



90 SECOND COMMERCIAL FOR OHIO STATE UNIVERSITY EXTENSION

Context

OSU Extension must diversify its funding sources in order to provide reliable programs and services that align with the needs of varying demographics over time.

Gap/Opportunity

- Fiscal year expenses for OSU Extension top \$50 million.
- Economic fluctuations and changes in political priorities are inevitable. The flow of public resources to support OSU Extension is greatly impacted by these factors.
- CFAES and OSU Extension leaders work closely with decision-makers, advocates and influencers at all levels of government, in private foundations and within other community entities to develop collaborative funding strategies.
- Extension is a valued community asset that does attract philanthropic support. As of 2016, about \$23 million are invested in endowed funds benefiting state-wide Extension programs and 80 (out of the total 88) counties.
- Current endowed funds do not come close to fully supporting programs or positions.
- In order to be a sustainable source of funding, *strategic* philanthropy and donor engagement must become a prioritized activity.

Priorities

- Endowment gifts
- Current use pledges

Extension Endowment Initiative

This is a statewide effort to create perpetual funding sources for OSU Extension through long-term investments. We are heightening awareness about giving opportunities benefiting Extension, strengthen local partnerships and cultivate endowment gifts that can power Extension's mission for years to come.

Endowments in the range of \$500,000 to \$1,000,000 generates significant resources each year for program supplies and can help offices amplify the impact of successful initiatives. Funds at the level of \$1,500,000 or more could support an educator position in full.

The Ohio 4-H Foundation Fund Exemplifies the Power of Endowments

Established in 1947 by 4-H committees and volunteers throughout the state, the Ohio 4-H Foundation Fund's is now valued at over \$5.5 million – which distributes enough interest income annually to support up to two full-time staff members, funds grants for county- and state-level 4-H programming, and underwrite other imperative administrative expenses.

A state-of-the-art facility for an OSU Extension County Office

A \$5.3 million gift was donated by a generous Central Ohio resident for construction of the new Franklin County Extension office that will be located on Waterman Lab. The new facilities will enable our team to enhance our community-centric programming and expand our reach to better support residents of all ages, ethnicities, and backgrounds.

Perpetual funding for 4-H Youth Development in Ohio's Capitol

A total of \$6 million was committed by a philanthropic volunteer through planned gifts to establish three 4-H endowments in Franklin County. These legacy contributions will fund two 4-H educator positions and supply resources for program expenses.

Leveraging Volunteers' Knowledge & Enthusiasm for New Connections

A long-term supporter of OSU Extension, Butler County worked with office leadership and major gift officers to convene other local champions and compile a list of potential endowment donors. With this input and local ties, we secured an anchor gift of \$50,000 in 2018 and designed a plan to solicit additional donations.

Growth in philanthropic gifts can seed new ideas and spur wider implementation of transformative programs, such as our new Signature Program: LOOK to Ohio.

***LOOK to Clermont
becomes
LOOK to Ohio:
Preparing Tomorrow's Leaders Today***



Clermont County is a prime example of the innovation that can be produced by a well-resourced OSU Extension office.

The county's three (3) educators and a support staff member created the *LOOK* program: *Leadership Opportunities for Organizational Knowledge*.

Knowing that employers desire candidates with leadership skills, *LOOK* gives teens a jump-start.

It is a multi-faceted youth development program that melds together:

- Monthly, in-person sessions held at local businesses and organizations;
- A blended learning leadership course that leads to college credit upon successful completion; and
- Service learning projects—teaching civic responsibility, teamwork and time management.

LOOK enables teens to interface with community leaders and their peers, learn about pressing community issues and explore

While developed in Clermont County, *LOOK* is ready to be adopted state-wide and earned "Signature Program" designation by leadership because it embodies many goals across impact areas.