



The Oakland County 4-H Youth Conservation Council saw the need to clean-up portions of Kearsley Creek in Ortonville, Mich.

After two years of planning, the club was able to organize the local community for the first clean-up of Kearsley Creek in over eight years. In collaboration with the Brandon School District and the Flint River Watershed Coalition, three sites were cleaned along the waterway. Volunteers collected trash along the shoreline and some adult volunteers waded into the creek to remove such debris as tires, plastics and other assorted trash.

We are 4-H
in Oakland County.

“OUR CREEK
CLEAN-UP
IMPROVED
COMMUNITY!”

THE CAMPAIGN FOR MICHIGAN 4-H'S FUTURE

4-H youth are creating a culture-changing revolution for doing the right thing, breaking through obstacles, and leading Michigan forward by making a measurable difference in their communities.

Our long history, highly effective programs, expansive reach, and unique partnerships make Michigan 4-H the best choice for preparing today's youth to succeed as individuals and members of society. Already each year we engage over 200,000 young people in partnership with 25,000 adult volunteers. With the right investments from people who care about the future of young people in our communities, we will build on 4-H's success. We will make 4-H possible for even more Michigan youth.

Our goal is to raise \$12.5 million over seven years.

With this support, we will sustain and increase 4-H's ability and capacity to:

- Build on the research of our university partners, to **engage more youth** in relevant and interesting ways today.
- Grow and diversify our **volunteer base**.
- Enhance program-delivery and lodging at our leadership training facilities at **Kettunen Center** to improve safety and child well-being.
- Inspire more children as scientists through the **Michigan 4-H Children's Gardens**.
- Grow our county and state **endowments** to secure our capacity to serve Michigan's young people for years to come.

To succeed, we need you!

I am 4-H. You are 4-H.
TOGETHER
We are
THE CAMPAIGN FOR
MICHIGAN 4-H'S FUTURE



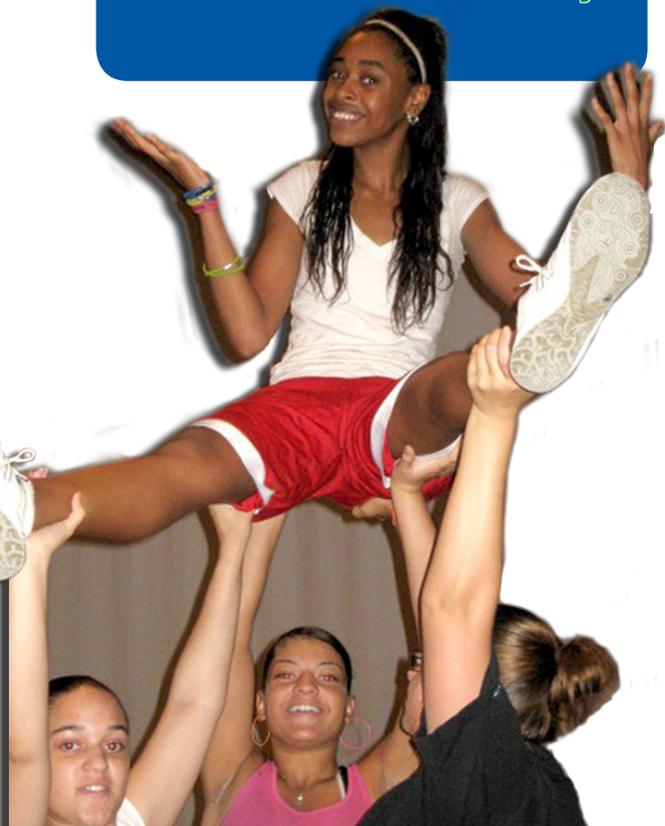
OUR GOALS TO MEET THE



Calhoun County 4-H saw a need for a community program to provide a safe place for youth during out-of-school time.

4-H youth volunteers organized the 4-H Creative and Expressive Arts Program, a performing arts program that engages youth in theater through acting, singing, dancing and set design. At the end of the summer program, the youth present their production to the community providing both entertainment for the community and a sense of accomplishment for the participants. Now after 10 years of the program, youth are returning as volunteer leaders teaching new youth to be creative and contributing members of society.

We are 4-H
in Calhoun County.



PROGRAM IMPACT AND REACH

GOAL: \$3.5 MILLION

Young people who are involved in Michigan 4-H are uniquely prepared to step up to the challenges of a complex and changing world.

With strategic investments, more youth in every Michigan county will learn to make healthy life choices, engage in leadership and service, be active citizens, become critical thinkers and problem solvers, be college bound and will be work-ready and financially-smart.

Our goals are to:

- Give more young people the tools and knowledge they need to **eat right, exercise often, and navigate the tough choices** they often face as they enter adolescence and their teenage years through our healthy lifestyles programs.
- Develop young people's skills to solve both technical and life problems; improve their knowledge and application of **science** in measurable ways; and continue to encourage **college attendance** through our academic success programs.
- Give young people opportunities to increase their **leadership** skills, build **cultural competencies**, engage in the world around them as active **citizens** and learn that their voice and actions can make a difference.
- Give youth the **workforce skills** necessary for a knowledge-based economy and the **financial literacy skills** needed to manage money effectively and make good financial decisions. We will help youth explore the opportunities that **entrepreneurship** can offer; and introduce them to the skills, knowledge and attitudes needed to be successful through our workforce readiness and youth entrepreneurship programs.

VOLUNTEER TRAINING AND RESOURCES

GOAL: \$1 MILLION

To achieve our goals for Michigan's young people, Michigan 4-H will rely more on adult volunteers in the future. We seek to **recruit a volunteer corps as diverse as our state**. And once recruited, these volunteers will need and indeed **deserve the highest level of training and tools** to support their work with 4-H youth. Our goal is to increase local training resources and provide volunteers with 24/7 access to the 4-H knowledge base through new technology.

**“OUR DANCE STARTED
A NEW LIFE PATH!”**

NEEDS OF MICHIGAN'S YOUTH AND COMMUNITIES

FACILITIES IMPROVEMENT

GOAL: \$4 MILLION

Place-based learning is a key component of Michigan 4-H's success. Our two facilities are vital resources for 4-H volunteer training, leadership development and program delivery. Our plan will place greater demands on these facilities that require new investments. Our goals are to:

- Enhance program-delivery and lodging facilities at **Kettunen Center** to address critical needs for 4-H volunteer and youth development training and support, and to improve youth and volunteer safety and child well-being.
- Expand place- and space-based science learning at the **Michigan 4-H Children's Gardens** to reach more youth with collaborative learning and serve as the premier demonstration garden for science-literacy education.

COUNTY AND STATE ENDOWMENT

GOAL: \$4 MILLION

The capstone of our strategy is long-term investments to ensure Michigan youth have access to the 4-H programs they need now and in the future. We will build these investments through current and planned giving. Our goal is to increase county endowed funds to support local programs and state endowed funds to enhance and advance statewide 4-H programs.

“ MY SHEEP AND PIGS FED HUNGRY FAMILIES! ”



Kent County 4-H'er Nate Seese saw the need for high-quality protein at the food pantry and decided to find a way to help.

Nate contacted local businesses to purchase at auction the sheep and pigs he raised in 4-H. But instead of taking home their own meat, the business owners let Nate donate the meat to those in need. A local food pantry was the recipient of 500 pounds of free meat this year (about 1,000 pounds altogether over the last four years)! Nate uses donations and money raised at auction to purchase animals and supplies for the following year, so the program is even self-sustaining.

I am 4-H
in Kent County.

ABOUT MICHIGAN 4-H YOUTH DEVELOPMENT

Michigan 4-H Youth Development provides opportunities through traditional and innovative community-based learning. Through 4-H, youth:

- Engage **intellectually** and **physically** in active learning experiences that prepare them for success as adults;
- Are **safe** and productive during non-school hours;
- Learn **leadership and citizenship**;
- Prepare for **college and higher learning**;
- Develop the **critical life skills** needed to make safe, healthy and informed decisions; and
- Are ready to enter **Michigan's workforce** in the future.

Michigan 4-H prepares youth to be contributing members of society. Each year we train volunteers and mobilize communities to meet the needs of youth through education that helps them thrive in a complex and changing world.

EFFECTIVE, EXPANSIVE, UNIQUE

Unique among youth development organizations, 4-H's partnership with land-grant universities gives us direct access to research about what youth programs truly work. That makes our programs among the most effective. In a long-range study by Tufts University

that compared youth involved in afterschool activities, the researchers found that 4-H youth are more likely to maintain a B average or better, less likely to engage in risky or problem

behaviors, more likely to aspire to college, more likely to contribute to their community, and more likely to be emotionally and behaviorally engaged with school.

Michigan 4-H is also uniquely expansive and inclusive. We engage participants and volunteers across the state of Michigan. Our enrollment includes boys and girls and adult volunteers of all races and ethnicities, residing in rural, urban and suburban communities of every size.

As one of the first youth development organizations in America, 4-H opened the door for young people to learn leadership skills and explore ways to give back to their communities. 4-H revolutionized how youth connect to practical, hands-on learning experiences outside of the classroom. 4-H is tackling the needs of today's youth and prepares them to be the decision-makers and leaders of the future.

I AM 4-H. YOU ARE 4-H. TOGETHER, WE ARE 4-H!

For more information on how you can support 4-H, contact:



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You can be **4-H** with your campaign gift today!

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