

# 2014 **YOUTH IMPACT** REPORT



NATIONAL 4-H  
COUNCIL



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Thank you for your interest in the work and impact of 4-H—the nation’s largest youth development organization. As the non-profit, private partner of the 4-H movement, we at National 4-H Council are proud of our efforts to help grow kids with confidence and purpose—young people who are prepared to thrive in life today and tomorrow.

National 4-H Council’s mission is to increase investment and participation in high-quality 4-H programs. This is achieved through a unique public-private partnership—including 110 land-grant universities and the Cooperative Extension System, the National Institute of Food and Agriculture within the United States Department of Agriculture, as well as investors, 4-H alumni, professionals, educators, volunteers, mentors and young people.

We encourage you to read on and learn more about the programs implemented in fiscal year 2014\* and their positive impact on young people in communities throughout the United States.

Sincerely,



*Jennifer Sirangelo*

Jennifer Sirangelo  
President & CEO  
January 2014 - present



*Donald T. Floyd, Jr.*

Donald T. Floyd, Jr.  
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\*July 1, 2013 - June 30, 2014

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\* Special thanks to these Trustees whose terms expired or who retired/resigned in 2014.

+ Non-Trustee

^ Executive Committee

# 4-H REACH

# 4-H IMPACT



**2X**

MORE **LIKELY**  
TO MAKE HEALTHIER CHOICES\*

**4X**

MORE **LIKELY**  
TO CONTRIBUTE TO THEIR COMMUNITIES\*

**2X**

MORE **LIKELY**  
TO PARTICIPATE IN SCIENCE PROGRAMS OUTSIDE OF SCHOOL TIME\*

\* Source: The Positive Development of Youth: Comprehensive Findings from the 4-H Study of Positive Youth Development. Tufts University: Institute for Applied Research in Youth Development. Results of the first-of-its kind, 10-year longitudinal study completed in December, 2013.



# 4-H NATIONAL MENTORING PROGRAM



*In Alaska, as part of the 4-H Youth and Families with Promise Program, mentors and native Alaskan 4-H'ers work together to build wooden sleds. In the process, they are learning math and science concepts as well as important life skills, including patience and teamwork. And they also reap the benefits of their work on the Alaska slopes.*



For many of America's youth, 4-H mentors are so much more than tutors or program leaders—they are hope, they are comfort, they are family. They are the pathway to a promising future.

In 2014, the 4-H National Mentoring Program reached 9,200 young people and nearly 3,000 adult and teen mentors in 47 states. The program, in place since 2010, is made possible with grant money from the U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention.

## 4-H MENTORS CHANGE AND SAVE LIVES.

The program engages youth:

- with incarcerated parents or youth in the juvenile justice system
- with a parent in the military
- from tribal communities

## AND THERE'S EVIDENCE THAT THE 4-H NATIONAL MENTORING PROGRAM WORKS.

**4-H YOUTH AND FAMILIES WITH PROMISE** reaches youth and families who have below-average school performance, poor social skills, and/or weak family bonds. **73% of the youth demonstrated a positive increase in their social competencies.**

**4-H TECH WIZARDS** uses technology to engage youth in learning life and workforce skills and aspiring to continued education, careers, and community involvement. **85% of the youth demonstrated a positive increase in their perception of social support.**

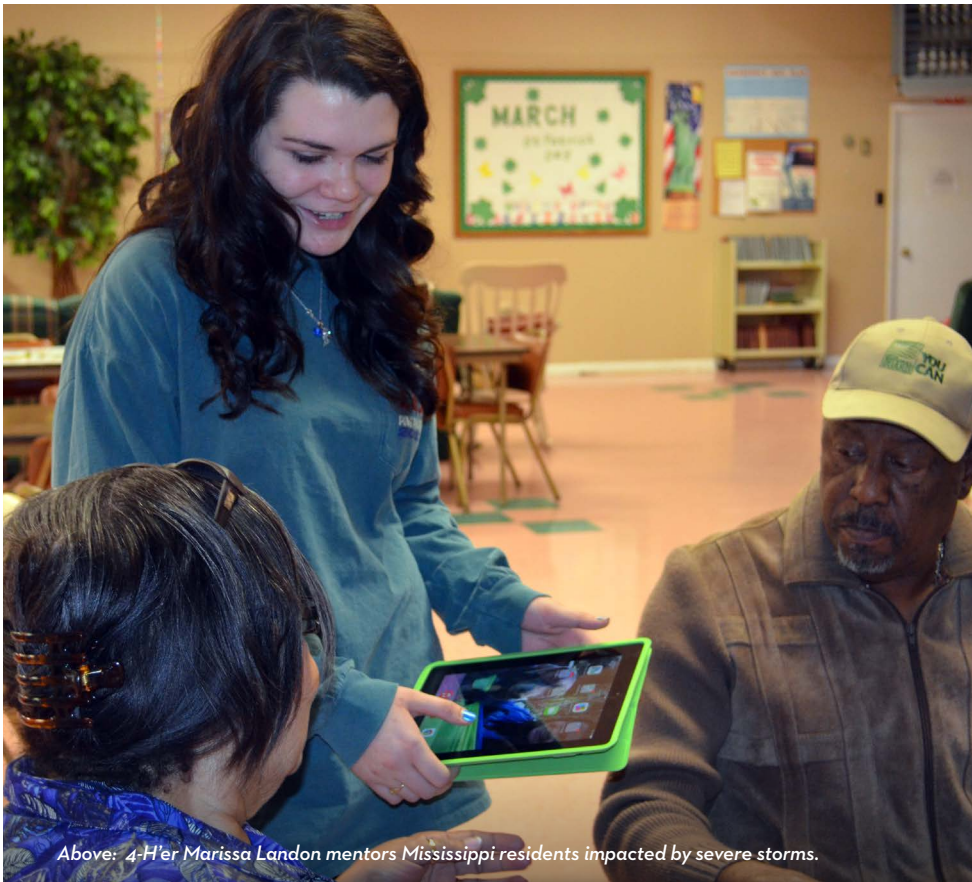
**4-H LIFE** promotes a strong, healthy and nurturing family environment for children of incarcerated parents, while helping incarcerated parents become positive role models. **81% of the youth demonstrated a positive increase in their family relationships.**

EXTENSION  
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Extension

# 4-H SCIENCE



Above: 4-H'er Marissa Landon mentors Mississippi residents impacted by severe storms.

*"I enjoy helping others and knowing that I can make a positive difference in someone else's life. This caused me to realize that I had something worth sharing and that even small actions can mean a lot to others. I now see the importance of giving my time to helping those in need and plan to make it a habit."*

— Lane Mitchell, 4-H'er and Mentor

**4**-H prides itself on being America's largest youth development and mentoring organization for more than a century. In 2014, the 4-H approach to mentoring took an exciting new turn with the creation of the Mentor Up Tech Wizards program in partnership with AARP Foundation.

The concept is simple. Young people are mentoring up to adults. They are using the popular 4-H Tech Wizards program, created by Oregon State University Extension, to teach adults 50+ in age important computer and everyday technology skills.

A pilot program was successfully tested in three states in 2014, including Georgia,

Mississippi and Texas. The new program also made a big impression when Mississippi residents needed it most.

## **4-H AND MENTOR UP TO THE RESCUE**

Mississippi was hit hard by several storms leaving many people without power and access to computers. Thanks to the quick thinking of 4-H leaders, several young people participating in the Mentor Up Tech Wizards program set up mobile computer stations at local malls and churches to help the residents in many ways, including support with signing up for insurance, checking on family members and even looking for lost pets.

*"It was a good feeling to see the 4-H'ers stepping out of their comfort zones and helping others. It gave them self-confidence to know that they could offer something helpful during this chaotic time."* — Alivia Roberts, Mentee

## **4-H SCIENCE PARTNERS:**





# 4-H HEALTHY LIVING



As the youth development program of America's land-grant university and Cooperative Extension System, 4-H is committed to growing a healthier America. Reconnecting kids to a healthy food system and teaching them how to grow and prepare fresh food is the focus of many 4-H healthy living programs.

One of these programs, developed in response to the nation's obesity problem, is called Eat4-Health. Created in partnership with UnitedHealthcare, thousands of teen leaders are teaching kids how to eat and live healthy. In turn, these youth go on to share what they've learned with their families and empower them to have a better quality of life.

Andres Parra is one of those young leaders. Before his involvement with Eat4-Health, Andres struggled as a child. He was depressed, overweight and looking for a way out of a difficult neighborhood. Then Andres found 4-H and the Eat4-Health program at the University of Arizona Cooperative Extension, Tucson Village Farm, where he volunteered and shined.

That's when his life changed. He discovered a passion for nutrition and exercise that led to a productive academic situation and personal health habits. Today, Andres is a student at the University of Arizona and dreams of one day earning his Ph.D. in nutritional sciences.

## 4-H HEALTHY LIVING PARTNERS:



*"I never really saw myself as a teacher. I was a really shy person. The youth ambassador program gave me that extra courage. Teaching was like a hidden talent. I love doing it." – Andres Parra*



In 2014, Andres was awarded the 4-H Youth In Action Award for his success as a youth ambassador as part of the 4-H - Eat-4-Health program. [Click here](#) to watch Andres' video.



# NATIONAL 4-H YOUTH CONFERENCE CENTER



Students attending the National Youth Robotics Summit explore NASA's Goddard Space Flight Center



The National 4-H Youth Conference Center generated nearly \$11 million in revenue and hosted over 30,000 students from around the globe.

During fiscal year 2014, Center introduced two new programs—the **National Youth Summit Series** and **Leadership Washington Focus**.



The Summits are designed for high school students, providing opportunities to learn technical skills, participate in hands-on activities and workshops, learn from leaders in the field, and visit professional and academic sites.

Another new program, announced in 2014, Leadership Washington Focus, will focus on building confidence in students entering grades 7 to 9. It will also teach the core skills of communication, critical thinking and collaboration. LWF was created in response to the success of Citizenship Washington Focus, a 4-H flagship program for more than 50 years. Each summer, hundreds of high school students travel to Center and the nation's capital to learn leadership and citizenship skills.





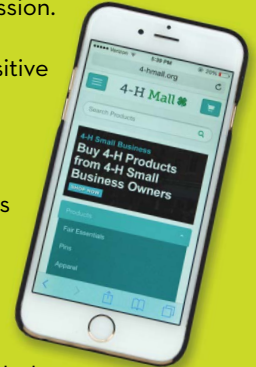
# 4-H Mall



The 4-H Mall is widely recognized as the e-commerce and mail-order catalog unit of National 4-H Council, and we continually strive to provide the best supplies, spirit items and learning products to meet the needs of 4-H'ers around the world. Since 1925, all purchases made through the 4-H Mall have provided direct monetary support for 4-H clubs, and in fiscal year 2014 alone, the 4-H Mall generated over \$4.5 million in revenue to advance National 4-H Council's mission.

The 4-H Mall focused on two exciting initiatives that received positive acclaim from the 4-H community in fiscal year 2014:

- **Mobile Site:** The team launched an optimized mobile site so 4-HMall.org could be more easily accessed from mobile devices and tablets.



- **Innovative Programming:** The 4-H Mall team also rolled out three innovative program opportunities to engage with the 4-H community in new ways called 4-H Small Business, Trend Spotters, and Mall2Go. We drew on our long-standing personal relationships and experience with 4-H alumni, professionals, volunteers and young people to design programs that provide additional value to each of these 4-H segments.



Our Small Business program began in April as we introduced a collection of animal stall tags produced by 4-H alumnus Chuck McCubbins from Reno, Nevada. The partnership proved exciting as it provided Chuck reach outside his local market and enabled us to provide unique, niche items to our customers.



# FINANCIAL OVERVIEW

## FIVE YEAR TREND: PROGRAM SERVICE EXPENSES

FY2014	<b>39,010,724</b>
FY2013	<b>37,361,514</b>
FY2012	<b>34,267,135</b>
FY2011	<b>28,684,784</b>
FY2010	<b>25,226,395</b>

## SUMMARY STATEMENT OF ACTIVITIES

	2013	2014
<b>Revenue</b>		
Contributions and Grants	23,146,473	21,927,247
National 4-H Youth Conference Center	10,557,868	10,887,067
4-H Mall	4,565,522	4,639,365
Investment Income	581,107	682,188
Other	644,083	586,472
<b>TOTAL REVENUE</b>	<b>39,495,053</b>	<b>38,722,339</b>
<b>Expenses</b>		
Program Services	37,361,514	39,010,724
Management and general	2,392,329	3,029,211
Fundraising	2,862,462	3,766,727
<b>TOTAL EXPENSES</b>	<b>42,616,305</b>	<b>45,806,662</b>
before Investment Gains/(Losses), Pension Costs and Post-Retirement Benefit Costs		
Investment Gains/(Losses)	1,778,977	1,823,004
Pension related changes other than net period pension costs	2,331,847	769,128
Postretirement benefit costs	227,596	17,089
<b>CHANGE IN NET ASSETS</b>	<b>1,217,168</b>	<b>(4,475,102)</b>

## SUMMARY STATEMENT OF FINANCIAL POSITION

	2013	2014
<b>Assets</b>		
Cash and cash equivalents	4,689,131	3,473,748
Investments	17,302,840	14,750,845
Receivables	6,657,620	5,004,885
Merchandise inventories	1,733,985	1,495,547
Property and equipment, net of depreciation	8,970,235	8,962,084
Other assets	124,591	126,660
<b>TOTAL ASSETS</b>	<b>39,478,402</b>	<b>33,813,769</b>
<b>Liabilities</b>		
Accounts payable and accrued expenses	4,519,101	4,238,946
Line of Credit	-	675,000
Deferred Revenue	1,560,966	1,130,551
Accrued postretirement benefit liability	2,800,025	2,782,936
Unfunded pension liability	4,132,358	2,985,711
Agency funds and other	842,442	852,217
<b>TOTAL LIABILITIES</b>	<b>13,854,892</b>	<b>12,665,361</b>
<b>Net Assets</b>		
Unrestricted Net Assets		
Undesignated	3,584,777	536,445
Designated	7,930,638	6,263,895
<b>TOTAL UNRESTRICTED NET ASSETS</b>	<b>11,515,415</b>	<b>6,800,340</b>
Temporarily Restricted net assets	13,872,698	14,112,671
Permanently Restricted net assets	235,397	235,397
<b>TOTAL NET ASSETS</b>	<b>25,623,510</b>	<b>21,148,408</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>39,478,402</b>	<b>33,813,769</b>



# HONOR ROLL

## SECOND CENTURY OF EXCELLENCE CLUB Corporations and Foundations July 1, 2013 - June 30, 2014

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

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