



4-H Toolkit for CDs - Main messages

- Like all publicly funded higher education across the U.S., UC ANR has experienced declining federal support and flat state support over the last several decades.
- We need to find a more stable source of funding for the 4-H program and for all areas of UC ANR to cover increasing operational costs with a flat budget. We need to be self-sustainable through local support in order to plan, sustain and innovate because we can't rely on federal and state government support.
- Community educators are required for implementation of local 4-H programs. One of the things that makes 4-H stand out from other youth development programs is the research-based curriculum designed to grow leadership skills. The 4-H CES position is essential to ensuring the success of the 4-H program.
- **UC ANR and UCCE county offices are partnering with their communities and 4-H stakeholders/funding arms (i.e. federal, state and local grants, council support groups, California 4-H Foundation,) to identify funding for the increasing annual cost of delivering the 4-H program.**

What to do

Promote awareness of 4-H in your community, including its relationship to UCCE and UC ANR, so that people understand that supporting or advocating for the county program means you are supporting 4-H.

- Work with your 4-H staff to develop messaging about the impact of 4-H in your community. Highlight the return on investment of county government support and the current overwhelming community support measured in volunteer hours and funds raised
- Work with your 4-H staff to develop a plan to share it with county government and other stakeholders

Fundraise for your 4-H program

- Determine the dollar amount you need to cover the shortfall for your county's CES and share it with your 4-H Advisor (if any), CES staff and Mary Ciricillo; a specific goal number makes fundraising much easier.
- Promote the Forever 4-H funding campaign that launched in 2018 with a goal of raising funds to support at least one 0.5 FTE community educator position in every county of California. Donors can choose to make a gift for a specific county that has started an endowment or to the Forever 4-H statewide endowment to support positions where needed. Forever4h.com
- To start a Forever 4-H Endowment in your county, contact Mary Ciricillo, California 4-H Foundation Director, mciricillo@ucanr.edu