Fundraising: Private Support for the 4-H Program

Adapted from 4-H National Headquarters Fact Sheet

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 seeking private support for 4-H programs, through fundraising, State and local Extension officials must ensure 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 Extension office (local, county, state or national level).
* All money 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.”