



# JOIN

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## THE REVOLUTION OF RESPONSIBILITY

NATIONAL 4-H COUNCIL  
2011 ANNUAL REPORT



Visit us online at [www.4-H.org](http://www.4-H.org).

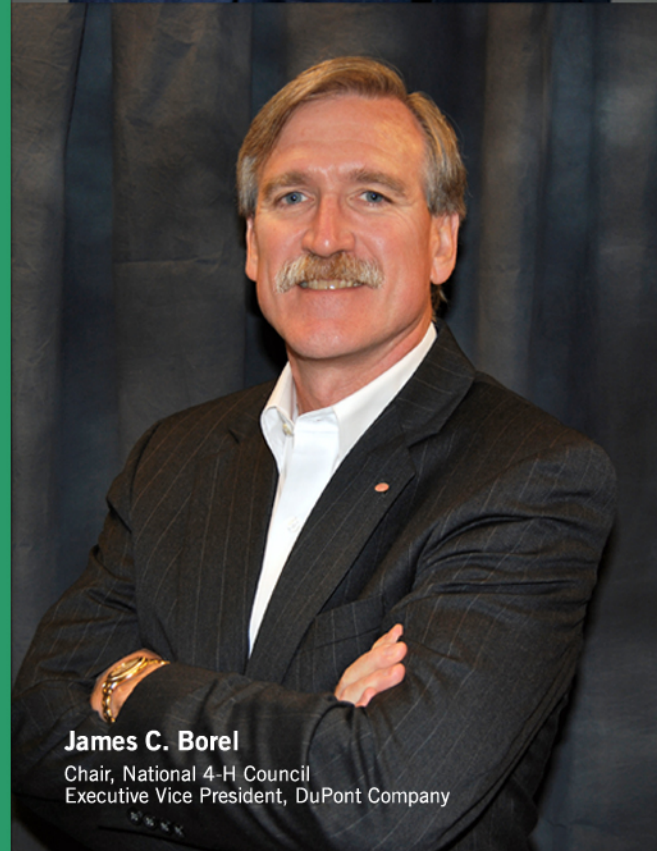
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# A NEW CALL TO ACTION



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



**James C. Borel**  
Chair, National 4-H Council  
Executive Vice President, DuPont Company



4-H is the youth development program of our nation's Cooperative Extension System.

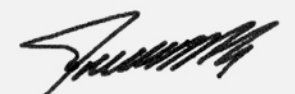
The 4-H story is really a story of responsibility—a story of millions of young people who step up every day to make a difference. It's also a story of the dedication of Extension professionals and 4-H volunteers who help young people see how their voices matter, and the partners who believe that an investment in a responsible young person is the best investment of all. These are the stories of the Revolution of Responsibility.

In thousands of communities, through hundreds of different programs and partners, the results of 4-H are amazingly reliable: young citizens who are more likely to do well in school, more likely to go on to college and more likely to contribute positively to society.

The 4-H model of success has an increasing relevance and importance in a world grappling with a changing climate, water shortages, famine and strife. To ensure global economic and political stability, we must recognize youth development programming not as a choice, but as an imperative—and integrate it into the fiber and ecosystems of our global culture.

The potential for 4-H is enormous, and the steps we take now are critical. After careful research and collaboration with the entire 4-H system, we've developed a strategic plan that refocuses Council's mission on increasing investment and participation in the high quality 4-H programs that deliver those amazing results. That focus will translate into new resources and professional opportunities for the adult educators and volunteers who make 4-H happen every day.

National 4-H Council has never been stronger. The need for responsible global citizens has never been greater. We hope you will join us.

  
Donald T. Floyd, Jr.

  
James C. Borel





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# COMMUNITY

In 1998, Octaviano Merecias-Cuevas, a high-school student from Washington County, Oregon, participated in a new bilingual, family-supported, afterschool 4-H program that capitalized on youth interest in technology.

“The 4-H Tech Wizards program has created a new wave of mentors and leaders...”

Octaviano Merecias-Cuevas,  
Program Director, Oregon State University

"I was an at-risk student from Mexico who was facing a language barrier, poverty, family issues and societal pressures," said Merecias-Cuevas. "At first I didn't take it seriously but later on after I saw that the program mentors cared about us, I started to work hard at the program."

Now Merecias-Cuevas serves as Program Director at the Oregon State University Extension Service for the program, which is known as the 4-H Tech Wizards. The program fulfills a critical need to engage and mentor vulnerable and marginalized youth who tend to be underrepresented.

4-H Tech Wizards participants not only develop skills in website development, video and podcast production, GIS and GPS technologies, Lego® Robotics, and other technologies through real-world situations, but also give back to the community—volunteering 40 hours annually in technology-related, service-learning projects benefitting the larger community.

"The 4-H Tech Wizards program has created a new wave of mentors and leaders that not only have impacted the youth and their families, but has also created economic sustainability in the community by providing the essential tools, skills, resources and mentorship to the participants in the program."

The 4-H Tech Wizards, created by Oregon State University Extension, is one of three 4-H mentoring programs supported by a \$5 million grant from the

Department of Justice's Office of Juvenile Justice and Delinquency Prevention (OJJDP). Other programs include *4-H Mentoring: Youth & Families with Promise*, created by Utah State University Cooperative Extension, and *4-H LIFE*, created by the University of Missouri Extension. The grant is part of OJJDP's efforts to strengthen, expand and implement youth mentoring activities nationwide, and will serve more than 6,000 4-H youth over a one-year period.

In the 4-H Tech Wizards program's eight years of delivery, about 95 percent of participating youth have completed the program, 95 percent have demonstrated mastery of all skill competencies, 85 percent have annually completed 15 hours of community service learning, 95 percent have graduated high school, and 70 percent have pursued post-secondary education.

Last year, OJJDP selected the 4-H Tech Wizards program to be replicated in 21 states, and Merecias-Cuevas was asked to lead the effort.



According to *The 4-H Study of Positive Youth Development* from the Institute for Applied Research in Youth Development at Tufts University, 4-H youth are three times more likely to contribute to their communities compared to youth that are not in 4-H.

## Key Partnerships Supporting 4-H Communities





IMPACTING

# 4-H YOUTH



Girls in 4-H are more than twice as likely to participate in science, engineering, or computer technology programs than their peers.

- *The 4-H Study of Positive Youth Development*, Institute for Applied Research in Youth Development at Tufts University, 2010

4-H National Youth Science Day (NYSD) has inspired hundreds of thousands of young people to explore the possibilities within science. For Luana Xiong of Merced County, California, it sparked a dream of becoming a cardiovascular surgeon.

"I am Hmong, and the elderly Hmong people don't really understand science or even medical problems," Xiong said. "I want to be the person who understands the culture, but also the science that is involved when we are sick."



4-H National Youth Science Day is the premier national rallying event for year-round 4-H Science programming, bringing together youth, volunteers and educators from the nation's 111 land-grant universities and the Cooperative Extension System to simultaneously complete the National Science Experiment.



## Key Partnerships Supporting 4-H Youth

TOYOTA



2010's experiment, "4-H<sub>2</sub>O", explored the effects of increased carbon dioxide in our environment and was sponsored by Toyota, BAE Systems, IBM, Karo and John Deere. It engaged thousands of scientists young and old—from Alaska to Alabama to Antarctica.

"Science Day was awesome," Xiong said. "I learned that science is important because of how it affects our lives."

The 15-year-old was so motivated by the hands-on learning activities of "4-H<sub>2</sub>O" she held a local event for 250 members of her community to share with them her passion for science and the global impact humans have on the advancement of the field.

"My goal was to spread my knowledge to as many people as I could," Xiong said.

The impact Luana Xiong has had on her community through her energy and her love of science is multiplied thousands of times through the efforts of 4-H youth across the country who are learning, leading and speaking out in their own communities. From encouraging the adoption of healthy, nutritional eating habits to understanding alternative energy, 4-H'ers are sharing the value of science for the benefit of their clubs, communities, country and world.



“My goal was to spread my knowledge to as many people as I could.”

Luana Xiong,  
California 4-H'er



# IMPACTING 4-H PROFESSIONALS

Today's technology-driven society requires youth and adults to be able to speak the same digital language in order to build productive and positive relationships. With that in mind, National 4-H Council recently launched *my4H*, an online social learning environment that will ensure that the adults who deliver high-quality positive youth development programs can share,

learn and grow the skills necessary to mentor this generation—and the next.

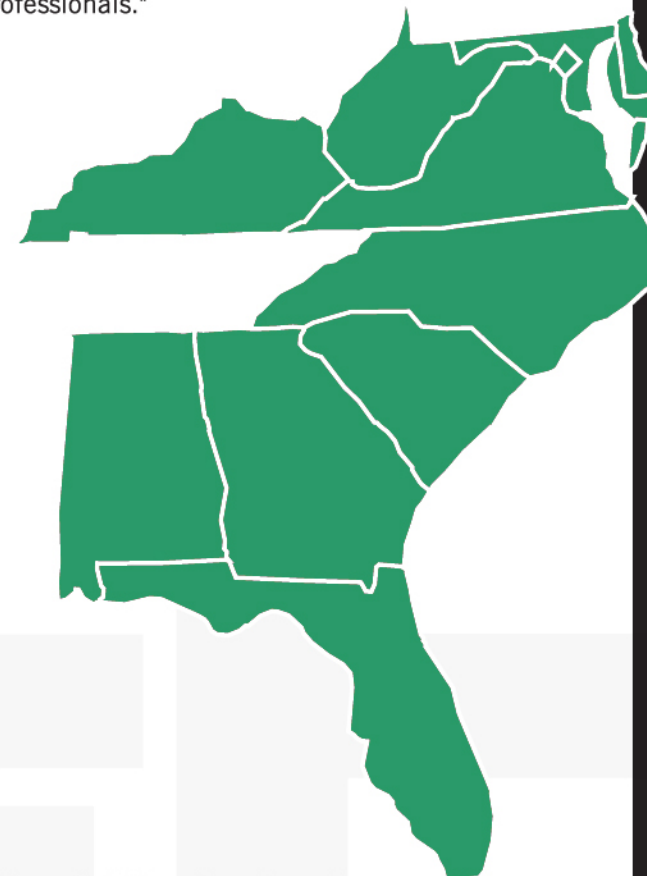
*my4H* provides 4-H and Cooperative Extension educators with a secure platform on which to collaborate with other professionals around the country who are working in the same project areas. "I've been able to stay in contact with educators across our state, sharing resources, reviewing action plans, sharing new ideas," University of Tennessee 4-H Youth Development Extension Specialist Justin Crowe said. "We can get information on what works well and how to make our programs better."



Crowe and others see the potential of *my4H* not only in the efficient transfer of information from one professional to another, but through the collaborative environment created by professionals who are advancing programs like robotics, Health Rocks!® and more.

"This is a very exciting time for our system." University of California 4-H Science Coordinator Steven Worker said. "Social media and online technology is critical to our work with young people, and National 4-H Council is helping focus technology on the needs of youth development professionals."

Hundreds of early adopters from across the country currently use *my4H*, sponsored by Altria, and interest is growing. *my4H* is sure to revolutionize the way 4-H professionals work together to deliver high-quality 4-H programs.



Thanks to support from Altria, a network of 12 4-H states will receive *my4H* training, generating connections between professionals to more than 77,000 youth indirectly. That's powerful potential.

MARYLAND  
VIRGINIA  
DELAWARE  
DC  
NORTH CAROLINA  
SOUTH CAROLINA  
KENTUCKY  
TENNESSEE  
GEORGIA  
FLORIDA  
WEST VIRGINIA  
ALABAMA

## Key Partnerships Supporting 4-H Professionals





# IMPACTING 4-H VOLUNTEERS

**“4-H youth have higher levels of the developmental assets that [are] important in promoting PYD: relationship with others, and in particular, caring, competent, and committed adults, such as parents, teachers, and mentors. For 4-H’ers, the adult mentoring that young people receive plays a vital role in helping them achieve future life successes.”**

- The 4-H Study of Positive Youth Development, Institute of Applied Research in Youth Development at Tufts University, 2010



Having been a 4-H volunteer in Montgomery County, Maryland for more than 15 years, Paula Linthicum has worn many hats. But her most important role is as a trainer of other 4-H volunteers.

Through her work as a 4-H volunteer trainer, Linthicum has effectively reached almost a thousand young people. In addition to ensuring that the youth at 4-H summer camp are in good hands, Paula is constantly looking for ideas to improve youth experiences and outcomes. To find the newest and most effective ideas, Linthicum turns to the annual Maryland 4-H Volunteer Forum—sponsored by Monsanto.

"As a volunteer, I get a lot out of attending the training sessions," said Linthicum. "We're able to observe and learn about techniques from other camps throughout the state. The Forum gives all of us volunteers the platform we need to meet other camp staff and get new ideas."

## Key Partnerships Supporting 4-H Volunteers

Monsanto has committed \$500,000 per year to 4-H volunteer development initiatives nationwide. This commitment includes sponsorship of one 4-H volunteer forum or development activity in each state, as well as regional 4-H volunteer events. More than 12,000 youth and adult volunteer leaders were trained through Monsanto volunteer forums in the 2011 fiscal year.

Looking forward to her next forum, Linthicum is eager to learn from her peers about how she can keep the program fresh and continue to engage young people with the type of learning and leadership opportunities that will make them positive contributors.

"I think 4-H camp really impacts the youth. They learn independence and that's a great quality to have in life," said Linthicum. "If we didn't have groups like Monsanto help with events like the forums, our youth wouldn't be able to grow and give back. I see a lot of the 4-H'ers from camp come back as 4-H volunteers in their communities because of their experiences at camp."

Linthicum is one of the more than 500,000 4-H youth and adult volunteers throughout the United States.

“ They learn independence and that's a great quality to have in life. ”

Paula Linthicum,  
4-H Volunteer, Montgomery County Maryland





# IMPACTING GLOBAL COMMUNITY

Susan Naburi, CEO of Tanzania 4-H, has big plans for the 34,000 youth that 4-H Tanzania reaches every year. She believes that 4-H has the ability to make a positive impact on global issues such as poverty, food security and youth unemployment in emerging economies.

"4-H has created a space for young people to explore their inner talents," said Naburi. "Through 4-H programs, young people are focused on becoming the drivers of civic and economic change in their homes, their communities, their countries and their world."



“4-H has created a space for young people to explore their inner talents.”

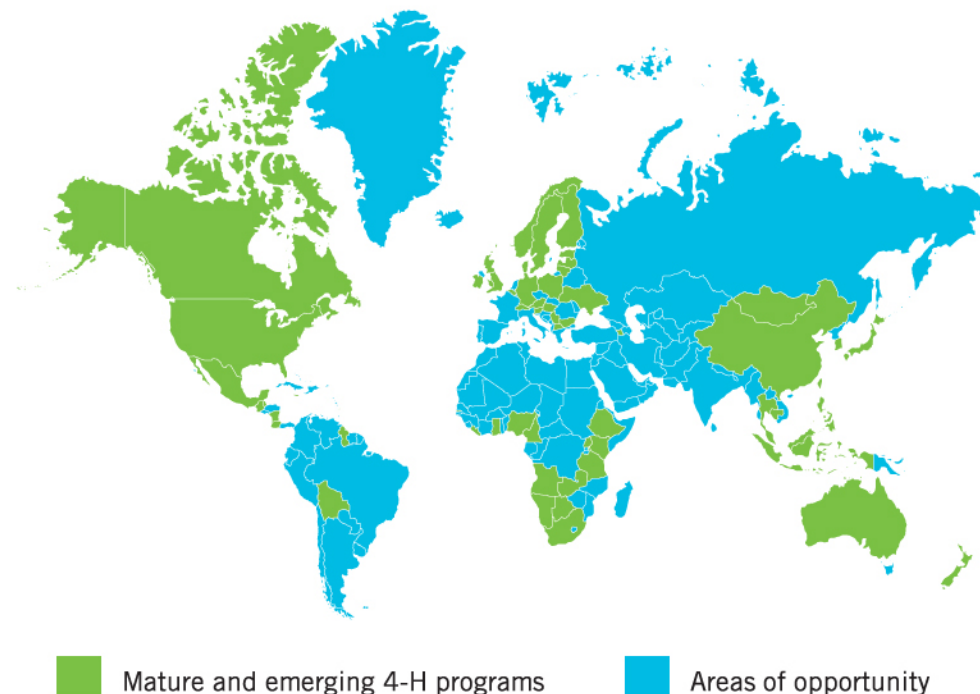
— Susan Naburi, CEO of Tanzania 4-H

In collaboration with founding partners the Bill and Melinda Gates Foundation, Cargill, DuPont, Motorola, the Nike Foundation, and Novus—as well as several U.S. land-grant universities—National 4-H Council is working to bring existing 4-H programs around the world together to create sustainable livelihoods and economic security for the next generation of farmers. As it evolves, the network of partners will provide a means to distribute the tools, resources, partnerships, and strategies needed to prepare the world's young people to meet urgent global needs.

4-H programs are active in more than 70 countries in North, South, and Central America, Europe, Asia, and Africa, and all share the goal of improving the lives of millions of young people, their families and their communities. Globally, there are more than 1.3 billion young people ages 12 to 24 - many of whom are rural youth without access to resources to develop a viable future.

"My exposure and involvement in this has shown me how impactful the 4-H model is," said Naburi. "Because I believe in this model and I have seen its impact on communities, I have decided to commit our resources to seeing it succeed. There is no better way for me give back to my community than through 4-H."

## GLOBAL CLOVER NETWORK



## Key Partnerships Supporting 4-H Global Initiatives



## Council continues to make strides in fostering international 4-H partnerships.

On June 7, 2011, Senator Tom Daschle and the DuPont Committee on Agriculture Innovation and Productivity for the 21st Century released their report on recommendations to address the looming food productivity gap. The report acknowledges that strategies such as 4-H will be essential to mobilize young people to lead technology transfer and adoption of innovation.





IMPACTING

# OUR NEIGHBORS



According to *The 4-H Study of Positive Youth Development* from the Institute for Applied Research in Youth Development at Tufts University, when compared to other youth, young people involved in 4-H more physically active, and two times less likely to use drugs, cigarettes or alcohol.

Local high school student Vivian McCarter noticed that her classmates would often go to nearby convenience stores for lunch or snacks during the school day. She also noticed that there were very few nutritious food options, and in fact, she was living in a food desert. According to the Centers for Disease Control and Prevention, about 12.5 million U.S. children and adolescents aged two to 19 years are obese. As a witness to this statistic, Vivian and her 4-H group in Wake County, NC took action.

According to the Centers for Disease Control and Prevention, about 12.5 million U.S. children and adolescents aged two to 19 years are obese.

"We have an obesity problem in our area," said Vivian, "so we decided to try to use the technologies that we have to change that."

Using GIS and GPS technology, Vivian and her 4-H peers mapped out grocery and convenience stores in their county and tracked the stores with healthy food options. Taking it one step further, they teamed up with local health advocacy group, Advocates for Health in Action. Together, they initiated a campaign to improve food selections in stores throughout the community. They persuaded store owners to add better choices, an inspiring act and a victory in the fight against obesity.

Vivian McCarter and her 4-H group didn't just make it easier to find healthier food; they made it easier to live a healthier life. Through their efforts, the youth in Wake County, North Carolina now have the resources they need to learn where healthy food options are available, and more options to lead healthy lives.

## Key Partnerships Supporting Our Neighbors

“ We have an obesity problem in our area, so we decided to try to use technologies that we have to change that. ”

Vivian McCarter, North Carolina 4-H'er





# FISCAL YEAR 2011 FINANCIAL OVERVIEW

National 4-H Council's Commitment to sound, effective financial stewardship produced favorable operating results in Fiscal Year 2011 (July 1, 2010 to June 30, 2011). Independent Auditors BDO USA issued an unqualified opinion on the consolidated financial statements of National 4-H Council and Controlled Affiliates as of June 30, 2011, and for the year then ended. Council's Chief Executive Officer and Chief Financial Officer certify the appropriateness of these financials.

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, 2011, and the changes in their net assets and their cash flows for the year then ended in conformity with generally accepted accounting principles.

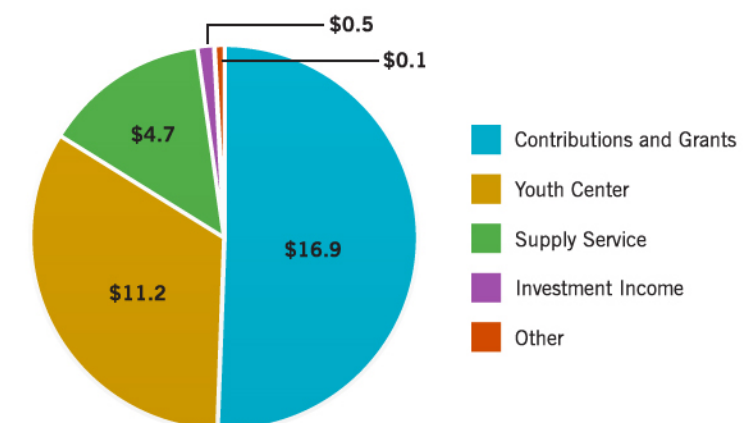
| Summary Statement of Financial Position   | 2011              | 2010              |
|-------------------------------------------|-------------------|-------------------|
| <b>ASSETS</b>                             |                   |                   |
| Cash & Cash Equivalents                   | 4,126,821         | 5,487,597         |
| Investments                               | 21,151,064        | 17,429,664        |
| Receivables                               | 8,647,596         | 5,883,855         |
| Merchandise Inventories                   | 1,229,707         | 1,088,724         |
| Property & Equipment, Net of Depreciation | 8,959,236         | 8,934,057         |
| Other Assets                              | 98,541            | 113,045           |
| <b>TOTAL ASSETS</b>                       | <b>44,212,965</b> | <b>38,936,942</b> |
| <b>LIABILITIES</b>                        |                   |                   |
| Accounts Payable & Accrued Expenses       | 3,668,146         | 2,869,643         |
| Deferred Revenue                          | 1,552,700         | 1,083,353         |
| Accrued Postretirement Benefit Liability  | 2,314,816         | 2,549,092         |
| Unfunded Pension Liability                | 4,543,424         | 5,809,854         |
| Agency Funds & Other                      | 1,058,122         | 960,663           |
| <b>TOTAL LIABILITIES</b>                  | <b>13,137,208</b> | <b>13,272,605</b> |
| <b>NET ASSETS</b>                         |                   |                   |
| Unrestricted Net Assets                   |                   |                   |
| Undesignated                              | 5,772,974         | 2,787,219         |
| Designated                                | 7,119,127         | 5,687,813         |
| <b>TOTAL UNRESTRICTED NET ASSETS</b>      | <b>12,892,101</b> | <b>8,475,032</b>  |
| Temporarily Restricted Net Assets         | 17,948,259        | 16,953,908        |
| Permanently Restricted Net Assets         | 235,397           | 235,397           |
| <b>TOTAL NET ASSETS</b>                   | <b>31,075,757</b> | <b>25,664,337</b> |
| <b>TOTAL LIABILITIES AND NET ASSETS</b>   | <b>44,212,965</b> | <b>38,936,942</b> |

| Summary Statement of Activities                                                                              | 2011              | 2010              |
|--------------------------------------------------------------------------------------------------------------|-------------------|-------------------|
| <b>REVENUES</b>                                                                                              |                   |                   |
| Contributions & Grants                                                                                       | 16,917,793        | 16,010,178        |
| National 4-H Youth Conference Center                                                                         | 11,203,504        | 11,320,110        |
| National 4-H Supply Service                                                                                  | 4,690,310         | 4,978,579         |
| Investment Income                                                                                            | 488,892           | 617,208           |
| Other                                                                                                        | 97,891            | 240,888           |
| <b>TOTAL REVENUES</b>                                                                                        | <b>33,398,390</b> | <b>33,166,963</b> |
| <b>EXPENSES</b>                                                                                              |                   |                   |
| Program Services                                                                                             | 29,206,305        | 25,753,338        |
| Management & General                                                                                         | 1,459,867         | 1,963,371         |
| Fundraising                                                                                                  | 2,334,796         | 2,254,817         |
| <b>TOTAL EXPENSES BEFORE INVESTMENT GAINS/(LOSSES), PENSION COSTS AND POSTRETIREMENT BENEFIT COSTS</b>       | <b>33,000,968</b> | <b>29,971,526</b> |
| <b>CHANGE IN NET ASSETS BEFORE INVESTMENT GAINS/(LOSSES), PENSION COSTS AND POSTRETIREMENT BENEFIT COSTS</b> | <b>397,422</b>    | <b>3,195,437</b>  |
| Investment Gains/(Losses)                                                                                    | 3,187,725         | 1,465,579         |
| Pension Related Changes Other Than Net Period Pension Costs                                                  | (1,587,037)       | (546,918)         |
| Postretirement Benefit Costs                                                                                 | 234,276           | (262,979)         |
| <b>CHANGE IN NET ASSETS</b>                                                                                  | <b>5,406,460</b>  | <b>3,851,119</b>  |

For a complete set of the audited consolidated financial statements for the year ended June 30, 2011, 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.

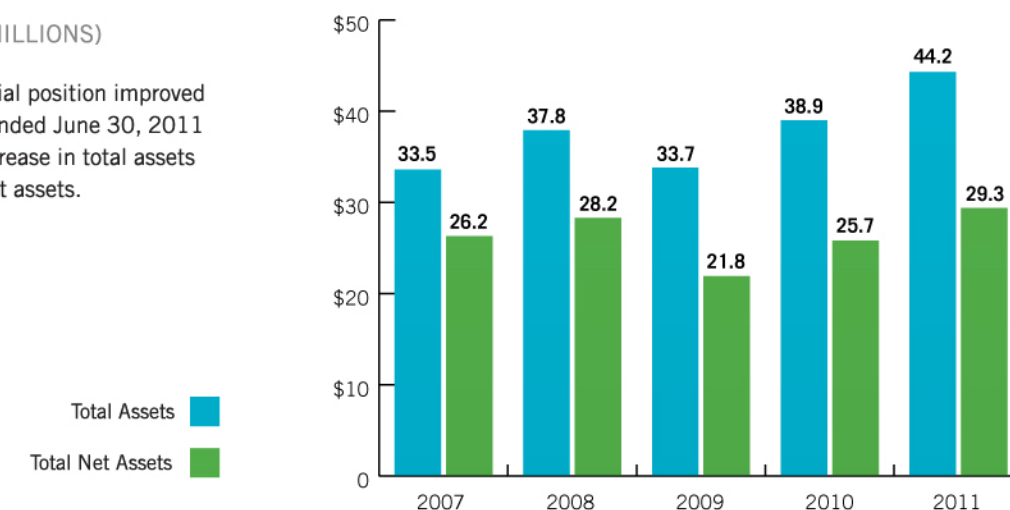
## 2011 FUNDING SOURCES (IN MILLIONS)

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 2011, these sources generated \$33.4 million. Revenues derived from National 4-H Youth Conference Center, remained consistent with FY 2010 amounts, while revenues from Supply Service decreased 6% and investment income decreased 20%. These declines were offset by contributions and grants fundraising increasing by 6% for the year.



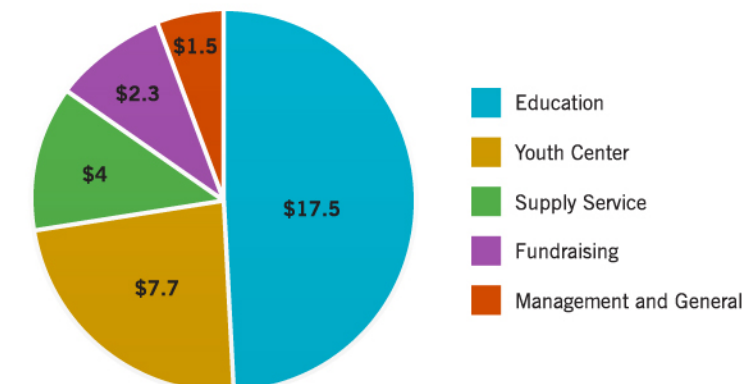
## FIVE-YEAR TREND (IN MILLIONS)

National 4-H Council's financial position improved significantly during the year ended June 30, 2011 as reflected by the 13.6% increase in total assets and the 14.0% increase in net assets.



## 2011 EXPENSE COMPONENTS (IN MILLIONS)

As Council continues to diversify its funding sources and increase 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 2011, supporting services accounted for 14% of total expenses, while 86% of expenses directly funded educational and other program initiatives.





# NATIONAL 4-H COUNCIL FY 2011 ANNUAL REPORT HONOR ROLL DONORS

National 4-H Council's work of behalf of the 4-H Youth Development movement would not be possible without the generosity of our individual, corporate and foundation donors. **Thank you.** Listings with a † are gifts committed in a prior reporting period that continue to support Council's work.

## Second Century of Excellence Club • Corporate/Foundation Donors

July 1, 2010 - June 30, 2011

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\$1,000,000 and Up

jcpenney afterschool (FY 2011, FY 2010) †  
Molina Healthcare, Inc.  
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# NATIONAL 4-H COUNCIL FY 2011 ANNUAL REPORT HONOR ROLL DONORS

## 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 Jill Bramble at [jbramble@4-H.org](mailto:jbramble@4-H.org) or 240-620-1702.

|                                                                   |                                                           |
|-------------------------------------------------------------------|-----------------------------------------------------------|
| Edward W. Aiton Fund                                              | NAE4-HA Designated Fund (aka Clover Pledge)               |
| Kenneth H. Anderson Fund                                          | National 4-H Conference Fund In Memory of Elsie J. Carper |
| Richard R. Angus NAE4-HA Professional Leadership Recognition Fund | Onizuka 4-H Fund for Excellence                           |
| George L. Brown Multicultural Immersion Fund                      | Ethel and Kenneth Pickett Endowment Fund                  |
| Donald and Toni Daley Fund                                        | Elaine R. and Paul E. Pitts Fund                          |
| Gary L. Davis Excellence in Leadership Award Fund                 | Dalton and Ruby Proctor Endowment Fund for the NC Lobby   |
| Raymond C. Firestone 4-H Leadership Fund                          | Program Assistant Fund                                    |
| John M. Fisher Fund                                               | President's Innovation Fund                               |
| Gail and Edwin M. Gershon Scholarship Fund                        | Salute to Excellence 4-H Volunteer Recognition Fund       |
| Mary Nell Greenwood Fund                                          | Luke M. Schruben Memorial Fund                            |
| Agnes M. Hansen Fund                                              | Roger Stewart Fund                                        |
| David C. Hardesty Fund                                            | Stiles Scholarship                                        |
| Becky and Jay Kaiserman Fund                                      | Norman A. Sugarman Fund                                   |
| Mary Ann Krug Fund                                                | Edward R. Tinker Fund                                     |
| Lynn Luckow Learning Fund                                         | Gertrude Warren Memorial Fund                             |
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| Denise Miller Fund                                                | Thomas E. Wilson Fund                                     |
| Norman C. Mindrum 4-H Education Fund                              |                                                           |

## The National 4-H Heritage Club

### PLANNED GIVING 4-H PIONEERS

Benefactors who made their planned gifts prior to the establishment of the National 4-H Heritage Club by the Board of Trustees in 2007.

|                                    |                      |                      |
|------------------------------------|----------------------|----------------------|
| Edward W. Aiton *                  | Agnes M. Hansen*     | Luke Schruben*       |
| Jeannette S. DeMure*               | Tena B. Klein*       | Florence Van Norden* |
| Edward R. Tinker* Charitable Trust | Frieda R. Schroder * | W. Sherard Wilson*   |

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 Jill Bramble at [jbramble@4-H.org](mailto:jbramble@4-H.org) or 240-620-1702.

### CHARTER MEMBERS

Benefactors who made planned gifts by September 30, 2009.

|                                         |                                                |
|-----------------------------------------|------------------------------------------------|
| John A. Allen, Jr.                      | Melanie Miller                                 |
| Richard R. Angus                        | Dr. Robert H. Miller and Mrs. Vivian E. Miller |
| David E. and Frances K. "Sue" Benedetti | Beverly and Mason Miller*                      |
| Erna Bamford Breton                     | Wayne Nierman and Linda Gould Nierman          |
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| Anonymous                               |                                                |
| Larry L. Krug                           |                                                |
| Sandra Link Lignell                     |                                                |
| Mary Kay Merwin                         |                                                |

\*Deceased

We make all efforts to ensure accuracy. If your name is not listed correctly or in the manner you wish, please contact Betsy Johnson at [bjohnson@4-H.org](mailto:bjohnson@4-H.org) or 301-961-2817.

### HERITAGE MEMBERS

Benefactors who made planned gifts after October 1, 2009.

|                                   |
|-----------------------------------|
| Michael and Sharon Anderson       |
| Ellen P. Elliott                  |
| Duane R. Nelson*                  |
| Francis and Sibyl Pressly         |
| Justus W. Seaman*                 |
| Russell W. Smith*                 |
| Lowell H. and Verna May K. Watts* |
| Kathryn and Scott Whitaker        |
| Neva N. Wing*                     |



# PARTNER IMPACT



## Adobe

Adobe's support of the 4-H Adobe Youth Voices program has allowed thousands of 4-H'ers to find their voice through different types of media. From video to photo projects, 4-H'ers are able to share their stories with the community, gaining valuable technology skills along the way.



## Altria

Support through the Youth Smoking Prevention program at Philip Morris USA, U.S. Smokeless Tobacco, and John Middleton Co., helps National 4-H Council advance The 4-H Study of Positive Youth Development, ACCESS 4-H, my4-H.org, and the *Health Rocks!*® program.



## Bill and Melinda Gates Foundation

The Bill & Melinda Gates Foundation is one of the five founding partners of a global network of 4-H, focused on an effort to address major global issues such as poverty, food security, and youth unemployment in emerging economies.



## Cargill

Cargill is one of the five founding partners of a global network of 4-H, focused on an effort to address major global issues such as poverty, food security, and youth unemployment in emerging economies.



## Coca-Cola

Coca-Cola is providing support for Youth Voice: Youth Choice in two urban areas, helping 4-H'ers maintain healthy, active lifestyles and gain leadership skills.



## DuPont and Pioneer

DuPont and Pioneer are one of the five founding partners of a global network of 4-H, focused on an effort to address major global issues such as poverty, food security, and youth unemployment in emerging economies.



## jcpenney afterschool

jcpenney afterschool provides financial support for afterschool educators and programs in order to better meet the needs of parents and youth. It is supporting the development of a national curriculum for 4-H Robotics and is helping 4-H establish new 4-H Robotics Clubs across the nation.



## Lockheed Martin

Lockheed Martin is a sponsor of the 4-H Robotics program, supporting a new 4-H Robotics curriculum series and 4-H Robotics Clubs across the nation.



## MetLife

MetLife Foundation is supporting thousands of after-school providers and impacting youth in local communities with opportunities for civic engagement through afterschool 4-H programs.



## Molina

Molina Healthcare is supporting *Youth Voice: Youth Choice* in six states. Through this partnership, 4H'ers and community members are learning about nutrition and physical activity through engaging programs targeted to each state.



## Monsanto

Monsanto provides National 4-H Council with an award to drive the expansion of the National 4-H Volunteer Initiative and grants through the America's Farmers Grow Communities program.



## Motorola

Motorola is one of the five founding partners of a global network of 4-H, focused on an effort to address major global issues such as poverty, food security, and youth unemployment in emerging economies.



## New York Life Foundation

The New York Life (NYL) Foundation supports the creation of 4-H clubs in urban areas, opening the door for more than 840 youth throughout Cleveland, Minneapolis, and New York City in 39 clubs to date.



## Nike Foundation

The Nike Foundation is one of the five founding partners of a global network of 4-H, focused on an effort to address major global issues such as poverty, food security, and youth unemployment in emerging economies.



## Noyce Foundation

The Noyce Foundation is helping 4-H build a pipeline of future scientists and engineers through new 4-H Science clubs, camps, and after-school programs; innovative curriculum; and training for 3,500 4-H educators and 540,000 volunteers.



## Toyota

Toyota has made a significant commitment to land and water issues as the premier environmental sponsor of 4-H<sub>2</sub>Online, 4-H<sub>2</sub>O Community Projects and *Exploring Your Environment curriculum*. Toyota 4-H<sub>2</sub>O Community Projects are currently in eight states.



## Tractor Supply Company

Tractor Supply Company provides support to local 4-H programs in more than 1,000 counties and in 44 states across the country through various in-store fundraising events and activities, such as the Paper Clover Fundraiser.



## UnitedHealthcare

UnitedHealthcare's support of Youth Voice: Youth Choice impacts more than ten thousand youth and their families in three states. Through this partnership, 4-H'ers and community members are learning about fitness and nutrition through fun and engaging programs.



## Walmart

The Walmart Foundation is a leading partner of Youth Voice: Youth Choice, an exciting national program that encourages young people to develop and maintain healthy, active lifestyles. In 2009-2010, 15 4-H statewide Walmart Foundation grantee programs, including Hawaii and Puerto Rico, reached 31,066 youth and adults.