

Hello

“...my Health to better living...” The 4-H pledge is just as relevant today as it was 100 years ago. Trend researchers estimate that today's youngest generation may be the first to have a shorter lifespan than their parents. Concerns about this disturbing forecast spawned a new 4-H Health Initiative to focus on everyday habits and a lifetime of good health.

With the support of 4-H advocates and partners, the 4-H Health Initiative is quickly growing into a model program. Through community clubs, about 900 youths a year gain their first leadership experiences by being a 4-H health officer. All 4-H club members have fun learning about the health theme each month and track progress on their own 4-H Planner.

Family handouts reach parents and suggest activities all family members can do together. The program teaches leadership, life skills, family involvement, and the Health “H”—all essential elements of an effective youth development program. And as a popular cereal claims, it’s “kid-tested and parent-approved.”

Parents have reported noticeable improvements in their children’s health habits such as dental care and physical activity. Reaching beyond the traditional 4-H community club, the program has been used in school classrooms, camps, and after-school programs.

The program has received funding from various sources—WVU Extension Service, WVU School of Dentistry, W.Va. Bureau for Public Health, Claude Worthington Benedum Foundation, Heiner’s Bakery, the new William Lewis and Marie L. Campbell 4-H Fund, and other private donors. We have certainly found wonderful partners to support this West Virginia-grown health initiative.

However, it is challenging to cover all the costs of developing a curriculum and training health officers. I hope you will consider joining me, the director of the 4-H Health Initiative and a WVU Extension Service specialist, in making a donation to the program. Pledge your support of “my Health to better living” for our youth and their families.

Please see page 7 of this newsletter if you would like to donate to the 4-H Health Initiative program.



Elaine Bowen

# DEVELOPMENT QUARTERLY

## SUPPORTING HEALTHY LIVES

### *Campbells establish first 4-H Health Initiative Fund*

**M**ORGANTOWN, W.Va. – A program whose goal is to improve the health of West Virginia youth will benefit from a \$125,000 donation from a Washington, D.C., couple.

Kenton and Susie Campbell have established the West Virginia University Foundation’s first Term of Years Fund supporting WVU Extension’s 4-H Health Initiative in tribute to Kenton’s parents.

When Kenton Campbell, a construction and real estate entrepreneur, talked to the WVU Foundation about giving to the University, he had no idea the gift would hit so close to home.

“There was a need for funding for the 4-H Health Initiative. The ideals of my parents, Lew and Marie, perfectly aligned with the ideals and goals of 4-H, and we saw a need we could help serve,” Kenton Campbell said.

William Lewis Campbell, a native of Monroe County, had a lifelong involvement with the artificial insemination of dairy cattle--especially herds in West Virginia and Maryland. Marie was active in home economics. The two met while studying at WVU and later married. William died in 1983, his wife in 2006.

William Lewis and Marie L. Campbell



*“The (Campbells’) support will help to transform the lives of thousands of West Virginia youths and their families, as well as nurture youth leaders for the future.”*

—Elaine Bowen,  
4-H Health Initiative Leader

The William Lewis and Marie L. Campbell 4-H Fund will enable the 4-H Health Initiative to better achieve its goal of increasing knowledge about health and motivating 4-H’ers and families to try new health habits and improve others.

“We are so pleased that the Campbells have chosen this program to be a part of the first Term of Years Fund,” said Elaine Bowen, 4-H Health Initiative Leader. “The support will help to transform the lives of thousands of West Virginia youths and their families, as well as nurture youth leaders for the future.”

The Term of Years Fund is a new gift option that pays out the original gift to a project selected by the donor over a specific time period while being invested by the WVU Foundation. Any investment earnings are then distributed to the fund, providing additional income to support the project.



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# WEST VIRGINIA AMERICAN WATER NAMES LOBBY OF FIRE ACADEMY



The largest investor-owned water utility in West Virginia has contributed \$25,000 to name the lobby of the WVU Extension Service State Fire Training Academy, which opened for business June 24 at the south end of the WVU Jackson's Mill airstrip.



Dignitaries cut the ribbon during the opening ceremonies for the WVU Extension Service State Fire Training Academy. Cutting the ribbon are (left to right) Fire Service Extension Program Leader Murrey Loflin; West Virginia Junior Firefighter Camp participant Nicole Osborne; Associate Provost & Extension Director David E. Miller; Community Resources and Economic Development Director Steve Bonanno; State Fire Marshal Sterling Lewis Jr.; West Virginia American Water External Affairs Manager Jessica Greathouse; and Extension Associate Director David Snively.

"West Virginia American Water is pleased to provide funding for the State Fire Training Academy," said Wayne Morgan, president of West Virginia American Water. "We have a commitment to firefighters to maintain sound fire protection through our hydrants and infrastructure system, and this academy is a perfect fit for a partnership."

WVU Fire Service Extension (WVU-FSE) will use the new fire academy to train volunteer and career firefighters and first-responders. The academy will be the site for the annual State Fire School, which trains several hundred first responders each year. The fire academy officially opened for business on June 24, celebrating with a ribbon-cutting ceremony and luncheon at the facility.

The lobby area will be the main entrance for the firefighters and community groups who will use the facility on

a regular basis. The contribution will be paid over five years and marks the first private support for the facility.

"By supporting the WVU Extension Service State Fire Training Academy, West Virginia American Water is showing its true commitment to firefighters across the state and region," said David E. Miller, associate provost and director of WVU Extension Service. "We are thrilled to have the company as a leader in supporting this training facility and believe this will serve as the first of many strong partnerships with companies throughout the state and nation that believe in training first-responders to meet the needs of our state."

The new \$6.3 million facility, funded by Higher Education Policy Commission bonds, a grant from the Economic Development Agency and funding from the West Virginia Legislature, contains 15,665 square feet of offices and classrooms, as well as an 8,000 square-foot training arena.

West Virginia American Water provides high-quality and reliable water services to more than 581,000 people in the state. The company is a wholly owned subsidiary of American Water (NYSE: AWK).

Founded in 1886, American Water is the largest investor-owned U.S. water and wastewater utility company. With headquarters in Voorhees, N.J., the company employs nearly 7,000 dedicated professionals who provide drinking water, wastewater treatment, and related services to approximately 15.6 million people in 32 states and Ontario, Canada. More information can be found by visiting [www.amwater.com](http://www.amwater.com).

West Virginia University has a long history of training firefighters in the Mountain State. The state's geography and population patterns led to the creation of many rural, isolated communities served by small volunteer fire departments that are often underfunded.

West Virginia had been a state for only 50 years when WVU established the Mining Extension Service in 1913. Fire training was originally a part of Mining Extension. The first State Fire School was held in Morgantown in 1931.

Fire training became part of the WVU Extension Service in 1974 and developed many new training courses, standardized curricula, introduced National Fire Academy courses, offered national qualification testing and certifications, and trained firefighters in regional schools and at the annual State Fire School.

The West Virginia American Water gift was made through the WVU Foundation, a private nonprofit corporation that generates and provides support for West Virginia University.



## In Memoriam

Friends and family memorialized Helen T. Waters at a service held at WVU Jackson's Mill on June 28. The 97-year-old retired home economist died April 12, 2008, at her home at Heritage Pointe, Morgantown.



Helen T. Waters

Mrs. Waters was born in Kingmont. She was the daughter of Alexander and Rachel Work Tucker and the widow of John Robert Waters, Jr., who died in 1987.

Orphaned at 13, she moved to Morgantown to live with her cousin, Benjamin G. Reeder, and his wife and family while completing her schooling. After receiving her bachelor's degree in home economics at West Virginia University in 1932, she began what became a 43-year career with Monongahela Power Co.

She traveled all over the state to teach new electric customers how to choose and use electric appliances and equipment safely and productively.

In addition, she worked closely with WVU Extension Service and vocational education programs teaching food safety, nutrition, and home management and developing leadership skills in members of organizations in the communities she visited.

Mrs. Waters was active in various home economics organizations throughout the state and in 4-H and Extension homemaker groups. She was a member of the West Virginia Agriculture and Forestry Hall of Fame and a recipient of both state and national Friend of 4-H awards.

At West Virginia University, she was a founding member of Alpha Phi Sorority, a member of Phi Upsilon Omicron (the professional home economics fraternity), a member of Gamma Sigma Delta, a past president of the WVU Emeritus Club and a member of the Order of Vandalia.

Memorial gifts may be made to the Helen T. Waters 4-H Scholarship Endowment or to the Helen T. Waters Jackson's Mill Renovations Endowment, in care of the WVU Foundation, P.O. Box 1650, Morgantown WV 26507.

*continued from cover*

"The Term of Years Fund is a way donors can provide significant annual support for a set number of years, while allowing the gift to be invested and increase in value over the life of the payouts," said Chuck Kerzak, the foundation senior director of major gifts.

"In the case of the Campbell's gift, it is anticipated that the 4-H Health Initiative will receive \$12,500 for each of the next 10 years, with the possibility of additional funding for an 11th or more years."

The 4-H Health Initiative focuses on improving daily nutrition, exercise and safety habits in response to young people's increasing health problems, including obesity and diabetes, Bowen said.

Throughout the 4-H club year, youths trained as health officers highlight the "Health H" through interactive games, challenges, and discovery activities with 4-H club participants. In addition, 4-H participants use their 4-H Health Planners to track daily personal health behaviors related to a monthly challenge. Families receive handouts that reinforce the yearly health theme.

Bowen said the fund will support printing of informational handouts, planners, and other materials for 18,000 to 20,000 youths and families each year.



Enclosed is my gift of:  
 \$1,000  \$500  \$250  \$100  Other \_\_\_\_\_

Please designate my gift to:  
 4-H Health Initiative (2U171)  
 Helen T. Waters Jackson's Mill Renovations Endowment (3V818)  
 Other \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

EXT08-DM1

Please return form in enclosed envelope

I would like more information about a gift in my will to benefit Extension or 4-H

\_\_\_\_\_  
 (Employer name)

Check enclosed (payable to the WVU Foundation, Inc)

Charge my:  Visa  MasterCard  
 Discover  American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ IVC# \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_

Credit Card Billing address \_\_\_\_\_

Signature \_\_\_\_\_

## COUNCIL TO WORK WITH DONORS, EXPLORE FUND-RAISING OPPORTUNITIES

A 17-member WVU Extension Service Development Council met for the first time in late April, and members were charged with helping to find new donors, steward long-time donors, and develop innovative fund-raising programs.

“The WVU Extension Service Development Council’s purpose is to enhance private support through the identification, cultivation and stewardship of donors and to promote the WVU Extension Service Development Office as a resource for counties and organizations within the unit,” said David E. Miller, associate provost and director of WVU Extension Service.

“The development council will also serve as an advisory committee to the development office, providing feedback and ideas on fund-raising initiatives and programs,” he said.

The membership will consist of no more than 20 and no less than 15 volunteers appointed at large from the liaison districts identified through the West Virginia 4-H program. Members will reflect the program units, including Agriculture & Natural Resources, Community, Economic and Workforce Development, W.Va. 4-H, Families & Health Programs, WVU Extension Service Retirees, and WVU Jackson’s Mill when possible.

Membership on the council is to be dynamic. Members will serve either a one-year or two-year term, although one-year members can volunteer to serve a consecutive second term. No member can serve for longer than two years, but can be reappointed after a one-year respite.

“The mission of the WVU Extension Service Development Council is to enrich the lives of those touched by WVU Extension Service by assisting with the identification, cultivation, and stewardship of donors and the efficient operation of the development office,” said WVU Extension Service Development Director Julie Cryser.

Board members will meet each spring and fall, and during the year they will be charged with developing potential donor lists, representing the council at donor-oriented events, and working to find new avenues for funding.

Board members include:

Delores Sliatsky Barber, *Kanawha County*

Dennis Barron, *Jefferson County*

Gary Brown, *Mercer County*

Jeanne Carter, *Ohio County*

Stan Cavendish, *Kanawha County*

Mark Doak, *Randolph County*

Denver Hipp, *Jefferson County*

Lynwood “Woody” Ireland, *Ritchie County*

Sheila Johnson, *Randolph County*

Joe B. Long, *Kanawha County*

Betty Crickard McCartney, *Monongalia County*

Shawn Angus Morgan, *Harrison County*

Betsy Morris, *Webster County*

Gary Perigo, *Marshall County*

Carmen Robinson, *Community Educational Outreach Service representative*

Trudy Seita, *Wood County*

George E. Tabb Jr., *Jefferson County*

## PLANNING FOR THE FUTURE SUCCESS OF WVU EXTENSION

by Deborah Miller, JD  
Director of Planned Giving, WVU Foundation



Deborah Miller

The West Virginia University Extension Service and West Virginia 4-H “family” is a large and diverse one, and significant accomplishments occur each year through the efforts of many dedicated individuals who accomplish great things.

Helping Extension and 4-H continue to grow in the future is another accomplishment that everyone can find ways to achieve. One option is private support such as through a gift included in a will or revocable trust. While providing for your own family’s future through your estate plan or gift provision will add to the efforts and services the Extension and 4-H families can provide in the future.

Also, making the WVU Foundation the after-death beneficiary of your retirement asset account can be a useful option. The beneficiary form from the plan’s administrator is used to make a gift this way. Then completing an agreement about how the funds will benefit Extension or 4-H is the next step.

Donating a life insurance policy to support 4-H or Extension can make sense as well. When the WVU Foundation is made the owner of a policy, you receive an income tax deduction (except on a term policy). Completing a change of owner form available from the insurance company is all that’s needed. Additional premiums are also tax-deductible. The policy’s proceeds will help 4-H or Extension in whatever way you select.

If you are thinking of making a gift to benefit WVU Extension Service or WV 4-H in your will, living trust, IRA or other manner, proper wording is very important to ensure the gift works out the way you intended. Make sure your attorney uses this wording: “...to the West Virginia University Foundation, Inc. (tax ID No. 55-6017181) for the benefit of the WVU Extension Service / West Virginia 4-H.”

To direct your gift to a specific purpose or program, additional wording is appropriate. For specific wording, please contact Julie R. Cryser, WVU Extension Service Development Director, at 304-293-5691.



## SMITH ESTABLISHES SCHOLARSHIP FOR HANCOCK COUNTY YOUTH

Natalie Smith joined 4-H as a 10-year-old in Hancock County, where she and her two brothers were active in 4-H, attending county camps and state 4-H camps at WVU Jackson’s Mill.



Natalie P. Smith

“I enjoyed all of my many weeks of 4-H camps. I learned so much, and 4-H was a stepping stone to all of my success in life. I feel every child should have that same opportunity,” she said.

It was those fond experiences with 4-H that inspired Smith to establish the Natalie P. & Maynard H. Smith 4-H Camp Scholarship, which

will benefit Hancock County 4-H’ers. Once fully funded, the endowment will send youths from the county to Older 4-H Members’ Conference, Alpha I or Alpha II State 4-H Camp each year. She has been supporting campers in the county for several years now through annual contributions but wanted to ensure a lasting legacy in her home county.

“I have received thank you notes and pictures of the scholarship recipients. I recognize many of the names—the campers who received the scholarships are probably grandchildren or great-grandchildren of my 4-H camp friends from years ago.”

Smith attended WVU, earning degrees in zoology and chemistry. Following graduation, she married her husband, Maynard. Maynard’s career as a heavy equipment salesman brought them to their home in Harrisburg, Pa. Together they raised four sons and a daughter. She also worked with Boy Scouts and Girl Scouts while her children were growing up.

“Our children were all active in scouting. Our boys were all Eagle Scouts and our daughter achieved high honors in Girl Scouts as well,” she said. “4-H

and scouting are wonderful organizations and every child should have reason and opportunity to belong to good, worthwhile organizations.”

Youth organizations like 4-H give kids a great foundation on which to build their future, she said. Smith’s foundation was a strong one, having had her mother as her club leader and having been a Seneca.

“Participation keeps kids too involved and busy with positive activities to become involved in drugs and other negatives that youth are exposed to,” she said. “4-H and scouting projects keep kids busy learning and interacting with activities that they will be involved in all of their lives.”

Smith was very active in 4-H, having won 4-H awards for sewing, costume design, and canning. In addition to the county and state 4-H camps, she was one of a select few West Virginia 4-H’ers chosen to attend Camp Minnewanka in Michigan for three separate years.

Smith has been very involved with many community service organizations and is an avid gardener. She has been active in garden clubs and is a Master Flower Show Judge for the Pennsylvania Federation of Garden Clubs. She continues to exhibit her own flowers. She recently won the top award at the Linglestown Flower Show for a specimen iris.

Although she resides in central Pennsylvania, Smith’s heart has always kept her close to her West Virginia 4-H roots. She has been interested in the important role that the state 4-H camp at Jackson’s Mill has in the life of West Virginia 4-H’ers. She has contributed to the renovations of several cottages as well as other projects at The Mill.

“I have been pleased to see all of the renovations that have been taking place at Jackson’s Mill in recent years,” she said. “The Mill has been an important part of so many lives that it is important that it not be allowed to deteriorate.”

# 4-H HEALTH INITIATIVE

*Program emphasizes healthy lifestyle choices*



“Head, shoulders, knees and toes, knees and toes,” sang the 20 4-H’ers, members of the Laurel Point Comanches 4-H Club in Monongalia County.

Members of the club then began batting around beach balls in a game of “Upset the Fruit Basket.” The evening’s activities were led by club health officer Katie Kerns, one of 900 youths selected by club members to be trained as a 4-H Health Initiative health officer.

The 4-H Health Initiative enlists these peer mentors to reach between 18,000 and 20,000 youths each year in West Virginia to teach healthy lifestyle choices, from proper teeth brushing to eating healthy foods.

The 4-H Health Initiative began as a pilot project in 2004-05, said Elaine Bowen, Extension specialist for health promotion and the program’s leader. Each program is piloted in a half-dozen or so counties, and the curriculum is then tweaked based on the findings from the pilot project before being unveiled throughout the state.

“The current year is the third consecutive year that the program has been statewide. The program began as a way to highlight the Health ‘H,’” she said. “Since Health is one of the four ‘Hs’ we wanted to integrate healthy lifestyle behaviors in an active way -- with youth in the lead.”

Throughout the year, health officers emphasize the “Health H” through interactive games, health challenges, and informational and discovery activities with their 4-H club participants. Each 4-H participant receives a 4-H Health Planner to track personal health behaviors such as teeth brushing or physical activity during each month’s health challenge. Their families receive handouts that reinforce health habits and facilitate interaction for the entire family.

The 2006-07 program focused on improving the 4-H participants’ awareness of personal behaviors and their impact on dental health. They were encouraged to brush and floss more frequently, visit a dental professional twice annually, choose healthy snacks, and wear mouth protectors while playing sports.

The 2007-08 health theme is physical activity. The theme for 2008-09 will be eating healthy. The health initiative encourages participants to build on the previous year’s theme by adding an additional layer of healthy lifestyle participation.

“Extension taps the expertise within the WVU community and other health-interested organizations,” said Bowen. “For example, for the dental hygiene theme in 2006-07, we worked closely with the WVU School of Dentistry and the West Virginia Oral Health Program.”

In 2007-08, the 4-H participants have been encouraged to be active at least 60 minutes daily; to wear protective gear such as helmets and knee protectors; to set and reach physical activity goals; to limit their TV and computer/video game time; to drink water daily; and to explore physical activities they like and can do. These activities will also be reinforced throughout the summer at various county and state 4-H camps.

The program is also closely monitored, with pre- and post-survey instruments to find out how youths’ lifestyle choices are changing.

Surveys for the dental health program, for instance, showed increases in parents talking to their kids about brushing their teeth. Youth participants said they were also drinking more water and fewer sugary drinks. Surveys from the physical activity program showed that more parents were talking to their kids about getting active, and youths participating in the program were trying new things to get more exercise.

All eight community 4-H clubs in Monongalia County are actively participating in the 4-H Health Initiative activities, said Becca Fint-Clark, 4-H and youth development Extension agent.

“The club leaders have commented that the health officers enjoy leading the members in the physical activities. The kids also seem to enjoy the healthy snacks following the meetings. Prior to the health initiative program, snacks were whatever the kids happened to bring and they weren’t always healthy.”



Above: Laurel Point Comanches 4-H Club Health Officer Katie Kerns shows off the June health guide.



Right: 4-H’ers are encouraged to eat healthy snacks, like this low-fat yogurt parfait.



Top right: Two girls bat around beach balls as part of their 4-H health activity.

Bottom far right: Health Officer Katie Kerns leads a group of 4-H’ers in a “Head, Shoulders, Knees & Toes” warmup.