



4-H GROWS

National 4-H Council 2017 Annual Report







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500,000

ADULT & YOUTH VOLUNTEERS



6M

YOUTH SERVED



36 MINORITY
% YOUTH



25M
ALUMNI
AND GROWING



CLUBS ON MILITARY BASES

900



110

UNIVERSITIES
AND COOPERATIVE
EXTENSION SYSTEM

FROM OUR CHAIRMAN AND CEO

In 4-H, we believe in growing young people with the skills needed to succeed in life and career. When young people are empowered to pursue their passions, their unique skills grow and take shape, helping them to become true leaders in their lives, careers and communities.

Yet, too many young people feel unprepared.

Kids, parents, companies and communities are worried that if young people are not given the right opportunities and experiences to hone these skills, then our youth, neighborhoods and country could become even more divided - leaving us at a serious disadvantage when it comes to meeting our challenges today and in the future.

This is why 4-H matters.

America's largest youth development program is doing its part to provide more kids with opportunities to grow their skills.

Through university-supported research, community-based programs and the largest national network of positive youth-adult relationships, 4-H has inspired youth to act and learn-by-doing for more than a century. Some of their amazing stories are featured on the following pages.

Growing 4-H to reach millions more young people with a 4-H experience requires a collective effort. We are proud of our work as the national non-profit partner to the 4-H movement. National 4-H Council exists to support Cooperative Extension, the 100-plus land-grant universities and their 4-H programs.

We have built a strong foundation through the 4-H Grows campaign, reaching a place where the brand is well-defined. It is rallying alumni, sparking media momentum and setting a foundation for accelerated revenue growth.

We are grateful to the generosity of our Board of Trustees, partner corporations and foundations, as well as our significant alumni network. In 2017, 4-H alumni contributed more than \$10 million to support the 4-H mission, which includes both their personal and corporate donations.

We are excited about where 4-H is going. Thank you for your commitment and enthusiasm for our goal of reaching 10 million youth by 2025.



Jennifer L. Sirangelo

Jennifer L. Sirangelo
President & CEO
National 4-H Council



Landel C. Hobbs

Landel C. Hobbs
Chair, National 4-H Council
Board of Trustees
Chairman, LCH Enterprises

BOARD OF TRUSTEES

National 4-H Council is governed by a diverse leadership board comprised of corporate executives and youth leaders, as well as representatives from America's Cooperative Extension System.



OFFICERS

LANDEL C. HOBBS*
Chairman

JENNIFER M. WHITLOW*
Vice Chair and Treasurer

EDWARD J. BECKWITH**
Secretary
Partner
BakerHostetler
Washington, DC

JENNIFER L. SIRANGELO**
Assistant Secretary
President & CEO
National 4-H Council
Chevy Chase, MD

THE PUBLIC CLASS

TIM AMERSON
Chief Executive Officer
AgFirst Farm Credit Bank
Columbia, SC

STEVE K. BARBARICK
Executive Vice President and Chief
Merchandising Officer
Tractor Supply Company
Brentwood, TN

MARTHA BERNADETT M.D., MBA*
Molina Foundation
Long Beach, CA

JAMES C. BOREL
Wilmington, DE

DAVID CRUZ
Senior Managing Director and Head of
Institutional Annuities
New York Life Insurance Co.
Parsippany, NJ

DAVID EPSTEIN
President & CEO
Mosser Lee Company
Millston, WI

DANIEL GLICKMAN
Vice President, Aspen Institute
Executive Director, Aspen Institute
Congressional Program
Senior Fellow, Bipartisan Policy Center
Former U.S. Secretary of Agriculture
Washington, DC

LANDEL C. HOBBS*
Founder & CEO
LCH Enterprises LLC
Atlanta, GA

KEN C. HICKS
Retired Chairman of the Board and
CEO
Foot Locker, Inc.

ALISON E. LEWIS*
Chief Marketing Officer
Johnson & Johnson Consumer Products
New Brunswick, NJ

MARK MARTINO
Vice President
North America and Latin America
Supply Chain
Monsanto Company
St. Louis, MO

MICHELLE MUNSON
CEO and Co-Founder
Aspera
Emeryville, CA

JAVIER PALOMAREZ
President & CEO
United States Hispanic Chamber of
Commerce
Washington, DC

TERESA PAULSEN
Chief Communication &
Marketing Officer
University of Nebraska-Lincoln
Omaha, NE

AUSTIN PITTMAN
Chief Executive Officer
UnitedHealthcare
Community & State
Minnetonka, MN

MAGGIE SANS
Vice President of Community Relations,
Corporate Affairs, Walmart Stores, Inc.
China

KIP TOM
Managing Member
Tom Farms LLC
Leesburg, IN



ANN M. VENEMAN

U.S. Secretary of Agriculture
2001-2015
Former Executive Director of UNICEF
New York, NY

JENNIFER M. WHITLOW*

Senior Vice President
Corporate Communications
Lockheed Martin Corporation
Bethesda, MD

**THE STATE COOPERATIVE
EXTENSION & LAND-GRANT
INSTITUTION CLASS**

CHRIS T. BOLEMAN

Executive Director
The Houston Livestock Show and Rodeo
College Station, TX

DELBERT T. FOSTER*

Executive Director of 1890 Research
and Extension
South Carolina State University
Orangeburg, SC

E. GORDON GEE*

President
West Virginia University
Morgantown, WV

JEFFERY GOODWIN

State 4-H Coordinator
University of Hawaii at Manoa
Honolulu, HI

CATHANN KRESS

Dean
College of Food, Agricultural and
Environmental Sciences
Ohio State University
Columbus, OH

NICK PLACE

Dean and Director
University of Florida/IFAS Extension
Gainesville, FL

MICHELLE RODGERS

Associate Dean and Director
Cooperative Extension
University of Delaware
Newark, DE

FRED SCHLUTT

Vice Provost for
Extension & Outreach
University of Alaska
Fairbanks, AK

THE YOUTH CLASS

CALEB CHENG

Student
Pennsylvania State University
State College, PA

TESS HAMMOCK

Associate/Lobbyist
Peachtree Government Affairs
Atlanta, GA

LAZARUS LYNCH*

Founder and Content Creator
Son of a Southern Chef LLC
Food Network Host
New York, NY

ANDREA VESSEL

Student Assistant
University of Louisville Hospital
Infectious Disease Department
MPH student (2017-2019)
Louisville, KY

**FEDERAL GOVERNMENT
LIAISON**

MUQUARRAB QURESHI**

Deputy Director
Institute of Youth, Family,
& Community
U.S. Department of Agriculture/
National Institute of Food & Agriculture
Washington, DC

*Executive Committee member
**Ex officio member

GROWING REVENUE

4-H is America's largest youth development organization and impacts young people in every county and parish throughout the United States. Thanks to the generosity of our partner corporations and foundations, as well as our significant alumni network, National 4-H Council is growing revenue to help 4-H grow millions more true leaders. In 2017, Council raised over \$22 million to help reach more young people with the power of a 4-H experience. 4-H alumni contributed in excess of \$10 million to support the 4-H mission, which includes both their personal and corporate donations.



"Our partnership with 4-H has helped inspire thousands of youth across the United States to discover and explore career opportunities in science, technology, engineering and mathematics. Encouraging young people to pursue careers in STEM is not only important to Lockheed Martin—it is critical to maintaining our nation's competitive advantage. As a 4-H alum, and now a member of the Board of Trustees, I know that 4-H is also empowering students and preparing them to be our nation's future leaders."

Jennifer Whitlow, SVP, Communications, Lockheed Martin Corporation, National 4-H Council Trustee, Indiana 4-H Alumna



"Google and 4-H share much of the same DNA: a commitment to using data to inform decisions, a culture of thinking big to tackle complex problems, and a dedication to constant improvement. That's why it was an easy decision for Google.org to support 4-H this year to bring hands-on, high quality computer science education and skills that will be required in the future, like problem-solving and collaboration, to kids across the country."

Andrew Duncelman, Economic Opportunity Lead, Google.org 4-H Luminary, Louisiana 4-H Alumnus



4-H science partnership with Google launched at the Illinois State Fair with support from Illinois State University Extension. A special thanks to Utah State University for also supporting the partnership.

\$1M+

\$250K-\$999K

\$50K-\$249K

Altria

Bayer

CME Group

Google

Comcast

DuPont

Lockheed Martin

**Disney
Conservation Fund**

Farm Credit

New York Life

HughesNet

Food Network

**Office of Juvenile
Justice and Delinquency
Prevention**

Monsanto Company

Hoag Foundation

**S.D. Bechtel, Jr.
Foundation**

Target

Subway

U.S. Cellular

Tractor Supply Company

UnitedHealthcare

Walmart Foundation

GROWING REACH AND RELEVANCE

Building brand awareness. Reaching 4-H alumni. Telling the 4-H story. We're doing all of this in new and innovative ways with support from our corporate, foundation, media and university/state partners.

Total media value

\$22 Million*

*4-H's national media outreach is earned or donated; this is what that same outreach would cost if we had to pay for it.

Total reach

3.9 Billion*

*How many people have seen or heard our message.

4-H in the news



4-H media partners



4-H's greatest pathway to growth: Engaging 4-H alumni

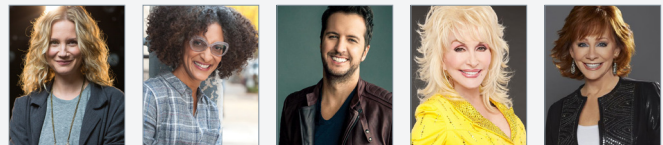
Alumni & friends engaged

252,619

Surpassed goal by **64%**

Year-over-year Increase

90%



Jennifer Nettles

Carla Hall

Luke Bryan

Dolly Parton

Reba McEntire



Eric Stonestreet

Aubrey Plaza

Craig Melvin

Trisha Yearwood

Kent Bazemore

A TRUE LEADER FINDS A SOLUTION

Give kids the support they need and watch them make the world a better place for all of us. 4-H empowers kids with the skills they need in life.

Help grow more true leaders at 4-H.org.

4-H 
GROWS HERE

#TrueLeaders





4-H LUMINARIES

We are grateful to the more than 50 4-H Luminaries - prominent 4-H alums - who are giving their time and resources to raise awareness of and support for America's largest youth development organization.



Day in the Life with 4-H alums



Craig Melvin
South Carolina 4-H



Carla Hall
Tennessee 4-H



Jennifer Nettles
Georgia 4-H



Zippy Duvall
Georgia 4-H

4-H ALUMNI

"It is not hyperbole that I would not be doing what I'm doing today with the level of success at which I'm doing it if it weren't for 4-H." (Interview with PEOPLE magazine)

**Jennifer Nettles, GRAMMY Award-Winning Singer and Songwriter,
National 4-H Celebrity Spokesperson, Georgia 4-H alumna**



Legacy Awards

8th Annual Legacy Awards

National 4-H Council's largest fundraising event honors the work and impact of 4-H youth, alumni and supporters.



"4-H was a really big part of my life growing up. It made me who I am today. As a 4-H'er, you never lose the lessons that you learned. 4-H helped me realize that at a young age you can still have an impact on your community. It's important to me to give back to the young people who are in the program now."

**Aubrey Plaza
Actor, Producer
Delaware 4-H Alumna
Distinguished 4-H Alumni Medallion Honoree**

Ru Ekanayake, Lazarus Lynch, Javier Palomarez, Anne Burrell, Amelia Day, Jennifer Nettles, Aubrey Plaza, Tino Bernadett



4-H LUMINARIES

CLASS OF 2017 Inaugural Class

STEVE BARR, MO
Chairman
Osborn Barr

KENT BAZEMORE, NC
Professional Basketball Player
NBA-Atlanta Hawks

DR. FAUSTINO BERNADETT, CA
Physician & Public Servant (Retired)

PAULA BERRY, OH
Owner
Subway Franchise

REP. MARSHA BLACKBURN, MS
Congressman
Tennessee's 7th District

JIM BOREL, IA
Executive Vice President
Dupont (Retired)
National 4-H Council Trustee

MARCIA BOREL, IA
Iowa 4-H Alumna

ANDREW "BOZ" BOSWORTH, CA
Vice President
Facebook

ANNE BURRELL, NY
Chef, TV Personality &
Food Network Host

NICOLE "NIKKI" CLIFTON, GA
Vice President
UPS

ANDREW DUNCKELMAN, LA
Portfolio Manager
Google

VINCENT "ZIPPY" DUVALL, GA
President
American Farm Bureau Federation

DAVID EPSTEIN, WI
President & CEO
Mosser Lee Company
National 4-H Council Trustee

DR. W FRANKLIN EVANS, GA
President
Voorhees College

BRUCE FOUKE, IL
Professor of Geology
University of Illinois Urbana-Champaign

DR. E GORDON GEE, UT
President
West Virginia University
National 4-H Council Trustee

DR. BARBARA GLENN, OH
CEO
National Association of State
Departments of Agriculture

ELIZABETH GORE, TX
Entrepreneur in Residence
Dell

NANCY GRACE, GA
Commentator & TV Personality
Formerly Headline News

DR. RONNIE GREEN, VA
Chancellor
University of Nebraska-Lincoln

TESS HAMMOCK, GA
Peachtree Government Relations

KRYSTA HARDEN, GA
External Affairs &
Chief Sustainability Officer
Corteva Agriscience™
National 4-H Council Trustee

REGINA HEYWARD, GA
Senior Vice President &
Head of Supplier Diversity
Wells Fargo

DAVID HORSAGER, MN
Author, Speaker, Consultant & CEO
Trust Edge Leadership Institute

DR. GLENDA HUMISTON, CO
Vice President
University of California, Division of AG &
Natural Resources

JACKI KELLEY, CO
COO
Bloomberg Media

LAZARUS LYNCH, NY
Brand Developer &
Entertainment Chef
Son of a Southern Chef

COLLEEN MCCREARY, FL
Chief People Officer
Credit Karma

SHELBY MCLEOD, GA
Singer/Songwriter
Post Monroe

TRENT MCKNIGHT, TX
CEO & Founder
AgriCorps

M. PETER MCPHERSON, MI
President
Association of Public &
Land-Grant Universities

CRAIG MELVIN, SC
Award Winning Journalist, National
Correspondent & Anchor
TODAY Show and MSNBC

ELLEN MORAN, MA
Vice Chancellor for
Communications & Marketing
University of Pittsburgh

DAN MOZENA, IA
Former Ambassador
U.S. Embassies of Angola
and Bangladesh

MICHELLE MUNSON, KS
CEO & Co-Founder
Aspera, Inc.
National 4-H Council Trustee

JENNIFER NETTLES, GA
GRAMMY Award-Winning
Singer & Songwriter
National 4-H Spokesperson

SHANNON MCKAIN, MO
Speaker & Inspiration Coach

TERESA PAULSEN, NE
Senior Communication Strategist

DR. FRANCI PHELAN, IA
Chief Human Resources Officer
The Kennedy Center

AUBREY PLAZA, DE
Actor & Producer

SUSAN POPPER, NY
President - Experience Marketing
Hewlett Packard

COM. ADAM PUTMAN, FL
Commissioner
Florida Department of Agriculture

NANCY REDD, VA
Bestselling Author, Journalist & Talk
Show Host
So-Me TV

GOV. BRIAN SANDOVAL, NV
Governor
Nevada

ORION SAMUELSON, IL
National Radio Hall of Fame
Broadcaster (Retired)
U.S. Farm Report

OTHA THORNTON, GA
Principal Consultant
Thornton Consulting Group

KIP TOM, IN
Managing Member
Tom Farms
National 4-H Council Trustee

AMY WEISENBACH, IN
Vice President Brand Marketing
The New York Times

A photograph showing three young people, likely students, working on a robot. One student in the foreground is wearing safety glasses and a white t-shirt with a green graphic, focused on connecting wires to a motor. Another student is crouching behind them, and a third is partially visible on the right. The robot has a metal chassis, a motor, and various colored wires.

63%

of youth surveyed said they want to pursue a job in science
after participating in 4-H STEM programs

SOURCE: COMMON MEASURES EVALUATION TOOL

STEM

SCIENCE, TECHNOLOGY,
ENGINEERING
AND MATH

PROGRAMS:

4-H National Youth Science Day: Motion Commotion

STEM 4-H Career Pathway

Maker Summit

4-H Connecting Youth to Nature

INVESTORS:



5.6 Million Projects

STEM shapes our everyday experiences – from how we live and get around, to what we eat and how we interact with the world around us.



Ava Lonneman

OHIO 4-H | YOUTH IN ACTION AWARDEE

Ohio State University Cooperative Extension

4-H's STEM programs create critical thinkers and empower the next generation of innovators, which in turn leads to the creation of products and processes that transform our world. Professionals in STEM careers help to solve the myriad of challenges facing our world, such as climate change, globalization and the burden of disease. One young person who realizes the importance and impact of STEM is Ava Lonneman, who despite being told that STEM "isn't for girls," relentlessly pursued STEM herself and sought to bring STEM programming to her peers. As the founder of a STEM mentoring program and her school's 4-H Maker's Club, Ava has reached more than 1,600 youth using 4-H curricula such as Junk Drawer Robotics and National Youth Science Day activities.



WATCH AVA'S VIDEO

95% of youth are more aware of foods they should eat daily
after participating in a 4-H Healthy Living Program

SOURCE: COMMON MEASURES EVALUATION TOOL



HEALTHY LIVING

PROGRAMS:

4-H Food Smart Families
Youth Voice: Youth Choice
Healthy Living Summit
HealthRocks®
Culture of Health Initiative

2.7 Million Projects

By teaching our children how to enjoy a healthy lifestyle, they can use this knowledge throughout their lives, becoming happier and more productive adults.

INVESTORS:



Robert Wood Johnson Foundation



Bryanne Sanchez

CALIFORNIA 4-H | YOUTH IN ACTION AWARDEE

University of California Agriculture and Natural Resources

The benefits of living a healthy lifestyle include disease and injury prevention, increased energy, and maintaining a healthy weight. Living healthily also improves your mood, helping you to feel happy and more self-confident, which results in a better quality of life. And no-one supports healthy living more than Bryanne Sanchez, who became an advocate in her community as her 4-H club's first healthy living officer. Using this platform, Bryanne launched the annual Color Me Green Run in Imperial County, was instrumental in implementing the All 4-Health Fair at the California State Leadership Conference, and partnered with Creating Community Solutions to organize a Text, Talk, Act forum, which provided more than 200 youth with the opportunity to discuss these topics in a healthy environment.



WATCH BRYANNE'S VIDEO

60%

Nearly 60% of teen leaders are more interested in pursuing a career in agriculture after completing the Healthy Spoils C.S.I. Challenge

SOURCE: SURVEY RESPONSE FOLLOWING PARTICIPATION IN HEALTHY SOILS C.S.I. CHALLENGE



AGRICULTURE

PROGRAMS:

4-H Ag Innovators Experience
Commodity Carnival
Ag Science Summit
True Leaders in Agriculture

INVESTORS:



3.1 Million Projects

Agriculture is critical to our economy, providing not only food and raw materials, but also employment. More than most, 4-H recognizes the key role that agriculture plays, and the importance of the sector to every family.



Samuel Sugarman

CALIFORNIA 4-H | YOUTH IN ACTION AWARDEE

University of California Agriculture and Natural Resources

Growing up on a farm, Samuel Sugarman realized that youth in his San Diego suburb

didn't experience many opportunities to be outdoors. These young people were glued to screens much of the time and had little to no understanding of where their food comes from. Drawing on the skills he developed in 4-H from the age of nine, Samuel created the free Farm Tour Program to connect youth in his community with animals and nature. Through these tours, he taught youth about stewardship, compassion, patience and gratitude. In 2016, Samuel was honored for his service work as the recipient of the Congressional Gold Medal for Service presented by Congressman Darrell Issa.



WATCH SAMUEL'S VIDEO

85%

of participants in the Juntos 4-H program improved their grades in school after participating in the program

SOURCE: COMMON MEASURES EVALUATION TOOL
JUNTOS 4-H DEVELOPED BY NORTH CAROLINA STATE UNIVERSITY EXTENSION



CIVIC ENGAGEMENT

PROGRAMS:

4-H National Mentoring Program

Juntos 4-H

Citizenship Washington Focus

Leadership Washington Focus

2.4 Million Projects

Being an active and engaged citizen takes knowledge, skills and confidence, all of which are passionately nurtured by 4-H and our incredible network around the country.

INVESTORS:



Amelia Day

GEORGIA 4-H | NATIONAL YOUTH IN ACTION WINNER

University of Georgia Cooperative Extension

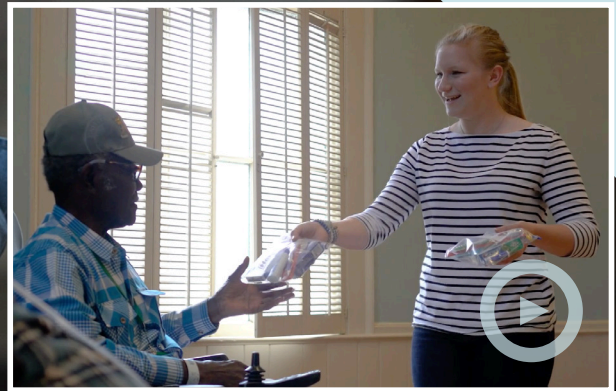
When Amelia Day escorted her father to an appointment at a veteran's hospital in 2012, little did she know that the visit would lead to a 4-H service project that would reach far beyond her hometown. Amelia knew first-hand the transformative power of 4-H; she'd seen the difference 4-H opportunities made in her own life to aid her in overcoming a difficult speech impediment. When she sensed a need to support veterans, she put the skills she'd learned in 4-H into action and Operation: Veteran Smiles (OVS) was born. This initiative has provided care packages, notes of encouragement and musical therapy to more than 5,000 veterans over the past five years.



WATCH AMELIA'S VIDEO

Amelia

GEORGIA 4-H



Amelia Day was 13 when she visited a local VA hospital with her father, a veteran, who was receiving treatment. She was moved by the lonely faces of the veterans and having overcome a severe speech impediment as a child, she understood what it's like to struggle and feel alone. This experience inspired the teenager to find a way to make a difference in their lives.

While growing up in Georgia, Amelia found a pillar of strength in 4-H, which accepted her for who she was and nurtured and guided her during those challenging years. Alongside her family and 4-H, art therapy was a third avenue Amelia used to help manage the stress and frustration that came with her difficulty communicating with others. Amelia combined the leadership taught by 4-H with her art therapy to support veterans.

Amelia started out by making cards for the veterans at her local hospital, but with the support of her local 4-H club, she expanded this idea to deliver care packages called Smile Kits. Importantly, when Amelia and her OVS volunteers, many of whom are fellow 4-H'ers, hand-deliver the Smile Kits, they also spend time with the veterans.

U.S. Cellular's associates have played a huge role in extending the program's reach by writing cards, packing kits, making deliveries to veteran facilities, as well as spending time getting to know the veterans. And it's not just OVS that U.S. Cellular is involved in — this is the third year that the company has supported National 4-H Council through a \$300,000 donation, with an emphasis on STEM programming and career guidance.

“Our associates live and work in the communities we serve and are committed to being involved in their local markets,” says Nathan Waddell, director of sales for U.S. Cellular in western North Carolina. “We are proud to support programs like OVS and hope to extend its reach even further!”

The VA doctors couldn't agree more. “We're thankful for OVS and U.S. Cellular's generosity and respect toward our Veterans,” says Dr. Carl Bazemore of Charles George VA Medical Center. “In addition to the hygiene kits, they've given our Veterans a priceless commodity — their time.”

Amelia and her fellow 4-H'ers pose after completing their care packages for veterans.



Partnership with States: 4-H Grows Engagement Campaign

A Promise to America's Kids:

"In 2025, 4-H will reflect the population demographics, vulnerable populations, diverse needs and social conditions of the country." **National 4-H Strategic Plan**

The 4-H system is united behind achieving this goal. Thanks to America's Cooperative Extension System, 29 land-grant universities invested in the 4-H Grows Engagement Campaign in 2017 in an effort to raise awareness of 4-H, engage alumni and increase resources to impact more young people with a life-changing 4-H experience. **And their efforts are working!**

Thanks to states across the country, nearly 60,000 alumni raised their hands in the spring of 2017.

RAISE YOUR HAND

& PAY IT FORWARD

Congratulations to Ohio, Indiana and Texas for raising the most hands.

 **OHIO**
11,811

 **INDIANA**
10,600

 **TEXAS**
6,836

University of Alaska-Fairbanks
University of Arizona
University of Arkansas (Fayetteville)
University of Arkansas (Pine Bluff)
University of California
Colorado State University
Cornell University
University of Delaware
University of Florida
University of Georgia
University of Idaho

University of Illinois
Kansas State University
University of Maryland College Park
University of Massachusetts
Michigan State University
University of Minnesota
Montana State University
University of Nebraska
University of Nevada-Reno
University of New Hampshire
New Mexico State University

North Carolina State University
Ohio State University
Oregon State University
Purdue University
University of Tennessee
Texas A&M University
Virginia Tech
Washington State University
University of Wisconsin-Madison

"The campaign has really energized our efforts in New York state. We're very driven by our collective goal of reaching 10 million youth by 2025... What we're seeing and projecting is that 4-H is for all youth and we're showing that we're building 4-H programs that really reflect the diversity of the U.S. and the 21st century. I'm really excited about where we are and am looking forward to the progress we'll make in Year 2."

Andy Turner
New York State Program Leader
Cornell Cooperative Extension
Co-Chair, ECOP 4-H Leadership
Committee



"When we had the opportunity to invest in the 4-H Grows campaign it was a very easy choice for Ohio, because like other states we needed help with marketing and alumni engagement. I couldn't be more pleased as an Extension Director with the ROI that we have had on this campaign."

Roger Rennekamp
Associate Dean and Director
Ohio State University Extension
ECOP 4-H Leadership Committee

"It's an audacious goal to reach 10 million youth in the near future, but something that is helping us greatly with that is the recognition of the 4-H emblem; it's well recognized among many people and it has integrity... I encourage all our partner states to be engaged, because the bottom line is the kids of America. We need to be doing what we can and working together to make the best opportunity and the best future that they can have."



Ed Jones
National 4-H Council Trustee
Director, Virginia Cooperative
Extension; Co-Chair,
ECOP 4-H Leadership
Committee

FINANCIALS

SUMMARY STATEMENT OF FINANCIAL POSITION

Assets:	2016	2017
Cash and cash equivalents	\$5,748,316	\$7,765,951
Investments	\$10,036,354	\$11,100,717
Receivables	\$12,988,745	\$10,010,293
Merchandise inventories	\$1,966,871	\$1,922,257
Property and equipment, net of depreciation	\$8,223,558	\$7,653,738
Other assets	\$136,499	\$142,561
TOTAL ASSETS	\$39,100,343	\$38,595,517
Liabilities:	2016	2017
Accounts payable and accrued expenses	\$6,279,363	\$5,377,359
Line of credit	-	\$2,500,000
Deferred revenue	\$2,468,838	\$1,893,881
Accrued post-retirement benefit liability	\$3,278,783	\$3,432,988
Unfunded pension liability	\$5,761,070	\$5,039,484
Agency funds and other	\$643,290	\$430,396
TOTAL LIABILITIES	\$18,431,344	\$18,674,108
Unrestricted Net Assets:	2016	2017
Undesignated	(\$1,572,452)	(\$1,732,307)
Designated	\$3,960,138	\$4,466,223
TOTAL UNRESTRICTED NET ASSETS	\$2,387,686	\$2,911,916
Restricted Net Assets:	2016	2017
Temporarily restricted net assets	\$18,045,916	\$16,774,096
Permanently restricted net assets	\$235,397	\$235,397
TOTAL NET ASSETS	\$20,668,999	\$19,921,409
TOTAL LIABILITIES AND NET ASSETS	\$39,100,343	\$38,595,517

Fiscal Year 2016 (July 1, 2016–June 30, 2017)

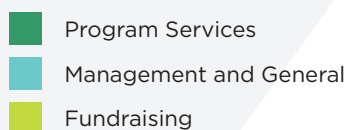
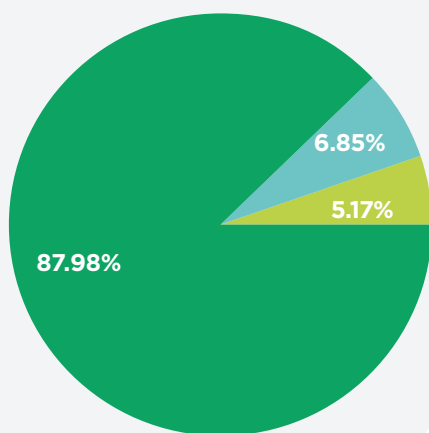
SUMMARY STATEMENT OF ACTIVITIES

Revenue:	2016	2017
Contributions and grants	\$29,773,932	\$24,681,184
National 4-H Conference Center	\$10,796,174	\$11,270,236
National 4-H Supply Service	\$5,079,804	\$4,839,899
Investment income	\$500,004	\$447,000
Other	\$620,813	\$1,422,242
TOTAL REVENUE	\$46,770,727	\$42,660,561

Expenses:	2016	2017
Program services		
Educational programs	\$29,707,663	\$26,819,030
National 4-H Conference Center	\$8,474,730	\$8,755,382
National 4-H Supply Service	\$3,972,114	\$4,237,428
Management and general	\$2,734,484	\$3,097,611
Fundraising	\$3,158,665	\$2,341,487
TOTAL EXPENSES before Investment Gains/(Losses), Pension Costs and Post-Retirement Benefit Costs	\$48,047,656	\$45,250,938

Investment gains/(losses)	(\$375,528)	\$681,195
Pension related changes other than net period pension costs	(\$2,698,934)	\$1,315,797
Post-retirement benefit costs	(\$418,716)	(\$154,205)
CHANGE IN NET ASSETS	(\$4,770,107)	(\$747,590)

2017 EXPENSE COMPONENTS



HONOR ROLL

National 4-H Council's work on behalf of the 4-H youth development movement would not be possible without the generosity of our individual, corporate and foundation donors. **Thank you.**

We wish to thank the following organizations for their long-term support of our work. While we have listed their support in previous annual reports, their funds continued to support our work.

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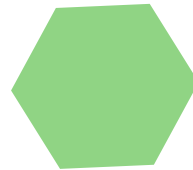
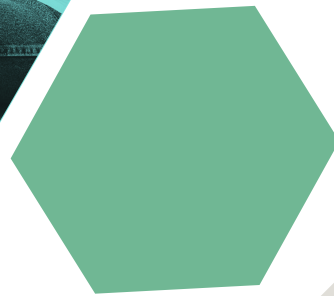
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