

*Special  
Campaign  
Issue*

# KANSAS 4-H JOURNAL

A Step Ahead

Fall 1987

*Celebrating  
Kansas 4-H:  
A Step Ahead*

STATE OF KANSAS



OFFICE OF THE GOVERNOR

State Capitol  
Topeka 66612-1590  
(913) 296-3232

Mike Hayden Governor

Dear Friends:

As Honorary Chairman of the Board of Trustees for the Kansas 4-H Foundation, I am pleased to recognize a step ahead has been taken to ensure the future of the Kansas 4-H program.

I congratulate the Kansas 4-H Foundation Board of Trustees and the Kansas Cooperative Extension Service for undertaking the ambitious "A STEP AHEAD" campaign to raise \$2.6 million for the state 4-H program.

I support their efforts to keep 4-H a growing and vital part of the communities throughout Kansas.

The 4-H program has a strong history of building leaders and good citizens. Through the "learning by doing" technique 4-H'ers learn to "make the best better." This process becomes habit forming, allowing success and a job well done to become routine for 4-H members.

A STEP AHEAD represents the use of private funds to enhance the state's largest youth program. Our young people are our great state's most valuable resource for the future, and 4-H plays a key role in the development of our leaders of tomorrow.

The successful completion of Phase I is certainly a step in the right direction for the future of Kansas 4-H. One million dollars has been pledged to the Step Ahead Campaign by Kansas corporations and civic leaders.

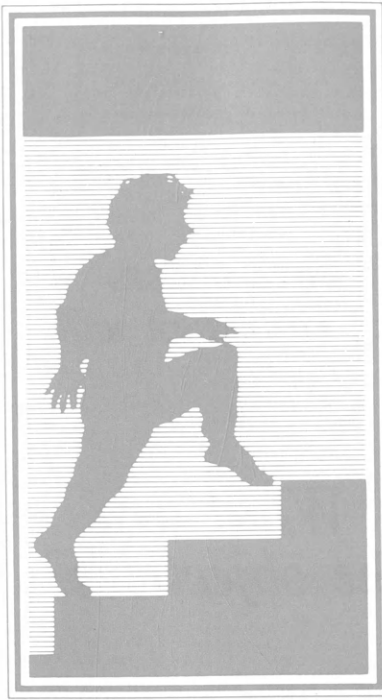
With the support of the 4-H families, as well as the businesses and corporations of Kansas, "A STEP AHEAD" will succeed in assuring a bright future for our 4-H youth.

Sincerely,

A handwritten signature in cursive script that reads "Mike".

MIKE HAYDEN  
Governor of Kansas

# Celebrating Kansas 4-H



## Announcing A Step Ahead

A Special Campaign Issue

Fall 1987

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Kansas 4-H Journal is published  
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### Editor's Note

The triple exposure firework photographs on the front and back cover are purple award winning shots and are the work of three-year 4-H photography project member, David Warner.

The Kansas 4-H Foundation would like to thank Consolidated Printing of Salina for the donation of production costs of the front and back cover to the Kansas 4-H campaign, A STEP AHEAD.



# What is the Campaign?

*Campaign Goal: The projected total goal of all three phases of the complete campaign is \$2.6 million. The full campaign will conclude during 1988.*

**T**he members of the Board of Trustees of the Kansas 4-H Foundation, Inc. are committed to the enhancement of the existing 4-H program in Kansas and to its growth in service for more young people in our state.

The size and scope of the Foundation's projects and services over the last 30 years are a result of financial contributions and services provided by thousands of Kansans. Those of us who have the opportunity to serve in leadership positions are especially privileged. We recognize A STEP AHEAD as an opportunity to provide continued growth in funds available for 4-H, and we are happy to accept this special challenge.

The trustees of the 4-H Foundation are concerned not only with growth of the program and improvement of the services, but we are also concerned with increasing the general public awareness of the value of 4-H and the traditional principles inherent in the program.

We are proud of the history of management and the quality of the effort put forth by our Foundation staff, and we are pleased to be a vital part of A STEP AHEAD's supportive effort.

Glee S. Smith, Chairman

Board of Trustees  
Kansas 4-H Foundation, Inc.

## What are the objectives?

**A** major fund drive, to be successful, should provide benefits greater than the total dollars involved. The impact of the campaign across the state will enhance the public image of and support for the 4-H Program. The following objectives establish guidelines for the campaign.

- Increase public appreciation and support for the Kansas 4-H Program.
- Increase long-term availability of annual funds for new and innovative state and county 4-H programs.
- Broaden donor base for future solicitation efforts of the 4-H Foundation on behalf of the 4-H program.
- Ensure permanent funding for 4-H Program needs through an endowment program.
- Improve educational effectiveness for Rock Springs 4-H Center by addition of special education facilities.
- Provide long-term care of 4-H facilities by support through permanent endowment.
- Provide 4-H Program funds in 1986 and 1987 to facilitate Extension 4-H Program planning.
- Improve county fund raising effectiveness in support of local community 4-H Programs.
- Create recognition for Kansas 4-H Program in the National 4-H Center.
- Improve operational opportunities between Kansas 4-H Foundation and Kansas Cooperative Extension Service.

## Moving Kansas 4-H: A STEP AHEAD

**F**or 80 years, 4-H has spoken loudly in Kansas. Leaders in every field consistently attribute many of their speaking, management and organizational skills to their 4-H experiences.

You've heard them. You know them. You probably are among them.

Today, the Extension-Foundation partnership builds on that 80-year history. Together, these dedicated supporters have designed A STEP AHEAD to build more permanent statewide funding support for the 4-H program.

A STEP AHEAD emphasizes permanent endowments to ensure the future of Kansas 4-H and Youth Programs.

A STEP AHEAD brings 4-H to the attention of Kansas' corporate and civic leadership.

A STEP AHEAD reminds all of us that Kansas 4-H does, indeed, have a history, but that its future is important to us, too.

A STEP AHEAD will do exactly that: Move Kansas 4-H a giant step ahead!



# *What is the plan?*

*The campaign goal will be achieved through the implementation of the predetermined campaign plan.*

## *Why A Campaign?*

**A** STEP AHEAD campaign is the Kansas Cooperative Extension Service and the Kansas 4-H Foundation to the recognition of the many opportunities we have to enhance funding of the Kansas 4-H program. As a result of considerable time and review of current funding needs and program growth areas, the Board of Trustees of the Kansas 4-H Foundation agreed to plan and coordinate a state-wide campaign for a series of purposes located on page 11 of this issue. These objectives were derivatives of two basic perceptions identified as a result of a feasibility study preceding the campaign.

First, the Kansas 4-H program is a proven, positive factor in the lives of thousands of Kansas citizens and continues to offer the promise of the most effective youth program in Kansas for our future youngsters.

Second, Kansas is an accepted positive entity in our communities, but its existence and value appears to be taken for granted by the general public. We need to create a stronger base of commitment, emotionally, politically, socially, as well as financially, in order to broaden the opportunities to expose more youngsters to basic principles of 4-H.

The organizational structure and general characteristics of the A STEP AHEAD campaign are directed to responding to these perceptions.

## PHASE I

Phase I was the foundation for a successful campaign. Members of the Board of Trustees and Foundation staff were deeply involved in this initial step. First, they decided how much they themselves would give to the campaign. Then they enlisted the support of others who could pro-

vide substantial gifts and foster community influence on behalf of 4-H.

Until it was completed and its \$1 million goal reached, Phase I was not announced publicly. The momentum from this initial stage provided an exciting kick-off for Phases II and III.

## PHASE II

Phase II is actually the public opening of the campaign. At this time, the success of Phase I is promoted. Included in Phase II are organizations and audiences

with a special interest in 4-H, as well as foundations and corporations not included in the first phase.

## PHASE III

Phase III is the real grassroots element of the campaign. Major emphasis will be county and 4-H club participation to complete the

goal. All interested 4-H clubs, local organizations and individuals will be asked to take part in Phase III.

The projected total goal of the campaign is \$2.6 million. This goal will be achieved through the implementation of a predetermined campaign plan.



# Phase I Reaches \$1 Million Goal

*Public Kick-Off: A STEP AHEAD announced to the public June 14 by Glee S. Smith, chairman of the Board of Trustees, at Kansas Friends of 4-H Day.*

**G**ood things ... ideas ... values ... and traditions have a way of catching on, expanding and standing the test of time. Kansas 4-H is such a thing. As active members of the Board of Trustees of the Kansas 4-H Foundation, we are proud to be a part of preserving the 4-H tradition through our efforts in A STEP AHEAD campaign.

Serving as Trustees has been a special experience for us because of the sustained value and benefit of the 4-H program to all communities in the 105 Kansas counties.

The confidence of the Board of Trustees and Foundation staff in accepting this special campaign challenge is founded on the public/private cooperation between the Cooperative Extension Service, the Kansas 4-H Foundation and volunteers throughout the state.

As the campaign progresses, we anticipate increased participation from the entire state of Kansas. We're extremely pleased and proud of the successes thus far and look forward to continued success of A STEP AHEAD.

*Richard Dillon*  
Richard Dillon  
A STEP AHEAD  
Co-Chairman

*Balfour S. Jeffrey*  
Balfour S. Jeffrey  
A STEP AHEAD  
Co-Chairman

**T**he successful completion of Phase I of the STEP AHEAD Campaign has involved the efforts of many donors. As the campaign progresses, all donors will be honored with STEP AHEAD contribution recognition.

Great strides were taken in achieving the first one million dollars through the significant generosity of key initial contributors. We acknowledge their commitment to the future of Kansas 4-H and express appreciation to:

Ambassador Cards Division of Hallmark,  
Kansas City  
Mr. and Mrs. John J. Armstrong,  
Muscotah  
Bank IV, Wichita  
Boeing Company, Wichita  
Cargill, Wichita  
Cessna Foundation, Inc., Wichita  
Edna Collingwood, Johnson  
Collingwood Grain, Hutchinson  
Richard Dillon, Hutchinson  
Dillon Stores of Kansas, Hutchinson  
Finnup Foundation Trust, Garden City  
First National Bank, Hutchinson  
Raymond Frye, Wellington  
Olive Garvey, Wichita  
Harris Enterprises, Inc., Hutchinson  
Hutchinson National Bank  
Charitable Trust  
Bal Jeffrey, Topeka  
Mr. and Mrs. J. Harold Johnson,  
Manhattan  
Kansas Farm Bureau, Manhattan  
Mr. and Mrs. Roy C. Kinkaid, Jr.,  
Wichita  
Krause Charitable Trust, Hutchinson  
McCall Pattern Co., Manhattan  
R.R. Osborne, Olathe  
Mrs. Deal Six, Lawrence  
Mr. and Mrs. Glee S. Smith, Jr.,  
Larned  
Sunderland Foundation, Kansas City  
Mr. and Mrs. Dwane Wallace,  
Wichita  
Wear Foundation, Wichita  
Mrs. Violet J. Carroll Wild, Ransom

## PHASE I Complete

**A**STEP AHEAD, the campaign for Kansas 4-H, is off to a great start.

Already, \$1 million has been committed, completing Phase I, according to Richard Dillon and Balfour Jeffrey, co-chairmen of the campaign.

Members of the board and other volunteers all had a part in reaching this goal, which includes significant gifts from corporations and foundations across the state.

Now that the first phase has been so successful, it's time to begin Phase II.

This second step provides for the public solicitation of support from groups who have specific interest in the 4-H program. This includes the Extension professional staff, key individuals in counties throughout the state, corporations and foundations not involved in Phase I, and other special audiences.



# A Step Ahead Campaign ... Kansas 4-H In the News

*A STEP AHEAD's public kick off brought the campaign and Kansas 4-H to the attention of statewide media.*

**P**hase I of the Kansas 4-H Foundation's A STEP AHEAD campaign was complete in early June, reaching \$1.1 million and surpassing the established \$1 million goal of Phase I. The successful completion of this goal put Kansas 4-H and A STEP AHEAD CAMPAIGN in the news.

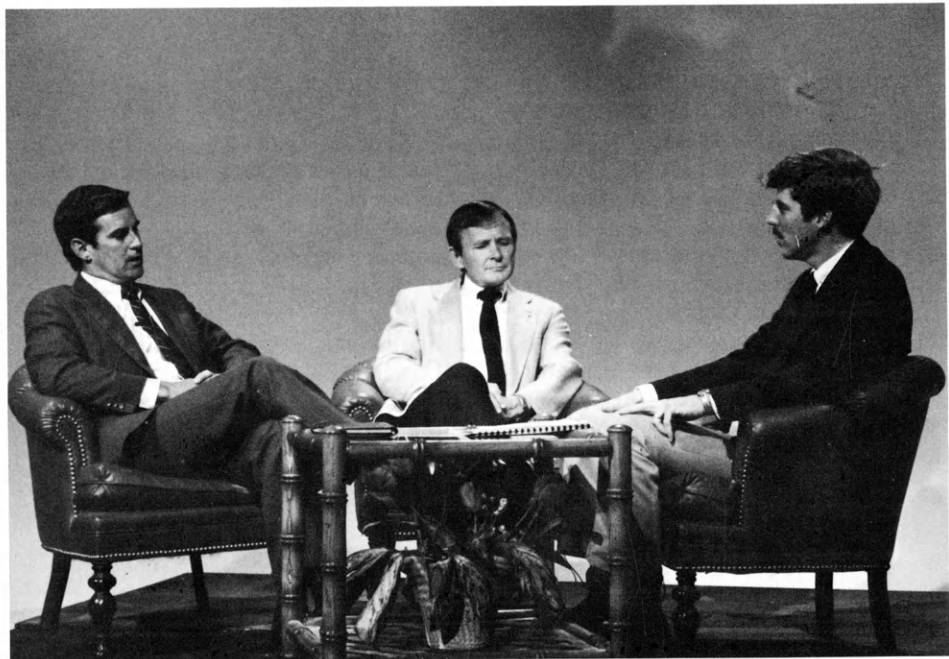
The first public announcement of the campaign informing donors to the Kansas 4-H Foundation and 4-H friends was made by Glee S. Smith, Jr., chairman of the Board of Trustees of the Kansas 4-H Foundation, on June 14 at the annual Kansas Friends of 4-H Day.

"I am pleased to announce today the kick-off of a \$2.6 million campaign to establish permanent endowments and fund enhancements for the 4-H youth program throughout the state of Kansas," Smith said.

"This ambitious campaign, known as A STEP AHEAD, is the first for the Kansas 4-H Foundation and the 4-H program. It is a three-year statewide effort," he said.

Following the announcement, donors and 4-H friends took part in a balloon launch on the Rock Springs 4-H Center lawn; thus, launching A STEP AHEAD campaign into public eye and Phase II. Participants formed the outline of the 4-H clover before releasing the balloons for a photograph reminiscent of the old Roundup photographs.

Bill Riley, executive director of the



*Bill Riley, executive director of the Kansas 4-H Foundation, and C.R. Salmon, assistant director of Extension 4-H — Youth Programs, discuss A STEP AHEAD and Kansas 4-H with Bob Totten, KTKA T.V.*

Kansas 4-H Foundation, and C.R. Salmon, assistant director of Extension 4-H—Youth Programs, held a press conference on June 15 in Topeka. The two major wire services along with major Kansas newspapers, radio and television stations were represented at the press conference in the Blue Room of the State Capitol.

Phase II and III of A STEP AHEAD is expected to complete the \$2.6 million campaign goal designated to enhance and strengthen the future of Kansas 4-H.

The promotion and publicity of A STEP AHEAD is continuing. Campaign progress will be documented through various local and state publications and broadcasts.

WATCH FOR IT ... KANSAS 4-H AND A STEP AHEAD  
IS MAKING THE NEWS!



# *Who's in charge?*

*Under the direction of the  
Kansas 4-H Foundation and  
Extension personnel, A STEP AHEAD  
and Phase II is under way.*

## **Foundation Steering Committee**

**T**he Kansas 4-H Foundation has responsibility for the overall campaign. From the Board, a Foundation Steering Committee of trustees provides leadership for the campaign policy and operations.

Members are: Richard W. Dillon, Hutchinson, and Balfour S. Jeffrey, Topeka, co-chairman; Glee S. Smith, Larned; Martha Wreath Streeter, Manhattan; John Junior Armstrong, Muscotah; J. Harold Johnson, Manhattan; Thomas M. Potter, Wichita.

## **Extension Steering Committee**

The Extension Steering Committee was selected by and represents the professional Extension staff. This group develops plans for participation of the Extension staff, as well as strategies for counties and 4-H clubs. They also have a part in overall campaign strategy.

Members are: Benny Robbins, Southeast Area Extension Director, Chanute; Bill Cox, Sedgwick County Extension Director, Wichita; Art Johnson, Jefferson County Extension Director,

Oskaloosa; Clarene Goodheart, Rooks County Extension Director, Stockton; Garry Keeler, Washington County Extension Director, Washington; Lindy Lindquist, Douglas County 4-H Agent, Lawrence; Kathy Bowman, Larned; Kent Bradley, Manhattan; Jodi Besthorn, Smith County Extension Director, Smith Center; Nancy Gafford, Nemaha County Extension Director, Seneca; Kathy Burke, Extension Specialist, Clothing Textiles, and Interior Design.

## *Extension Scholarship Pledges*

Under this program, contributions from Extension professionals will be combined to provide five educational scholarships annually for deserving 4-H'ers.

Known as the Kansas Cooperative Extension Scholarships, the grants will be distributed equally to Extension's five geographic areas, with the Kansas 4-H Foundation managing the endowment.

To date, nearly \$15,000 has been contributed or pledged by over 120 Kansas Extension personnel. Gifts to the scholarship fund have been averaging \$120 per individual. To be self-perpetuating, the fund has an eventual goal of \$30,000.





# History of Kansas 4-H Funding

*Dedicated Kansans have provided financial assistance to the Kansas 4-H program for many years; thus, assisting the growth of the program.*

**D**uring my four-year tenure as State 4-H Leader, I continue to marvel at the many services and financial contributions provided to the 4-H program by the Kansas 4-H Foundation. This secure, privately funded foundation allows Kansas 4-H to maintain innovative and educational programs for 4-H'ers 7-19. Kansas 4-H continues as the state's largest out-of-school organization involving 92,000 boys and girls in 1986. That's one out of every four Kansas youth from 7 to 17.

More importantly, we think we are helping to prevent substance abuse and teen suicides by building stronger self esteems. Drug abuse and dependency can be reduced with properly focused 4-H project programs which minimize stress, frustration and the pressure to achieve.

Kansas 4-H projects and events have maintained a strong rural image; however, our 1986 enrollment shows that over 50 percent of our boys and girls live in towns and communities of 10,000 or more. Twenty-four percent of our enrollment live on farms.

New 4-H programs, projects and activities will continue to highlight the 4-H curriculum. All future 4-H curriculum components will be prioritized to provide for the advancement of the following life skills:

- A positive self concept
  - Decision making
  - Relating to others
  - Concern for the community
  - An inquiring mind
- Some highlights of Kansas 4-H in 1986 are listed below:
- Enrollment up by five percent
  - Community club enrollment increase - the first since 1966
  - Total enrollment of 92,469 4-H'ers ranks 19th nationally
  - Teenage retention is one of the highest in the nation
  - International study and tractor safety projects rank first nationwide
  - Beef project is third in the national rankings
  - Two new club formats: Project clubs encourage single project exploration, and mini clubs designed for younger members and new 4-H parents
  - Discovery Days, a mini-college experience at K-State, attracted 1,200 participants
  - 10 national 4-H project winners
  - Six sectional 4-H project winners
  - 8,600 4-H'ers participated in the 4-H division of the Kansas State Fair
  - Over 570 applications received for 39 4-H scholarships
- This past year has been a good one, but A STEP AHEAD and the future of Kansas 4-H promises to be bigger and better.

C.R. Salmon

*C.R. Salmon*

Assistant Director  
Extension 4-H Youth Program

**R**aising funds to recognize 4-H members is not new. As early as the 1912 Kansas State Fair, incentive money was provided 4-H youth by the fair. The Kansas Bankers Association contributed funds as early as 1914. Both of these organizations continue to support the Kansas 4-H Youth Programs.

The purchase and development of Rock Springs 4-H Center, near Junction City, beginning in 1945 was a great incentive in Kansas to secure funds. In 1952, the establishment of the Kansas 4-H Foundation, Inc., provided an organized, systematic plan to secure, hold and disperse funds.

Since 1946, more than \$9 million has been raised from the private sector. An average of \$300,000 annually has been donated since 1971.

The Kansas 4-H Foundation, Inc., recognizes the importance of local fundraising through booster clubs, county organizations or other interested local groups.

It works closely with donors in distributing to state, area or county programs those funds which have been entrusted to it with specific instructions. The Kansas 4-H Foundation provides an effective way for the private sector to target the use of charitable contributions into 4-H needs as determined by a committee of Extension personnel.

The Foundation constantly searches out those corporations, businesses or groups who believe in Kansas 4-H and want to express it with their dollars. Thus, it becomes a central clearinghouse for securing and administering those funds. In addition, it puts smaller contributions together where they make a broader impact.

The Kansas 4-H Foundation ... at work for you. At work with you.



# The Current Specific Needs

*Kansas 4-H Program Endowment: To maintain and enhance the innovative Kansas 4-H program, funds are needed in various areas.*

## Determination of Needs

A combination of needs all designed to respond to the campaign objectives, were developed for actual distribution of campaign funds.

Over 75% of the campaign goal will be placed in permanent 4-H support areas. These include permanent endowments, brick and mortar and capital improvements. The combined components to the campaign offer individuals an opportunity to provide support in those areas which are compatible with their personal interest. By breaking the campaign into the specific components as listed on the following pages, it provides an opportunity for contributions to respond specifically to the interest of the donor. Additional information on these general areas will be available from the Kansas 4-H Foundation office upon request.

## Adult Volunteer Development and Recognition

Because volunteers are the driving force in 4-H, both training and recognition are vital. A \$200,000 permanent endowment would provide:

- scholarships for 15-20 key leaders to attend national meetings
- scholarships for 15-25 volunteers attending the North Central Regional Leaders' Forum

- 50-75 scholarships for attending a Kansas 4-H Leader/Parent Seminar
- recognition for 105 key volunteers in county 4-H programs

## Teen Volunteer Development and Recognition

Teens who remain active in 4-H develop strong leadership skills and provide valuable help for adult volunteers. To strengthen this aspect of Kansas 4-H, a \$150,000 endowment would provide:

- 400 to 500 scholarships for leadership training
- 5 area youth training sessions

## Statewide Promotion System

More Kansans need to know about the benefits of 4-H. A dynamic public information program will help reach more young people, enlist additional volunteer leaders, and broaden the base of private support. With an endowment of \$200,000, 4-H can increase visibility of its programs across Kansas by:

- marketing study and plan
- funding for producing radio/TV promos
- 100 scholarships and support for Kansas 4-H Ambassador program
- special features in the *Kansas 4-H Journal*

## Educational Scholarships

In 1986, Kansas 4-H submitted 570 applications for 39 scholarships. An endowment of \$150,000 would help keep pace with the needs by providing at least:

- ten \$1,000 educational scholarships

## Innovative County 4-H Programs

For several years, the Kansas 4-H Foundation has provided funds for unusual county programs designed to reach today's youth. In order to maintain an innovative county 4-H grants program, so necessary in meeting changing needs, a \$150,000 endowment would provide:

- 20-25 grants for innovative county programs

## Achievement Recognition

Building self-esteem and confidence through recognition is important to young people. An endowment fund of \$125,000 would provide:

- support recognition in areas without national sponsorship
- support for volunteers and youngsters in a community-based international study program
- recognition/awards for regional and area 4-H events

## Friends of 4-H

Kansas has many donors who contribute to its 4-H Program. An endowment fund of \$25,000 would provide recognition for them:

- recognition for state-level donors and friends of 4-H
- county grant (one-time) for recognition of local donors and friends of 4-H

## Summary of Kansas 4-H Program Endowment

*\$1,000,000 to develop and maintain these and other programs through a permanent endowment*



# The Current Specific Needs

*New and existing 4-H programs and activities will benefit from funds generated in A STEP AHEAD.*

## 4-H Program Fund, Yearly Activities

In order for the Kansas 4-H Program to be flexible and responsive, volunteers and Extension professionals need a source of unrestricted funds to support innovative and up-to-date opportunities.

Each year, county Extension agents and specialists submit proposals which are evaluated and prioritized by a committee of agents. The 4-H Foundation provides support from unrestricted funds for the programs, according to their ranking. These programs included such things as:

- Inserting the "Project Selection Guide" in the *Kansas 4-H Journal* for more complete distribution with less expense
- Producing video tapes to use at training workshops on demonstrations and talks.
- "Get Set" program training for county agents on substance abuse.
- Heritage Encounter of Kansas Camp at Rock Springs 4-H Center provides opportunities for youth to study and explore citizenship and government.
- Other training and promotion efforts which both improve 4-H and inform others about it.

Provision for this unrestricted money is included in the 4-H campaign, with the total underwriting these programs for the two years.

*\$250,000 to allow flexibility, responsiveness and innovation in 4-H programs as they continue to meet the needs of Kansas boys and girls in a changing world.*



*Debbie Lowry, Fleischmann's Yeast Donor Representative, awards Tricia Boone, Greenwood Co., the state bread winner's medallion. State finalists, Annette Johnson, Leavenworth Co., and Shawna Maechten, Cowley Co., look on.*

## 4-H Program Existing Restricted Fund

Money which comes to the Foundation designated for a specific purpose goes into a restricted fund. In 1986, trips, awards and scholarships totaled over \$100,000, with national and state businesses, individuals and organizations giving thousands of dollars for significant kinds of recognition.

For example, the Kansas Livestock Association provides a trip to National 4-H Congress and a medal to the state

livestock project winner. On the national level, Cargill, Inc., awards six scholarships of \$1,000 each plus certificates and pins to dairy champions.

An impressive list of 80 such scholarships, trips and awards is compiled each year, providing motivation, rewards and invaluable learning opportunities for Kansas 4-H members.

*\$200,000 will provide trips, awards and scholarships for Kansas 4-H'ers through 1987.*



# The Current Specific Needs

*National 4-H Center Kansas Courtyard area:  
A Kansas touch to the National 4-H Center ...  
A home-away from home to all Kansas 4-H families.*

## National 4-H Center Kansas Courtyard

**K**ansas does not conduct its 4-H and Youth Program in a vacuum. Many people have little conception of the support provided by the National 4-H Council. In 1986, part of the benefits to Kansas 4-H included:

- 1,979 county medals
- 30 trips to National 4-H Congress
- 14 educational scholarships
- leadership training for 36 adult volunteers
- 5 trips to National 4-H Conference
- 31,073 educational aids units
- Citizenship — Washington Focus experiences for 88 teen leaders and 6 adults

In value, Kansas receives from National thousands of dollars worth of time, travel, scholarships and opportunities. Many events occur at the National 4-H Center, located in the suburbs of Washington, D.C. Kansas teen and adult leaders return from this exceptional training facility filled with enthusiasm, eager to bring to other Kansans the kinds of insights and skills they have developed.

By contributing to a specific improvement in the 4-H Center, Kansans will have clearer ownership in this national facility which belongs to everyone; which is, in fact, home-away-from home for those in the 4-H family.

*\$100,000 to develop a Kansas area in the National 4-H Center, signifying reciprocal support and pride in this outstanding training facility.*

*Grant Shrum, ▶  
president of the  
National 4-H  
Center, and C.R.  
Salmon, assistant  
director of  
Extension  
4-H — Youth  
Programs, break  
ground for the  
Kansas Courtyard  
at the  
National 4-H  
Center in Chevy  
Chase, MD.*



*▼ The Kansas  
delegation to  
National 4-H  
Conference  
announced its  
funding for a  
courtyard between  
McCormick and  
Firestone Halls.  
Marilyn Gallee,  
trustee, Kansas  
4-H Foundation  
presents a check  
to Grant Shrum,  
president,  
National 4-H  
Council. Kansas  
delegates (l-r)  
Regina  
Thummel,  
Brenda  
Highbarger,  
Dana Hinshaw  
and Todd  
Frankenberry join  
Bob Lindstrom,  
director, National  
4-H Center in  
the ceremony.*





# The Current Specific Needs

## Rock Springs 4-H Center: Additions and enhancements for the Kansas 4-H year-round camping and conference center.

### Rock Springs 4-H Center Sustaining Endowment

Since 1946, the dream of Rock Springs 4-H Center has grown beyond an outdoor educational facility for 4-H youth — to 415 acres of rolling, wooded Flint Hills farmland and pasture, transformed into a year-round conference facility for all groups, with an educational purpose.

Gifts from the private sector have established Rock Springs as one of the finest and most economical educational conference facilities in the Midwest.

Recognizing the need to provide long-term financial stability and hold costs as low as possible for groups using the Center, the 4-H Foundation established the Rock Springs 4-H Center Sustaining Endowment Fund in 1983. Earnings from the trust provide funds for general maintenance and ensure its continued operation.

*\$200,000 toward the goal of \$2 million sustaining endowment to ensure the continued operation of Rock Springs 4-H Center at the lowest possible cost for users.*

## Rock Springs 4-H Center Education Building

Today one of eight young people in Kansas benefits from the beautiful environment at Rock Springs 4-H Center, including many other youth groups in addition to 4-H. Most of them stress educational experiences as part of personal growth and group development.

An 8,000 square foot education building would provide additional space for the unique kinds of learning which can occur at the center. Plans for seven classrooms in-

clude a biology lab, visual aids room, auditorium, exhibits, and several flexible classrooms. Thus, all the benefits of this wonderful natural area would be enhanced by the proposed building.

*Cost estimated at \$400,000 for an education building to support motivated learning in the special environment of Rock Springs 4-H Center.*

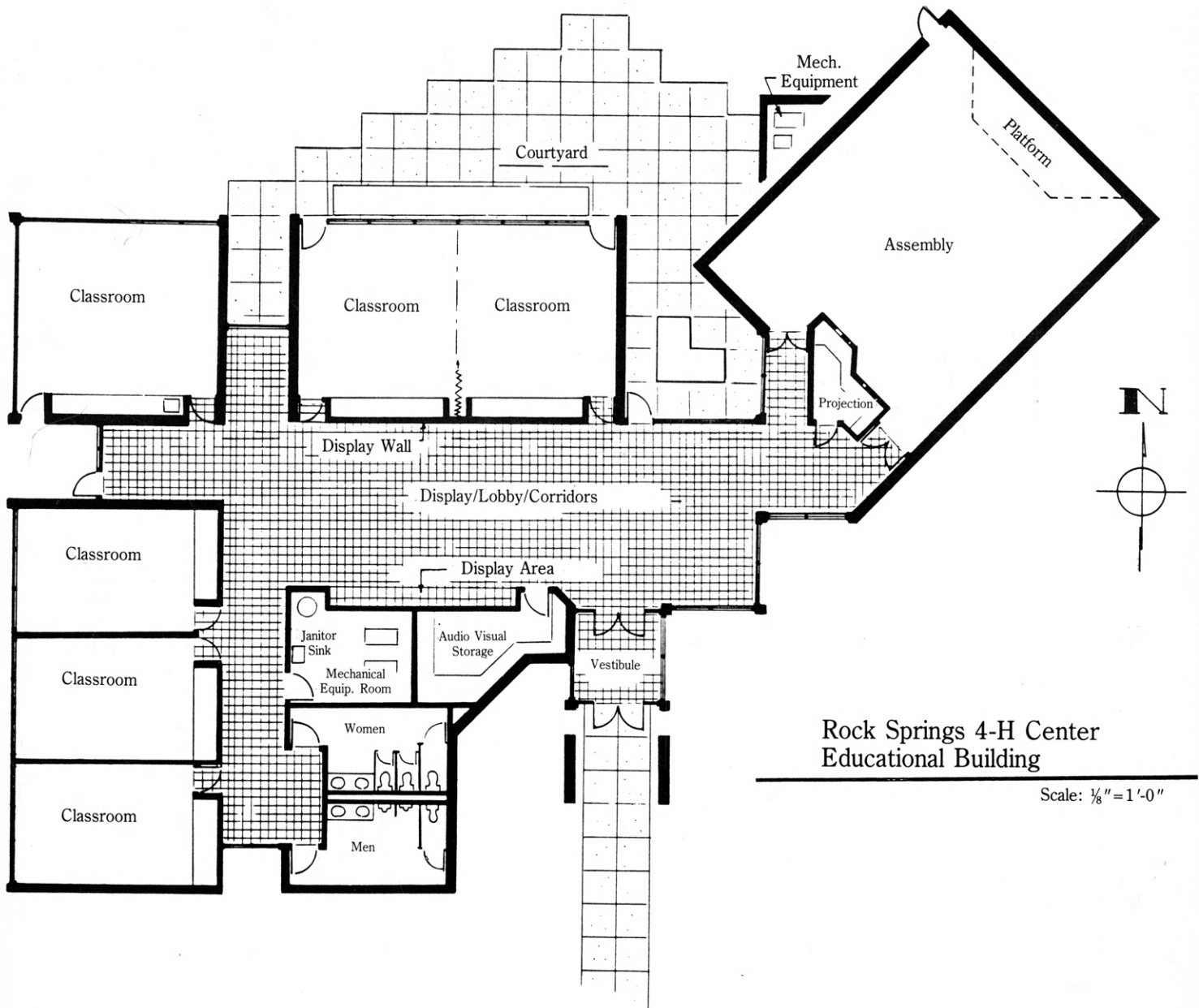
## Why An Education Building

- To provide for full service conference space for groups of 150 people or less.
- To provide privacy and flexibility throughout the meeting areas for maximum group programs.
- To provide a high quality assembly hall facility for smaller groups when Spencer Auditorium is occupied with larger groups.
- To present a focus on nature and wildlife through building displays.
- To provide a casual yet definitely educational atmosphere.
- To provide flexibility necessary to serve both youth and adult conference style program.
- To provide a nature center facility for summer programs.
- To provide use of natural light and air movement in mechanical and electrical systems for operating efficiency.
- To allow for custodial and equipment support (tables, chairs, audio visual equipment) management efficiency to highest possible degree.



# Proposed Classroom Education Building

*A building planned for flexible conference  
and seminar functions.*



# Kansas 4-H Foundation

*Dedicated to providing financial support to  
Kansas 4-H from the private sector.*

**T**he Kansas 4-H Foundation plays a key role in financially supporting the 4-H program. This has been exemplified by the size and scope of the projects established and maintained by the Foundation over the years. These quality facilities and services are made possible by thousands of donors dedicated to Kansas 4-H.

A STEP AHEAD, with an overall campaign goal of \$2.6 million, represents by far the most ambitious effort and challenge undertaken by the Foundation along with the Kansas Cooperative Extension 4-H Program on behalf of Kansas 4-H.

Foundation Trustees and staff recognize A STEP AHEAD as the Foundation's number one priority and are channeling their time and efforts for the immediate future on this project.

As in the past, the success of the Foundation's efforts is based on individuals, corporations and organizations who believe in 4-H, and the opportunities it provides Kansas youth.

We strongly believe today and tomorrow's 4-H'ers will enjoy benefits from A STEP AHEAD campaign made possible by support from the entire state of Kansas.

*Bill Riley*

Bill Riley  
Executive Director  
Kansas 4-H Foundation, Inc.

## Kansas 4-H Foundation, Inc.

**A**lthough governmental mandate initiated 4-H and some ongoing support, Kansas 4-H is still very much a "we-the-people" program. The Kansas 4-H Foundation, Inc., was chartered in 1952 to work with the Kansas Cooperative Extension Service in promoting 4-H work through private funds.

Because of their common goal, Extension and the Foundation work together very closely.

Kansas 4-H Foundation, a non-profit corporation, provides a number of services, including:

- administering Rock Springs 4-H Center, a beautiful, wooded 415-acre facility located in the heartland of the state. Nearly 20,000 people now meet at Rock Springs each year for seminars, retreats, reunions and conferences.

- serving as landlord to 90 young women in Clovia 4-H houses at Kansas State University in Manhattan and Fort Hays State University. 4-H members are among those selected to share a cooperative living arrangement which provides low-cost housing and a congenial atmosphere.
- publishing the *Kansas 4-H Journal* which stands alone as the only statewide 4-H family magazine in the United States. With a circulation of 16,000, this outstanding communications medium explains, shares, promotes, introduces and unifies those involved in the Kansas 4-H and Youth program.
- providing annually \$100,000 for trips, scholarships and awards which encourage young people to do their best, as well as training and support for those leaders and volunteers who are the inspiration and role models for Kansas boys and girls.

Responsible for this diverse array of programs is a 21-member board of trustees who come from all kinds of business and all kinds of backgrounds.

As they look ahead, Foundation trustees and staff recognize the necessity of helping Kansans become more aware of 4-H ... its value ... its long-term benefits ... its importance in helping today's youth meet the challenges and pressures of an everchanging world.

*\$250,000 will continue vital support for the Foundation's many far-reaching services, as well as vital programs in training, promotion and recognition for those who work with Kansas 4-H.*



# *The Network*

*Kansas 4-H is supported and strengthened  
by the cooperative spirit of Kansas 4-H volunteers,  
The Kansas 4-H Foundation and the  
Cooperative Extension Service.*

**O**ne of the strengths of Kansas 4-H is its interlocking support system. This includes volunteers, the Kansas Cooperative Extension Service, and the Kansas 4-H Foundation, Inc.

## **Volunteers**

None of this important work could happen without volunteers ... volunteers who have always been the driving force within the support system.

Currently, nearly 12,000 Kansas adults work directly with 4-H youngsters throughout the year. Another 20,000 volunteers help these adults working with youth, assisting in a variety of ways.

From businessmen to educators, from farm wives to factory workers, these volunteers are committed to the 4-H program. They know first-hand how much Kansas 4-H does for their young people and their communities.

## **Kansas Cooperative Extension Service**

Within every one of the state's 105 counties are trained Extension personnel, ready to work with young people and adult volunteers in this grass-roots organization.

Staffing the county offices are more than 280 Extension agents working in the areas of agriculture, home economics, community development, and 4-H and Youth.

Their training is an ongoing process as they receive the latest developments and information on hundreds of subjects affecting people within their counties.

Their efforts are reinforced by about 70 area specialists, located in offices in five different parts of the state.

Thus, a county Extension agent is never alone and is always close to others whose concerns match his or her own.

The network is an exciting one. It goes beyond the counties and the areas, to Kansas State University in Manhattan, oldest of the land-grant universities, whose charge always has been to improve the lives of people. There, some 150 state specialists support the work of areas and counties, providing training and information.

All these people — from county to area to state — are part of the University faculty. Their information is based on research which is a primary part of the K-State agenda.

For 4-H, offices are located in Umberger Hall on the KSU campus, with 4-H and Youth Programs staff constantly supporting and reaffirming efforts on the area, county and community levels.

But Kansas 4-H is not limited to state boundaries. At a broader level, the National 4-H Council also supports local efforts, as well as, providing opportunities for youngsters to discover the world about them.

*Moving  
Kansas 4-H:*



*A STEP  
AHEAD*





# Here is How You Can Help

All donors will be included in permanent recognition at Rock Springs 4-H Center.

**A** STEP AHEAD offers individuals, families, clubs, businesses, corporations and foundations a number of choices for recognition depending on a donor's level of giving.

Donor recognition is based on a gift amount and can be made over a three-year period.

All gift levels listed below entitle the donor to receive appropriate recognition consisting of a lapel pin and certificate.

Larger gifts (those over \$500) include other special forms of recognition.

### Tax Deductible

All gifts to the Kansas 4-H Foundation and A STEP AHEAD campaign are tax deductible. The Foundation is registered with the Internal Revenue Service as a 501-(c)3 charitable foundation.

### Levels of Recognition

- \$75 ..... Bronze Clover
- \$150 ..... Silver Clover
- \$300 ..... Gold Clover
- \$500 ..... Platinum Clover
- \$1,000 ..... Diamond Clover
- \$2,500 ..... Foundation Affiliate
- \$5,000 ..... Foundation Associate
- \$10,000 ..... Foundation Fellow
- \$25,000 ..... Foundation Leader
- \$50,000 ..... Bronze Medallion
- \$100,000 ..... Silver Medallion
- \$250,000 ..... Gold Medallion

Questions concerning major gifts should be directed to William M. Riley, Executive Director of the Kansas 4-H Foundation at (913) 532-5881.

A  
Step  
Ahead



**MAKE YOUR COMMITMENT TODAY! RETURN THIS CONTRIBUTION FORM TO:  
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### A STEP AHEAD: The Kansas 4-H Campaign

I/We want the Kansas 4-H program to benefit from the following commitment:

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- To be paid in 1988 ..... \$\_\_\_\_\_
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- Check if you wish reminder sent for future payments
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Name \_\_\_\_\_  
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 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### FOR OFFICE USE ONLY

Total Gift	Paid Now	Balance	Division	Ident	Comp	Prog Acct#	Mem	Donor#



# Plan Now for Phase III

*4-H clubs and councils across Kansas are encouraged to help boost Kansas 4-H A STEP AHEAD in Phase III.*

**P**hase III of A STEP AHEAD Campaign will be the completion of all fund-raising events and activities through the 4-H club system.

Specific information for club involvement in the campaign will be distributed at the start of Phase III.

At that time, clubs will be asked to develop campaign support thru fund-raising projects.

The following advertisements have been paid for by organizations interested

in working with county 4-H councils and clubs in the development of funds for Phase III of A STEP AHEAD, the statewide campaign. In many instances, these organizations have previous experience with the 4-H program in Kansas.

Representatives of these firms have met with the Kansas 4-H Foundation staff to provide samples of their products and discuss their service capabilities.

The Foundation acknowledges the advertising from these firms provides

financial assistance in producing this special campaign issue. Although the Foundation appreciates their cooperation and support of the campaign efforts, the Foundation can not express specific endorsements.

Representatives of councils or clubs interested in working with these organizations are encouraged to contact them directly. Individual county councils and clubs are responsible for developing any agreement with these firms for local 4-H promotional funding activities.

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