



FCC 4-H 4-EVER

Canadian 4-H Council Awards \$100,000 to individual 4-H Clubs

Funding part of 'FCC 4-H 4-Ever' program to provide club level support across Canada

OTTAWA, December 1, 2009-- As part of the funding for the *FCC 4-H 4-Ever* program, the Canadian 4-H Council, with the support of Farm Credit Canada, recently distributed \$100,000 to 4-H clubs across Canada.

The recently expanded *FCC 4-H 4-Ever* program provides a grant of up to \$500 to individual 4-H clubs. The funding comes from a \$1 million investment from Farm Credit Canada to the Canadian 4-H Council over the next four years. Across Canada, more than 200 clubs received funding from the Canadian 4-H Council.

“From the moment we announced that this funding was available, the response from across Canada was overwhelming,” said Judy Shaw, president of the Canadian 4-H Council. “The *FCC 4-H 4-Ever* program is an excellent way to maintain the financial stability of 4-H in Canada, and to help grow 4-H throughout the country.”

Funding from the *FCC 4-H 4-Ever* program covers a number of costs, including new club start-up costs, equipment and supplies, developing existing programs and activities, transportation costs, and entrance and admission fees for member activities.

“At FCC, we understand the value of 4-H for the future of Canadian agriculture and Canadian youth,” said Lyndon Carlson, FCC Senior Vice-President, Marketing. “The *FCC 4-H 4-Ever* program will help support future generations of Canadians involved in 4-H, and provide the impetus for new initiatives and growth in 4-H across Canada.”

This is the first grant made available from the *FCC 4-H 4-Ever* program. Applications are now being received for next year, with more information about the program available at <http://www.4-h-canada.ca/forever>.

FCC has supported 4-H at the national level for 20 years, including their involvement with the recent Make Your Escape and Join 4-H Again campaigns. The new campaign marks a continued emphasis on the club level of 4-H and the growth of the 4-H program in Canada.

About 4-H

One of the country's longest-running and most respected youth organizations, 4-H offers fun, excitement and learning for youth in communities large and small across Canada. More than 8,500 trained volunteer leaders help 26,000 plus 4-H members to develop self-confidence and learn a wide variety of skills through hands-on project work. More information about 4-H in Canada can be found at www.4-h-canada.ca.

About Farm Credit Canada

As Canada's leading provider of business and financial services to farms and agribusiness, FCC advances the business of agriculture. Operating out of 100 offices located primarily in rural Canada, FCC employees are passionate about the business of agriculture. A healthy portfolio of more than \$17 billion and 16 consecutive years of portfolio growth are a reflection of our customers' success. For more information, visit www.fcc.ca.

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