

Ohio Farm Bureau Foundation 2009 Annual Report

*Striving for measurable
agricultural community
improvement in Ohio
through the support
of projects that focus
on agricultural education,
environmental and
economic issues.*



President's Message...

December 2009

Hello!

Producers and consumers - All of us are connected through agriculture. The Ohio Farm Bureau Foundation is helping farmers, business professionals and community groups use these connections as opportunities to benefit rural, suburban and urban neighborhoods.

Farming as a profession, vocation and way of life offers a variety of opportunities that enrich education and community outreach. Some groups work with the Foundation to create *Agriculture in the Classroom* projects that enhance reading, social studies, art and science curricula for elementary and middle school students. Others use resources provided by the organization to enhance college scholarships and adult education. Others see opportunities where "grow and know" projects can enhance community relations.

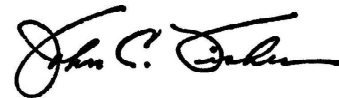
In the twentieth century, American agriculture was called upon to become the "breadbasket of the world." Indeed, we have become a world leader in providing food and fiber for consumers here and abroad. In the twenty-first century, farmers are being called upon to maintain this leadership position, as well as address new challenges in agbioresource and energy production. These new responsibilities will include opportunities in scientific research and effective environmental stewardship.

Entrepreneurs and business leaders appreciate how agriculture provides a variety of economic opportunities. Some groups work to create farmers markets. Other groups create new food processing or service industries. These business development projects can be found in remote country surroundings, as well as within the centers of many of Ohio's major cities.

The Ohio Farm Bureau Foundation continues to grow. We invite you to learn more about how we support your neighbors, as well as get involved in our programs, too.

Thank you for your time and consideration. We look forward to sharing the Foundation's accomplishments and challenges with you 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) focuses on helping civic leaders, communities and consumers address quality of life issues.

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

Other programs spark local benefits. Over the past five years the Foundation has awarded over fifty *Agriculture Action and Awareness Grants* to support a variety of education, and economic development initiatives. Ag in the classroom efforts, soil and water conservation programs and farmers market development projects are happening in rural, suburban and urban neighborhoods.

Leadership development is a priority for many communities. The Foundation offers *Community Grantsmanship* workshops helping neighborhood groups identify talent, assess issues and create funding proposals to attract public funding and private foundation investment.

The Foundation supports a “family” or scholarships including the *Darwin Bryan Scholarship Program*, the *Women’s Leadership in Agriculture Scholarship Program* and *Foundation Scholar Program*. These resources 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. Some come from Farm Bureau while others represent different service sectors found in all rural, suburban and urban communities. Resources contributed to the Foundation are redistributed, as grants, scholarships and other support actions. Contributions are tax deductible as allowed by law.

A Challenge for the Future...

How do you want to make a difference? Families, industry leaders and service organizations are exploring how they can positively impact their communities.

Many persons want to get involved in advocacy with agriculture, and the community spirit it generates. In the words of a farmer, “I want to instill love for the land, pride in community, and be helpful when other people are concerned.”

Community and business leaders want to support an organization that helps address the needs and interests of their friends, neighbors and consumers. They want to enhance a positive and progressive image for agriculture, support effective environmental stewardship and help others appreciate rural culture, traditions and values.

Addressing challenges, needs and wishes – The Ohio Farm Bureau Foundation continues to aggressively support programs and strategies showing people and groups how they can fulfill these wishes.



Our Mission...

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.

Governance and Management...

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. As of the publication of this report, Bob has announced his retirement from OFBF effective February 2010. He plans to continue being active with church and community projects.

Keith Truckor - Treasurer

Keith Truckor 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 Fulton County Farm Bureau for over 30 years and has held a number of offices in the organization, including president. Truckor has also served as a township clerk, and has served on American Farm Bureau's Commodity Advisory Committees. The Truckor family farm is located near Metamora, Ohio and focuses on corn, wheat, soybeans and popcorn production.

Doug Graham

Doug Graham serves as Strategic Consultant for Sponsor Relations with 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.



Todd Beckwith

A native of Ashtabula County, Ohio, Todd Beckwith has over twenty-five years experience in rural economic development. He serves as a consultant with Agri-Capital Corporation, an agricultural investment bank working with cooperatives and agribusinesses primarily in the Eastern U.S. Previously he served as Senior Vice President, Commercial Food and Agribusiness with KeyBank, Cleveland, Ohio, as well as held similar responsibilities with CoBank, Louisville, Kentucky. Todd has provided financial solutions to agribusinesses and producers throughout the food chain. His experiences include strategic planning as well as loan structuring. He also is an adjunct professor with Indiana Wesleyan University. Todd 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 considerations.

Amber Hulme

Amber Hulme serves as Vice President, Commercial Business Unit-Central/Southern Ohio for Medical Mutual of Ohio (MMO). The company is the oldest and largest health insurance company based in Ohio, and provides group and personal insurance plans, health care benefits and third-party administrative services to self-insured group customers. A native of Piqua, Ohio she attended Edison Community College and Wright State University. Amber has extensive experience in business management, account administration and customer service. Along with her involvement with the Ohio Farm Bureau Foundation, Amber is involved as a board member of the Buckeye Ranch and the Dublin, Ohio Rotary, as well as works on service committees with the YWCA. Amber advises Foundation leaders on community and human service issues.

Dale Arnold, Director

A graduate of Ohio Dominican University, Dale joined the Ohio Farm Bureau in 1986. His interest in helping county Farm Bureau volunteers has lead to a variety of assignments in information, education and community service on regional and state levels. Dale became the Director for the Ohio Farm Bureau Foundation in 2004, and has worked to expand the organization’s scholarship offerings as well as established the Foundation’s *Community Grantsmanship Program*. Dale is active with the American Society of Fundraising Professionals and the National Council for Planned Giving. He has recently been elected as a member of the Ohio 4-H Foundation Board of Trustees.



The Ohio Farm Bureau Foundation would like to thank the following members of our corporate support community for making the 2009 Foundation Golf Invitational a great success...

*Allied Insurance,
C. William Swank,
CBIZ Financial Solutions,
Columbia Gas of Ohio, ComDoc
Incorporated,
Dean Simeral, Dodge,
Fifth Third Bank,
Franklin County Farm Bureau,
GatesMcDonald,
Hamilton Insurance Agency –
Nationwide,
Insurance Intermediaries
Incorporated,
Johnny Regula – Auctioneer,
Kenwell Printers,
Markey's Audio Visual Services,
Medical Mutual of Ohio,
Nationwide,
Nationwide Agribusiness,
Nationwide Bank,
Ohio Agricultural Research
& Development Center,
Ohio Corn Growers Association,
Ohio Farm Bureau Federation,
Ohio Harness Horsemen's
Association,
Ohio Soybean Association,
Ohio Pork Producers Council,
Ohio State University College of
Agriculture, Our Ohio,
Proforma Graphic Impressions,
Strategic Public Partners,
United Producers,
and Watkins Printing Company*

Creating Resources...

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:

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 \$39,000 was raised for the organization's *Community Grantmanship* and scholarship programs.

William Dolan Chosen as Honoree of the 2009 Golf Invitational

William Dolan, retired CEO of the Children's Hunger Alliance, Columbus, Ohio was recognized for his community service as the honoree for the organization's 2009 Golf Invitational.



Dolan helped the Children's Hunger Alliance develop partnerships with government agencies, schools, child-care providers and charitable organizations. Children in urban, suburban and rural areas have been able to benefit from alliance efforts that led to increased opportunities to participate in school breakfast and lunch programs, the growth of meal programs to feed children at home-based, day-care businesses and the expansion of programs to offer meals and snacks to kids during summer, when school meals are unavailable.

Under Dolan's leadership, the organization was recognized as a model for non-profit organizational efficiency, with 94% of all funds going directly to programs and services. His work has been recognized by the Ohio Association of Nonprofit Organizations, as well as the Congressional Hunger Center.

Rural-Urban Community Silent Auction

Farm communities are unique – Families share a common background, history, customs and heritage. These neighbors want to share their roots with others.

County Farm Bureaus and supporting businesses share their traditions by donating special baskets and unique items for sale in the Foundation's annual Rural-Urban Community Silent Auction. The annual event is carried over the Internet each November on the national *Bidding for Good Network* at www.ofbf.cmarket.com.

A special “live” finale featuring the Ohio State Fair *Sale of Champions* Auctioneer, Jonny Regula has become a staple for the event, too.

BiddingForGood

The finale, held in conjunction with the Ohio Farm Bureau Annual Meeting in Cincinnati, Ohio on December 3, 2009 raised over \$8000 for use in *Community Grantsmanship* and scholarship programs.

Dodge Vehicle Purchase Program

Established during the 2007 program year, the Ohio Farm Bureau Federation (OFBF) through its relationship with Dodge created 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 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. Over \$20,000 was raised in 2009. Proceeds are used to enhance the Foundation’s grant and scholarship programs.

Building Your Own Legacy in the Ohio Farm Bureau Foundation Bequest Society

Many families are discovering that you don’t need a large fortune to positively impact people’s lives. All you need is interest, and a plan.

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

Program benefits include:

- *Private, Personal Control* – Families can dedicate a small portion or percentage of their estate. They can keep the exact amount confidential and easily change future plans. Those giving gifts can notify the special charity of their intentions, too.
- *Gifts That Grow as You Grow* – Create a gift to fit specific needs and interests. As your family continues to be blessed in the future, your gift can grow, too.
- *Opportunities and Options* – Establishing a simple bequest now creates a great avenue to develop other gift giving strategies in the future.
- *Staying Informed* – Bequest Society members receive information and updates on activities and events. These include seminars and education programs on estate planning strategies.

The Ohio Farm Bureau Foundation would like to thank the following organizations for their support for making the 2008 Rural-Urban Community Silent Auction a success...

County Farm Bureaus

Brown, Carroll, Champaign, Coshocton, Cuyahoga, Defiance, Delaware, Franklin, Fulton, Gallia, Hamilton, Harrison, Henry, Holmes, Huron, Jefferson, Knox, Lawrence, Licking, Logan, Lorain, Lucas, Mahoning, Marion, Morgan, Montgomery, Muskingum, Perry, Richland, Tuscarawas, Washington, Warren, Williams, Wood and Wyandot

Corporate Community

AT&T Wireless, Divensenzo Family Tree Farm, Hess Corporation, Floyd Simpson, Nationwide Bank, Nationwide Insurance, Medical Mutual of Ohio, Ohio CAT, Ohio Department of Natural Resources, Ohio Farm Bureau Federation, OFBF AgriPower Institute, Ochsendorf Promotions, Ohio Harness Horsemen’s Association, and the Ohio Poultry Association



Plant a seed and watch it grow...

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.

Agriculture Action & Awareness Grants

The Ohio Farm Bureau Foundation awards *Agriculture Action and Awareness Grants* on a competitive basis. The program is open to independent producers, agricultural producer groups, and/or community service groups in rural, suburban or urban settings.

Grant recipients receive awards to initiate, continue and/or complete a program highlighting agriculture and its impact on the community in one of the following focus areas:

- Economics, community development and/or agribusiness development.
- Education, promotion, public awareness and/or community outreach.
- Environmental considerations involving agriculture and potential benefits for the respective community.

Grant awards range from a minimum of \$1000 to a maximum of \$3000.

Since its creation in 2005, the Foundation's *Agricultural Action and Awareness Grant Program* has collectively awarded over \$100,000 to community action organizations, schools, producer organizations, county Farm Bureaus, non-profit service organizations, neighborhood groups and individuals.

Competitively awarded grants were given to the following projects and organizations in 2009:

- *Seed Crops Farm Cooperative*, Brandon Jaeger, Athens, Ohio
- *Agriculture and Natural Resource Conservation Expo*, Carroll County SWCD, Carrollton, Ohio
- *Senior Farmers Market Program*, Hands Foundation, Brunswick, Ohio
- *Splendor of the Valley Farm Tour*, Mahoning Valley Agribusiness Focus Group, Canfield, Ohio
- *Land Heritage Education Efforts*, Land Heritage Trust of Union County, Raymond, Ohio
- *Signage and Marketing Boost Economic Development for Lancaster Farmers Market*, Main Street Lancaster, Lancaster, Ohio
- *Energy Sources Tours*, Ohio Energy Project, Worthington, Ohio;
- *AgriPower*, Ohio Farm Bureau Federation, Columbus, Ohio
- *OhioFoodShed.org*, Rural Action, Trimble, Ohio
- *Commercial Kitchen Equipment Project*, Team Monroe, Woodsfield, Ohio;
- *Babyland – Agricultural Exhibit at the Huron County Fair*, Western Reserve FFA, Collins, Ohio.

Community Grantsmanship Workshops Offered

Small, community based groups (including county Farm Bureaus) 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, complete a community needs assessment, write a proposal and budget resources, Workshop participants initiate the program planning required to fulfill grant acceptance agreement obligations from government and private funders.

Over the past year, parent-teacher organizations, local economic development groups and neighborhood service organizations have used Community Grantsmanship workshops to help them sharpen essential fund raising skills. Foundation staff members administer the program.

A “Family” of Scholarship Programs

The Ohio Farm Bureau Foundation maintains a “family” of scholarship endowments that include:

- *Darwin Bryan Scholarship Program:* The Darwin Bryan Scholarship Fund 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 program and/or whose parents are Farm Bureau members to continue their education. A minimum of five \$1000 awards are given each year.
- *Women’s Leadership in Agriculture Scholarship Program:* 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. A minimum of three \$1000 awards are given each year.
- *Foundation Scholar Award:* Building upon the interests of its donors, the Ohio Farm Bureau Foundation Board of Directors has established the new *Ohio Farm Bureau Foundation Scholar (OFBFS)* award. The *OFBFS* award recognizes students for academic effort, community service and career interests that use agriculture to enhance the partnership between producers and consumers in rural, suburban or urban settings. A minimum of two \$1000 awards are given each year.

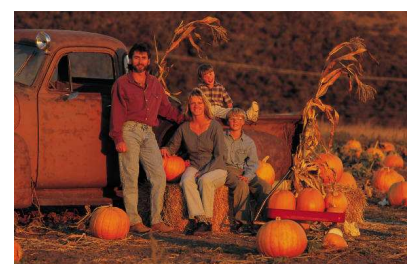
Partnership Awards

County Farm Bureaus are a vital part of the Ohio Farm Bureau Foundation’s (Foundation) support community. The relationship between these organizations should be cherished, nurtured and recognized. The Foundation Board of Directors established the *Partnership Award*. The award is designed to promote this unique relationship, and recognizes county Farm Bureaus for participation and support in the following areas:

- Support for the *Rural – Urban Community Silent Auction*.
- Sponsorship for a *Bequest Society* and gift planning information meeting.
- Sponsorship for a *Community Grantsmanship* workshop and/or helping a local group through the *Agriculture Action and Awareness Grant* process.
- Holding a special agriculture promotion activity with a donation to the Foundation as part of the program.

The following County Farm Bureaus received a Partnership Award for their support of Ohio Farm Bureau Foundation activities during the 2009 program year...

Brown, Carroll, Champaign, Clark, Delaware, Franklin, Gallia, Geauga, Hardin, Harrison, Hocking, Holmes, Huron, Jefferson, Knox, Lawrence, Licking, Logan, Lucas, Madison, Mahoning, Marion, Monroe, Morgan, Muskingum, Noble, Ottawa, Perry, Summit, Tuscarawas, Union, Washington, Wayne, Wood and Wyandot.





Balloon pilot groups establish special relationships with the Foundation...

Members of the Central Ohio Balloon Club(COBA) and the Northeast Ohio Balloon Pilots Association (NOBPA) show their appreciation for farmers allowing them to land in farm fields by supporting the Darwin Bryan Scholarship Program. Over \$20,000 has been donated by COBA and NOBPA over the years. The Foundation looks forward to working closely with both organizations in the future.

Donor-Centered Philosophy...

The Ohio Farm Bureau Foundation (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 before they will be asked to give again.

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

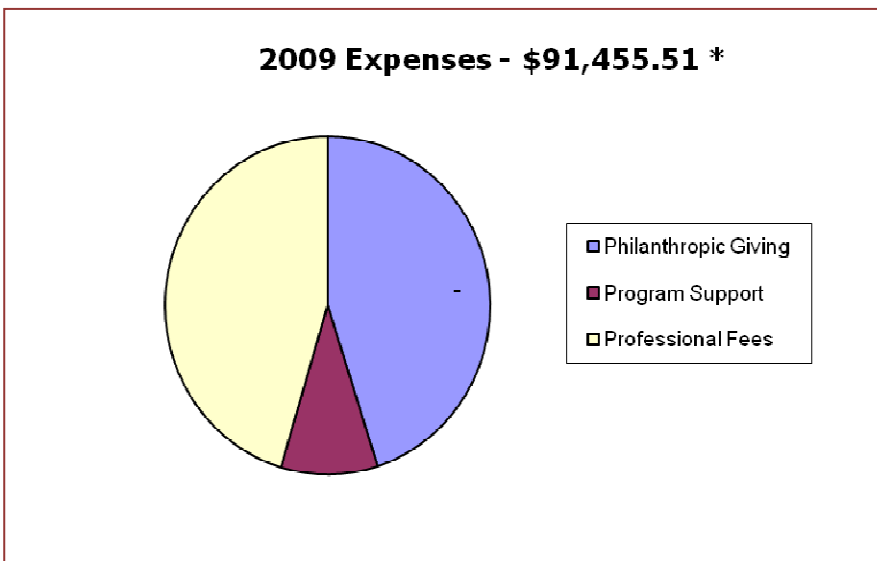
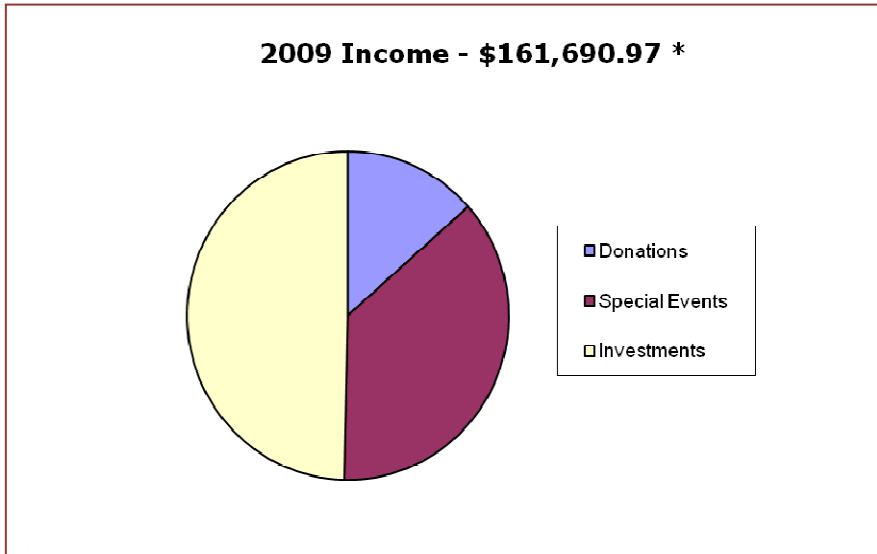
- Work at all times within a Business Plan that identifies and defines our long-term goals, describes specific programs and services, as well identifies measurable objectives and results
- Welcome designated giving to specific Foundation programs and services.
- Acknowledge donor generosity through prompt,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

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 Foundation participates in the National Better Business Bureau (BBB) service standards program for philanthropic non-profit organizations.

- The organization is a member of the National Committee for Planned Giving and Association of Fundraising Professionals.
- Foundation staff has access to grant writing resources through membership with the Grantsmanship Center.

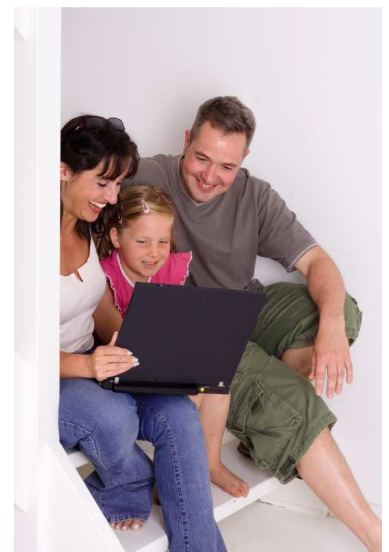


**Please Note – Financial data depicted in the graphics highlighted above are the basic results of the Ohio Farm Bureau Foundation’s Financial Statements as of the end of the 2009 fiscal year. They could be updated/adjusted after the organization’s formal audit is completed.*

The Organization is 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.

Discover More About the Ohio Farm Bureau Foundation...

...Visit Our Website at www.ofbfoundation.org





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