

Ohio Farm Bureau Foundation

2007 Annual Report

*Striving
for measurable
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President's Message

December 2007

Hello!

Although many Ohio families might be a few generations removed from having a relative directly involved in farming, one trip to the marketplace calls attention to the fact that we are all touched by agriculture. The Ohio Farm Bureau Foundation is helping producers, business professionals, community groups and consumers create links where agriculture can benefit rural, suburban and urban neighborhoods.

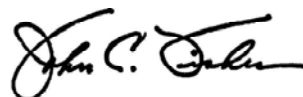
One link could involve helping a new rural business promote their goods and services to metro customers. Another link could be supporting a program where residents can get more involved in soil and water quality conservation projects. Helping students from several different backgrounds pursue academic and service careers with scholarships is another opportunity to create community connections too.

Over the course of the last year the Ohio Farm Bureau Foundation has witnessed growth. The organization increased the number of scholarships and grants awarded, established new networking opportunities with other foundations and philanthropic organizations, and increased its fundraising and community outreach activities.

The Ohio Farm Bureau Foundation continues to be on the move. We invite you to take some time to learn more about how we support your neighbors. We invite you to get involved in our programs too.

Thank you for your time and consideration. We look forward to sharing the Foundation's accomplishments and challenges for years to come.

Sincerely,



John C. (Jack) Fisher
President

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A Brief History...

Organized in 1985, The Ohio Farm Bureau Foundation, Inc. (Foundation) has helped community groups, civic leaders and consumers in rural, suburban and urban neighborhoods utilize agriculture to address a variety of quality of life issues.

Some of our programs have created collaborations that have statewide impact. Farm Bureau leaders worked through the Foundation to gather resources to create the Ohio Agribusiness Development Center as well as the new Nationwide – Ohio Farm Bureau 4-H Center, both located at The Ohio State University.

Other programs create special local benefits. Over the past three years the Foundation has awarded close to thirty *Agriculture Action and Awareness Grants* to support a variety of education, environmental research and economic development programs. Ag in the classroom efforts, soil and water conservation projects and establishing farmers market operations in inner cities have been enhanced.

Recognizing individual dreams and leadership development are priorities too. The *Darwin Bryan Scholarship Program* and the *Women's Leadership in Agriculture Scholarship Program* are helping students pursue careers in science, education and community service.

The Ohio Farm Bureau Foundation is a 501(c) (3) non-profit, public charitable organization. The organization is governed by a combination of leaders with Farm Bureau experience, as well as those having expertise working and representing a variety of different service areas and neighborhoods. Resources contributed to the Foundation are redistributed, as grants, scholarships and other support actions. Contributions are tax deductible as allowed by law.

...Focusing on Service

The Ohio Farm Bureau Foundation strives for measurable agricultural community improvement in Ohio through the support of projects that focus on agricultural education, environmental and economic issues.

Foundation Leadership...

John C. (Jack) Fisher – President

Jack Fisher is the Executive Vice President of the Ohio Farm Bureau Federation, a position he has held since 1996. Fisher grew up on a farm in Crawford County, Ohio and holds a bachelor's degree in Agriculture from The Ohio State University and a master's degree in counseling from Ball State University. He formerly served as the Director of Governmental Affairs and Commodities for the Illinois Farm Bureau; as Deputy Director of the Ohio Department of Agriculture from 1980-1983; as Director of the Illinois Corn Growers Association and Corn Marketing Board and as a plant manager for the popcorn division of Wyandot Inc. in Morral, Ohio. He currently serves on many agricultural boards and advisory committees.

Robert Vance - Vice President

Robert (Bob) Vance serves as Senior Vice President of Organization for the Ohio Farm Bureau Federation. He provides oversight for the organization's financial, technology, business development and human resource departments. Bob was raised on an Ashtabula County farm and holds a degree from Capital University and is a U.S Army Vietnam veteran. He was Director of Ohio Health Sales with Nationwide Insurance, and Director of Member Services, Director of Membership Activities and Organization Director for Ohio Farm Bureau Federation before returning to the company in 2004. Bob serves on many agricultural committees and is active in several charitable associations.

Steve Hirsch – Treasurer

Steve Hirsch serves as Treasurer of the Ohio Farm Bureau Board of Trustees, the third highest elected office in the 230,000 – plus member general farm organization. He has been active in the Ross County Farm Bureau, having served as president and chairman of the safety, membership and government affairs committees. He was involved with budget, audit, annual meeting promotion and education work on the local level. A graduate of the University of Dayton with a degree in business administration, Steve is a principal owner and manager at Hirsch Fruit Farms, a family-owned produce operation raising apples, peaches, grapes, strawberries and raspberries. The operation includes an on-farm retail market and cider processing facility.

Doug Graham

Doug Graham is Officer of Sponsor Relations for Nationwide Insurance. He is responsible for managing relationships with agriculturally based customer groups that sponsor Nationwide, such as the Ohio Farm Bureau Federation and CHS Cooperatives. He coordinates Nationwide's communication efforts with its sponsors, and administers programs for the Nationwide Board Council, which meets quarterly with the Nationwide Board of Directors. Since joining Nationwide in 1981 as a communications manager, Graham has represented Nationwide on boards and committees of several agricultural and cooperative associations, serving as president of the Cooperative Communicators Association and the Ohio Council of Cooperatives. He holds a journalism degree from Ohio University, and is an alumnus of the Graduate Institute of Cooperative Leadership.

Diane Radigan

During the 2007 program year Diane Radigan was the Program Director for the Children’s Hunger Alliance, Columbus, Ohio. – Ms. Radigan has over a decade of experience with the organization and has worked extensively with Alliance leadership and volunteers in developing and implementing education and advocacy programs. Alliance projects focus on creating long-term solutions to hunger, and engage community leaders to expand use of Child Nutrition Programs — the USDA safety net for children. The Alliance holds itself accountable for managing budgets, resources and programs to deliver aid and support for children. Today, over 94% of all Alliance revenue goes to services. Along with other Foundation Board responsibilities, Radigan advises Foundation leaders on agricultural education and community outreach initiatives. Starting in December 2007, Ms. Radigan joined the Cardinal Health Foundation as a chief operations officer.

Todd Beckwith

Todd Beckwith serves as Senior Vice President, Commercial Agribusiness with KeyBank, Cleveland, Ohio. A native of Ashtabula County, Ohio, Todd has been with KeyBank for two years. He served in similar capacities with CoBank, Louisville, Kentucky and affiliated business operations for over twenty years. Beckwith’s job responsibilities include extensive personal contact working with agribusinesses utilizing KeyBank services throughout Ohio. When with CoBank, Beckwith worked with Farm Credit associations to provide financial services to agricultural producers and rural homeowners. Moreover Beckwith supervised finances for agricultural exports; rural utility customers including electric, telecommunications, water and waste disposal systems. Beckwith advises Foundation leaders on agribusiness, economic research and community development projects.

Dr. Norman Fausey

Dr. Norman Fausey serves as Director of the Agricultural Drainage Research Unit – USDA, and is an Adjunct Professor with The Ohio State University, Columbus, Ohio. Dr. Fausey is a key researcher helping farmers, planners and community leaders create and implement systematic drainage systems that help maintain and/or improve water quality. As part of his research responsibilities, Norman maintains working relationships with ODNR, the Ohio Federation of SWCD’s, special watershed research projects impacting water supplies in suburban and urban settings, Ohio and US EPAs, the Ohio Department of Health and other research institutions. Fausey advises Foundation leaders on agricultural ecology, and environmental research projects.



Board members come from many different backgrounds and combine their experiences to help rural, suburban and urban neighborhoods.

Fund Raising Activities...

The Ohio Farm Bureau Foundation conducts several fund raising activities. Some programs are conducted on a special, as needed basis while others are a part of the organization's annual activities. These activities include:

Building the Future – The 4-H Leadership Circle

The Foundation worked closely with the Nationwide Foundation to help facilitate major contributions for the new Nationwide - Ohio Farm Bureau 4-H Center, now nearing completion at The Ohio State University in Columbus, Ohio.

The Foundation coordinated over \$300,000 in pledges and donations from county Farm Bureaus, interested organizations and individual families. The three-year process was completed during the 2007 program year.

Foundation Golf Invitational

This annual event helps link members of central Ohio's business community with Foundation programs and activities. Many urban based companies use the opportunity to network with farm and agribusiness leaders to discover how they can get further involved in agriculture based programs in rural, suburban and urban settings. Each Invitational recognizes a special honoree whose career and life accomplishments exemplify the Foundation's education, environmental research and/or community development objectives.

This year's Invitational was held in late June at the Jefferson Golf and Country Club near Blacklick, Ohio. Over \$35,000 was raised for the organization's *Community Grantmanship* and scholarship programs.

Rural-Urban Community Silent Auction

Farm communities are unique – Each neighborhood; each county has its roots. Families share a common background, history, customs and heritage. Many local residents want to share their roots with others. Over the past three years many county Farm Bureaus and supporting business entities donated special baskets and unique items their represent their communities for sale in the Foundation's annual Rural-Urban Community Silent Auction. The program is carried over the Internet throughout November on CMarket's national *Bidding for Good Network* at www.ofbf.cmarket.com.

The auction concludes with a special "live" session held in conjunction with the Ohio Farm Bureau Federation Annual Meeting's *Hospitality Corner* on the last Wednesday of November. Over \$8000 was raised for use in *Community Grantsmanship* and scholarship programs



... Our support comes from a variety of businesses, communities and families across Ohio.

Service Programs...

The Ohio Farm Bureau Foundation looks for instances where its support can help small community groups and individuals make a difference! In many cases, funding provided by the Foundation has helped local leaders capitalize on opportunities where original gifts and benefits have been multiplied several fold. The following programs highlight projects supported by the Ohio Farm Bureau Foundation during its 2007 program year:

Scholarships

The **Darwin Bryan Scholarship Program** was established by the Ohio Farm Bureau Board of Trustees in 1983 in honor of Darwin R. Bryan whose enthusiastic leadership during his 37 years of service to the organization has been an inspiration to rural youth throughout Ohio. The objective of the scholarship fund is to assist students who have been active in the Farm Bureau youth programs and/or whose parents are Farm Bureau members to continue their education. This year's recipients include:

Emily Donaldson, Fairborn, Ohio – She is a graduate of Greenon High School in Springfield, Ohio and attends Wilmington College. *“While in college, I plan to major in biology, chemistry or physics,”* Donaldson said in her scholarship application essay. *“A strong science background, added to working with a veterinarian, a love of animals, and experience raising animals will help me gain acceptance into veterinary school.”*

Christina Egner, Shelby, Ohio - A graduate of Shelby Senior High School, Christina is pursuing a degree in Animal Sciences at The Ohio State University. *“I plan to obtain my PhD in Animal Science to become a beef scientist,”* Enger wrote. *I see my participation in 4-H and Future Farmers of America through middle and high school, and being active with OSU livestock and commodity support clubs, as key factors shaping my career.”*

Joshua Hamric, Coshocton, Ohio – A graduate of River View High School in Warsaw, Ohio, Joshua is in animal sciences at the Agricultural Technical Institute in Wooster, Ohio. *“My past leadership experiences have allowed me to become a more giving person to the community,”* he wrote. *“My major was chosen because I love working with animals, especially swine, and I love science, so I combined my two loves into one. I plan to work as a laboratory researcher primarily with swine and genetics.”*

William Johnson, Columbus, Ohio - He is a graduate of Upper Arlington High School and is involved in a variety of volunteer leadership activities in both traditional urban and rural settings. *“I hope to use the skills I have learned through my various activities in my future career,”* Johnson wrote. *“I want to be an engineer. Not the stereotypical reclusive engineer, but one that uses his leadership and public speaking skills to lead other engineers in large projects.”*

Abigail Snyder, Kingston, Ohio - A graduate of Zane Trace High School, Chillicothe, Abigail is a Food Science major at The Ohio State University. *“Farms will continue to become more efficient with advancements in technology,”* Snyder wrote. *“And, the perception of what agriculture is will continue to evolve as more people are positively affected by the progress achieved through research.”*

The Ohio Farm Bureau Foundation, working directly with support from the Charlotte R. Schmidlapp Fund, Fifth Third Bank, Trustee has established the **Women's Leadership in Agriculture Scholarship Program** and its initial endowment. County Farm Bureau leaders and others interested in helping develop the new program are being invited to further develop the scholarship's new endowment. This year's recipients include:

Katherine Crist, Circleville, Ohio - A graduate of Circleville High School, Crist is enrolled in Animal Science at The Ohio State University. *"I was sure that I was born to live on a farm, but was never able,"* Crist said in her competition essay. *"Later, I joined 4-H and found my niche. I realize how important they (large farm animals) are to our way of life and to agriculture. Large animal veterinarians are becoming hard to find these days, and I would like to help by adding myself to the list."*

Hanna Lemle, Monclova, Ohio - A graduate of Anthony Wayne High School in White House, Ohio, she is in Animal Sciences at The Ohio State University. *"I love science, animals, people and agriculture,"* Lemle wrote. *"Being a veterinarian would give me the opportunity to mix production with science, marketing and communicationTimes are changing and education is more important than ever. Everyone involved in agriculture has an extremely important role."*



Tricia Pugh, Louisville, Ohio - A graduate with a Bachelors Degree in Animal Sciences, she is in graduate level studies in the College of Veterinary Medicine at The Ohio State University. *"From the farm to the fork, one of my career goals as a veterinarian is to ensure that wholesome and quality products reach the dinner plate,"* Pugh said in her competition essay. *"For me, being a veterinarian is not just a career choice, but a way of life where academic knowledge and general practice meet. I will view every day as an opportunity to be part of a profession that is responsible for elevating health standards for people and livestock."*

Agriculture Action and Awareness Grants

The Ohio Farm Bureau Foundation awards *Agriculture Action and Awareness Grants* on a competitive basis. Now in its second year, the program is open to independent producers, agricultural producer groups, and/or community service groups in rural, suburban and/or urban settings. Grant Projects underway in 2007 include:

Creating Tools to Expand Agricultural Markets in Southeastern Ohio – Rural Action, Athens, Ohio has received a second grant from the Ohio Farm Bureau Foundation. The project is designed to help farmers and rural residents in Southeast Ohio establish small businesses and marketing components in conjunction with their farming operations.

Community-Based Darby Watershed Plan by Educating Landowners and Gaining their Input – The Darby Watershed Project, Union County SWCD, London, Ohio is creating tools to assess

community education needs to inform local residents on soil and water conservation projects associated with the state and national scenic river watershed.

Ag in the Classroom – The Montgomery County Farm Bureau, Farmersville, Ohio, is initiating a project supplying select Dayton City School locations with collections of elementary school books focusing on agriculture, as well as linking local farmers with classroom in an “adopt a class” format.

Energy Sources Tours for Educators – The Ohio Energy Project, Lewis Center, Ohio, is has been awarded a second grant to continue teacher education and curriculum programs concerning energy in select Ohio schools.

OWJL Camp Agricultural Awareness Classes - Ohio Wesleyan University, Delaware, Ohio, is creating a special program to help educate middle school students about agricultural practices and soil & water conservation.

Rural Heritage Education Project - The Land Heritage Trust of Union County, Raymond, Ohio, is creating education and outreach projects helping residents who spent a majority of their lives in suburban and urban get to know their farming neighbors and spark community involvement.

Expanding the Agriculture Adventure Experience to the Classroom and Beyond – The Scioto County Ohio State University Extension (OSUE), Portsmouth, Ohio will be using their grant to expand local agriculture in the classroom projects into summer education and other community events/activities beyond the traditional school classroom format.



Skyvue Outdoor Classroom – A grant has been awarded to Skyvue Elementary School, Graysville, Ohio, to help students expand their nature trail and outdoor classroom. The facilities are designed to help students as they learn about environmental science, natural resource conservation and biology.

Seasonal Rhythms of Agriculture – The Wayne County Planning Department Ag Success Team works on a variety of projects helping retain and expand agriculture in Wayne County. The Foundation has key parts of their community outreach program, focusing on making urban and suburban residents better aware of how local agriculture and their farming neighbors impact their lives.

***...The Foundation helps local groups and students
create opportunities where original benefits
are multiplied several fold.***

Outreach Activities, New Programs & Policies...

Community Grantsmanship

The Foundation's *Agricultural Action and Awareness Grants* focus on funding needs for smaller, community based groups that often find the larger-scale, public and private grant solicitation process daunting. Based on this experience, small groups wanting to gain better insight and experience in the whole grant planning and solicitation process can participate in our *Community Grantsmanship* program.

Community Grantsmanship, helps individuals and small groups form leadership teams, accurately identify community issues and needs, recognize assets, resources and support already at hand, as well as prepare effective proposals to compete for grant awards and additional resources. Foundation staff members administer the program.

Mission Effectiveness Study

Building upon initial discussions held with neighborhood Farm Bureau Advisory Council leaders throughout Ohio in early 2007, the Foundation conducted a *Mission Effectiveness Study* during the spring and summer. Foundation staff met with farmers, families and neighborhood groups to gather insight on how the Ohio Farm Bureau Foundation can best serve their needs. Topics for discussion included the organization's public visibility, service strategy, governance and management policies.

Results from these neighborhood visits helped shape the creation of the *Ohio Farm Bureau Foundation Bequest Society*. The initial launch of the society happened in November 2007.



Bequest Society Launched

Building Our Legacy – The Ohio Farm Bureau Foundation Bequest Society: Many families are interested in supporting our programs. You don't need a large fortune to positively impact people's lives, all you need is interest.

The *Ohio Farm Bureau Foundation Bequest Society* is designed to help families create that vital, first step in creating a lifetime gift giving strategy by establishing a charitable bequest in their will and estate plan.

The program gives families private, personal control in establishing a life-long gift giving strategy that can grow as their resources expand.

Dodge Vehicle Purchase Program

Established during the 2007 program year, the Ohio Farm Bureau Federation (OFBF) through its relationship with Dodge has enhanced a special member benefit program. OFBF member families throughout Ohio can take advantage of a special rebate program on the purchase of select new Dodge vehicles. The qualifying vehicle selection list includes eleven different truck, minivan and car models.



As part of the program, OFBF has pledged a \$50 donation to the Ohio Farm Bureau Foundation for every new Dodge vehicle purchased by its members under the program. Proceeds from the project will be available to the Foundation at the beginning of its 2008 program year.

OurOhio Involvement



The Foundation would like to thank the Ohio Farm Bureau Federation, and OurOhio for creating a special donor directed fund to sponsor and “adopt” key grant recipients whose projects adhere to the Foundation’s mission *and* closely reflect OurOhio’s goals to enhance relationships between rural and urban neighbors, farmers and consumers.

The *Ag in the Classroom* project, *Expanding the Agriculture Adventure Experience to the Classroom and Beyond*, and *The Seasonal Rhythms of Agriculture* were adopted by OurOhio in 2007. Other “adoptions” are planned for the future.

Donor Centered Fundraising Policy

The Ohio Farm Bureau Foundation practices an approach to communication and recognition that is *Donor Centered*. Donor interests and sensibilities are key in the design and delivery of all aspects of our fundraising programs. Our donors can expect prompt, personalized acknowledgement of their gifts to the Foundation, as well as meaningful and measurable information on their gifts at work.

Donor-Centered Principles in Action - Foundation leaders and staff agree to:

- Work at all times within a Business Plan that identifies and defines our long-term goals, describes specific programs and services, as well identifies measurable objectives and results.
- Welcome donor-centered giving to specific Foundation programs and services.

- Acknowledge donor generosity through prompt, personalized thank-you letters, personal contact and other communication pieces.
- Design and execute donor recognition events that showcase gifts at work as a priority, adhere to a conservative budget and acknowledge the collective generosity and importance of all donors.
- Communicate information on gifts at work to all donors as effectively as possible, and do so before asking donors for another gift.
- Refrain from providing or withholding information and access based on individual gift value, in the belief that generosity can only be defined by the donor, and that all donors need and deserve information on their gifts at work.

Strategic Planning Efforts

Program expansion, public recognition, and growing resources – The Ohio Farm Bureau Foundation continues to grow. At the start of the organization’s 2008 program year, the Ohio Farm Bureau Foundation Board of Directors is initiating a series of discussions leading to plans that will carry the organization to a higher level of service. Topics for consideration include:

- Exploring and recognizing how programs and governance policies could change as the organization grows from a smaller, service organization to a full service foundation.
- Expanding the size, scope and award levels for *Community Grantsmanship* and scholarship endowment projects.
- Joining forces with other foundations in cooperative projects and ventures.



...Listening to advice and lending further assistance – the Foundation continues to create programs helping communities, small groups and families get involved in service and philanthropy.

Commitment of Resources...

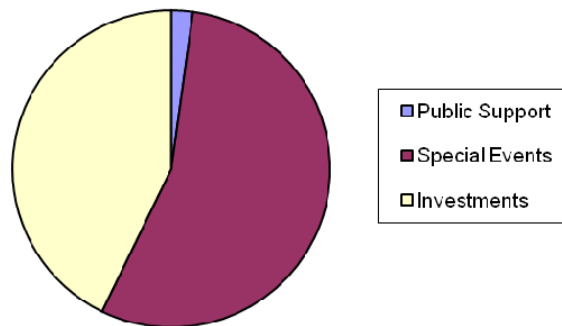
The benefits, strengths and advantages that are key to the Ohio Farm Bureau Foundation's success are:

- *Proven Experience* - Twenty-plus years organized as a charitable organization, using Ohio agricultural resources to impact communities, families and consumers.
- *Established Support* - The Foundation was created by the 230,000 member family strong, Ohio Farm Bureau Federation, Inc.
- *Acceptance & Accountability* - Establishing trust with potential givers as a public foundation worthy of their contribution and devoted to administering it efficiently and effectively, reflecting the Foundation's mission and purpose. The Organization was audited by Norman, Jones, Enlow & Company, Certified Public Accountants and Management Consultants of Columbus, Ohio. The Independent Auditor's Report and organization's audited financial statements may be examined upon request by contacting the Ohio Farm Bureau Foundation.

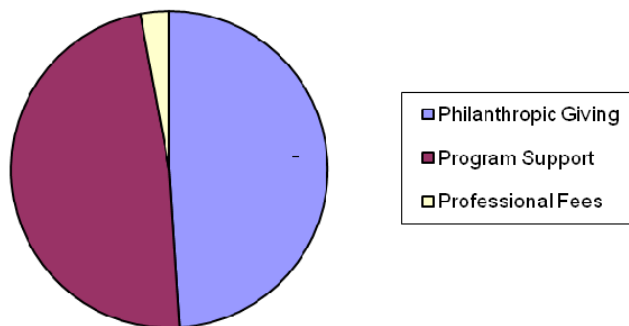
During its 2007 program year, the Foundation met all 20 National Better Business Bureau service standards for philanthropic non-profit organizations.

The organization is a member of the National Committee for Planned Giving and Association of Fundraising Professionals.

2006 Income - \$119,574



2006 Expenses - \$89,132



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