



National 4-H Council: MISSION FOCUS

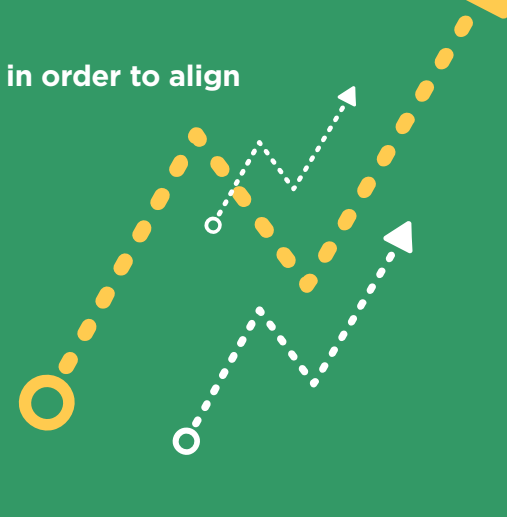
National 4-H Council remains dedicated to a future in which millions more young people are engaged in Cooperative Extension's high quality 4-H youth development programs—and where 4-H youth, volunteers and staff are representative of the diversity of our nation.

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

Tracking Investor Trends

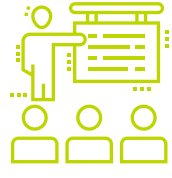
Council follows the corporate and philanthropic community closely in order to align Extension priorities, needs and assets with the marketplace.

- 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:



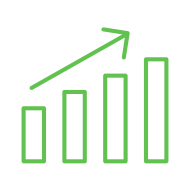
Investing in 4-H's Capacity Building Priorities



Scaling Extension's High Quality 4-H PYD Programs

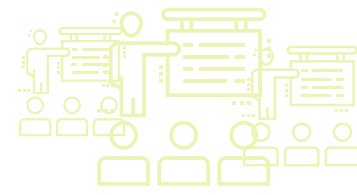


Growing National Youth Educational Opportunities



Unrestricted Revenue Through Cause Marketing

Investing in 4-H's Capacity Building Priorities



COMMON MEASURES PROGRAM EVALUATION:

\$3M invested since 2011

59 Institutions participating

THRIVE PYD ACADEMY:

\$3M invested in 2020

1K Participants



4-H RESEARCH:

\$1M invested in 2020 Reconnection Study



DIVERSITY, EQUITY & INCLUSION:

\$40M invested in DEI since 2016

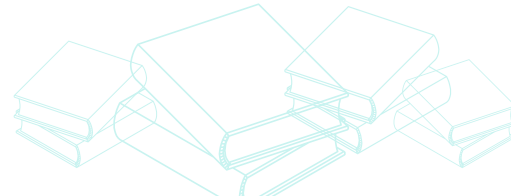
22 institutions participated in TLEI in 2020

4-H AT HOME ONLINE PORTAL:

\$4.7M invested in 2020

500 Extension content pieces

Scaling Extension's 4-H Programs



\$16M invested since 2017

23 Institutions participating



\$8M invested since 2017

1M Youth impacted

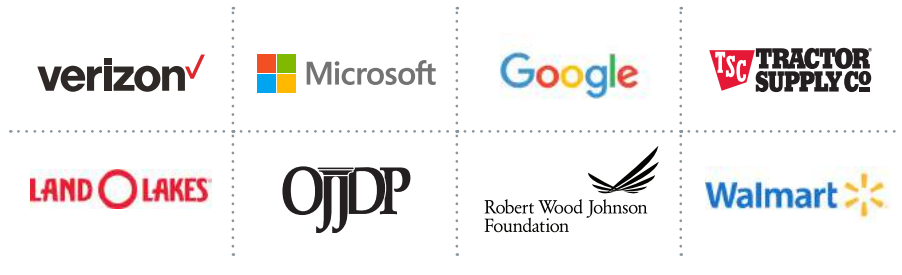
\$19.6M invested since 2016

40+ institutions participating



\$11M invested since 2019

35+ institutions participating



Growing National Youth Educational Opportunities



\$750K invested annually

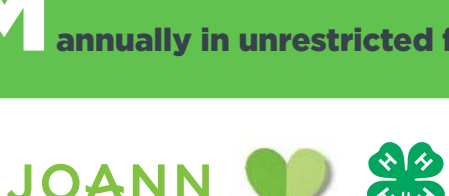
2,500 Participants annually



Cause Marketing



\$2M annually in unrestricted funding



All Supported by a Purpose Driven Brand



Customizable Materials for local use



Youth Insights



Thought Leadership



Alumni Engagement