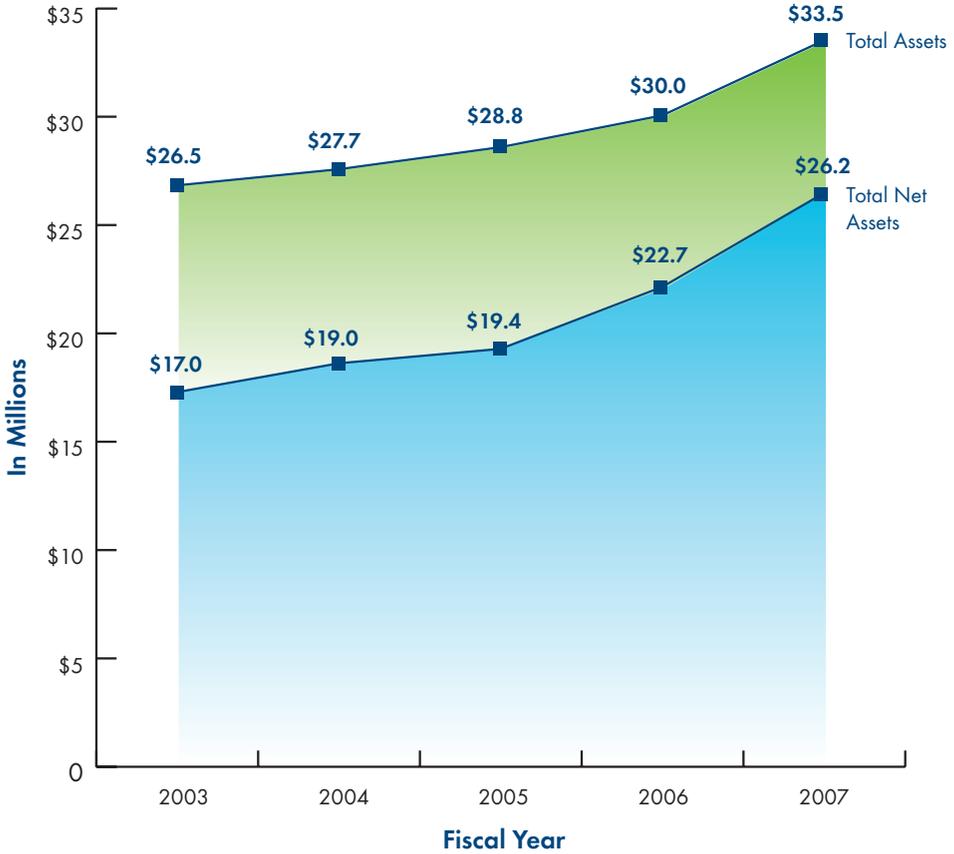
## Expense Components

As National 4-H Council diversifies its funding sources and increases income-generating activities, its revenue is directed toward 4-H system-wide programmatic and educational initiatives. Council’s supporting services expenses (fundraising and management and general) are maintained at low levels. In FY2007, supporting services accounted for 19.8 percent of total expenses while 80 percent of expenses directly funded educational and other program initiatives.



### Five-Year Trend

National 4-H Council's financial position is strong. The five-year trend has been exceptional as assets have increased by 26 percent since 2003 and total net assets have grown by almost 54 percent to \$26.2 million during this period. Net assets ensure availability of funding for future 4-H system-wide initiatives.



## NATIONAL 4-H HEADQUARTERS HONORED



National 4-H Council congratulates the Army 4-H Youth Development Project (AYDP) based at National 4-H Headquarters, CSREES, USDA for being recognized with the Secretary's Award, the most prestigious award presented by the United States Department of Agriculture. The project was recognized in October 2006 for its collaboration of federal agencies and land-grant universities and colleges, using public resources wisely and meeting critical challenges facing America's children when a parent is deployed. National 4-H Headquarters staff honored were Sharon K.B. Wright, national program leader for military programs; Dr. Cathann Kress, director of youth development; James Kahler, youth technology specialist; Eddy Mentzer, youth development specialist; and Janice Clark, grants management specialist. Front row from left are Brigadier General Belinda Pinckney, commanding general, U.S. Army Family and Morale, Welfare & Recreation Command; then-Deputy Secretary of Agriculture Charles F. Conner; then-Secretary of Agriculture Mike Johanns; Wright; Dr. Merle Pierson, deputy under secretary for research, education and economics, USDA. Second row from left are Brigadier General John Macdonald, deputy commander, U.S. Army Installation Management Command; 4-H/AYDP Youth Development Specialist Deb Marple, Washington State University; Kress; Kahler; M.-A. Lucas, U.S. Army, director, Child and Youth Services, and National 4-H Hall of Fame Laureate; Nancy Campbell, U.S. Army, Youth Education Support Services program manager. Third row from left are 4-H/AYDP Project Manager Sam Fowler, Auburn University; 4-H/AYDP Youth Development Coordinator Bradd Anderson, University of Missouri; Operation: Military Kids Coordinator Darrin Allen, Virginia Tech University; 4-H/AYDP Youth Technology Coordinator Mark Otto, Auburn University; Mentzer; and Clark.



# HEROES

*By G-Quan Booker*

*New York Life Youth in Governance 4-H Club Member  
Tompkins County, New York*

**Peace is something that comes from love  
If we must I'll take a miracle from above**

**Some people have courage in their souls  
And some people's soul is dark as coal**

**When the time comes, you must listen to your heart but heroes and villains  
are what set us apart**

**You must be ready for your big fight  
You will feel good to know you're fighting for what's right**

**At the end of the day your account might be zero, but you will feel good to  
know you're a hero**

**You could be a star in somebody's eye  
You could be there to stop the cries**

**Keep your chin up and always stand  
In your life you're going to need a hand**

**Another lesson, just think before you act  
That's how you look and that's a fact**

**When you get negative thoughts just put them in the sand  
Never say you can't when you can**

**People will slam the door and yes there's some  
Just be patient and your time will come**

**Just Stand out and let your voice ring  
I hope this poem helps you do the right thing**

*G'Quan Booker, 16, wrote Heroes after his week-long experience at 4-H's Citizenship Washington Focus civic educational program in Washington, D.C. (See story about CWF and a photo of G-Quan on Page 11.) The young writer and poet is a student at Ithaca High School where he is a member of the African Latino Club and Wrestling Team. After-school activities include The Dinner Club and Poets and Scribes. G'Quan works hard, loves people and believes that everyone should get one good hug a day.*

National 4-H Council associates recite *The 4-H Pledge*  
at the beginning of every All-Staff Meeting:

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



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