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4-H PEI Trust Fund Launches Centennial Legacy Fundraising Campaign

Charlottetown – In anticipation of the 100th anniversary of 4-H programming on PEI, the 4-H PEI Trust Fund launched its Centennial Legacy Fundraising Campaign at the 4-H Rural Youth Fair held in Crapaud, PE on Saturday, September 9.

The Trust Fund was established by the Prince Edward Island 4-H Council in 1987 in order to oversee directed investments of the organization for the long-term enhancement and expansion of 4-H programs. Since then, returns on those investments have funded more than \$75,000 additional programs and services for the benefit of the 4-H movement, its members and leaders.

“In this era of low rates-of-return on investments, our annual dividends have consistently and significantly decreased,” explains Trust Fund Chair Fred Vanderkloet. *“Those decreases have resulted in our inability to fund additional worthy activities which would benefit our members and our communities. The Trustees and the Provincial Council believe the 100th anniversary of 4-H on PEI during the 2017-2018 club year is the ideal time to significantly increase those investments through generous gifts from corporate and individual donors who recognize the value of 4-H in the community. Support has been so strong, as soon as we held our very first discussions about the campaign last fall, we immediately received start-up donations from PEI Mutual Insurance and individual supporters Steve Howatt and Kelley McGuire.”*

Amalgamated Dairies Limited (ADL), a long-time corporate supporter of the 4-H program, chose to add to the excitement of the Campaign’s official launch by announcing its significant commitment of \$10,000 to the PEI 4-H Trust Fund Centennial Legacy Campaign at the recent 4-H PEI Rural Youth Fair. The donation will immediately provide \$5,000 to the campaign with another \$5,000 to be donated in 2018.

“ADL is proud to be the presenting sponsor of the 4-H PEI Trust’s Centennial Legacy Fundraising Campaign,” says ADL President, Abe Buttimer. *“Many ADL producer-owners are active in the PEI 4-H program and understand the impact 4-H can have on developing young leaders in Island communities. ADL has been a partner of PEI 4-H since 1953 and shares the values and commitment to community and agriculture awareness. The PEI 4-H Trust Fund has a proven record of providing Island 4-H youth opportunities to further develop life and leadership skills.”*

The campaign will continue throughout the coming 4-H club year, wrapping up at Rural Youth Fair in September, 2018. More information about the campaign, including a link for secure online donations, can be found on the PEI 4-H Council’s website at: www.pei4h.ca.

4-H is a positive youth development program which has been operating on Prince Edward Island since 1918.

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Photo: (L to R) ADL CEO/General Manager Jim Bradley and ADL President Abe Buttimer presenting a \$10,000 donation to PEI 4-H Trust Fund Chair Fred Vanderkloet at the official launch of the Centennial Legacy Fundraising Campaign held at the 4-H Rural Youth Fair on Saturday, September 9 at the Crapaud Exhibition Grounds.

Photo Credit: Tom Stewart