

Past-PRESIDENT Julie Labossiere ('07-08)

Throughout the year, at regular board and annual general meetings, the Council Board continued the review of an improved **governance** model, worked with Manitoba Agriculture, Food and Rural Initiatives (MAFRI) to maintain the **Youth Protection Program (YPP)**, awarded **scholarships** and offered **travel** opportunities to members and leaders.

The Council communicates through a provincial **website**, publishes **The Banner** newsletter, and coordinates provincial **promotion and marketing**, including a store offering 4-H items.

The Board monitors the Council's **finances** and ensures appropriate **insurance** coverage for members and leaders.

Highlights – Annual Events and Activities

The Manitoba 4-H Council, through its committees, annually organizes provincial activities and events.

Council's fiscal year is September to August, so each fall starts with year-end financial reports and audit time.

In November 2007 the annual **Provincial Leaders Conference** was held in Winnipeg. And Manitoba again hosted the **National 4-H Skills & Thrills Conference** with out-of-province and Manitoba delegates enhancing their employability skills, exchanging ideas and having fun.

In April, the **Provincial Communications Extravaganza** in Brandon attracted more than 100 participants showcasing their skills in public speaking and visual presentation.

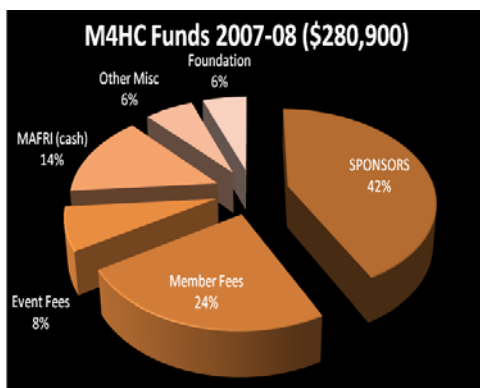
In May, the Manitoba Transportation and Infrastructure Department (MIT) again supported the **4-H Highway Clean-Up Campaign** with members, leaders, families and friends 'spring cleaning' highways and increasing environmental awareness.

As well in May, the first **Aboriginal Community Leaders** workshop was held to introduce and encourage Aboriginal participation in 4-H.

The **Provincial 4-H StockFest** was piloted in Brandon in June. This first combined livestock show featured equine, dairy and beef workshops and judging.

In August, Manitoba 4-H families again hosted Japanese students and chaperones through the **Manitoba 4-H / York-Benimaru Foundation (YBF) Japan Homestay Program**.

As well as all these activities, Council met in October for the Fall Board / Annual General meeting, in January for a budget-development workshop to prepare for the Spring Board meeting in February, and gathered again for the June Summer Board meeting.



EXECUTIVE DIRECTOR Caryl Brandt

4-H exists because of its **volunteers** – from project and head leaders to area council directors of the board and the many committee members. With almost 20 Council committees handling everything from the goals and policies to the many provincial events, awards and activities – the Council office is busy as the 'umbrella' information distributor.

In the Brandon office, two Council **staff** (one part-time) are responsible for operations – board meetings, insurance, Council charitable receipts, finances and fiscal planning. As well, staff coordinates Council's province-wide activities like highway clean-up with the Manitoba Infrastructure and Transportation (MIT), club recognition, and the Council Website. Staff works closely with MAFRI who manage 4-H project development and distribution, the enrolment database and staff for event programming.

This leaves a great deal of work for the many volunteers who are the heart of the organization. Council has a **Manitoba Alumni Registry** and the Canadian 4-H Council has a national campaign to renew acquaintance with the many supporters and enthusiasts of 4-H. Check out "**Join 4-H Again!**"!

https://www.4-H-canada.ca/english/join_again/

Funding for Council comes from many sources:

- Almost a quarter (23.8%) comes from the \$67,000 in membership fees – currently \$20 per member – which covers Insurance, member and leader travel opportunities, printing The Banner and annual report and maintaining the Website, operations (including the annual audit), and donations to Council partners (Roland Museum, Endowment Fund Foundation and 4-H Ambassadors).
 - Program participation fees raise \$21,000 or 7.5% of funds.
- Companies, organizations, government and individual sponsors provide more than 40% of funds --supporting events like Skills & Thrills, the Leaders Conference,, StockFest and Communications Extravaganza, or programs like highway clean-up and the Japan Homestay exchange.
 - Canadian 4-H Council arranges funds from some national sponsors, including for national travel opportunities.
- The \$40,500 direct cash (14% of Council funds) from Manitoba Agriculture, Food and Rural Initiatives (MAFRI) supports all Board and Committee meetings and some events.
 - As well, MAFRI contributes staff time in the Brandon and area council offices and operation support (including the Brandon office space copier, fax, phone and postage).
- The cost of **events, travel opportunities and member-leader activities represents 59%** of expenses.
 - Board Meetings –travel for Directors across the province, accommodation and meals—and Committee meetings – including conference calls –represent 9% of costs, The Banner, Website and printing club recruitment 5%, while administration represent just 1%.
- Council staff represents 16% of the budget.

This means many supporters -- both with funds and with valuable human resources of time and enthusiasm -- are needed to run the annual Manitoba 4-H Council activities.

Around the world, patronage is declining – and Council too is seeing fewer charitable donations. Volunteers are decreasing for all non-profits across Canada. For 4-H in Manitoba, significant changes in the past few years suggest similar trends: fewer members, fewer clubs, but increasing costs -- for travel, meeting and event accommodations and food, as well as for more recognition awards as clubs and leaders reach milestone anniversaries.

4-H is about leadership – from the member "leaders-in-training" and the many project leaders to the committee organizers and board governors who all: **'Learn to do by doing'**.