momentum  [noun]  \mō-'men-təm\  : **STRENGTH**

OR FORCE GAINED BY MOTION OR BY A SERIES OF EVENTS.
Dear Friends,

Every day of the year, we deeply appreciate what our supporters do for FFA. Without your contributions, we could not effectively serve student members.

In 2019, we held fast to the theme of “momentum.” Not only did we feel the momentum, but we saw it. Our organization reached a record of more than 700,000 student members. The National FFA Foundation raised over $21 million, with more than $8.5 million coming from new sponsors and donors. While we enjoyed strong support from sponsors that have been with us for decades, we also experienced growth in sponsorships from companies that might be considered less traditional in the agricultural sense. While this was occurring, we continued to see elevated individual giving with donations large and small. National FFA was proud to be honored by the Cultivating Change Foundation for our efforts to ensure FFA is a welcoming and safe place for every student. SAE for All—our online tool to complement work-based, experiential learning—made its debut. And we took important steps to deepen our commitment to advocacy and agricultural literacy. Finally, with your generosity and our commitment to being good stewards of your financial gifts, we satisfied the organization’s long-term debt obligations.

It was a year that illustrated we are laser-focused on looking, thinking and moving forward. Along with those accomplishments, we also celebrated some notable milestones in 2019, including:

• 50 years of women in FFA
• 50 years of Washington Leadership Conference
• 75 years of National FFA Foundation

The point of momentum is that you stay in motion. With the ongoing help of donors like you, we intend to continue to up our game so we can make a positive difference in the lives of young people and the world.

Thank you for your support,

Mark Poeschl
Chief Executive Officer
National FFA Organization
and National FFA Foundation
3,048 JACKETS
Because of donors like you, the Give the Gift of Blue program generated more than $215,000, funding 3,048 jackets and exceeding the goal by more than 500 jackets.

68,400 More than 68,000 FFA members, advisors and supporters attended the 92nd National FFA Convention & Expo.

4,353 More than 4,300 FFA members earned the highest FFA honor, an American FFA Degree.

8,000,000+ STRONG
What does year-over-year membership growth mean? It means there are more than 8 million former FFA members across the globe. More than 8 million advocates, coaches, content experts and mentors propelling us forward.
Last year, 66 FFA Alumni and Supporter chapters in 16 states reported donations of more than 44,210 hours of service to FFA chapters across the country. That time is equivalent to $1.12 million.

Generous donors and sponsors funded more than $750,000 in Living to Serve Grants for FFA chapters and states in 2018-19. That’s individualized, needs-based support in local communities.

FFA Alumni and Supporters reported a total economic impact of $2.13 million in 2018-19.

The 2019 Give FFA Day raised more than $234,000 from 471 contributing donors. This day of giving is celebrated annually with a 24-hour online pep rally for FFA.
MICROSOFT PROPELS FFA INTO THE FUTURE.

Agriculture is undergoing a digital transformation. Microsoft is preparing future leaders to tackle the challenges through transforming the agricultural education landscape and helping the next generation become digitally prepared.

Microsoft and National FFA are working together to bring innovative technology, science, research, and entrepreneurship to more than 700,000 FFA members nationwide through an initiative called FFA Blue 365. Since the initiative was launched in 2018, FFA members are seeing firsthand how they can use technology to not only change but lead the future of agriculture.

“TECHNOLOGY CONTINUES TO TRANSFORM THE AMERICAN ECONOMY, AND WE NEED A NEW GENERATION OF SKILLS FOR THE NEXT GENERATION OF INDIVIDUALS WHO WILL DRIVE OUR MOST CRITICAL INDUSTRIES FORWARD.”

“We value our partnership with the National FFA and the opportunity to help prepare future agriculture leaders with the digital skills and technological savvy they need to participate in the digital economy and manage the farms of the future,” said Kate Behncken, vice president and lead of Microsoft Philanthropies.

FFA Blue 365 was unveiled at the 91st National FFA Convention & Expo through the FFA Blue Room, with Microsoft and AgriNovus Indiana being the title sponsors. The FFA Blue Room is an interactive space to showcase technology and innovation. During the last two conventions, Microsoft employees received real-time feedback from thousands of FFA members as they explored the room. CSX and BNSF also came together in the FFA Blue Room to showcase how technology is making railroads safer.

Integrating technology into agricultural education classrooms continues to be the goal of Microsoft’s work with FFA, along with connecting students and their teachers to opportunities to equip them with the skills they need.

Microsoft’s participation in FFA Blue 365 is part of its commitment to serving rural communities, such as with the Microsoft Airband Initiative, designed to deliver rural broadband connectivity. Microsoft also recently launched TechSpark, a civic program fostering greater opportunity and job creation in smaller metropolitan areas.
ADVANCING FUTURE GENERATIONS WITH THE POWER OF DIGITAL LITERACY.

Advancing an Industry.

An example of the FFA Blue 365 initiative’s reach so far has been the implementation of the Microsoft FarmBeats Student Kits, which includes preconfigured Microsoft Azure cloud services with soil moisture, light, ambient temperature, and humidity sensors to collect data. The data is then visualized in an online dashboard that provides insights to help students.

FFA advisors were also invited to attend Microsoft’s global Hackathon in 2019, a two-week event where advisors had the chance to present ag-related problems they wanted to solve.

#myffamomentum

“It is because of your generosity that students like me are able to obtain the skills necessary to impact the world. FFA has transformed me into the best version of myself, and that is possible because of supporters like you.”

Artha J., FFA Member, Florida
2019: ANOTHER YEAR OF progress AND ACCOMPLISHMENT

MAY

National FFA announces the pilot of a new conference series for FFA members passionate about their future careers. #FFANexGen Conferences are the first of their kind and focus on specific career pathways.

Culver’s guests support agricultural education on Culver’s Scoops of Thanks Day, donating more than $104,000 as part of Culver’s Thank You Farmers Project, where guests donate $1 to receive a scoop of frozen custard.

More than 70,270 high school senior FFA members become alumni upon graduation.

JUL

Washington Leadership Conference celebrates 50 years of exceptional leadership training through this once-in-a-lifetime Washington, D.C., experience.

Bayer invests in the future of agriculture through a multiyear commitment to 4-H and FFA.

Rev. Dr. Cathi Braasch establishes the Washington Conference Endowment. More about her generosity can be found on page 9.

National FFA announces a record student membership of more than 700,000.

AUG

Cargill invests $2.1 million in FFA to inspire and educate future leaders.

SEP

National FFA announces a record student membership of more than 700,000.

Cargill and National FFA Sponsors’ Board Chair John Niemann hosts the board and Individual Giving Council in Wichita, Kansas. The group is joined by local civic and business leaders and members of the Cargill Alumni and Supporters chapter.

Microsoft, AgriNovus Indiana and National FFA bring technology to rural America; students attending the National FFA Convention & Expo experience it firsthand.
Darling Ingredients signs on as sponsor for supervised agricultural experiences, the Curriculum for Agricultural Science Education, career and leadership development events, and scholarships.

Invenergy makes a three-year commitment as a silver sponsor.

471 donors generously help raise $230,000 on Give FFA Day.

Tractor Supply Company (TSC) patrons contribute $954,415 through in-store paper emblem donations. TSC's Grants for Growing program awards 259 grants, impacting more than 24,000 FFA members.

FFA members celebrate agriculture and leadership during National FFA Week.

FFA launches a two-year celebration to honor the 50th anniversary of female membership.

The International Leadership Seminar for State Officers (ILSSO) develops a global perspective of agriculture, people, and culture in South Africa.

Corteva Agriscience increases its support of National FFA.

The National FFA Foundation recognizes 75 years of support from Firestone.

The FFA Blue Room hosts 4,732 FFA members during the National FFA Convention & Expo.

National FFA elects the 2019-20 national officer team.

Dr. James Woodard is named as Board Chair and National FFA Advisor.

National FFA awards $71,316 in leadership scholarships to 65 state associations and local FFA Alumni and Supporters associations and local chapters, allowing students to participate in state and national leadership events.

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A Legacy for Leadership.

The Washington Conference Endowment was established to provide funds to support and sustain the Washington Leadership Conference in perpetuity. Rev. Dr. Cathi Braasch made this donation in loving memory of both her husband Leroy “Red” Braasch and their daughter Sara Braasch Schmidt.

As a young man, Red Braasch was a member of the Manitowoc FFA Chapter in Wisconsin. He and Cathi (maiden name Hopkins) met in 1966 through their mutual involvement with the North Salinas FFA Chapter in California. Red and Cathi remained active in FFA throughout the nearly 50 years of their marriage, most recently as alumni in the establishment of the Bertrand-Loomis (BerMis) FFA Chapter in Nebraska.

#myffamomentum

“I have truly grown so much as a leader through FFA. I appreciate your support and hope that you realize the impact you have made on members everywhere.”

Journey S., FFA Member, Texas
When Rev. Dr. Cathi Braasch talks about her daughter Sara Braasch Schmidt, it’s with a fondness of how much she loved FFA and the role FFA played in her life.

Sara was a former state president of the Idaho FFA Association, participated in Washington Leadership Conference (WLC) in 1986, and was a counselor for WLC in 1991 and a WLC director in 1992. She saw WLC as a life-changing event on a personal level as well as for the members who participated while she was on staff. Sara often told people that her time in FFA was what made everything else possible and contributed to her success. Before her death from cancer in 2016, Sara established an endowment with the Idaho FFA Foundation to provide scholarships to WLC.

Rev. Dr. Braasch knew how much FFA and WLC meant to Sara, and to continue the family legacy, she announced the Washington Conference Endowment that will allow more students to experience the conference. “WLC made such a profound impact on Sara’s life. It’s beyond words. It opened doors. It opened horizons. It opened relationships that continued up until the time of her death,” Rev. Dr. Braasch said.

“OUR HOPE IS THAT THROUGH THIS ENDOWMENT, THE WASHINGTON LEADERSHIP CONFERENCE CONTINUES TO GROW, TO REACH MORE AND MORE KIDS WHO MIGHT NEVER HAVE THE LIFE-CHANGING OPPORTUNITY THAT IT PROVIDES.”

Rev. Dr. Braasch also established the endowment so that others can contribute to it with gifts of any size to help secure the future of WLC and FFA members.

“The Washington Leadership Conference has been building future leaders for 50 years, and Rev. Dr. Braasch’s commitment is not only generous, but it will also ensure that WLC will continue to provide life-changing experiences for FFA members long into the future,” said Jim Williams, executive director of development for the National FFA Foundation.
SUPPORT BEYOND MEASURE

Financial donations are more than just numbers. They provide gifts that are truly priceless. Where will the momentum take you? FFA.org/donate

For members who cannot afford their own jacket, investing $80 builds the sense of belonging that FFA blue corduroy can provide.

COMMUNITY

Fuel momentum that ripples through an entire community.

$400 funds a Living to Serve Day of Service Mini-Grant.

FOUNDATION

For young alumni in production agriculture, the all-expenses-paid New Century Farmer conference offers a foundation for advancing leadership and personal and career skills. $2,150 gives a member a five-day opportunity to learn from industry experts, explore diverse operations and network to dive into their career with confidence.
CAMARADERIE

The apex of every event, every supervised agriculture experience, every act of service, every competition, is the annual National FFA Convention & Expo. $65 registers one member and allows them to celebrate their achievements with friends across the country.

EXPERIENCE

$1,000 funds a grant to learn hands-on skills through guided experience with an SAE.

LEGACY

It's an opportunity for the blue jacket to have your back forever. $200 nationally provides forever support through an instant network by becoming an alumni life member.

REPRESENTATION

National Teacher Ambassadors for FFA answer questions, provide training and relay feedback to FFA on behalf of all agriculture teachers. $1,700 funds the materials needed for one teacher ambassador.
Thanks to generous contributions from donors and sponsors, more than 700,000 members experienced life-changing moments through FFA in 2019. With this support, National FFA guided future generations to build purposeful momentum in our communities, our nation and our world.

**TOTAL NET ASSETS**

$29,699,030

**OPERATING REVENUE**

$23,469,261

**EXPENSES**

$18,905,974

- **Grant to National FFA Organization**: 45%
- **Fundraising**: 19%
Results reflected here are unaudited. Audited financial statements for 2019 are available by writing to: National FFA Foundation, 6060 FFA Drive, Indianapolis, IN 46278.
FFA ALUMNUS DRIVEN BY STUDENT SUCCESS.

It didn’t take long for Mark Olsen to go from being a student member to making an impact as an adult member with the Denmark FFA in Denmark, Wisconsin.

It was only about 24 hours after he walked across the stage to get his diploma.

“Quite a few of us joined the day after we graduated from high school,” Olsen says. “Our FFA advisor believed in us, and we believed in him. Making the next step to join our alumni group wasn’t even a question.”

“The students have always been my motivator,” Olsen says.

“THEY CONTINUE TO DRIVE ME YEAR AFTER YEAR. YOU SEE ONE GROUP OF STUDENTS COME IN AS FRESHMEN, NOT SURE OF WHAT THEY WANT TO DO, AND THEN BY GRADUATION, THEY’RE LEADERS READY TO TACKLE WHATEVER IS IN FRONT OF THEM. IT’S HARD NOT TO BE INSPIRED BY THEM.”

Olsen’s effort and contributions throughout his time with the Denmark FFA have not gone unnoticed. He was one of only three recipients of the Outstanding Achievement Award at the 2019 National FFA Convention & Expo.

“The Denmark FFA is considered a family around here, and families help each other no matter when or where,” Olsen said. “It can be something as small as working at a concession stand, but you can use those moments to make a connection with a student or someone in the community.”

Serving the community and Denmark FFA members have always been a natural combination. Having an impact on others starts with having a passion, Olsen says. His passion has always been tied to FFA.

“You get to see the direct impact your contribution—whether it’s time or money—has on these kids. FFA is creating tomorrow’s leaders, and I’m grateful to play a small part in that.”
Alumni Achievement.

There are few activities Olsen has not had a hand in since becoming part of the Denmark FFA Alumni and Supporters. After retiring from being a dairy farmer, Olsen had more time to volunteer—from chaperoning students and serving as a judge at a variety of career development events to helping with fundraising. He was also the brainchild behind Powered by Chocolate Milk, a program started at Denmark High School to promote the dairy industry and chocolate milk as an exercise recovery drink.

The Denmark FFA Alumni and Supporters was also named the Outstanding FFA Alumni and Supporter Chapter by the National FFA Organization in 2019 and has more than 600 life members and around 130 associate members.

#myffamomentum

“It is because of generous donations like yours that students in blue jackets with dreams are able to accomplish incredible things.”

Gracie W., FFA Member, Utah
More than 8,000 FFA chapters represent and serve countless communities in the U.S., Puerto Rico and the U.S. Virgin Islands.

National Days of Service take place during the National FFA Convention & Expo. More than 2,000 FFA members served 6,518 hours, generating over $165k in economic impact...in just three days.

Thank you for believing in the future of agriculture. Your generosity supports and sustains FFA at the local, state, and national levels. Charitable donations to the National FFA Foundation enable us to turn countless possibilities into realities for members, chapters and communities across the country. For a listing of our corporate sponsors and individual donors, please visit FFA.org/2019HonorRoll.
momentous [adj.] \mō-ˈmen-təs\: OF GREAT OR FAR-REACHING IMPORTANCE OR CONSEQUENCE.

TO SEE THE SPONSORS AND DONORS BEHIND THE MOMENTUM, PLEASE VISIT FFA.ORG/2019HONORROLL.
“FFA HAS GIVEN ME A PERSPECTIVE AND purpose I NEVER EVEN DREAMED I COULD HAVE. THANK YOU FOR THE ROLE YOU HAVE PLAYED IN THIS IMPACT.”

Crystal M., FFA Member, California