



Partners

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Tractor Supply Co. 4-H Paper Clover Promotion supports 4-H locally

This past spring, customers at Tractor Supply Company (TSC) stores nationwide had the opportunity to purchase a paper 4-H clover for \$1 which was donated back to 4-H. This proved to be a wonderful fundraising opportunity for 4-H within Michigan and nationally.

From March 26 through April 18, paper clovers were sold at more than 900 Tractor Supply Company stores nationwide for a grand total of \$303,949 raised. Nearly \$28,000 was raised at the 63 Michigan stores to support Michigan 4-H programs.

Sixty percent of those funds supported county 4-H programs, ten percent for state 4-H programs and thirty percent to National 4-H Council for underwriting the cost of the program.

TSC stores in Mt. Pleasant (Isabella County) and Owosso (Shiawassee County) sold the most paper clovers. Some counties were fortunate to have more than one store. Counties raising over \$1,000 included (when tallying all store totals by county): Calhoun, Eaton, Isabella, Kent, Macomb, Ottawa, Shiawassee and Washtenaw.

Isabella County 4-H raised over \$1,400 for their 4-H Food Stand Improvement Project through the TSC Paper Clover Promotion.

"It was a great campaign," said Vera Wiltse, Isabella County MSU Extension 4-H educator.

"The Isabella County 4-H Council targeted the money for the 4-H Food Stand Improvement Project. I think it made a difference since the campaign had a targeted purpose rather than it being for general fund support. The food stand is an investment in the county, making their dollars go a long way."

"We had 4-H council members and volunteers at a 4-H information table at the store. . .one club even held a bake sale."

Wiltse said the 4-H volunteers would ask customers to buy a clover.

"How can you say 'no' when you've got 4-H kids and leaders right there," she said.

The campaign was promoted county-wide through their county 4-H network. "We have a good support network here in Isabella County," she said. "It was also helpful having 4-H leaders who worked at the TSC store. The cooperation with the store was important."

"I also suggest encouraging your 4-H volunteers to buy the paper 4-H clovers first. It made a big difference once there were 4-H clovers already on the windows."

The second TSC Paper Clover Promotion will be Nov. 5-14, 2010. Isabella County 4-H is already making plans for the next campaign.

"I've talked with our TSC store manager about the next campaign and have invited him to our 4-H celebration banquet during National 4-H Week. We will tell everyone at the banquet about the next TSC Paper Clover Promotion then. We'll also make sure people know how much was raised through this first campaign," Wiltse said.



The Fall 2010 TSC Paper Clover Promotion is November 5-14, 2010.

TSC Paper Clover Promotion Info

November 5-14, 2010

Key Points:

- Paper 4-H Clovers will be sold at TSC stores nationwide from Nov. 5-14, 2010 for \$1 each with the proceeds donated back to 4-H.
- Sixty percent of each paper clover sold will support the county 4-H program, 10 percent for state 4-H programs and 30 percent to National 4-H Council for underwriting the cost of the program.
- For stores that serve more than one county, it is the county 4-H staff's responsibility to notify the Michigan 4-H Foundation that the funds from that store should be split to the respective counties.

In-store event ideas:

- Have a 4-H club or a group of 4-H'ers arrange a table to either ask customers to purchase a paper clover and/or promote 4-H.
- Have 4-H'ers host small-scale 4-H demonstrations.
- Arrange a table to drive 4-H enrollments.

Promotional items available at 4-H.org:

- Customizable ads, flyers, and posters
- Web banners
- Facebook template
- News release template
- Radio script
- Sample Thank You note for TSC managers

Also available at 4-H.org:

- TSC partnership FAQs
- Partnership overview presentation
- In-store event idea sheet
- TSC store list by state

AMERICA'S FARMERS GROW COMMUNITIES

PRESENTED BY THE MONSANTO FUND

August 31–December 31, 2010

Through the America's Farmers Grow Communities Project, sponsored by the Monsanto Fund, farmers select their favorite local non-profit organization, like 4-H. **If your county 4-H program is selected as a winner, Monsanto Fund will make a \$2,500 grant to your county 4-H program.**

To be eligible to participate, counties must grow at least 30,000 acres of corn, soybeans or cotton. Eligible counties include: Allegan, Arenac, Barry, Bay, Berrien, Branch, Calhoun, Cass, Clinton, Eaton, Genesee, Gratiot, Hillsdale, Huron, Ingham, Ionia, Isabella, Jackson, Kalamazoo, Kent, Lapeer, Lenawee, Livingston, Macomb, Midland, Monroe, Montcalm, Newaygo, Ottawa, Saginaw, Sanilac, Shiawassee, St. Clair, St. Joseph, Tuscola, Van Buren and Washtenaw.

Promote your county to farmers before Dec. 31! Visit www.growcommunities.com for details & flyers.

Farmers residing in these eligible counties should apply at www.growcommunities.com – it only takes about two minutes. For every farmer who applies, Monsanto will donate \$1 to their local United Way to help food banks, food pantries, Meals On Wheels and other charitable organizations dealing with hunger in their respective county.

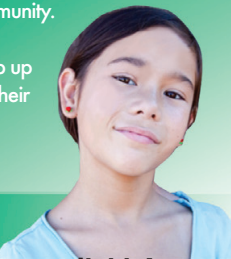
Taking the Lead

National 4-H Week
October 3-9, 2010



Look at your local 4-H, and you will find young people taking the lead in addressing today's challenges. 4-H is where young people explore, learn and discover in a safe environment. In 4-H, youth find their true passions, gain confidence and give back to their community.

Celebrate 4-H as youth step up and take responsibility for their futures – and ours.



www.4-H.org
Promotional kit now available!

Partnering with the Michigan 4-H Foundation to build county funding

Excerpted from The 4-H Staff Member's Guide to County 4-H Giving Programs

The Michigan 4-H Foundation operates as a not-for-profit 501 (c)(3) organization that is recognized by the federal and state tax codes as a legitimate recipient of private gifts and grants. There are three ways counties can build their funding resources with the Michigan 4-H Foundation (see chart on next page for details):

1. The Michigan 4-H Foundation routinely accepts and administers **county-designated gifts**, which are charitable contributions designated by the donor for support of a specific county's 4-H youth program.
2. **County funds** can be created as a method of earning investment proceeds on money that can be returned to the county at any time. Some counties use this method for managing larger sums of money that support their county 4-H programs.
3. Perpetual **endowment funds**, permanent assets of the foundation, can be created for long-term county support that return investment earnings to the county 4-H program. Once established, these funds are added to by county 4-H councils, donors, etc. These funds can be attractive places for estate gifts that support 4-H locally.

What services does the Michigan 4-H Foundation provide to help counties raise funds?

- Foundation staff members are available to conduct trainings for county staff members and volunteers on the acquisition, management and use of private gifts.
- Foundation staff members are also available to assist county staff members in developing an annual giving solicit and annual giving program in support of 4-H in their county.
- The foundation has a system in place to record gifts and acknowledge donors. This encourages increased levels of giving, assures recognition is handled routinely, follows IRS requirements and alleviates these responsibilities from county staff members.
- Donations of stocks or other types of non-cash gifts are handled with ease because they are routine activities for the foundation.
- The foundation can assist county 4-H staff members in helping local donors consider an estate or planned gift to provide long-term support of a county program.

How do donors benefit?

1. The Michigan 4-H Foundation is the only non-MSU 4-H organization in our state that can offer taxpayers the opportunity for a state income tax credit as a benefit of their support for 4-H programs.
2. Gifts to the foundation can be made in cash, appreciated stock and securities, charitable gift annuities, life insurance, retirement funds, bequests and gifts-in-kind.
3. Cash gifts and pledges may be made by mail, phone or online using a MasterCard or Visa credit or debit card.
4. The donor may choose a monthly pledge payment plan through an electronic bank fund transfer. The donor authorizes a monthly transfer from his/her bank account to the foundation's bank account in the same amount each month for at least 12 months. Donors generally commit larger amounts when using this payment method.
5. MSU-paid employees can also make gifts to support 4-H through payroll deduction.
6. Donors who are employed by matching-gift corporations can increase the impact of their donation by naming the foundation as a matching gift recipient.

What other benefits does a donor receive?

- The foundation recognizes donors through the Clover Citation Program.
- All donors also receive Vantage, the foundation's newsletter. It features programs and opportunities that encourage continued charitable support to state and county 4-H programs.
- Major donors may also qualify for membership in a Michigan State University donor society. MSU provides this recognition because 4-H is a program of MSU Extension and the foundation is the channel for private gifts to 4-H.
- County 4-H programs may provide recognition in addition to the foundation's recognition program.

For more information on county 4-H giving programs and other Michigan 4-H Foundation services, contact the foundation at (517) 353-6692 or refer to the 4-H Staff Member's Guide to County 4-H Giving Programs online at www.mi4hfdtn.org/county.

Congratulations to the 2010-2011 4-H Innovative Grant recipients!

Each year the Michigan 4-H Foundation Board of Trustees approves the distribution of competitive grants to encourage the development of innovative 4-H program opportunities in local communities.

4-H innovative mini-grants were awarded in two grant categories for the 2010-11 program year.

The Dow Chemical County 4-H Youth Conservation Council Grants, funded by the Dow Chemical Company Foundation, encourage and support the development of county-based youth conservation councils. Each council consists of a group of teens interested in learning about local environmental issues and influencing public policy in their county, city or township governments. Four new \$1,000 grants were awarded to create county youth conservation councils in **Hillsdale, Ingham, Muskegon and Osceola counties.**

On-Target 4-H Shooting Sports Grants, funded by Thomas Cobb, Michigan 4-H Foundation former trustee, help county 4-H shooting sports programs enhance existing programs, develop a new program or offer a special experience related to 4-H shooting sports. One \$500 grant was awarded to **Leelanau County** to start a 4-H Shooting Sports Program.

4-H Innovative Grant Timeline
May 31 or 2009-10 grant reports
Sept. 30, 2010 due to State 4-H Office

May 31 or 2010-11 grant reports
Sept. 30, 2011 due to State 4-H Office

2011-12 Grant packets available in spring 2010.

For updates on 4-H grant opportunities, visit <http://www.mi4hfdtn.org/grants>.



The 2010 MFB 4-H Excellence in Agriculture Award will be presented to Dale Grabill, Newaygo County 4-H volunteer, Dec. 1 during the Michigan Farm Bureau Annual Meeting.



2010-2011 4-H Volunteer Training Workshop Schedule

Kettunen Center, Tustin, Mich.

- Oct. 16-17 4-H Clothing & Textiles Workshop
- Oct. 22-24 4-H Goat Teen & Adult Volunteer Leader Workshop
- Oct. 23-24 4-H Proud Equestrian Program Instructor Update*
- Oct. 30-31 4-H Poultry Teen & Adult Volunteer Workshop
- Nov. 19-21 4-H Teen Horse Volunteer Leaders Conference
- Jan. 7-9 4-H Horse Show Judges & Managers Conference
- Jan. 22-23 4-H Teen Citizenship, Leadership & Service Conference
- Feb. 12-13 4-H Entrepreneurship Teen & Adult Volunteer Workshop
- Feb. 25-26 4-H Veterinary Science Teen & Adult Volunteer Workshop
- Feb. 26-27 4-H Beef, Sheep & Swine Teen & Adult Volunteer Workshop
- Mar. 4-6 4-H Recreation Leadership & Camp Counselor Workshop
- Mar. 12-13 4-H Science Workshop
- Mar. 18-20 4-H Environmental & Outdoor Education, Plant Science & Entomology Workshop
- Apr. 1-3 4-H Healthy Living Workshop
- Apr. 15-17 Michigan 4-H Dairy Conference*
- Apr. 29-May 1 4-H Shooting Sports Instructor Workshop
- July 22-24 4-H Mentoring Weekend

The above workshop schedule is tentative. *These workshops are at a location other than Kettunen Center.

Each year thousands of Michigan 4-H volunteers and older teens, Extension staff members and resource persons attend Michigan 4-H's skill-building workshops. Most are conducted at Kettunen Center. Due to the generosity of donors, the Michigan 4-H Foundation is able to offer weekend 4-H workshops at a greatly reduced cost for 4-H participants.



Clarifying County Funds

Fund Name	County-Designated Gifts	County Funds	Endowed Funds for County Support
Purpose	Collect & distribute gifts to foundation designated for a county's use	County-managed funds for county programs, events, scholarships	Long-term support
Distribution/Withdrawals	4 times annually	Upon request	Corpus untouched, interest earnings used upon request
Minimum amount to establish	N/A	\$5,000	\$10,000 \$30,000 scholarship
Source of dollars	Any gift designated for county use	4-H council, family or other donor group	4-H council, family or other donor group
Interest	N/A	up to 8% based on current market	up to 8% based on current market
Investment type	N/A	cash, fixed income, equities	cash, fixed income, equities

Fund policies are set by the Michigan 4-H Foundation Board of Trustees and are subject to change at their discretion.



Partners

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The Michigan 4-H Foundation is licensed to solicit charitable gifts by the state of Michigan (MICS 2751).

Consider a commemorative brick to permanently recognize a 4-H group!

By purchasing a commemorative brick at Kettunen Center or the Michigan 4-H Children's Gardens, you can give permanent public recognition to any person or organization of your choice. Bricks can be engraved in honor of a special 4-H club, member, leader or staff member. Bricks may also be in memory of special people. Bricks are \$250 each and allow for 3 lines of text with 15 characters per line. For more information and a form to purchase, visit www.mi4hfdtn.org/bricks.html or call the Michigan 4-H Foundation at (517) 353-6692.



Tools you can use!

The Michigan 4-H Foundation offers a variety of fund development tools county staff members can use to encourage gifts to support 4-H locally. Tools available include:

- **Online gift forms** at <http://www.mi4hfdtn.org/givenow.html>.
- **Memorial/Tribute gift remittance envelope.** This pre-addressed gift envelope allows a donor to make a gift to 4-H in memory of a special person or in tribute to a living person.
- **County-designated gift remittance envelope.** This pre-addressed county-designated gift envelope allows a donor to designate a gift in support of a specific county. This gift envelope can also be used for a general solicit for support of 4-H locally or to encourage memorial or tribute gifts. Envelopes are only available upon request. Counties can request up to 50 envelopes at a time, unless doing a coordinated annual giving solicit with the Michigan 4-H Foundation.

Need help developing a solicit to support your county 4-H program? We're here to help! The Michigan 4-H Foundation will assist 4-H staff in developing an annual giving solicit in support of 4-H in their county. For more information about how the Michigan 4-H Foundation can assist in county fundraising efforts, please contact the foundation at (517) 353-6692.

We're Thankful!

We want to recognize the following 4-H groups for gifts to the Michigan 4-H Foundation between April 9, 2010 and Sept. 27, 2010:

- ✓ Branch County 4-H Leaders Council
- ✓ Dickinson County 4-H Council
- ✓ Hillsdale County 4-H Council
- ✓ Hillsdale County Friends of 4-H Committee
- ✓ Houghton-Keweenaw 4-H Council
- ✓ Kalamazoo County 4-H Council
- ✓ Lapeer County 4-H Council
- ✓ Mecosta County 4-H Council
- ✓ Midland County 4-H Federated 4-H Leaders Association
- ✓ Ontonagon County 4-H Council
- ✓ Osceola County 4-H Council
- ✓ Ottawa County 4-H Council
- ✓ Washtenaw County 4-H Council
- ✓ Wexford County 4-H Council

North Central Region 4-H Volunteer Forum Sponsors

We thank the following organizations who joined the Michigan 4-H Foundation with support to welcome 4-H volunteers to Michigan Oct. 7-9.

- Bavarian Inn Restaurant and Lodge
- Branch County 4-H Leaders Council
- Corn Marketing Program of Michigan
- Dickinson County 4-H Council
- Kurt Eischer
- Frankenmuth Pacesetters 4-H Club & Gleaner's Bavarian Arbor
- Kalamazoo County 4-H Leaders Council
- Lapeer County 4-H Council
- Luce County 4-H Leaders Council
- Michigan Allied Poultry Industries
- Michigan Soybean Promotion
- National 4-H Council & Monsanto
- Reiner & Bender Auto Repair
- Saginaw County MSU Extension
- Wexford County 4-H Council

