



FUNDRAISING: PRIVATE SUPPORT FOR THE 4-H PROGRAM

Education and character-building are the basic premises of the 4-H Youth Development program. Federal, State and county tax funds are the major source of support for all Cooperative Extension programs, including 4-H. However, there are some educational efforts provided through 4-H which cannot be fully supported by tax dollars alone and local and statewide fundraising by 4-H groups has always been an integral part of conducting 4-H programs. 4-H programs should provide opportunity for the many private groups interested in youth to help advance the 4-H program, to become "friends of 4-H" with contributions of time, money and facilities. New or broader program opportunities that may not have been anticipated within the normal funding processes for 4-H, can be encouraged by private support for 4-H. In all, private funds should not have the effect of replacing the main source of support for Cooperative Extension programs from tax dollars, rather, private support raised through 4-H fundraising is frequently good evidence that citizens believe in the educational and character-building foundation of 4-H and are willing to invest in the future of the 4-H members.

In seeking private support for 4-H programs, through fundraising, State and local Extension officials must insure that the funds are given and used in accordance with **Title 7 of the Code of Federal Regulations section 8 and USDA Guidelines pertaining to the 4-H program**. Critical elements of these regulations and guidelines include:

- ◆ **Fundraising programs** using the 4-H Name and Emblem may be carried out for specific educational purposes. Such fundraising programs and use of the 4-H Name and Emblem on or associated with, products, and services for such purposes **must have the approval of [the] appropriate Cooperative Extension office** (local, county, state or national level).
- ◆ **All moneys received** from 4-H fundraising programs, except those necessary to pay reasonable expenses, **must be expended to further the 4-H educational programs**.
- ◆ Private support moneys should be:
 - Given and used for priority educational purposes.
 - Accounted for efficiently and fully
- ◆ Fundraising groups properly authorized to use the 4-H Name and Emblem are to be held accountable to the 4-H program granting authorization. **There must be a definite plan to account for funds raised prior to authorization**. Such a plan should be within the policy guidelines of the State for handling funds.
- ◆ **Any use of the 4-H Name and Emblem is forbidden if it exploits the 4-H programs**, its volunteer leaders or 4-H youth participants or USDA, Cooperative Extension, land-grant institutions, or their employees.
- ◆ **The 4-H Name and Emblem shall not be used to imply endorsement of commercial firms, products or services**.
- ◆ In connection with 4-H fundraising purposes, **the following disclaimer statement must be used on products or services offered for sale**:
 "A portion of the sales price of this product or service will be used to promote 4-H educational programs. No endorsement of the product or service by 4-H is implied or intended."



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