2020 Annual Report
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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...our united response...
Shared Vision: Create Opportunity for All

We are deeply grateful to the many donors and champions who stepped up in significant ways to support 4-H in a year like no other.

One of the hallmarks of America’s largest youth development program is our ability to meet the needs of families and children in every county and parish nationwide.

In 2020, as the impact of COVID-19 and social injustice worsened, the widening opportunity gap threatened to leave millions of young people behind.

Cooperative Extension’s 4-H program responded in significant ways, ensuring that America’s young people and their families were provided opportunities to address the challenges and inequities in their communities.

National 4-H Council is the non-profit partner to America’s largest youth development organization, a unique private-public partnership that includes 100-plus land-grant universities and the nation’s Cooperative Extension System, as well as the National Institute of Food and Agriculture within the United States Department of Agriculture.

We are honored that you are here to learn more about the power of 4-H, our united response to the pandemic and our positive impact on America’s youth, families and communities.

Sincerely,

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BEYOND THE GAP
How America Can Address the Widening Opportunity Gap Facing Young People
Opportunity4All

The opportunity gap is widening – in every corner of America. The evidence is detailed in our white paper, Beyond the Gap, which was commissioned by National 4-H Council in 2020 in partnership with youth development researchers, practitioners and young people, together with experts in the private and public sectors. This resource provided critical data to document and address the growing opportunity gap during the pandemic.

COVID-19 exacerbated the inequities youth face in terms of their mental health, their access to education and their employability – particularly amongst those who were already experiencing trauma, systemic social inequity and other disadvantages prior to the pandemic.

The Power of Positive Youth Development

Positive youth development (PYD) will play a vital role in closing the opportunity gap. PYD is a widely used, science-based approach that builds an ecosystem of support, incorporating caring adults, mentorship and youth voice.

Opportunity4All Campaign

Based on our belief that opportunity should not be pre-determined by any person’s zip code, ethnicity, skin color or income, National 4-H Council launched the Opportunity4All campaign at the height of the pandemic to address the widening opportunity gap.

“The term ‘opportunity gap’ is increasingly being used by organizations and educators to describe how the circumstances in which people are born and/or live determine their opportunities in life.”
Opportunity4All Forum
We hosted a national forum to include young people in a conversation with key stakeholders and influencers to find solutions that create opportunities for youth, families and communities.

Youth Mental Health
Teens see mental health as a significant issue. In our 2020 survey, 40% gave themselves a “C” or below for their well-being during COVID. 4-H’ers like Micah Palacios are taking action.

Click here to watch the national 4-H Youth in Action Award winner’s story.
4-H at Home

National 4-H Council created an online platform for isolated kids to stay connected during the pandemic.

Funded by the National Institute of Food and Agriculture within the United States Department of Agriculture and corporate donors, this platform elevated the high-quality educational content and resources of Cooperative Extension. This universal access to supplemental at-home curriculum, engaging learning supplies and a virtual community of peers and adult mentors was an essential lifeline for youth isolated at home.

SHOP 4-H and Cooperative Extension’s 4-H educators distributed educational kits to homes and 4-H offices, providing youth, families and educators, including rural kids without broadband, easy access to hands-on-learning.
Diversity, Equity and Inclusion

The social unrest and ongoing injustices seen across the United States in 2020 spurred a greater sense of urgency on long-standing DEI principles throughout Cooperative Extension’s 4-H program. National 4-H Council leveraged the passion and commitment of donors to develop the True Leaders in Equity Institute.

Led by 4-H’ers and adult teams, with support from Extension 4-H leaders, the True Leaders in Equity Institute empowers diverse youth to find their voices to promote change and ensure access, equity and belonging for youth in their local communities.

WHAT EQUITY MEANS TO ME

The expertise of the nation’s 1890s Historically Black Colleges and Universities (HBCUs) is instrumental in building effective public and private partnerships to deliver the most impactful 4-H experiential learning opportunities directly to underserved youth, wherever they are. With donor support, our ultimate goal is to expand the reach of HBCU 4-H programs to one million youth through investments in capacity and programming.

75K
Number of underserved youth impacted by HBCU 4-H programs annually.
Skills and Employability: Addressing the Digital Divide

Over 24 million people in the U.S. lack high-speed internet access, and many more do not have the necessary skills to take full advantage of online resources. This combination of inadequate internet access and limited digital skills has created a digital divide, impacting future opportunities for young people and adults.

The 4-H Tech Changemakers program empowers young people to close the divide by teaching adults digital employability skills – driving digital inclusion in under-resourced communities.

4-H has taken an active role in addressing the digital divide by creating public-private partnerships with the support of the Cooperative Extension System. In 2020, 400 teenagers taught tailored digital skills to 10,000 adults in 160 communities to create greater economic opportunity.

Additionally, we drew continued attention to the digital divide by conducting a national survey on the issue among teenagers with the Harris Poll, resulting in local visibility across the country. (Click on link above to learn more.)

Through Cooperative Extension’s 4-H program, 23 university partners leveraged the hallmark “teens as teachers” model, empowering young people to provide critical digital skills education and training to adults in their communities. Combining Gen Z’s tech-centric knowledge, 4-H’ers’ community service mindset and the potential for digital skills to help everyone from farmers to pharmacists, the Tech Changemakers program encourages youth to identify what skills and workshops will benefit their local communities.
Youth Impact

Educating Farmers with Technology

*Eli Price, Charlotte County, VA*

Eli Price was raised on a farm and was inspired to participate in 4-H Tech Changemakers because of the struggles he witnessed in his community when the market shifted away from manufacturing and tobacco growing. Through his digital skills trainings he gives farmers a more professional and competitive edge, which will help grow the local agriculture industry and provide more economic opportunities for the community.

Growing Online Learning in Rural Areas

*Emily Momberg, Catoosa County, GA*

Emily Momberg joined 4-H Tech Changemakers when she learned how many people in Georgia still lack broadband access. Emily has always had access to the internet, and she grew up learning digital skills from her parents; it was a way for her family to spend time together and it had an enormous impact on her. Now she is training parents of children at the local elementary schools to help them foster their own children’s online learning and bring their families together.

Helping Adults Learn Digital Skills

*Cameron Pokorny, Dodge County, WI*

Cameron Pokorny was inspired to join the 4-H Tech Changemakers program because of his own trouble accessing the internet at home. With 30% of residents in his community being over age 55, he realized the impact they can have on creating more local opportunities. He is focused on educating adults about digital skills and broadband to help them improve their lives and create more demand for broadband locally.

Over the next year, National 4-H Council and a coalition of partners, including Land O’Lakes, Microsoft, Tractor Supply Company and Verizon, plan to deliver digital skills to 35,000 adults in underserved communities. This will help them achieve greater opportunities for employment through expanded access to digital skills training and broadband connectivity.
Exploring the Red Planet

STEM learning is one of four major focus areas in 4-H. With help from the 2020 4-H STEM Challenge, Mars Base Camp, youth explored the red planet and learned about various concepts, from computer science to space agriculture.

Program supported by:

Learn more online at: 4-H.org/STEMChallenge
Youth in Action Award Winners

The 4-H Youth in Action program recognizes four confident young leaders with diverse backgrounds and unique perspectives in our core pillar areas: agriculture, civic engagement, healthy living and STEM.

JANYA GREEN
2020 AGRICULTURE YOUTH IN ACTION WINNER
GEORGIA 4-H | UNIVERSITY OF GEORGIA EXTENSION

“All of the food at the community garden that we grow, we give it away to the communities. It makes me feel wonderful.”

IMPACT VIDEO

BREANNA BURKHEAD
2020 CIVIC ENGAGEMENT YOUTH IN ACTION WINNER
KENTUCKY 4-H | UNIVERSITY OF KENTUCKY EXTENSION

“We talked about what our next steps would be. That is when I stood up and said we have to have another art center as soon as possible.”

IMPACT VIDEO
“Someone I loved struggled with their mental health, so I wanted to take action to educate other people on mental health. That is why I started the Navigating Youth Thoughts Project.”

“After I saw that I could use 3-D printing for helping others, I wanted to take that project on. I wanted to print prosthetic hands.”
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 this year.

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March 1, 2020 – February 28, 2021

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We wish to thank the following individual donors for their long-term support of our Grow True Leaders Campaign and other important work. Their generosity has been recognized in previous annual reports, and they continued to fund our work this year.

Drs. Faustino and Martha Bernadett
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Kenneth Broad
Bradley Farrias
Jennifer Fees
Dr. and Mrs. Chester P. Fehlis
Judith G. Fender
Rachel Fenton
Summer Fenton
Andrea Ferguson
Eric & Karen Ferrell
Betty Fewell
Brandon Fields
Vicki Figg
Glorious Findings
Nicole Fiorentino
Alex Fischer
Tori Fischer
Sherry Fisher-Ruth
Charles Fitzpatrick
Cora Flispart
Tamara Flood
Geri Flores
Paula J. Florkey
Don and Carolyn Floyd
Sylvia Flynn
Sandra S. Foley-Smith
In memory of Kathy Fonte...
Long time 4-H project leader
Holly Foresta
Annie Forrest
Dr. and Mrs. Richard Fowler
Betty Fox
Kristen Fox
Lynda Frank
Laura Franke
Andrew Franklin
Lisa Franklin
Lonnie Frazier
Marcy Friedle
Bethany Fritz
Timothy Frommeyer
Marge Froneck-Brown
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Patricia Fuller
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Brian Garasky
Lynn B. and Charles A. Garland
Jessica Garten
Betty and Gerry Gast
Mildred I. Gedrites
James George
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Jennifer Gerken
Jessica Gerschutz
Gabriel Gershowitz
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Rita Gimbel
Karl Gissinger
Karen and Bill Glazer
Sara Gobin
Shuchita Goel
George Goetzke
Janet and James Golden
Valerie Goldstein
Michelle Gomulak
Susan Gonzales
Lisa Goodroad
Karen Goodwin
Betty Gottler
Julie Gould
Angelo Grant
Elizabth Grau
Devin Gray
Tina Gray
Aline Greene
Jean Greene
Todd Greenwood
Joann Grennan
Meredith Griffin
Kathleen Grimes
Anne Grobben
Terry Groth
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Peter Gudgeon
Mary Beth Haan
Norma Haas
Antoine Haddad
Nicholas Hagan
Bruce Hagen
John and Barb Hagle
Donna Haines
Marjaneh Halati
Jane Hall
Joanne Hall
Lois Elaine Hall
Pat Hall
Wayne Hall
Karen Hammond
Lorraine J. Hand
Kristan Hanna
Mike Hannewald
Peter J. Hanratty
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Stephanie Harden-Connell
Kathy Harris
Linda Harrison
Toni Hartke
Laura Hartman
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Patricia Heinaugh
Beverly Helmer
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Melissa Hendrix
Henley
Jill Henriques
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Theodore Hutchcroft
Sara Hutchies
Anne Marie Hutchinson
Laura Hutchison
Piper Hutson
Michael D. Hynes
Jen Mujen Inanc
Timur Insepov
Karen Ippok
Linda Israelson
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Sandra Jackson
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Kristen Jaeger
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Mary Beth Jensen
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Carol Johnson
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Chris Willow
Michael Willson
Melissa Wilson
Scott Wilson
Stephanie Wilson
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Linda Wright
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Rita Yates
Kimberly Yeager
Brenda Young
Karen Young
Steve and Leigh Young
Joseph Zapp
Leon and Eileen Zebroski
Katiynn Zeher
Mark and Helene Zeug
Dixie Ziegler
Harry Zielke
Elizabeth Zima
Angie Zoller
Allison Zorn

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Mien Welma Fund
Denise Miller Fund
Norman C. Mindrum 4-H Education Fund
NAE4-HA Designated Fund
(aka Clover Pledge)

WORKPLACE DONATIONS
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.

Archer Daniels Midland Company
Employee Giving
ETS Cares Employee Donations
Exelon Employee Giving Campaign
IBM Employee Charitable Contribution Campaign
Lockheed Martin Employee Giving
New York Life Employee Giving
UnitedHealthcare Employee Giving

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 ensure 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 Amie Marshall at Amarshall@4-H.org or 301-961-2858.

Edward W. Aiton Fund
Kenneth H. Anderson Fund
Richard R. Angus NAE4-HA Professional Leadership Recognition Fund
Jim and Marcia Borel International 4-H Fellowship
George L. Brown Multicultural Immersion Fund
Donald and Toni Daley Fund
Gary L. Davis Excellence in Leadership Award Fund
Raymond C. Firestone 4-H Leadership Fund
John M. Fisher Fund
Gail and Edwin M. Gershon Scholarship Fund
Mary Nell Greenwood Fund
Agnes M. Hansen Fund
David C. Hardesty Fund
Becky and Jay Kaiserman Fund
Mary Ann Krug Fund
Lynn Luckow Learning Fund
Mien-Welma Fund
Denise Miller Fund
Norman C. Mindrum 4-H Education Fund
NAE4-HA Designated Fund
(aka Clover Pledge)

National 4-H Conference Fund,
In Memory of Elsie J. Carper
National 4-H Shooting Sports Tom Knapp Scholarship Fund
Onizuka 4-H Fund for Excellence
Ethel and Kenneth Pickett Endowment Fund
Elaine R. and Paul E. Pitts Fund
Dalton and Ruby Proctor Endowment Fund
for the NC Lobby
President’s Innovation Fund
Program Assistant Fund
Salute to Excellence 4-H Volunteer
Recognition Fund
Luke M. Schruben Memorial Fund
Roger Stewart Fund
Stiles Scholarship
Norman A. Sugarman Fund
Edward R. Tinker Fund
Gertrude Warren Memorial Fund
Stanley J. Whitman, Sr. and Helen W. Whitman Fund
Thomas E. Wilson 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*
Jeannette S. DeMure*
Agnes M. Hansen*
Tena B. Klein*
Frieda R. Schroder*
Luke Schruben*
Edward R. Tinker* Charitable Trust
Florence Van Norden*
W. Sherrard 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 Amie Marshall at Amarshall@4-H.org or 301-961-2858.

CHARTER MEMBERS
Benefactors who made planned gifts by September 30, 2009.

John A. Allen, Jr.
Richard R. Angus*
Anonymous (2)
David E. and Frances K. “Sue” Benedetti
Erna Bamford Breton
Marcus and Elna Butterfield
Susanne G. Fisher*
Don and Carolyn Floyd
Gail and Edwin M. Gershon
Gardiner and Violet Graham*
Anita Hollmer Hodson and Family
Jim (James C.) Kemp
Dan A. Klingenberg*
Mrs. J.O. (Gladys) Knapp*
Larry L. Krug*
Sandra Link Lignell

Mary Kaye Merwin
Melanie Miller
Dr. Robert H. Miller and Mrs. Vivian E. Miller
Beverly and Mason Miller*
Wayne Nierman and Linda Gould Nierman
Kenneth and F. Ethel Pickett*
Elaine R. Pitts*
Dalton R.* and Ruby H. Proctor
Elizabeth N. and William R. Sheldon*
Jennifer L. Sirangelo
Jennifer R. Snelson-Wells and Robert M.* Wells
John C. and Nancy C. Sterling
Jo Ann Tilley
Eleanor L. Wilson
Mary Lee and Douglas A.* Wood

HERITAGE MEMBERS
Benefactors who made planned gifts after October 1, 2009.

Michael and Sharon Anderson
D. Rex Blankenship
Estate of Frederick Martin Chambers*
Sandra Dantzler-Baker
Joseph and Leslie Dzialo
Ellen P. Elliott
Charles Eugene Finley and Carol Louise*
Finley Trust
Adrienne Susan Haney
Eliza Hernandez
Jeff and Jacque McCullough
Charles and Blanche Muller* Trust
Duane R. Nelson*
Marcia Lisette Nordgren
Deloris J. Pourchot*
Francis and Sibyl Pressly
Jim Rutledge
Bo Ryles
Estate of Justus W. Seaman*
Russell W. Smith*
Tilson Family Trust
Linda Jo Turner and Dale E. Brigham
Lowell H. and Verna May K.* Watts
Donald and Rita Weeks
Kathryn and Scott Whitaker
Mrs. Neva N. Wing*
Betty Y. Wise*

*Deceased

We make all efforts to ensure accuracy. If your name is not listed correctly or in the manner you wish, please contact Jennifer DePasquale at jdepasquale@4-H.org.
Summary Statement of Financial Position

**Assets:**

<table>
<thead>
<tr>
<th>Item</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$21,365,557</td>
<td>$27,553,845</td>
</tr>
<tr>
<td>Investments</td>
<td>$12,592,197</td>
<td>$15,726,965</td>
</tr>
<tr>
<td>Receivables</td>
<td>$14,450,339</td>
<td>$8,845,216</td>
</tr>
<tr>
<td>Merchandise inventories</td>
<td>$1,785,169</td>
<td>$1,550,805</td>
</tr>
<tr>
<td>Property and equipment, net of depreciation</td>
<td>$6,010,177</td>
<td>$5,150,825</td>
</tr>
<tr>
<td>Other assets</td>
<td>$195,210</td>
<td>$401,860</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$56,398,649</td>
<td>$59,229,516</td>
</tr>
</tbody>
</table>

**Liabilities:**

<table>
<thead>
<tr>
<th>Item</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$4,003,765</td>
<td>$5,588,896</td>
</tr>
<tr>
<td>Line of credit</td>
<td>$2,000,000</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$1,848,903</td>
<td>$2,031,530</td>
</tr>
<tr>
<td>Accrued post-retirement benefit liability</td>
<td>$4,335,029</td>
<td>$3,052,296</td>
</tr>
<tr>
<td>Unfunded pension liability</td>
<td>$6,355,570</td>
<td>$4,088,622</td>
</tr>
<tr>
<td>Agency funds and other</td>
<td>$619,837</td>
<td>$470,424</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$19,163,104</td>
<td>$25,231,768</td>
</tr>
</tbody>
</table>

**Net Assets:**

<table>
<thead>
<tr>
<th>Item</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without donor restriction</td>
<td>$323,592</td>
<td>$4,399,588</td>
</tr>
<tr>
<td>With donor restriction</td>
<td>$36,911,953</td>
<td>$29,598,160</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>$37,235,545</td>
<td>$33,997,748</td>
</tr>
</tbody>
</table>

**TOTAL ASSETS**                                | $56,398,649   | $59,229,516   |

**TOTAL LIABILITIES AND NET ASSETS**            | $56,398,649   | $59,229,516   |

*FY 20 (As of February 28, 2021)
Summary Statement of Activities

**Revenue:**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and grants</td>
<td>$36,449,406</td>
<td>$19,755,796</td>
</tr>
<tr>
<td>National 4-H Conference Center</td>
<td>$10,680,734</td>
<td>$395,083</td>
</tr>
<tr>
<td>National 4-H Supply Service</td>
<td>$4,524,494</td>
<td>$3,463,455</td>
</tr>
<tr>
<td>Investment income</td>
<td>$393,288</td>
<td>$257,356</td>
</tr>
<tr>
<td>Other</td>
<td>$1,338,136</td>
<td>$2,357,766</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$53,386,058</strong></td>
<td><strong>$26,229,456</strong></td>
</tr>
</tbody>
</table>

**Expenses:**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational programs</td>
<td>$24,156,905</td>
<td>$20,782,112</td>
</tr>
<tr>
<td>National 4-H Conference Center</td>
<td>$8,154,058</td>
<td>$2,226,425</td>
</tr>
<tr>
<td>National 4-H Supply Service</td>
<td>$4,338,307</td>
<td>$5,042,248</td>
</tr>
<tr>
<td>Management and general</td>
<td>$5,001,030</td>
<td>$4,688,749</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$2,537,730</td>
<td>$2,772,673</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong> before Investment Gains/(Losses), Pension Costs and Post-Retirement Benefit Costs</td>
<td><strong>$ 44,188,030</strong></td>
<td><strong>$35,512,207</strong></td>
</tr>
</tbody>
</table>

**Nonoperating Increase (Decrease):**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment gains/(losses)</td>
<td>$ 147,593</td>
<td>$2,850,219</td>
</tr>
<tr>
<td>Net periodic pension cost</td>
<td>($444,295)</td>
<td>($728,154)</td>
</tr>
<tr>
<td>Pension related changes other than net period pension costs</td>
<td>($2,868,397)</td>
<td>$2,494,059</td>
</tr>
<tr>
<td>Post-retirement benefit costs</td>
<td>($761,748)</td>
<td>$1,428,830</td>
</tr>
<tr>
<td><strong>TOTAL NONOPERATING INCREASE (DECREASE)</strong></td>
<td><strong>($3,926,847)</strong></td>
<td><strong>$6,044,954</strong></td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td><strong>$5,271,181</strong></td>
<td><strong>($3,237,797)</strong></td>
</tr>
</tbody>
</table>

**2020 EXPENSE COMPONENTS**

- **Program Services** (79%)
- **Management and General** (13.2%)
- **Fundraising** (7.8%)
As the nation’s largest youth development organization, 4-H grows confident young people who are empowered for life today and prepared for a career tomorrow. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations.

National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and the National Institute of Food and Agriculture within the United States Department of Agriculture.