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Kentucky 4-H Foundation

Foundation Celebrates 4-H Week

On Tuesday, October 9, 2012, the Foundation, along with the Kentucky 4-H Program, celebrated National 4-H Week with a special visit to the Governor's office. We were glad to be with Governor Beshear as he signed a proclamation designating October 7-13, 2012 as 4-H Week in Kentucky.

Throughout the week, we celebrated 4-H youth who make an impact on

our community and step up to the challenges of a complex and changing world. In addition to joining the Governor that week for the signing of the proclamation, the Foundation launched a brand new website, www.kentucky4h-foundation.org, and began sharing all kinds of news in the weeks since then.

"We are thrilled to serve our community, our alumni, and our donors with a new website that will keep

our audiences informed and engaged in this important work," said David Wallace, 4-H Foundation Board Chairman.

In his proclamation, Governor Beshear sought to recognize and thank the thousands of members, volunteer leaders, and staff who have made Kentucky 4-H successful for over 100 years. The Foundation's website also strives to recognize the achievements of our 4-H program and alumni. We are especially excited that the website will soon provide a forum for alumni to reconnect by sharing stories, photos, and memories of how 4-H positively impacted their lives.

Visitors to the Foundation's website will find a more user-friendly layout. We plan on using the site to spread information about the important programs we fundraise for so that it will be easy to see how our fundraising is



October 9, 2012/Frankfort, KY: (from left to right) 4-H Youth Development Director, Dr. Charlene Jacobs, 2012-2013 Kentucky 4-H Officers McKenzie Gearheart, Josh Robinell, and Ryan Halligan and Kentucky 4-H Foundation Board Chairman David Wallace presented Kentucky Governor Steve Beshear with a 4-H Foundation wood-crafted basket.



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“Can you hear me now?” We have all seen the Verizon Wireless guy asking that question on his cell phone. Well the question to our newsletter readers is “can you hear the Foundation now?”

In July, the Foundation launched a marketing and public relations initiative designed to increase the awareness of the Foundation and its work to support the Kentucky 4-H Program. Of course, the ultimate goal is to increase financial support for 4-H by raising the understanding of need for private financial support of 4-H to the outside world and to our own 4-H alumni.

Hopefully you have visited our new website and have begun to follow the weekly blogs and news from the Foundation. I hope you have liked us on Facebook or started following us on Twitter, where you can also watch the new feature, 4-H Fridays, a weekly video message from a 4-H alumna or alumnus. Beyond the website and social media, we are, for the first time, telling our story

through earned media; a recent example includes a story about voluntary donations to the farm tag where we provided over \$60,000 to all 120 County 4-H Councils. This is another way for us to reach the general public not looking to our website or following us on social media.

For far too long, the 4-H family has been too quiet about Kentucky’s oldest and largest youth development organization. With this new initiative, we are out to change that. The time has come to toot our own horn. The Foundation believes “4-H is worth it,” and we believe it’s time to engage all Kentuckians and tell them about our outstanding 4-H program and why they should support us.

If you haven’t, please check out our new website, like us on Facebook, and begin following our weekly news/blog posts on Thursdays and alumni videos on 4-H Fridays!

As the Christmas season nears, we want to wish everyone a very Merry Christmas and a great New Year. Let



*Keith Rogers, Executive Director
Kentucky 4-H Foundation*

me also take this opportunity as the end of year draws near to ask you to make your year-end donation. It’s easy: you can return the enclosed envelope, donate online on our website, or contact the Foundation. I ask you to join us to keep the passion for the green going strong so today’s youth will have the opportunity to **Make the Best Better!**

**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.**

Save the Date!

THE KENTUCKY 4-H



*Kentucky 4-H Homecoming: The Foundation’s
Signature Annual Event*

**April 20, 2013 | Hilton Garden Inn
Georgetown, KY**

Looking to reconnect with 4-H alumni and friends? Join us for Homecoming 2013!

This is a good time of year to reflect on the past and look to the coming year. Kentucky 4-H has had a great year. We have



Dr. Charlene Jacobs is Assistant Director for 4-H Youth Development, Kentucky Cooperative Extension Service at the University of Kentucky College of Agriculture.

had 143,913 youth involved in community clubs, organized in-school clubs, military clubs, and after school clubs. These clubs offer youth the opportunity to gain life skills, develop leadership skills, practice parliamentary procedure, make decisions, and engage in activities that benefit the community. This year, we had 36,005 youth involved in our overnight camping program and in 4-H day camp programs. These camping experiences teach responsibility, decision making, independence, and many other life skills.

Other involvement included 381,728 involved in school enrichment programs during the school day and 75,939 in special interest programs outside the classroom setting. These programs reflect participation in our seven core curriculum areas which include Science, Engineering, and Technology, Family and Consumer

Sciences, Health, Leadership, Communications and Expressive Arts, Animal Science, and Food and Nutrition.

Through the support of the Kentucky 4-H Foundation, Inc., new and existing programs have been enhanced at the county and state levels. More youth have had unforgettable life experiences at the national level.

As we look to the future and as new program opportunities for youth are developed, such as 4-H Teen Leadership Boards, SPecial INterests 4-H Clubs (SPIN Clubs), and the Phase II Camp Improvement Campaign, we look forward to new opportunities for donors to support our program through the Kentucky 4-H Foundation, our partner in “making a difference in the lives Kentucky youth.”

Counties Receive Voluntary Donations



The Kentucky 4-H Foundation is a proud partner of the statewide farm license plate voluntary donation program. When renewing their license plates, Kentucky farmers can make a \$10 donation. In February 2012, Kentucky Commissioner of Agriculture James Comer announced that, for the first time, the proceeds from the program would be divided equally among Kentucky 4-H, FFA, and Kentucky Proud.

The 4-H share for the fiscal year ending June 30, 2012, was **\$121,708.64**. The Kentucky 4-H Foundation splits the donations equally between the county from which the funds originated and the Foundation itself. The Foundation uses its half to support state level programs. The other half supports county programs where the donation originated, making this a great opportunity for local 4-H Councils, Clubs, and members to increase financial support for their program. We congratulate the top 10 counties in total donations for 2012. Visit the Foundation website at www.kentucky4hfoundation.org for all 120 county returns.

Allen – \$16,860.00

Fayette – \$14,260.00

Jefferson – \$13,840.00

Bullitt – \$13,340.00

Hardin – \$11,790.00

Muhlenberg – \$10,220.00

Daviess – 9,390.00

Warren – \$9,336.29

Logan – \$8,530.00

Madison – \$7,690.00

Board Spotlight

Foundation Board News

During the Kentucky State Fair in August, the Foundation Board elected its officers for the upcoming year and welcomed new Board members. They include:

Gil Cowles

Romanza Johnson retired from the Board in August, and Gil Cowles of Bowling Green was elected to fill the District 6 position.



Gil was an active Kentucky 4-Her from 1971 to 1980. He is currently District Sales Manager with AstraZeneca Pharmaceuticals and is active in a number of civic and community organizations with which he volunteers his time.

Ryan Halligan

James Westerfield's term in the Board's youth position expired in August. The



new State 4-H President, Ryan Halligan, was elected to a two-year term.

A May 2012 graduate of Franklin County High School, Ryan currently attends the Bluegrass Community and Technical College in Lexington. He has represented Kentucky at the National 4-H Conference, and served on the 2012 Southern Region 4-H Teen Leadership Conference Planning Committee in Crossville, Tennessee.

In addition, the Board re-elected the following three members.



David S. Beck



Marianne Smith Edge



Patrick Johnston

The Board also spent time selecting its officers for the coming year. Our Foundation's leadership now includes:

- Chairman David Wallace (re-elected)
- First Vice Chairperson Marianne Smith Edge (previously Secretary)
- Second Vice Chairperson Mike Bach
- Secretary Jenny Cocanougher
- Treasurer Joey Spalding (re-elected)

Finally, the Executive Committee, consisting of the five Board officers, the Immediate Past Chair (Paul Hall), the Assistant Director for 4-H Youth Development (Dr. Charlene Jacobs), and two other Board members, was selected at the August meeting. Pam R. Larson and Patrick Johnston were the Board members elected to the Executive Committee.

With the new Board already in place for a few months, the Foundation is looking forward to their leadership and continuing to grow our Kentucky 4-H program throughout the upcoming year.

Kentucky 4-H Foundation Board

Chairman
David Wallace

First Vice Chairperson
Marianne Smith Edge

Second Vice Chairperson
Mike Bach

Secretary
Jenny Cocanougher

Treasurer
Joey Spalding

Immediate Past Chair
Paul E. Hall

David S. Beck

Gil Cowles

Ryan Halligan

Dr. Jay Hellmann

Dr. Jimmy Henning

Marci Hicks

Dr. Charlene Jacobs

Patrick Johnston

Pam R. Larson

Melanie W. Kelley

Dr. Christine Noble
Riley, MD

Lynn Stidham

Greg Wood

TSC Paper Clover Fundraising

The Tractor Supply Company Paper Clover Promotion, run between September 19 - 30, was successful yet again. Our fall 2012 campaign raised **\$23,594**, which topped the spring promotion by \$2,700. Over six promotions with TSC, we have raised \$83,956.72 in Kentucky since April 2010.

Here are the top TSC stores for the fall promotion:

- Elizabethtown, Hardin County, with \$1,206;
- Bardstown, Nelson County, with \$969; and
- Pikeville, Pike County, with \$960.

The top county honors go to Pike County, as they have two stores, for a total of \$1,725.

There are now 45 TSC stores in Kentucky; the average

amount raised per store was nearly \$525.

We want to extend our sincere thanks to all who helped make this TSC Paper Clover Promotion the best to date. Thanks especially to all who purchased a Paper Clover during our fall campaign.

Finally, we extend a very special thanks to the Tractor Supply Company for supporting Kentucky 4-H. Their help has been invaluable to our 4-H program.

At this time, we are planning a spring and fall promotion with TSC for 2013. We look forward to continuing an excellent fundraising trend with the TSC Paper Clover Promotion.



4-H Week (continued...)

positively impacting today's youth in a variety of 4-H programs. Here in Kentucky, our Foundation supports a 4-H program that involves more than 228,000 members and 16,000 volunteers.

Recent findings from Tufts University's 4-H Study of Positive Youth Development indicate that young people in 4-H are three times more likely to contribute to their communities than youth not participating in 4-H. Notably, the Tufts research discovered that the structured learning, encouragement, and adult mentoring that 4-Hers receive play a vital role in helping them actively contribute to their communities.

The Foundation is proud to support the work of the 4-H program, which creates a promising future in our youth. We are especially happy to see this commitment from our state leaders, showcased in a special way by Governor Beshear during National 4-H Week.

Visit the Foundation online at
www.kentucky4hfoundation.org

Join us on Facebook!

Become a fan of the KY 4-H Foundation on Facebook and we will keep you informed about upcoming events and opportunities to get involved.

www.facebook.com/KY4HFoundation

Have you heard about 4-H Fridays?

Like our Facebook page, follow our Twitter feed, and check the website regularly because each Friday is a 4-H Friday!

Only through our social media channels will you be able to view a video from a 4-H alumni every week.

Also, be sure to visit our webpage every Thursday afternoon for the latest post on Kentucky 4-H Foundation news.

These interactive online pages are meant to be a place for you to engage with our Foundation and other alumni, so join the online revolution today!



Over the past few months, Josh, McKenzie, Savannah, and I, your 4-H state officers, have been hard at work traveling the state working to support and promote Kentucky 4-H. We have been able to attend events in many different counties and participate in our State Teen Council.

In September, Kentucky 4-H teens attended the Southern Region Teen Leadership Conference in Crossville, Tennessee. While there, we were able to attend workshops from other states, and the officers and I led our own workshop promoting 4-H in Kentucky. This trip was an opportunity that will last a lifetime through the friendships made, as well as the information learned.

Kentucky 4-H was able to send a delegation of 42 teens, who were supported by the Kentucky 4-H Foundation, which sponsored the travel arrangements to SRTLTC. This is one of the premier leadership development experiences for youth all across the country, and the opportunity



2012 Kentucky Southern Region Teen Leadership Conference Delegation

for 4-Hers to attend and participate is tremendous for Kentucky. Our exposure to different states' leadership programs and curriculum allows us to continue expanding 4-H here in our own state. We look forward to other opportunities to serve Kentucky 4-H in the coming months.

Foundation News: Phase II Camp Improvement Campaign

In mid-November, the Kentucky 4-H Foundation, in coordination with the 4-H Program at the UK College of Agriculture – Cooperative Extension Service, launched Phase II of the Camp Improvement Campaign that will last until December 2016.



Architect's rendering of the front of new cabins to be built during Phase II of the Camp Campaign

During this time, the Foundation is fundraising to achieve a goal of replacing all of the cabins at all four camps. Phase I was completed in spring 2011 with \$2.7 million invested. In this first year of Phase II, the focus will be the J.M. Feltner Memorial 4-H Camp near London, which has served thousands of Kentucky 4-H youth since 1955.

In October, Farm Credit Mid-America stepped up to kick off Phase II and the initial Feltner project with a \$50,000 grant from its Community Giving Program. In addition, Farm Credit will match, dollar-for-dollar, any and all gifts up to \$25,000 given to the Campaign for Feltner before December 31, 2012.

The Foundation, 4-H agents, and 4-H supporters continue to focus on raising the Farm Credit Mid-America match and securing the additional funds needed to build the first cabin with storm shelter at Feltner. However, all gifts, especially as we progress through the next few years of this campaign, will pay dividends in preparing today's youth to be leaders of tomorrow—as business people, farmers, civic leaders, and well-rounded citizens.

JOIN | THE REVOLUTION OF RESPONSIBILITY 

Donor Report

Leadership Circle

The Kentucky 4-H Foundation Leadership Circle, instituted in 2011, is designed to recognize those who make a \$1,000 or more annual unrestricted gift. Members of the Leadership Circle are “Investors.” These Investors help provide the resources needed to grow overall support for Kentucky 4-H.



The Leadership Circle program operates on a calendar year basis. Below are the names of the 19 individuals, businesses, and organizations we are proud to call our 2012 Investors.

- *Dennis Cannon*
- *Mr. & Mrs. Shane Carlin*
- *Marianne Smith Edge*
- *Farm Credit Mid-America*
- *Jake Fink*
- *Paul & Jill Hall*
- *Dr. Jimmy & Faye Henning*
- *H & R Agri-Power*
- *Jefferson County 4-H Council*
- *Kentucky Department of Agriculture – James R. Comer, Commissioner*
- *Kentucky's Touchstone Energy Cooperatives*
- *Pamela R. Larson*
- *Limestone Farm Lawn Worksite*
- *Owensboro Grain Company, LLC*
- *Publishers Printing Company*
- *Dr. Christine N. Riley*
- *Keith & Holly Rogers*
- *Sutherland Foundation*
- *David Wallace*

Program Spotlight

Performing Arts Troupe

The Kentucky 4-H Performing Arts Troupe, a group of eight talented teens and a technical staff member, is making its inaugural debut this month. Born out of the Talent Show track of the Kentucky 4-H Teen Conference six years ago, the Troupe is looking forward to traveling the state to showcase their fine arts talents.

Throughout the coming year, these performers will share their gifts at several 4-H and UK Cooperative Extension Service functions, including their first performance at the Issues Conference this month. They will also serve as members of the Kentucky 4-H Performing Arts Board, leading a fine arts educational opportunity for middle school students.

“We have so many talented kids in Kentucky that need somewhere to showcase their talents,” said Jennifer Tackett, the Extension Specialist directing the program. “Given the success of the Talent Show track at Teen Conference for many years, we knew there was a need for a program like this.”

The impact of the new program extends beyond giving the eight high school

teens chances to perform; their workshops to be held during 4-H camps, including some planned for younger children, will allow them to help other kids find and express their talents.

Given the program’s new status, fundraising to support the Troupe and its efforts will be a Foundation priority. Scholarships for the students already involved are needed to help offset the cost of participating in 4-H camps. The Troupe members are responsible for statewide travel and other expenses.

As Jennifer Tackett explained, “money should not be a barrier for kids to join this program.” The effort to fundraise for this program will not only reflect the Foundation’s appreciation for performing arts but our continued prioritization of assisting 4-Hers participate in camps.

As the 2012-2013 Troupe sing, play, and dance their way throughout Kentucky, they will have a positive impact on younger children and will share their talents. Support from the Foundation and its donors will help ensure this program remains successful for many years to come.



Kentucky 4-H Foundation

212 Scovell Hall

Lexington, KY 40546

4-H Sporting Clay Tournament a Success

Fifty four shooters gathered at Elk Creek Hunt Club in Owenton, KY, on September 21st for the Foundation's 2012 Sporting Clay Tournament. A unique fundraiser, sporting clays shooting has escalated to one of the fastest-growing sports in the country; this event drew participants from central and west Kentucky, Louisville, and the Cincinnati areas.

The 4-H Foundation wants to thank this year's sponsors, Heritage Bank and the Zalla Companies, as well as all the teams and individuals that participated.



The individual winners were: 1st place, Skip Seltman, 2nd place, Todd Pieczonka, and 3rd place (tie between) Lytle Thomas and Tom Winstel. In team competition, first place went to the Heritage Bank team of Lytle Thomas, Skip Seltman, Robert Holdsworth, and Todd Pieczonka; second place went to the Holland Roofing Group; and third place went to Team United Group Services.



The event raised over \$9,000 to support 4-H programming and the Foundation's Annual Fund.

Mark your calendars and make plans to participate in the 2013 Tournament to be held **September 20, 2013**.

Visit the Kentucky 4-H Foundation online at www.kentucky4hfoundation.org.

The Kentucky 4-H Foundation is an independent non-profit 501(c)(3) organization dedicated to the financial support of the 4-H program and its members. The Foundation is a partner of the Kentucky Cooperative Extension Service – 4-H Youth Development, University of Kentucky College of Agriculture. Educational programs of the UK Cooperative Extension Service serve all people regardless of race, color, age, sex, religion, disability, or national origin.

