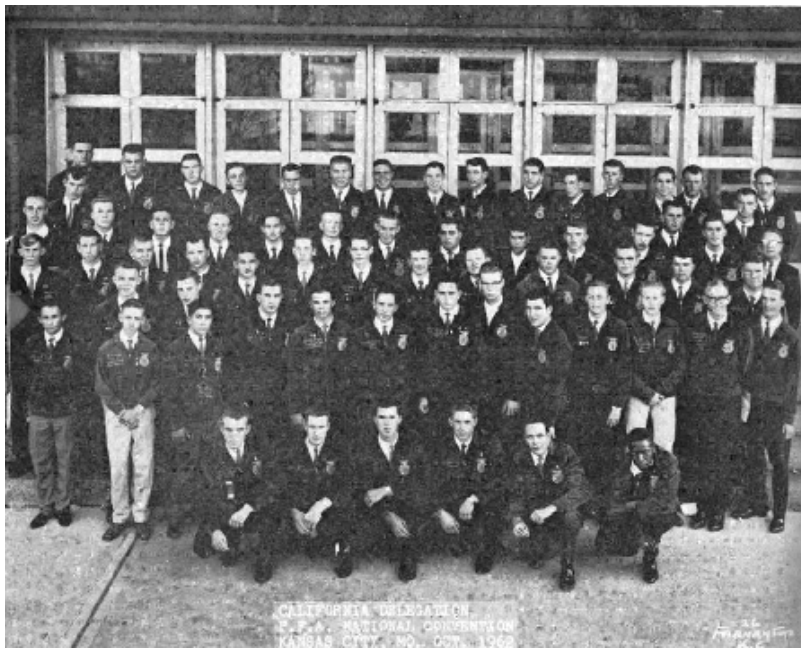


Partnership Program



California FFA

An Honored Tradition



The California FFA Foundation was founded in 1972 by people who believed in and have experienced the FFA. With a mission to “Promote, aid, and assist, financially or otherwise the California FFA to ensure success of agriculture education by preparing tomorrow’s agricultural leaders today,” Foundation board members and contributors forge ahead with determination to ensure younger generations will have the opportunity to participate in the life-changing experience known as the California FFA.

Non-Profit 501 (c) (3) Corporation
Federal Tax Identification # 23-7166263

Connect with our future!

www.caffafoundation.com



An Honored Tradition



For More Information Contact:

California FFA Foundation
P.O. Box 834
Elk Grove, CA 95759-0834
(916) 714-2970

Jim Aschwanden
Executive Director
jaschwanden@calagteachers.org

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Sacramento, California

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Modesto, California

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Leadership for the Future



California FFA State Officers

Adrienne Bradley, State President

Sam Doty, State Vice President

Mikaela Serafin, State Secretary

Jordan Lippincott, State Treasurer

Kaylyn Schiber, State Reporter

Tatiana Prestininzi, State Sentinel

California FFA Association

Bob Heuvel
State FFA Advisor

Josiah Mayfield
Assistant State FFA Advisor

Katie Otto
Financial Director

Tina Kloss
Membership Services

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Partnering with California Youth

For more than 81 years the California FFA Association has been an integral part of California agriculture. The FFA has made a positive difference in the lives of millions of FFA members by developing their potential for premier leadership, personal growth and career success through agriculture education.



A sponsorship with the California FFA Foundation is a great way for businesses and organizations to “co-brand” their products and services in the California FFA marketplace. More than a sponsorship, our programs are designed to create a win-win partnership for participants.

In addition to the good name and reputation of the California FFA, businesses have a partner in recognizing their gift and support to the members of the California FFA, affiliate organizations, the community of chapters and the entire Agriculture Industry. Our program is designed with varying levels of participation, affording participants the flexibility to choose their level of sponsorship through the California FFA Foundation.

A cooperative effort, under the direction of the California FFA Foundation to the entire “California FFA Family”, will involve the California Agricultural Teachers’ Association (CATA), and the California FFA Association, each promoting your sponsorship accordingly. Members of each group will be educated through magazine articles, monthly newsletter updates and internet technology about our “partners” and the importance of their sponsorship participation in supporting California FFA and Foundation.

The purpose of the Partnership Program is to promote those businesses and organizations supporting the longevity of the California FFA program through their sponsorship. The California FFA family will encourage those who use promotional items, supplies and services to choose a California FFA Foundation Sponsor.

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Sponsor Benefits

FFA programs are funded through private donations on a local, state and national level. Sponsorships with the California FFA Organization are a partnership benefiting students, the organization and sponsors.

WHY SHOULD I SPONSOR?

- FFA is investing and building today's youth into tomorrow's leaders through agriculture education and FFA.
- Today's sponsors have access to an educated workforce - FFA members exhibit a strong work ethic, honesty and integrity, technical and practical skills - 62 percent of members are employed, compared to the United States young adult average of 38 percent.
- FFA members are high academic achievers and team players with proven leadership skills - 86 percent of members intend to pursue higher education after high school.

WHOM WILL I REACH?

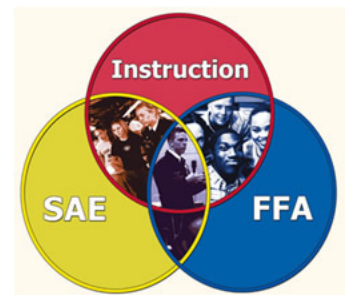
- California FFA is a grass-roots organization with an estimated audience which extends well beyond immediate family, school and community reach well over 1,000,000.
- There are more than 307 chapters statewide.
- FFA members are students enrolled in agriculture education classes and who are in grades 9-12.
- FFA has brand loyalty with current and future opinion leaders.
- Sponsors can network with leaders in other companies who support FFA.

WHAT IS FFA ACHIEVING?

- FFA sustains America's competitive advantage in the global environment.
- FFA develops young people to think critically and act decisively.
- FFA rewards students' achievements in agriscience, agribusiness and production agriculture.
- FFA provides exposure and training for more than 300 career paths in the agriculture industry.

WHAT IS FFA?

There are three components of agricultural education working together - supervised agricultural experience, agricultural education and FFA. Together, they provide FFA members with an advantage in the job market, an advantage in attaining scholarships and college admission, advantage in starting their own business and an advantage in developing a plan for success in life.



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Agriculture Education

THE 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.

MEMBERSHIP

The California FFA membership is 66,900 students representing 307 chapters. FFA is a diverse organization, operating in rural, urban and suburban schools. Students aged 12-23 enrolled in agriculture education programs are eligible for membership.

SCIENCE, BUSINESS AND TECHNOLOGY

The Future Farmers of America Organization has expanded agricultural opportunities encompassing science, business and technology in addition to production farming. FFA members may enter the workforce directly from high school or pursue higher degrees through technical schools and four-year universities. They are preparing for careers in agricultural marketing, processing, communication, education, horticulture, production, farming, natural resources, forestry, agribusiness and other diverse agricultural fields.

FEDERALLY CHARTERED

FFA was organized nationally in 1928 in Kansas City, Missouri. In 1950, Congress granted FFA a federal charter, making it an integral, intracurricular part of public agriculture instruction under the National Vocational Education Acts.

STRUCTURE

FFA operates on local, state and national levels. Student members belong to chapters organized at the local school level. Agriculture educators serve as chapter advisors. Chapters are organized under state associations led by an advisor and executive secretary, often employees of the state department of education. States conduct programs and host annual conventions. The California FFA Organization, governed by a board of directors, provides direction program materials, and support and hosts the California FFA Convention.

MEMBERSHIP

- Today, there are 66,900 FFA members.
- 45% of FFA members are female women hold more than 62% of state leadership positions.
- 47% of FFA membership is Caucasian, 44% is Hispanic and 9% is other.
- 27% of FFA members live in rural farm areas, 40% live in rural nonfarm areas and the remaining 33% live in urban and suburban areas.

EDUCATION

- More than 670 agriculture teachers deliver an innovative, cutting-edge and integrated curriculum to students.
- 92% of agricultural education programs offer agriscience, 71% offer advanced agriscience and biotechnology, 59% offer agriculture mechanics, 49% offer horticulture, 43% offer animal science and 24% offer environment-related courses.

CAREER EXPLORATION

- According to the student magazine readership study, 87% of our students are interested in learning about career exploration, 81% about college preparation and 81% about technology.
- Through 23 national career development events, FFA members are challenged by real-life, hands-on tests of skills that prepare them for career success.

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FFA Organization Brief Timeline

1917

The Smith-Hughes National Vocational Education Act establishes vocational agriculture classes.

1928

During the National Livestock Judging Contests, 33 students from 18 states establish the Future Farmers of America to provide leadership training for high school students of vocational agriculture. During this first annual convention, Leslie Applegate of Freehold, N.J., is elected president and dues are set at 10 cents annually. The national convention was held in Kansas City, Missouri 1928-1998.

1930

The official creed, written by E.M. Tiffany, is adopted.

1959

The FFA headquarters is established in Alexandria, Va., on land that was part of George Washington's estate.

1965

The New Farmers of America (NFA), the organization for African-American agricultural education students, merges with FFA, adding 50,000 members.

1969

Women are allowed national membership, which makes it possible for them to hold office, and participate in competitive events at the regional and national level.

2007

The California FFA Center celebrates its grand opening in Galt, CA. The FFA Center houses the State FFA Organization.

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Investing in the Future

The FFA Creed begins with, “I believe in the future of agriculture with a faith born not of words but of deeds...” students are living up to those words every day. Their blue jackets are certainly paving the way for a bright future. Many have experienced first-hand how FFA makes a tremendous impact in students lives. Learning the value of good business, instilling a positive attitude and developing the tools for leadership all contribute to the bright futures of those who wear the blue jacket. They are the future leaders of our most critical industry-Agriculture.

However, 66,900 FFA members need your help to ensure that the FFA will continue to prosper. We are seeking leaders to partner annually with the FFA Foundation in one of three ways.

Leadership Partnership Program

The “Leadership Partner Program” is designed for a partners interested in supporting and receiving recognition at all FFA Association State-wide leadership conference events throughout the school year. Specific conference details can be found on the Leadership Partner Program page.

Annual Blue & Gold Gala Sponsorship

Sponsorship of the annual “Blue & Gold Gala” is an opportunity to be showcased at the annual benefit dinner which brings the Leaders of California Agriculture together to celebrate the successes of FFA. The elegant event is rotated around the state to reach out to all corners of California.

State Conference Recognition

Title sponsorship at the annual “State Leadership Conference” allows a specific entity to brand their logo/name on very specific aspects of the annual conference. For example, 5,000 t-shirts worn by all conference attendees. See State Leadership Conference sheet for more details.

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Leadership Partnership Program

Greenhand Conference

Ninth grade students currently enrolled in agricultural education classes at their local high school program are eligible to attend the one-day conference. Each participant is actively involved in learning about the opportunities available to them in the FFA, agricultural career awareness, motivation to become involved in the FFA, and developing their own individual program planning guide. Twenty conferences are held annually throughout the State of California involving 3,500 students.

Made for Excellence Conference

Each participant is presented with a balanced approach to life in areas of physical, social, mental, and moral development. The curriculum is designed to develop each participant's self-concept and worth. Students are given the opportunity to evaluate and revise their personal plans to include aspects about self-respect, self esteem and positive attitudes. Ten conferences are held annually throughout the State of California involving 1,000 students.

Advanced Leadership Academy

Each participant will gain knowledge of the agriculture industry and the role it plays in our global economy. They will also create an understanding of the many issues which affect the agriculture industry in California. Issues included but are not limited to the following: managing our natural resources such as water, air quality, food safety, and immigration. In conclusion each student will present an oral argument on one of the identified issues to their peers. Eight conferences are held annually throughout the State of California involving 800 students.

Sacramento Leadership Experience

The Sacramento Leadership Experience culminates four years of personal and leadership development. Students gain hands on knowledge of how our government functions from elected representatives. They interact with industry and state leaders during their week in Sacramento. The week concludes with a mock debate on the floor of the California State Senate.

State Leadership Conference

The State FFA Leadership Conference is a four day leadership conference that attracts over 5,000 FFA members, agriculture teachers, parents, school administrators, industry leaders, FFA alumni, and community leaders. Students engage in motivational learning workshops, debate and vote on FFA constitutional changes, compete in a wide variety of career development events, and elect the California State Officer Team for the following year.

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Partnership Benefits-option 1

Star Blue & Gold Partner

\$50,000 for 5 years = \$250,0000

National Blue and Corn Gold are the FFA colors, unifying the organization as the blue stripes of our nation's flag and the golden fields of ripened corn unify our country.

- Title Sponsorship of the “Record Book”
- Logo on Record Book
- Opportunity to review Record Book content on “Today’s” financial literacy application
- Opportunity to discuss transfer and management of all Foundation finances including investments
- Company recognized during a State Conference General Session
- Premium space in Convention Show located in “Partner Row” booth if desired
- Feature story in *CA New Horizons Magazine* Insert
- 1/2 page recognition ad in 2 issues of the California FFA News magazine - circulation of 75,000
- 1/4 page ad in 3 issues of the CATA Golden Slate newsletter - circulation of 1,200
- Six months fixed banner on California FFA Foundation web site. (www.caffafoundation.com)
- State Officer team visit to business or function of choice - contingent upon availability
- Thirty-second commercial to be shown during State FFA Convention (will be shown four times)

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Partnership Benefits-option 2

Star Blue & Gold Partner

\$50,000 for 5 years = \$250,0000

National Blue and Corn Gold are the FFA colors, unifying the organization as the blue stripes of our nation's flag and the golden fields of ripened corn unify our country.

- 🏆 Title Sponsorship of the “Record Book”
- 🏆 Logo on Record Book
- 🏆 Opportunity to review Record Book content on “Today’s” financial literacy application
- 🏆 Opportunity to discuss transfer and management of all Foundation finances including investments
- 🏆 Highlighted in FFA New Horizon’s Magazine – distributed to 75,000 FFA members statewide
- 🏆 Named Event Sponsor in the Golden Slate Newsletter – full-page advertisement.
Distributed to all California Agriculture Instructors of High School, Community Colleges and University Agriculture Programs
- 🏆 Named Event Sponsor in an Ag Alert Newspaper ½ page advertisement.
Distributed to 33,000 California farmers and ranchers
- 🏆 Established as a FFA Center State Founder
State Founder will be permanently recognized in the lobby of the New FFA Center and will become a part of FFA History as the starting founders of the first home for the California Association of Future Farmers of America

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Leadership Continuum

FFA members need your help to ensure that the FFA will continue to prosper. We are seeking leaders to partner annually with the FFA Foundation through the Leadership Continuum.

Founding Partner - \$1, 928

The FFA Organization began in 1928 after a Virginia formed Future Farmers club for boys in agriculture classes spread across the country forming the National organization.

- Licensing agreement for use of FFA emblem/marks
- Listing in the California FFA News magazine circulation of 75,000
- Recognition in the CATA Golden Slate newsletter circulation of 1,200
- Listing on the California FFA Foundation Leadership Partner Program Web page
- Advance notice for booth selection for convention/conference
- Recognition as Partner in all FFA Convention/Conference programs
- Convention booth (small) located in “Partner Row”
- Career Development Event Sponsor

Motto Partner - \$7,500

*Learning to Do, Doing to Learn,
Earning to Live, Living to Serve.*

- All of the Founding Partner benefits plus the following upgrades
- 1/8 page recognition ad in 2 issues of the California FFA News magazine circulation of 75,000
- 1/8 page recognition ad in 2 issues of the CATA Golden Slate newsletter circulation of 1,200
- Convention booth (small) located in “Partner Row”
- Recognition at the FFA Center for the duration of sponsorship
- Proficiency Award Sponsor

Creed Partner - \$15,000

E.M. Tiffany wrote the FFA Creed in 1930 to demonstrate the State of Beliefs of the organization. “I believe in the future of agriculture, with a faith born not of words but of deeds - achievements won by the present and past generations of agriculturists; in the promise of better days through better ways, even as the better things we now enjoy have come to us from the struggles of former years.” Paragraph one of five.

- All of the Motto Partner benefits plus the following upgrades
- 1/4 page recognition ad in 2 issues of the California FFA News magazine circulation of 75,000
- 1/4 page recognition ad in 2 issues of the CATA Golden Slate newsletter circulation of 1,200
- Convention booth (medium) located in “Partner Row”
- State officer photo for promotional use
- One minute on stage convention to present mock check of support/recognition

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Leadership Continuum

Blue & Gold Partner - \$25,000

National Blue and Corn Gold are the FFA colors, unifying the organization as the blue field of our nation's flag and the golden fields of ripened corn unify our country.

- All of the Creed Partner benefits plus the following upgrades
- 1/2 page recognition ad in 2 issues of the California FFA News magazine circulation of 75,000
- 1/4 page ad in 3 issues of the CATA Golden Slate newsletter circulation of 1,200
- Six months fixed banner on California Agricultural Education web site and the California FFA Foundation web site. (www.calaged.org and www.caffafoundation.com)
- Sign for convention booth (large)
- Traveling team visit to business or function of choice - contingent upon availability
- Thirty-second commercial to be shown during State FFA Convention (will be shown four times)

Emblem Partner - \$50,000



The national FFA emblem, consisting of five symbols, is representative of the history, goals and future of the organization. The five symbols include the cross section of the ear of corn, the rising sun, the plow, the eagle, the owl, and the words "Agriculture Education" and "FFA."

- All of the Blue & Gold Partner benefits plus the following upgrades
- Full page recognition ad in 3 issues of the California FFA News magazine circulation of 75,000
- 1/2 page recognition ad in 4 issues of the CATA Golden Slate newsletter circulation of 1,200
- One Year fixed banner on California Agricultural Education web site and the California FFA Foundation web site. (www.calaged.org and www.caffafoundation.com)
- State officer photo with your product or service for promotional use
- Four convention posters denoting your partnership status
- Facility space for hosting of reception during State FFA Convention - state officers to stop by for visit as schedules may permit. Host facility contracts and guidelines govern receptions.
- One- minute commercial to be shown during State FFA Convention (will be shown six times)

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Living Legacy

As former members and current students chart a course into the future to even greater achievements, private support from alumni and friends will play an increasingly more important role in our success.

There are several ways you can partner with the California FFA Foundation to provide much needed resources. In addition, some giving methods may provide you with attractive financial and tax benefits. For more information about giving or estate planning contact our office.

Double Tax Benefits

1. You can provide current support for the FFA by making a gift of appreciated securities or real estate. This type of tax-wise gift provides you with a double tax benefit. You avoid capital gains taxes and receive a charitable income tax deduction.

Income for Life

2. You can establish a life income plan that can provide lifetime income to you as well as favorable tax benefits.

Leaving a Legacy

3. Many alumni and friends have decided to enhance the FFA's future by establishing a bequest. If you are considering this type of gift, our staff can provide you with sample bequest language that you can share with your advisor.

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