

MICHIGAN STATE
UNIVERSITY

EMPOWER
EXTRAORDINARY

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

Supporting

MICHIGAN 4-H FOUNDATION



I am 4-H. You are 4-H.

Together, **We are 4-H!**

“If you found some people who didn’t know anything about 4-H and described what we seek to accomplish with young people today—and how well we succeed—those individuals might think that 4-H is some new program custom-tailored for the needs of youth in the 21st century. And they would be right—we’ve been a program designed to serve young people every year for over 100 years.”

DR. JULIE A. CHAPIN
STATE 4-H LEADER & DIRECTOR
MICHIGAN STATE UNIVERSITY EXTENSION
CHILDREN & YOUTH INSTITUTE



The Michigan 4-H Foundation is a non-profit organization that raises funds, manages resources, and distributes financial support for 4-H programs statewide.



The Campaign for **Michigan 4-H's Future**

Michigan 4-H is the youth development program of Michigan State University Extension and the largest youth development organization in the state. 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. Each year we engage over 200,000 young people—that's almost one out of ten youth in this state—in partnership with 20,000 adult volunteers. With the right investments from people who care about the future of young people in our communities, we will empower extraordinary possibilities for more Michigan youth.

As the youth development program of Michigan State University, our nation's first land-grant university, Michigan 4-H is an Engine of Opportunity for a greater number of young people in this state. Working through our proven programs, we will be a Force for Creativity, Discovery, and Learning. We will prepare our young people to be Global Problem Solvers for the 21st century, and working with our dedicated volunteers in first-class facilities, we will empower a Vibrant Community.

We seek gifts from individuals, families, organizations, foundations, and corporations to empower youth to be a vital force in the 21st century.

We seek to raise \$12.5 million.

OUR CAMPAIGN **VISION**

With your support, we will advance 4-H's ability and capacity to: build on the research of our university partners, to engage more youth in relevant and interesting ways, grow and diversify our volunteer base, enhance program delivery and lodging at our leadership training facilities at Kettunen Center, inspire more children as scientists through the Michigan 4-H Children's Gardens, and grow our county and state endowments to secure our capacity to serve Michigan's young people for years to come.

Endowed funds provide permanent support for programs—income we can count on—year after year. Prudently invested and managed, they grow with inflation, providing the same level of income one year and 100 years from now. A gift of endowment also enables a donor's impact to last forever.

Annual contributions, by contrast, provide funds we can put to work immediately for youth. The strongest and most stable institutions have both—reliable endowment income and a strong stream of annual giving.



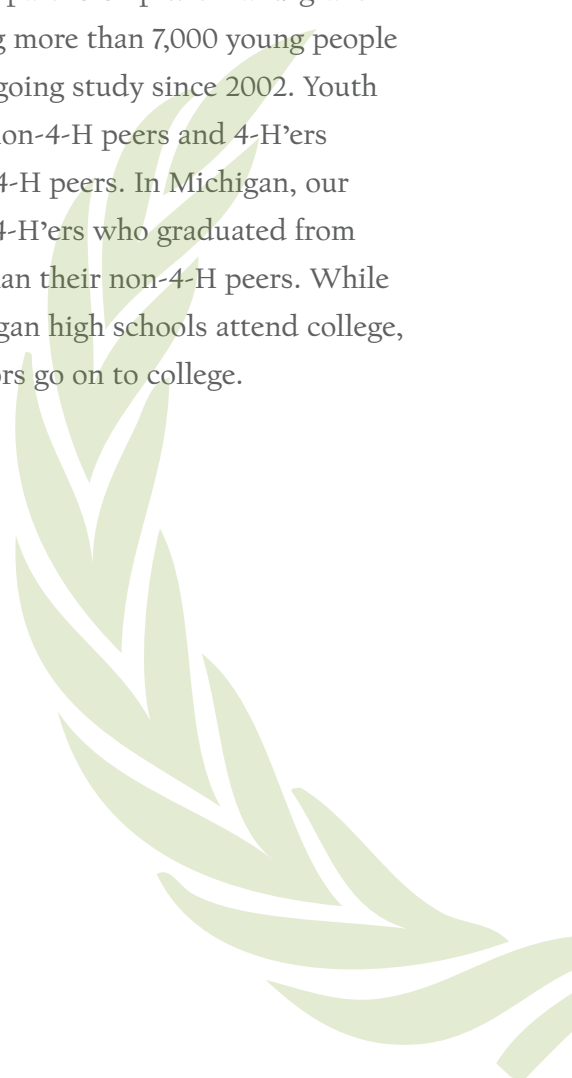
An Engine of **OPPORTUNITY**

For over 100 years, Michigan 4-H has served as a strong force for upward mobility: helping young people succeed and achieve better lives for themselves and their families, in a variety of careers. Youth involved in Michigan 4-H have access to programs that expand their horizons, allow personal growth, and let them explore new careers. In short, programs that serve as an Engine of Opportunity encourages young people to go to college, and teaches them the skills they can use for success once they get there.

The results speak for themselves. In every area of achievement, 4-H'ers are out front. Researchers at Tufts University, in partnership with land-grant universities nationwide, have been following more than 7,000 young people of diverse backgrounds in 44 states in an ongoing study since 2002. Youth participants in 4-H are healthier than their non-4-H peers and 4-H'ers perform better academically than their non-4-H peers. In Michigan, our results are even more impressive. Michigan 4-H'ers who graduated from high school attend college at a higher rate than their non-4-H peers. While 50 percent of graduating seniors from Michigan high schools attend college, 65 percent of Michigan 4-H graduating seniors go on to college.



4-H Youth Development is located in every corner of Michigan. Each year, more than 200,000 youth and 20,000 adult volunteers from major cities, suburbs, towns, and rural communities participate in 4-H. Nationally, 4-H youth programs involve more than five million young people from all 50 states and many U.S. territories.





A Force for

CREATIVITY, DISCOVERY, AND LEARNING

Michigan 4-H has long been a champion of creativity and innovation. With its links to the research and knowledge base of MSU, 4-H has evolved and adapted over the years to meet the needs of children and youth. Our programs rely on research at MSU and other land-grant universities to inform the contemporary needs and interests of members, as well as why and how youth and the organizations that serve them succeed.

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, work-ready, and financially-smart.

We seek support for four vital priorities: 4-H Healthy Lifestyles, 4-H Science Literacy, 4-H Leadership and Civic Engagement, and 4-H Workforce Readiness and Youth Entrepreneurship.

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

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. Our goal is to increase county 4-H endowed funds to support local programs and state 4-H endowed funds to enhance and advance statewide 4-H programs.



OUR FUNDING GOAL TO SUPPORT 4-H PROGRAMS IS **\$7 MILLION.**

4-H SCIENCE LITERACY
\$2 MILLION

4-H HEALTHY LIFESTYLES
\$500,000

4-H LEADERSHIP AND
CIVIC ENGAGEMENT
\$500,000

4-H WORKFORCE READINESS
AND YOUTH ENTREPRENEURSHIP
\$500,000

4-H VOLUNTEER DEVELOPMENT
AND TRAINING
\$1 MILLION

ENDOWED 4-H PROGRAM SUPPORT
\$2.5 MILLION

A Global **PROBLEM SOLVER**

Young people who are involved in Michigan 4-H are uniquely prepared to step up to the challenges of a complex and changing world. The solution to every single problem facing Michigan, the United States, and the world includes one key component: smart people who have the education, dedication, and skills to get things done. These are precisely the kinds of people that 4-H produces.

We encourage youth to pursue higher education, and then we provide them with skills that lead to success: management skills and a strong work ethic, critical thinking and problem-solving skills, and the ability to use and apply information technology. We also teach them how to work together, especially with people who are different from them. 4-H members gain practice running meetings, setting—and sticking to—budgets, and getting a group of people to agree on a course of action and following through to attain an objective.

4-H Impact & Reach: *Michigan 4-H has long been a champion of creativity and innovation. With its links to the research and knowledge base of MSU, 4-H has evolved and adapted over the years to meet the needs of children and youth. Our programs rely on research at MSU and other land-grant universities to inform the contemporary needs and interests of members as well as why and how youth and the organizations that serve them succeed.*





A Vibrant **COMMUNITY**

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. Achieving youth program goals will place greater demands on these facilities that require new investments.

Located on the campus of Michigan State University, the Michigan 4-H Children's Gardens were designed to engage and educate children about plants and the roles they play in our daily lives. We seek to expand the science learning opportunities at the Michigan 4-H Children's Gardens to reach more youth with collaborative learning and serve as the premier demonstration garden for communities throughout Michigan and the U.S.

Situated on 160 acres of northern Michigan hills and forests on Center Lake, Kettunen Center annually host more than 12,000 visitors, providing statewide 4-H leader training and development, adult and youth retreats, workshops, conferences, and other events. We seek 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.

OUR FUNDING GOAL TO SUPPORT 4-H FACILITIES IS **\$5.5 MILLION.**

MICHIGAN 4-H CHILDREN'S GARDENS
\$1 MILLION EXPENDABLE
\$1 MILLION ENDOWED

KETTUNEN CENTER
\$3 MILLION EXPENDABLE
\$500,000 ENDOWED

Your **Impact**

4-H's unique partnership with land-grant universities provides direct access to research that identifies youth programs that truly work. Our programs are among the most effective and are delivered by volunteers, making 4-H cost-effective as well.

4-H opens the door for young people to learn leadership skills and explore ways to give back to their communities. With your support, 4-H continues to revolutionize how youth connect to practical, hands-on learning experiences outside of the classroom.





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*Together, **We are 4-H!***

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

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.

4-H is tackling the needs of today's youth and with your support, prepares them to be the decision-makers and leaders of the future.



MICHIGAN 4-H FOUNDATION

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SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

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COVER IMAGE:

*The historic 4-H graphic can be found on a gate
in the 4-H Children's Garden at MSU.*