WHAT IF WE EACH COMMIT TO JUST ONE?

give
support
sparks
inform
serve
impact
believe
devote
advocate
build
Dear Friends of FFA,

What’s your favorite part of FFA? It’s hard to choose just one, right? Maybe it’s attending or watching the National FFA Convention & Expo. Or maybe it’s the local chapter experience that focuses on real-world skill development and preparing students to be tomorrow’s leaders. Could it be one of our Living to Serve programs making a difference in so many communities?

Whatever it is about FFA that makes you proud to support our organization, let me be the first to thank you for making these opportunities possible. With your help, we are continuing to expand the reach and influence of FFA to more students and more communities than ever.

You’ll see in this report how FFA is becoming a perfect organization for the 21st-century student by aligning our efforts with agricultural education to help our members identify and prepare to join tomorrow’s career paths.

One new way we are accomplishing our vision is through FFA Blue 365 and the FFA Blue Room. Launched during the National FFA Convention & Expo last fall, FFA Blue 365 and the FFA Blue Room received impressive reviews for the quality of its educational content, delivered a new career path idea to 96 percent of our student participants and elevated the relevance of FFA to many new supporters.

All of that and all of what FFA members will accomplish in the future are made possible by your support. Our organization is truly providing an incredible return for your investment by turning out the next generation of leaders ready to tackle the challenges our world will face.

Thank you for your support.

Mark Poeschl
Chief Executive Officer
National FFA Organization
and National FFA Foundation
In 2018, there were 8,630 local FFA chapters and 2,236 alumni and supporters chapters in the U.S., Puerto Rico and the U.S. Virgin Islands.

What does year-over-year membership growth mean? It means there are more than 8 million FFA Alumni worldwide. More than 8 million advocates for the industry of agriculture.

More than 69,944 FFA members, advisors and supporters attended the 91st National FFA Convention & Expo.
AGRICULTURE IS CHANGING SIGNIFICANTLY.

With rising costs and consumer perception driving the market, it has become harder to create an atmosphere of relevancy amongst new generations emerging in our world.

Fortunately, it takes just one to bring about significant change.

AS NATIONAL FFA OFFICERS, WE WERE ALL ASKED A SIMILAR QUESTION BY SPONSORS, DONORS, POLITICAL LEADERS, AGRICULTURE EDUCATORS AND PARENTS: ‘HOW WILL OUR INVESTMENT BENEFIT THE STUDENTS YOU SERVE?’

All of our time, talents and treasures invested in our program will bring about opportunities that can transform a student’s perception of agriculture. Through career and leadership development events, grants provided for students’ agricultural-related projects, resources that give students the tools to serve their communities, and more—these opportunities will heighten students’ knowledge and employability skills and give them the ability to be successful advocates for agriculture and FFA.

With this knowledge, we hope students find careers in 21st-century agriculture. Even more, we hope their years in FFA lead them to where you are now. In a legislative seat, in the field inspecting a crop, in a college classroom, or in a place that allows them to voice their passions about agriculture—we hope that we can take just one chance to empower students with our experiences and gifts.

Thank you for your immense support for our students, chapters, educators and organization. Your just one contribution is significant to the change we all wish to see within our world.

Best,

Breanna Holbert
2017-18 National FFA President
A STANDOUT RESPONSE TO A STEADFAST IMPRESSION.

Although he doesn’t have an FFA background, Tadd Seitz has worked with plenty of FFA members for 20 years—and they have impressed him.

So much so that Tadd and his wife, Nancy, thrilled a select group of teens last year by donating $5,000 toward their supervised agricultural experience (SAE) projects. This year, the Ohio couple wowed the National FFA Foundation by establishing a $100,000 endowment to fund SAE grants each year going forward.

“To me, it’s an investment in a future generation that I think has a lot to offer,” Tadd explains.

THE SAE PROGRAM REALLY CAUGHT MY ATTENTION BECAUSE IT SUPPORTS ENTREPRENEURIAL EFFORTS WITH PEOPLE AT AN EARLY STAGE OF THEIR LIFE, AND IF THERE’S A WAY TO ENCOURAGE A SOLID GROUP OF YOUNG PEOPLE TO BUILD FOR THE FUTURE OF THIS COUNTRY, I THINK THIS IS A GOOD PLACE TO START.”

Retired president and CEO of Scotts (now Scotts Miracle-Gro), Tadd has a reputation for growing good organizations. He quadrupled the company’s sales during his tenure — even though when he began there, he knew little about lawns, seeds or weeds.

“I didn’t have a background in agriculture — other than I knew I like to keep a good lawn,” he says. “But I’m a big believer in entrepreneurial spirit and hard work.”

The SAE projects he and Nancy helped fund last year have yielded FFA members accomplishing everything from a metalworking apprenticeship and a maple sugaring enterprise to a duckling breeding business.

Jarrett Winner, who started a tractor and equipment repair business in 2017, received a Seitz grant for his SAE. He will use the funds to purchase materials and tools for his shop. The Miami, Ohio, teen is presently pricing the perfect tractor-splitting stand.

“I know the great weight put on my generation, and I want Mr. and Mrs. Seitz to know that I am up for the challenge. I am passionate about agriculture and want to always be a spokesperson for agricultural education and FFA. Thank you for believing in youth like myself,” he says.
Just One Investment Makes That Vision a Reality.

One more voice for genetic disorders.

FFA member Lucy Day says she was “shocked and over the moon” to receive her grant from the Seitzes, because it meant someone was willing to believe in her idea. Having the life-threatening genetic disorder Citrullinemia Type 1, Day developed an SAE to obtain and train a medical service dog. The Yuma, Colo., teen will work to teach it to sense and alert her of elevated ammonia levels in her body.

If she succeeds, Day plans to train a dog for her younger sister, who also has the rare condition, and eventually more dogs for other people who have dangerous metabolic diseases that can cause high build up of ammonia levels. “This project is very expensive, and there is no way I could have covered it personally, nor could my family,” she says.

“This literally, and quite honestly, could not be possible without you. I am beyond thankful for your financial support to this organization, and I cannot thank you enough for choosing to support my SAE.”

— Lucy Day, Yuma FFA Chapter
69,165 HOURS

Last year, 89 FFA Alumni and Supporter chapters in 20 states donated more than 69,165 hours of service to FFA chapters across the country. That time is equivalent to $1.7 million.

$2.78M

FFA Alumni had a total economic impact of $2.78 million in 2017-18.

BLUE JACKETS
GOLD STANDARDS

In 2018, donors gave more than $350,000 to help FFA provide 2,556 jackets through the Give the Gift of Blue program, which gifts jackets to members who would not otherwise be able to afford them.

4,200

More than 4,200 FFA members earned the highest FFA honor, an American FFA Degree.
National Days of Service is a three-day service effort, taking place during National FFA Convention & Expo. More than 2,300 FFA members participated, creating a $171,842 impact...in just three days.

More than 109,000 FFA members, students and adult volunteers in 45 states and Puerto Rico tallied 415,177 volunteer hours during the 2017-18 Living to Serve Grant Series for a total economic impact of $10,250,720.

Each year, Living to Serve Grants help chapters meet needs in their own communities. Thanks to our donors and sponsors, FFA chapters received $741,285 in Living to Serve Grants last year.

More than 4,300 FFA members accessed new ag technology and innovation in the FFA Blue Room during the 91st National FFA Convention & Expo. FFA Blue 365 then extends that access to teachers and students in every classroom via FFA.org.
JUST ONE MOMENT CAN TRANSFORM AN INDIVIDUAL FOREVER.

A BIG PROMISE TO FUTURE GENERATIONS.

“I don’t plan to kick off for the next couple weeks, so it’s kind of hard to know exactly what the need will be,” says Lyle Orwig. He’s referring to an FFA program he and his wife, Karma, will fund one day—far beyond their lifespans.

Lyle’s dry wit lends levity to a topic that could otherwise make for a delicate discussion. But for this pragmatic couple, talk of posthumous giving remains top of mind, since they recently decided to include National FFA in their estate plans.

As Lyle says, they don’t know the particulars of the program their gift will create, because it could be many, many years before their endowment becomes available. But there’s satisfaction in their choosing where their money will go and how it will be distributed. For example, the Orwigs intend to allocate half their funds to finance international travel for ag teachers.

“FFA is where I got my start as a journalist in high school, as the chapter reporter and ultimately as state reporter in Illinois,” he says. “What I learned as a Greenhand reporter, I still use in my profession today. So it’s payback time.”

Lyle is chairman and founding partner of Charlton|Orwig, a Wisconsin-based strategic marketing and communications firm focused on clients throughout the food and agricultural industries—from farm to table.

With so many organizations vying for financial support, how does one choose? Lyle says his money is on FFA for the work experience it provides.

MANY OTHER SERVICE ORGANIZATIONS ARE SIMPLY ONE-TIME EXPERIENCES, WHEREAS WITH FFA, YOU’RE GOING TO DO SOMETHING FOR NINE MONTHS, OR FOUR YEARS, OR FOREVER—GAINING LIFELONG SKILLS. TO EXPERIENCE MULTIPLE, DIFFERENT CONFERENCES AND PROGRAMS AND PARTICIPATE IN ACTIVITIES AS PART OF AN SAE—THOSE ARE GOING TO STAY WITH A KID THROUGHOUT THEIR LIFE... YOU’RE NOT GOING TO LEARN ALL THAT IN ONE VISIT TO A NATIONAL PARK.”

Karma says of her husband, “I don’t think he’s missed one FFA convention in all these years. We’ve always given to FFA, even if it’s only to the local high school chapter. We participate in small ways always.”

And now in big ways always.
JUST ONE COMMITMENT CAN IMPACT GENERATIONS TO COME.

A lifetime of little experiences.

When Lyle was a Clifton Central FFA member in Illinois, he participated in the former FFA Work Experience Abroad program, which landed him a summer job in England on a dairy farm.

“That contributed to my understanding of how important agriculture is across the world, not just in the U.S.,” he says. “[With the endowment] I wanted to create something that would allow a group of ag teachers each year to experience the agriculture in other countries, so that they can come back and encourage their students to think globally.”

Karma attended high school in a rural community and participated in 4-H as a teen. But being married for 45 years to a former FFA member (who now serves on the National FFA Foundation Board of Trustees), she’s attended her fair share of FFA events and industry-related functions, and has met numerous National FFA Officers over time—all of which weighed in on her decision for their planned gift.

“FFA is a longstanding organization that fosters such wonderful values, work ethics, sense of community and mentoring for the kids coming along—in rural areas and in cities. Fewer and fewer places offer that kind of thorough training, but it’s necessary.”

— Karma Orwig
MAY
National FFA awards more than $2.5 million in scholarships to 1,842 recipients, thanks to the generosity of 114 sponsors and donors.

Eight FFA members are named to the 54th class of U.S. Presidential Scholars, one of the nation’s highest honors for high school students.

FFA presents a bill to amend the Federal Charter on the floor of the U.S. House of Representatives.

FEBRUARY
Thanks to the generosity of 285 donors, the foundation raises $161,319 on Give FFA Day.

Platinum sponsor Tractor Supply Company (TSC) raises a record $830,000 for the foundation through its in-store Grants for Growing program. TSC awards 271 grants impacting more than 30,000 FFA members.

FFA members use National FFA Week to share the importance of agriculture.

The National FFA Alumni Association is renamed National FFA Alumni and Supporters to be more inclusive of its volunteers.

JANUARY
FFA state officers return from an educational, cultural experience in South Africa.

An endowment is established allowing members to attend the National FFA Convention & Expo by the family of the late Dan Nafziger, long-time FFA supporters.

MARCH
During National Ag Day, FFA members share the message of agriculture on Capitol Hill.

The National FFA Sponsors’ Board and Individual Giving Council meets in Detroit to discuss ways to financially support FFA members, chapters and agricultural education.

JUNE
Washington Leadership Conference instills the importance of growth, leadership and community service in thousands of FFA members throughout the country.

APRIL
During National Ag Day, FFA members share the message of agriculture on Capitol Hill.

Eight FFA members are named to the 54th class of U.S. Presidential Scholars, one of the nation’s highest honors for high school students.

FFA presents a bill to amend the Federal Charter on the floor of the U.S. House of Representatives.
JULY
Forty-seven FFA members, committed to pursuing a career in production agriculture, participate in the intensive seminar New Century Farmer in Johnstown, Iowa.

AUGUST
The National FFA Officers take a week away together in Asheville, N.C., to reflect on their year of service and begin preparing for the 91st National FFA Convention & Expo.

SEPTEMBER
FFA provides support to the National Association of Agricultural Educators and the National Teach Ag Campaign to recruit and retain outstanding agriculture instructors.

OCTOBER
More than 69,000 converge on Indianapolis for the 91st National FFA Convention & Expo, with highlight appearances from Garth Brooks and President Donald J. Trump.

Culver’s, Dairy Farmers of America and Lincoln Electric/The James F. Lincoln Arc Welding Foundation receive the Distinguished Service Citation for outstanding contributions.

National FFA selects the 2018-19 national officer team.

NOVEMBER
National FFA presents a balanced budget for 2019 to the board of directors and trustees, including plans to satisfy all long-term debt obligations of the organization.

DECEMBER
FFA announces that the National FFA Convention & Expo will remain in Indianapolis through 2031.
ONE CONVERSATION AND A PARTNERSHIP WITH CULVER’S.

Owning a Wisconsin dairy farm for 30 years affords a lot of lessons in agriculture, but sometimes just one stunning, serendipitous conversation can spark a sudden realization and a lifetime commitment.

Such was the case for Eugene Smith and his wife Shawn. In San Francisco for a National Milk Board meeting, the Smiths encountered a tourist who kindly asked what brought them to town. Learning they were dairy farmers, the tourist commended them for “trying to keep a tradition alive”—especially, as she further explained, “We don’t really need dairy farmers; we can go to the store to get our milk.”

“That’s when my wife and I realized just how important it was to educate and be involved with agricultural education,” Eugene says. “From that point on, we really started stepping it up and trying to do as much as possible.”

Fast-forward to a decade later, and Eugene and Shawn still work with dairy, but now in the form of frozen custard and butter burgers, at one of their two Culver’s restaurants in Twin Falls, Idaho. Their involvement with agriculture programs and National FFA has never been greater. That’s saying a lot, considering Eugene and both of the Smiths’ sons went through the Clinton, Wis., FFA program, and their two daughters participated in 4-H.

Last November, the couple received the National Association of Agricultural Educators Outstanding Cooperation award and was recognized for the following examples of participation: hosting an annual Agricultural Awareness Extravaganza for the community; donating 10 percent of that day’s revenue to the chapter; and regularly donating food and time to FFA activities and events.

“I just feel honored when I see [FFA members] and how they represent themselves,” says Shawn. As for Eugene, he understands that FFA members are the future.

THESE YOUTH WILL BE THE POLICYMAKERS OF THE FUTURE. WE NEED TO BE GREAT STEWARDS OF BOTH OUR LAND AND OUR LIVESTOCK, BUT WE ALSO HAVE TO HAVE PRACTICALITY AND COMMON SENSE WHEN WE IMPLEMENT POLICIES. THESE KIDS ARE REALLY GETTING A GREAT GRASP ON IT. THEY HAVE WORKING EXPERIENCE AND COMMON SENSE—they’re getting real-life experience.”
JUST ONE SPARK CAN INSPIRE CORPORATE SUPPORT.

A commitment inspiring replication.

In conjunction with FFA silver sponsor Culver’s Thank You Farmers essay contest and Scoops of Thanks Day, the Smiths’ lend sponsorship to FFA on all levels. Filer FFA is one of the local chapters familiar with their commitment. Karson King, Filer FFA president, says the depth of their involvement amazes him. He wants to emulate their success and generosity. “As someone who is looking into an agriculture career, it’s comforting to know that there are people out there like the Smiths who are supporting me. I hope that I will be able to help FFA chapters as much as they do when I get older,” he adds. “It gives me motivation and hope when people like the Smiths, who are successful, view FFA and agriculture to be important to our nation.”

“We know we can always count on the Smiths no matter what, and any other chapter in our district will say the same thing. They not only donate their products, but they also attend the different functions we hold.”

— Karson King, Filer FFA Chapter
In 2018, your generous contributions provided over $15 million in funding for grants, scholarships and agricultural education-related organizations. We maximize that revenue to provide a lot of memorable learning experiences—a lot of “just ones” that meaningfully and powerfully impact the future of our communities, our nation and our world.

ONE YEAR OF investing in JUST ONES.

$22,819,737 TOTAL NET ASSETS

$19,273,699 OPERATING REVENUE

$19,929,063 EXPENSES

No material multiyear gifts were pledged in 2018.
AGRICULTURAL EDUCATION RELATED ORGANIZATIONS 8.8%

Results reflected here are unaudited. Audited financial statements for 2018 are available by writing to: National FFA Foundation, 6060 FFA Drive, Indianapolis, IN 46268.
Energizing the future of one ag-based town.

With 120 lifetime members and nearly 90 annual members, North Carolina’s West Rowan Alumni Chapter draws from a broad base of professional experience. It also helps to be rooted in a rural farming community fond of blue jackets.

Despite the region’s bleak economy and declining number of dairy farms and agribusinesses, its residents remain passionate about agriculture. They are highly supportive of their local FFA chapter, which provides youth with the skills and experience in a wider selection of vocations—offering the promise of a brighter future.
AN ALUMNI AND SUPPORTERS CHAPTER IS ADDING LOCAL FUEL.

Establishing, maintaining and growing an FFA Alumni and Supporters chapter can be challenging, but members of North Carolina’s West Rowan Alumni Council make it look easy. They won the 2018 Outstanding FFA Alumni Chapter distinction at national convention last fall (and two other years before).

So what’s their winning strategy? Tony Wilhelm, a corporate information technology director and council member, thinks he has an idea.

THE GOAL IS NEVER AN AWARD; THE GOAL IS ALWAYS ABOUT THE KIDS IN THE PROGRAM. IF WHAT WE DO DOESN’T BENEFIT THE KIDS, IT’S NOT WORTH DOING. BUT IF IT’S PROVIDING AN AVENUE FOR THEM TO EXCEL AND HELPING THEM GROW AS LEADERS, IT’S GREAT FOR US, FOR THE PROGRAM AND FOR THE FUTURE OF THE COMMUNITY.”

A West Rowan FFA advisor and high school ag teacher, Jason Chester is also one of four advisors for the West Rowan’s alumni and supporters chapter.

Rattling off a list of activities and events supported or hosted by the alumni chapter, Chester sounds more like the town’s travel and tourism director. Highlights include: an alumni barn dance; John Deere Day; an alumni tailgate, complete with competitive tractor-driving contests; Agriculture Day for area second-graders; a summer social; a county fair day; a community garden; and West Rowan’s most widely attended fundraiser — the Annual Oyster Roast. The last of which raised a combined total of $19,000 last spring to be used for students of the local FFA chapter.

President of West Rowan’s Alumni Council, Garin Kluttz is a second-generation farmer who also works in farm equipment transportation. Like others in the group, he says free time is a rare commodity, but he donates his time to afford local youth all the rich FFA experiences like he enjoyed as a teen.

“A lot of people are busy, but really it comes down to this: If something’s important to you, you’ll find time for it. For me, this is important.”

A $120 investment provides FFA New Horizons magazines to an FFA chapter for one year.

$120

Engage a conference attendee with a $175 investment in a leadership conference facilitator for one full day.

$175

Just $20 invests in teacher and classroom resources for FFA chapters.

$20

With $975 one FFA member can attend National FFA Convention & Expo, making memories that last a lifetime and celebrating achievements that guide the future.

ONE FFA MEMBER

It’s a good feeling when the jacket has your back. Investing $80 provides an official FFA blue corduroy jacket to a member who cannot afford their own.

ONE JACKET
INCOMPARABLE EXPERIENCE

International Leadership Seminar for State Officers is a standout opportunity for state FFA officers that not everyone can afford to attend. **Send one FFA member to this once-in-a-lifetime leadership experience with a $500 scholarship.**

WASHINGTON LEADERSHIP CONFERENCE

Build agricultural advocacy and awareness. **Send one student to the Washington Leadership Conference** for just $250.

THINK OF WHAT CAN HAPPEN WHEN WE ALL INSPIRE JUST ONE. FFA.ORG/DONATE.

$1,200

One chapter can serve countless community members with the $1,200 it takes to invest in one semester-long **Living To Serve Grant.**
Just one. For all.

Thank you for believing in the future of agriculture. Your generosity helps support and sustain FFA at the local, state and national levels. Charitable donations to the National FFA Foundation enable us to award scholarships to students and grants to FFA chapters. We can also recognize member achievements, develop young leaders, create resources for educators and offer opportunities to advance the future of agricultural education.

For a listing of our corporate sponsors and individual donors, please visit FFA.org/2018HonorRoll.
ONE MOMENT. ONE DECISION. THAT’S ALL IT TAKES TO RADICALLY CHANGE THE COURSE OF OUR LIVES. THANK YOU FOR DOING JUST THAT.

TO SEE THE SPONSORS AND DONORS WHO HAVE INSPIRED US, PLEASE VISIT FFA.ORG/2018HONORROLL.
YOU NEVER KNOW THE TRUE VALUE OF a moment
UNTIL IT BECOMES a memory. THANK YOU FOR
SUPPORTING ME WITH MANY MOMENTS, WHICH,
IN TURN, HAVE RESULTED IN MEMORIES MADE OF GOLD.

— Heather Levy, FFA Member

FFA VISION
FFA provides the next generation of leaders who will change the world.

FFA MISSION
FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

THE AGRICULTURAL EDUCATION MISSION
Agricultural education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.

The National FFA Organization is a resource and support organization that does not select, control, or supervise state association, local chapter or individual member activities. Educational materials are developed by FFA in cooperation with the U.S. Department of Education as a service to state and local agricultural education agencies.

The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer.

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