



WISCONSIN 4-H FOUNDATION

WISCONSIN 4-H DRIVES BUSINESS

Wisconsin 4-H Foundation corporate partners help 4-H create cutting-edge, relevant programs for young people to learn real-world skills that will prepare them for the challenges of today ... and tomorrow. 4-H is proven: a Tufts University report shows that 4-Hers are:

- TWO TIMES MORE LIKELY to get better grades in school
- TWO TIMES MORE LIKELY to plan to go to college
- 41% LESS LIKELY to engage in risky behaviors
- 25% MORE LIKELY to positively contribute to their communities

4-H can help you add to your bottom line. Our local reach helps strengthen your brand and reputation; increases customer loyalty, and helps with new customer acquisition. A partnership with the Wisconsin 4-H Foundation offers:

 **Brand Recognition:** 4-H is the largest youth organization in Wisconsin and has a 91% name recognition.

 **Unparalleled Reach:** 4-H is in every county of Wisconsin, and has a very fast growing urban presence, as well as a strong rural presence.

 **State and Local Visibility:** Partners receive targeted visibility options customized to their needs.

WISCONSIN 4-H NEEDS YOU

The Wisconsin 4-H Foundation is working to establish a 4-H Livestock Endowment, which will provide perpetual funding that will support:

- State and regional livestock events and activities.
Examples: Judging contests, Area Animal Science Days, skillathons and quiz bowls.
- Educational programming.
Examples: Livestock Quality Assurance program, Commodity Carnival and management workshops.
- New and emerging opportunities.
Examples: Gateway academy, career exploration opportunities and programs that involve urban youth.

Gifts to the Wisconsin 4-H Livestock Endowment can be made in cash or as a multi-year pledge. The Wisconsin 4-H Foundation recognizes partners based on the level of their gift. Recognition levels begin at \$1,000 and are customizable.

WISCONSIN 4-H FOUNDATION

Generating resources to invest in the positive development of 4-H youth.

A 501(c)3 non-profit organization. Federal tax identification number 39-0914868.

Contributions to the Wisconsin 4-H Foundation are deductible to the fullest extent allowable by law.

WISCONSIN 4-H MAKES A DIFFERENCE

146,681

Total number of Wisconsin youth involved in 4-H.

4-H is the largest youth-serving organization in Wisconsin.

100%

Percentage of Wisconsin counties with 4-H programs.

4-H is everywhere in Wisconsin, North to South and East to West, 4-H reaches youth and adults.

26,448

Number of Wisconsin 4-H youth with a livestock project.

This represents the largest single project area in Wisconsin 4-H, and covers all livestock projects.

21,991

Total number of Wisconsin volunteers involved in 4-H.

Wisconsin 4-H reaches your customers from around the state.

1914

Year 4-H started.

Join us as we start our second century by becoming a Wisconsin 4-H Foundation partner.