



# Dairy Excellence FOUNDATION

## 2020-21

ANNUAL SUMMARY



**Raising**  
-THE  
**Bar**  
for the Next Generation of Dairy

# Unlearning Old Limits and Growing to New Heights



Growth isn't about learning new information but unlearning old limits. With the educational landscape changing day by day, and even hour by hour, teachers and parents have been searching for creative, technology-driven programming that can meet them where they are at. This

year, the Dairy Excellence Foundation rose to the challenge to meet these needs and helped expose more than 1 million students to the world of dairy farming. From our Dairy Leaders of Tomorrow program and virtual farm tours to on-farm internships and multiple scholarship opportunities, we are passionate about helping future dairy leaders gain leadership and hands-on experience. We also work to help future consumers develop a clearer understanding of where their food comes from through the immersive Adopt a Cow experience. By refusing to limit ourselves during such a demanding year, the Foundation has achieved exponential growth and raised the bar even higher for our organization and the programming we provide to the next generation of dairy.

—Jayne Sebright, Executive Director



*"Some of the greatest challenges from the last year opened the door to new opportunities for the Dairy Excellence Foundation. We were able to grow our 'Adopt a Cow' program, which is traditionally for elementary and middle school*

*students, to new heights by reaching nontraditional groups like home-school families, nursing homes, and public libraries who were hungry for virtual learning opportunities. At the high school level, our Dairy Leaders of Tomorrow curriculum has been ideal for students to complete independently, making it simple for students and teachers to use no matter if they were at home or in the classroom. By embracing technology and implementing hybrid models for our programs, the Foundation is truly raising the bar as we reach more students on a national and global scale."*

—Eric Boyle, Chairman of the Board of Directors

## MISSION

We build and invest in programs that cultivate and inspire the next generation of producers, consumers and advocates for the Pennsylvania dairy industry.

## VISION

To empower the next generation of the Pennsylvania dairy industry.



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# A United Group of Donors Helping the Foundation Grow

The Foundation's next-generation educational programming would not be possible without the support and charitable giving from our donors and contributors. This year, when it mattered most, our donors raised the bar and came together to help our programs successfully achieve a high level of growth.

*"As a group, you will find no better folks than those who are invested in today's dairy industry. During this past year of the pandemic, example after example of caring and sharing took place in the farming community. Being able to continue to interact with these wonderful people is a big reason why I am still active in agricultural circles today. For any industry to be sustainable and to maintain its momentum, special effort must be made to encourage and educate the younger generations. The enthusiasm and energy of youth must be channeled and cultivated. The same is true for dairy farming. The Dairy Excellence Foundation board and staff do an outstanding job educating, encouraging, and presenting a positive message about the dairy industry."*



—Dave Hileman, a Dairy Excellence Foundation donor



Scan here to make a donation and learn more about the EITC program.

## Fund Development Growth

- **EITC Funds: \$53,000 (16% growth)**
- **Donor Retention Rate: 48 percent (1% growth)**
- **Total Number of Donors: 630 (718% growth)**

*"By participating in the Educational Improvement Tax Credit (EITC) program, it allows us to donate much more money than our budget would typically allow. Our annual donation allocations can be stretched much further because of our participation in the EITC program. Last year alone, we were able to donate \$200,000 to local organizations, while only putting a fraction of that to our budget. It's really a win-win for everyone involved!"*

—Heather Miltenberger, Director of Marketing and Business Services at Pennian Bank, a donor and participant in the EITC Program



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# DISCOVER Dairy

## Adopt a Cow Program Brings Dairy Farming to Life for Students of All Backgrounds

As a flagship component of the Discover Dairy program, the "Adopt a Cow" program grew on a national and global scale this year. At the heart of the program is the ability for elementary and middle school students to watch a baby calf grow in front of their eyes throughout the school year. This year's program not only helped introduce dairy farming to more than 800,000 students, but it sparked connections and inspired creativity during a year where the pandemic impacted many families and school systems.

### **Helped build connections in the community.**

*"This program helped us celebrate our rural location and learn more about our community. It was great to include my distance learners as well, and the calf photo and video updates that we received were very easy to share digitally. We thoroughly enjoyed this program, and we even had a page about it in our yearbook this year."*

—Abby Hennington, a visual arts teacher at a middle school near Atlanta, Georgia

### **Made abstract concepts more concrete.**

*"I teach a vocational class, and it focuses on functional skills students will need to live independently and to hold a job. We use the Adopt a Cow program to strengthen those functional skills in my students. When we had our grocery store vocational lesson, we work on sorting food into the correct department. Dairy can be a tricky department because the name isn't exactly obvious, but having our adopted calf's picture helped remind them that dairy is anything made from milk. That helped turn a more abstract concept into something a little more concrete."*

—Laura Grady, a special education teacher at Green Hope High School in Cary, North Carolina

### **Promoted positivity and creativity.**

*"I wholeheartedly think this program was a success this year. It made virtual learning more exciting. The kids were enthusiastic, and they wanted to go research things about the calf and the farm right away."*

—Angela Eyth, a fourth-grade teacher at Summit Township Elementary in Butler, Pennsylvania

*"I have never heard a class ask about a cow so much. They were very inquisitive when it came to the calf, but normally it's hard to get them to talk. Thanks for giving us something positive to look forward to during this time."*

—Tiffany Williams, S.L. Mason Elementary in Valdosta, Georgia

## Adopt a Cow Program Growth



Participating  
Classrooms and Groups:

**55,000+**  
5,957% growth

**24,000+**  
people reached  
during virtual chats  
with host farms




Classrooms from all  
50 states participated  
and a total of 45  
countries



**800,000**  
students impacted  
worldwide

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# Discover Dairy Expands Reach Through Hybrid Learning Experiences

As classrooms continue to adapt to ever-changing learning environments, the Discover Dairy program provides teachers with meaningful ways to bring agriculture into the classroom—whether students are in-person, virtual, or in a home school setting. Even as schools return to in-person instruction, we continue to offer a mix of both hands-on and virtual experiences, including farm tour field trips and virtual live chats.

## Discover Dairy Program Growth

Discover  
Dairy Classroom  
Enrollment:  
**9,935**  
437% growth

Students Impacted  
Through Discover Dairy:  
**346,000**  
66% growth



*"I like this field trip because it's hands-on, and I think kids need to learn about agriculture and where their milk comes from. The whole hands-on experience is really beneficial to them."*

—Chrissy Blycheck, a first-grade teacher in Westmoreland County, PA who received a grant for a farm tour field trip



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## Dairy Leaders of Tomorrow Helps High School Students Achieve Career Goals

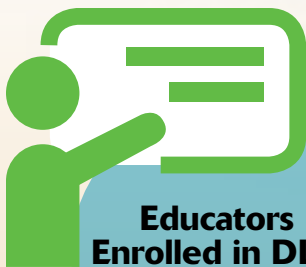
To help high school students get a headstart on a future career in the dairy industry, the Dairy Leaders of Tomorrow program provides courses, certifications, on-farm experiences, and scholarship opportunities. This year, as students learned in a wide range of learning environments, we adapted our programming to offer virtual farm tour options and guided teachers who used the DLT program as an independent study with students.

*"I recently made the Dairy Business Management course independent work for students. I have found it nice to use for independent study students. I have a student right now who can't be in the building due to a situation, but he still wants to be in FFA. He wants to go into the dairy industry, and I thought it would be a great experience for him to get the certification. It's hands-free for me as a teacher, and as he works through the course, I can look at his progress. I think he's been enjoying it, and overall, students are learning a lot from the program. The DLT program also gives me a great opportunity to take students out on the farm. Once you take them to the farm, it's an 'aha' moment where they can connect things and put their education to work."*

—Stephanie Balmer, high school agriculture teacher and FFA advisor at Solanco High School in Lancaster County



### Dairy Leaders of Tomorrow Program Growth



Educators Enrolled in DLT:

**490**



Students Impacted Through DLT Program:

**20,475**

Virtual Farm Tour Reach:

**700+**  
students  
(900% growth)



Program is in

**45**  
States

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# On-Farm Internships Pave the Way for the Next Generation of Dairy

From gaining business skills and an understanding of dairy management to building relationships with professionals across the dairy industry, this year's On-Farm Internship Program helped seven college students cement their passion for dairy.

In a year where in-person instruction was not always possible, gaining experience at the farm level was even more rewarding for this next generation of dairy leaders.



*"The big thing here is they push efficiency. Getting things done in a timely matter, but it still being quality work. I think that's a really important thing to take away, no matter what I do in life."*

—Tori Schiffert who interned at Tauer Dairy in Hanska, Minnesota



*"Coming from a smaller farm background, you definitely have to look at a larger farm as more of a business operation. I've learned how to make hard decisions both in business and in the herd. I am now able to make better treating decisions and have a larger skillset that I could use to become a fresh cow manager, which is highly desirable in the industry."*

—Caroline Arrowsmith who interned at Pine Tree Dairy in Marshallville, Ohio



*"Before the internship, I mostly just did odds and ends on the farm and filled in wherever needed. This internship gave me a chance to understand farm management a lot better."*

—Nate Brubaker who interned at a dairy farm in Lancaster County, Pennsylvania



*"A lot of people in my major grew up on dairy farms, so sometimes it can be intimidating not having a lot of experience. But I think the dairy industry is really interesting, and doing this internship has really cemented that. I love being around cows, and this has always been something I've wanted to do."*

—Yvette Wolpo interned at Rock Hollow Dairy, LLC in Perry County, Pennsylvania



*"I'm learning there's a lot that goes into running a dairy farm and processing milk. This is a good start to learning everything and knowing what goes into it."*

—Dylan Duncan who interned at Way-Har Farms in Berks County, Pennsylvania



*"Learning more about genomic data science and how we can improve cows by using new technology was a big thing I was interested in learning. I sat down with my boss multiple times, and they went over different ratings, what they mean, what they are derived from, and how we can use them to breed better cows. That has been very rewarding."*

—George Sebright who interned at Brey's Cycle Farm in Sturgeon Bay, Wisconsin



*"Because I didn't grow up with a dairy farm background, this was a great opportunity to be able to get on-farm experience. I worked at Delaware Valley University's dairy for one year, but I wanted to see another farm and compare."*

—Madison Jaslar who interned at Darkhorse Farm in Bucks County, Pennsylvania



SCAN ME

Scan here  
to view  
photos  
from each  
intern's  
experience.

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## FUNDING SOURCES TOTAL

Individual and Farm Donations	\$ 54,441
Grant and Foundation Donations	\$ 161,010
EITC Donations	\$ 53,000
Corporate Donations	\$ 280,721

(The financial statements are unaudited)

## ALLOCATION OF EXPENSES TOTAL

Youth Development and DLT	\$ 105,264
Consumer Education and Discover Dairy	\$ 222,209
Calving Corner	\$ 45,995
Toast to Dairy	\$ 23,816
Farm Safety	\$ 23,273
Administration and Operations	\$ 20,338
Fundraising	\$ 27,103

## Center for Dairy Excellence Foundation Board Members

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**500+**  
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 fundraising campaigns throughout the  
 year. Thank you for your support!

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