



November 27, 2023

Hello,

***It's a tough world.***

It seems like every day we're bombarded with stories of tragedy and adversity. You see people who have great need and a world that seems to turn away. And you wonder where it will all end.

Those thoughts cast a shadow across this nation and across Wisconsin. With all of the negativity, it's easy to think there is no hope.

But just when it all seems so dark, a glimmer of light appears. That light is carried by the young people who will lead us into better days.

***We're going to need them.***

We're going to need our youth. We're going to need them to be our doctors and our senators and our teachers and our farmers. We're going to need them in board rooms and class rooms and news rooms. We're going to need them building, researching and discovering.

We're going to need them to light the way and to take the lead.

**There is no better way for a young person to learn how be a leader than through 4-H.**

Do you remember learning how to chair a 4-H meeting? Or speaking in public for the first time through 4-H? Or being part of 4-H community service team?

If you had any of these experiences, you know how important 4-H is in developing our youth. 4-H members learn how to raise their hand to volunteer; to stand tall in front of an audience, and to take responsibility for themselves and others.

**If there was ever a time that we needed 4-H and our youth, it's now.**

***They need our help.***

So many young people are already learning and growing through 4-H thanks to the dedicated legion of volunteers and staff who work every day to **help our youth to 'make the best, better'**, and thanks to our special friends who have made contributions that help us sustain 4-H.

But there is so much more to do.

Thousands of kids across Wisconsin do not have access to a 4-H program. They have not had the advantage of belonging to a club, of building a team with other youth or of benefiting from the guidance of an adult mentor.

**It's these kids who need you.**

***Turn the page to read more about how you can make a difference ...***



Name: \_\_\_\_\_

Address: \_\_\_\_\_

CSZ: \_\_\_\_\_

☐ I am a 4-H Alumni.

☐ I am interested in other ways  
I can support 4-H. Please  
contact me.



***Yes! I want to make a difference.***

**I want to invest in our 4-H youth with a gift of:**

☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1000 ☐ Other Amount \$ \_\_\_\_\_

I would like my contribution to support: ☐ Financial Aid Fund

☐ My County \_\_\_\_\_ ☐ General Program \_\_\_\_\_

☐ Check is enclosed payable to Wisconsin 4-H Foundation

☐ Debit my Credit Card: ☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Card Number \_\_\_\_\_ CVC \_\_\_\_\_ Expiration \_\_\_\_/\_\_\_\_

Cardholder Signature \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## ***The Clover. The Motto. The Pledge.***

The clover that symbolizes the four cornerstones of 4-H. The motto that challenges every 4-H member to excel. The pledge that reminds our 4-H youth about their responsibilities to themselves and to others. These principles are the foundation for building the next generation of leaders.



Our youth, fueled by the desire to Make the Best, Better, are our hope for a bright future. The pledge they make now to learn, to persevere and to serve is a guide for the rest of their lives. 4-H provides our youth with opportunities to build character, to learn skills and to become leaders.

4-H Alumna Sarah is just one example of how 4-H makes a real difference for our youth. She shares that when she entered college she noticed that her leadership résumé was nearly double some of her peers. As a ten-year 4-H member she had held nearly every position in her 4-H club; knew how to organize and run a meeting; had chaired committees, and had participated in countless other leadership opportunities.

Due to her 4-H experiences, Sarah was able to hit the ground running. But she knows that leaders aren't born; they are fostered and grown from being the "game leader" as a 12-year-old, who are guided and given more responsibility as they grow. She believes her leadership skills were learned over time as she was given age-appropriate jobs, along with the tools needed to succeed.

Sarah laughs as she shares that when she meets adults who are not familiar with parliamentary procedures, she's sure that most 4-H'ers could teach the basics!

### ***I pledge my head ... my heart ... my hands ... my health***

**Sarah is living proof that the 4-H pledge is more than words.** Perhaps you recited the pledge for the first time in a basement or gymnasium or fellowship hall. Or maybe you are just now learning about the 4-H pledge. In any case, the pledge is a challenge to our youth and it's a road map to success.

Sadly, we know that for many youth, learning and living the 4-H pledge is not possible. It may be transportation or communication or finances. But youth across Wisconsin face barriers to becoming part of the 4-H movement.

It's heartbreaking to think about the young people who aren't connecting with a caring adult who will help them make better decisions. Or the teens who are isolated and lonely without other youth who will help them be part of a community. Or the youth who are struggling and need a place to learn how to be confident, caring and compassionate.



**That's why we're reaching out to you.** We're asking you to help the Wisconsin 4-H Foundation provide funds that will help our youth overcome the barriers to participating in 4-H.




The 4-H Foundation provides resources that help plant 4-H activities in communities around the state. And the Foundation offers youth financial assistance, so money is not a barrier to being part of 4-H.

**But we need your help.** The need is great, but our resources are limited.

**Will you make a pledge of your own?** Will you make a contribution that will help the 4-H Foundation ensure that 4-H programming reaches every corner of the state? We want every young person to have a chance to learn the pledge and to know the importance of clearer thinking, greater loyalty, larger service and better living.

**Please make a gift that will help kids to learn and live the pledge ... and to be our light in the darkest hours.** Our youth need 4-H and 4-H needs you. Thank you for pledging your support.

Living the Pledge,

  
Brenda Scheider  
Executive Director

**We need YOUR help. Together we can Grow 4-H.**

*This year the Wisconsin 4-H Foundation provided more than half of a million dollars to support Wisconsin 4-H, which allowed youth from across the state to participate in development activities that strengthened their skills in areas like communication, teamwork, conflict resolution, decision-making and more ... skills that are increasingly important.*

**But there is so much more we can do to develop our youth and Grow True Leaders.**

