Tracking Investor Trends
Council follows the corporate and philanthropic community closely in order to align Extension priorities, needs and assets with the marketplace.

- Greater Investor Alignment Between Philanthropy + Business + Marketing
- Investor Coalition Building Around Major Initiatives (i.e. Broadband Access)
- Diversity Equity & Inclusion Focus
- Employee Engagement

4-H Fundraising Priorities
Council focuses its resources on four areas that align with Extension strategies for growth:

**Investing in 4-H’s Capacity Building Priorities**

**THRIVE PYD ACADEMY:**
$3M invested in 2020
1K Participants

**4-H RESEARCH:**
$1M invested in 2020 Reconnection Study

**COMMON MEASURES**
PROGRAM EVALUATION:
$3M invested since 2011
59 Institutions participating

**4-H AT HOME ONLINE PORTAL:**
$4.7M invested in 2020
500 Extension content pieces

**DIVERSITY, EQUITY & INCLUSION:**
$40M invested in DEI since 2016
22 Institutions participated in TLEI in 2020

**Scaling Extension’s 4-H Programs**

$16M invested since 2017
23 Institutions participating

$8M invested since 2017
1M with Improved

**Growing National Youth Educational Opportunities**

$750K invested annually
2,500 Participants annually

**Cause Marketing**

$2M annually in unrestricted funding

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National 4-H Council newsletter encourages participants to see how we, as a community, are different from the norm in our approach to building strategic coalitions to address the needs of young people and our youth.”

National 4-H Council remains dedicated to a future in which millions more young people are engaged in Cooperative Extension’s high quality 4-H youth development programs—and where 4-H youth, volunteers and staff are representative of the diversity of our nation.

Council fulfills its unique mission through convening, storytelling and the creation of partnerships that bring important new resources to Extension.

**National 4-H Council: MISSION FOCUS**

- **Investing in 4-H’s Capacity Building Priorities**
- **Scaling Extension’s 4-H Programs**
- **Growing National Youth Educational Opportunities**
- **Cause Marketing**

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- Customizable Materials for local use
- Youth Insights
- Thought Leadership
- Alumni Engagement