

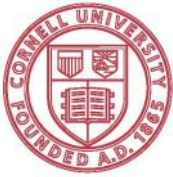
Cornell University
Cooperative Extension
Chemung County

2014 Annual Report



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Cornell University
Cooperative Extension
Chemung County

Human Resource Center
425 Pennsylvania Avenue
Elmira, NY 14904



Andrew Fagan

Dear Friends of CCE Chemung,

The mission of Cooperative Extension can be summed up as "Helping People Put Knowledge To Work." This popular slogan from over 20 years ago, still resonates with us, because it emphasizes the importance of people and knowledge. We help people address current questions about nutrition, farming, local food or gardening. We help people get information about how and where to volunteer, as well as stay healthy. We help youth gain scientific knowledge and build important life skills. We also educate people about recycling and their environment. And we are working with community partners to learn the reasons for and how to resolve persistent poverty. Together we are learning how to live better.

Together we can keep this "learning experiment" that we call Cooperative Extension going in Chemung County. To help us keep moving forward, the Board and staff of CCE Chemung have completed our 2014-2018 Strategic Plan. It outlines eleven key initiatives that our organization will implement over the next four years to assure that we continue to help local residents address current needs with the best knowledge. As you read the program impacts from the 2013-14 year, we hope that you will see how our work benefits not only individual program participants but the greater community as well. We thank you and all of our staff, volunteers and community partners for their support to make this possible.

Sincerely,

Andrew Fagan, Executive Director

David Lamoureux, Board President

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

4-H Youth Development and School Programs



4-H is a community of young people across America who are learning leadership, citizenship and life skills.

4-H Clubs and Programs

The goal of this program is to promote and deliver positive youth development opportunities for youth with diverse interests and developmental needs. Other goals are to enhance and improve their quality of life and engage them in the work of Cornell University.

Enrolled members participate in organized clubs or as individual members on the county level, with opportunities within the county, district, and state available to all enrolled members. Some young people who are not enrolled members of the club program participate in special interest and school enrichment programs. 4-H welcomes all youth regardless of race, economic status or sexual orientation and accommodations are made for those with disabilities. Through projects, members exhibit healthy lifestyle choices, maintain relationships with caring adults, and master skills needed to become successful contributing adults.

The Chemung County 4-H office employs a 100% Program Resource Educator and a 100% 4-H Program Educator to implement programming. Over the course of 2013 we had 55 adult volunteers who managed clubs, lead projects, served as judges and evaluators, or implemented programming. 4-H partners with Chemung County Youth Bureau, Farm Bureau, Soil & Water Conservation District, Chemung County Agricultural Society, Dairy Promotion Association, and Elmira Kiwanis as well as area After School programs.

In Chemung County we maintain a traditional club program as well as offering 4-H members the opportunity to be independent members and shape their own 4-H experiences. This has allowed for continued growth and personalization of each youth's individual 4-H experience. We reach approximately 200 youth through traditional programming. In order to participate at fair, members are required to attend 2 educational clinics. Any individual participating in the Animal Science program must have at least one clinic related to animal science. This program is received with enthusiasm and the youth are able to reach this requirement in a variety of venues, including county lead programs, inter-county clinics and Cornell University programs.



This year we continued with a county-wide S.T.E.M (Science, Technology, Engineering, and Math) 4-H Club, facilitated by Extension county educators and volunteers. This club allowed new opportunities to explore the world of math and science and aligned with National 4-H Mission Mandates. This club continues to be a very successful melting pot of 4-H members.

Fairs

The 2014 Chemung County Fair boasted entries from over 175 4-H members entered in several areas. Areas include Home Economics & Consumer Sciences, Horticulture, Fine Arts, Arts & Crafts, Environment, Livestock, Horse, Dairy, Dog, Rabbit, Poultry, Pets and Teen Helpers.

This year at the New York State Fair, Chemung County 4-H Program had many adult volunteers and 30 4-H members directly involved with the exhibition and judging. They participated in general projects, conducted hands-on activities in the county booth, manned the NYS Cynology booth, and exhibited in the 4-H dairy, dog, poultry, rabbit, and horse competitions. This year our county took on leadership in the form of an educator, volunteer and 4-H member who gave their time at NYS Fair to help implement the 4-H Press Corps stationed in the Youth Building.

Regional Programming

We continue to work with neighboring counties on regional programming. We held a combined Public Presentation Day with 42 youth participating at the County level and several Chemung County members went on to participate at District Level. We also host members from these counties to participate in Animal Science competitions as well as evaluation of general projects during the Chemung County Fair 4-H project judging. We also shared a booth displaying projects from all three counties during the entire 12 days of the NYS Fair.

goLEAD

This year Chemung County joined with Tioga County to implement goLEAD training for teens. goLEAD is a three day program that provides leadership training similar to those taken by corporate and government leaders. It features a series of challenging lessons, exercises, communication strategies, and team building activities. 18 youth from Chemung and surrounding counties took part in this program.

After School Programs

In the 2013 - 2014 school year, Cornell Cooperative Extension worked as a contract partner with the Waverly School District. Cornell Cooperative Extension Educators completed classes on Forensics & CSI as well as nutrition programming.

Through grant funding, Chemung County 4-H Program implemented the "Grow Pizza" program with students from the Southside Community Center. The purpose of this program is to have area youngsters help plant and maintain a "pizza garden" (tomatoes, peppers, herbs, and onions), as well as harvest and learn to preserve produce from the garden. There were several pounds of peppers, tomatoes and herbs harvested with 10 -12 participants weekly.

Science & Discovery Center

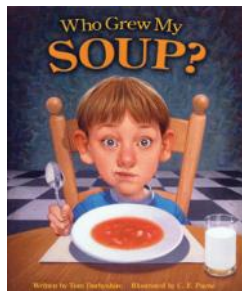


This year, the SDC conducted fun hands-on STEM (science, technology, engineering, and math) programs in nine school districts, during either in-school or after-school visits. Nearly 18,000 students participated. This past summer, our "Summer of Innovation" programs at Corning Community College and Elmira College included "Outdoor Biology", "Inventions" (pictured), "Exploring Space" and "Forensics", among others, and were a great success.

Agriculture and Natural Resources

Ag Awareness Education and Outreach

To celebrate Ag Literacy Week, elementary age students throughout Chemung County were introduced to NYS agriculture through the reading of the 2014 Ag in the Classroom book, *Who Grew My Soup?*, written by Tom Darbyshire and CF Payne.



This year 24 different classrooms in 10 schools participated in Ag Literacy Week. There were 30 books distributed to classrooms, libraries, and even into personal collections. More than 30 volunteers assisted in making the 2014 Ag Literacy Week a success, including 13 volunteer readers with another 20 volunteers helping prepare materials for hands-on activity.

As the nation's conversation is focused on healthy

living and eating nutritious foods, *Who Grew My Soup?* is a humorous and entertaining story embracing these values. After listening to the story, the students participated in an activity featuring MyPlate - eating at least 5 servings of vegetables, and introducing actual farmers who grow their favorite vegetables. All lessons, activities and extensions are aligned to New York State and Common Core Learning Standards

CCE brought Farm City Day back downtown to Wisner Park this year with great results. This event provides an opportunity for Chemung County residents to become more aware of local agriculture and related issues through its displays and activities while they take part in this outdoor event.



Our Taste of Chemung event partnered more than a dozen local farms and producers with area restaurants to present a unique dining experience. All the key ingredients came from local farms and businesses. Over 130 people attended the event at Hill Top Inn. Other restaurant partners included Classic Café, Horgan's, Soup's On, Charlie's Café, and the EOP's CFJP Bistro.

CCE Chemung partnered with Elmira Downtown Development to host the annual Farm City Day at Wisner Park on September 18th. All programs were represented with displays and hands-on activities for all ages.

Staff worked closely with the Chemung County Agricultural Society to help plan and put on the annual Fall Festival on Saturday, October 4th. Several hundred people attended.

Upper Susquehanna Coalition/GIS

Work continues on the Chesapeake Bay TMDL. One staff member leads a team responsible for developing and providing input to planning of the Upper Chesapeake Watershed Education Program serving covered NY counties. We continue to develop GIS-based tools and models used to monitor agricultural best management practices in the region, and educate various audiences on the use of these tools toward reaching NY's water quality goals. They continue to use the state-wide online agricultural best management practice database which the coalition is implementing and overseeing. The coalition continues to train Soil and Water Conservation District staff throughout the watershed on use of the data management system. New grants in the coming year will allow us to provide education and outreach to farmers and municipal leaders on new innovative nutrient management techniques being developed at Cornell.

Master Gardeners

Master Gardeners continue to be active at the Katy Leary Community Garden. This year several of the beds at the garden grew crops exclusively for local food pantries. CCE offered several educational opportunities to the garden participants.

The Chemung Master Gardeners had another successful plant sale in May, providing local gardening enthusiasts with beautiful hanging baskets and hard-to-find perennials. With a portion of the proceeds, Master Gardeners enjoyed a trip to Mumford, NY to tour the Genesee Country Village, a living history farm with several period gardens. This sort of ongoing education is a key part of the Master Gardener program.

South Central Dairy & Field Crops Program

Provides educational opportunities and technical assistance to help the industry with emerging issues, production bottlenecks, and new technologies. Our primary audiences are dairy and field crop producers as well as agri-service providers with secondary audiences of the media, non-farm residents and consumers. We focus on areas that will help improve farm profitability within the region since farm financial success is a key to maintaining a viable dairy and field crops industry.



By the Numbers:

- 70 members active in farmer-to-farmer learning groups
- 20 meetings and workshops with 707 participants totaling 1,555 contact hours.
- 89 consultations providing in-depth, personalized troubleshooting, evaluation, information & advice
- 425 responses to phone inquiries

Our program's education helps our industry respond to both internal and external forces with applied research, management and technical training that help it keep pace in a rapidly changing world. Dairy farms are an important economic engine in their communities beyond contributing substantially to the local tax base. "According to a Cornell University study, the economic multiplier for July is 1.67. For every dollar in dairy farm sales \$0.67 in economic activity is created beyond the farm gate. The jobs multiplier is 1.4. For each new farm job .4 jobs are created off the farm."¹

We held a Mastitis Workshop in collaboration with VI-COR. 60 people from 17 farms with 6300 cows participated. Mastitis is very costly to dairy farms. The majority of the cost is associated with reduced milk production, which is estimated at \$102 per cow per year, and overall costs over \$171 per cow per year (Jones, 2009). If the 17 farms represented made even modest improvements in cell count and milk production, annually the impact could be well over \$1.2 million.

The Dairy Acceleration Program (DAP) is an initiative of Governor Cuomo in partnership with the NYS Department of Agriculture and Markets and the NYS Department of Environmental Conservation designed to enhance profitability with environmentally responsible growth. Extension educators serve as program facilitators.

Two local farms recently completed their business plans and have begun implementation. One farm will be building a new barn for housing calves and then adding a barn to grow the dairy herd by 100 cows. As the project progresses new bunker silos and a manure storage will be built. Estimated investment in the growth of this dairy is estimated at (\$750,000). Another farm is building new free-stall housing (>\$500,000), a milking center (>\$500,000) and manure storage (\$205,000). That's an investment of nearly \$2 million dollars to local contractors and businesses from 2 dairies that participated in the DAP.

South Central New York Agriculture Program

This Cornell Cooperative Extension program serves farmers and rural landowners in Chemung, Cortland, Tioga, Tompkins and Schuyler counties. The Ag team works with farm businesses to improve enterprise viability, explore opportunities for new business development, support local markets and diversify farm enterprises.

The support of sustainable farming practices results in high quality agricultural products, proper animal husbandry and decreased pest damage. Also the group works to improve post-harvest food quality, ensure food safety, protect the environment and conserve energy and natural resources.

CCE Chemung is very involved with the planning of the Southern Tier Nursery and Landscaping Association Education Day. This event serves to educate the local landscaping professionals on new techniques and provide them with necessary DEC pesticide training credits. 115 individuals participated in the 2014 session which included 2 concurrent sessions and a trade show.

The SCNY Agriculture Program conducts educational events and facilitates farmer-to-farmer communication. Research based publications are produced and members are available for consultation and diagnostic services.

Team members focus on individual areas in Natural Resources, Farm Business and Marketing, and Fruits & Vegetables. The CCE Chemung Educator's focus is on Ornamental Horticulture.

Community Nutrition and Wellness

Farmers' Markets

CCE Chemung applied for but did not get another year of Fresh Connect funding from NYS Ag and Markets. However, with the support of Elmira Downtown Development, Inc. and an anonymous donor, we were able to hire April Bridges, who provided EBT Debit/Credit services at Wisner and EastSide markets. The Grove Street market manager was able to provide EBT services there.



Wisner and EastSide markets saw repeat and new customers. We also provided recycling and nutrition education at each market on a regular basis. A majority of SNAP recipients verbally expressed their gratitude for us being at the market and providing the EBT service and education. EBT Debit/Credit services began at Wisner Market on Thursdays from 10am to 2pm from June 26th through Sept. 25th (13 weeks).

Total EBT sales were \$1,276 and the total for Debit/Credit was \$300. We also distributed 152 NYS Fresh Connect coupons worth \$304. The EastSide Market ran Fridays from 3 to 6pm from June 27th through October 17th (16 weeks except July 4th). We distributed 97 NYS Fresh Connect coupons worth \$194. Total EBT sales were \$795 and Debit/Credit sales were \$300. We had a total of five registered vendors, two of which

attended consistently. For several weeks we had musical entertainment as well as community partners including Cancer Services, SNAP Outreach, United Health Care, the Dairy Princess and one of our 4-H clubs. We appreciate the support of the county's Building and Grounds Department which graciously put up and took down the market tent. EastSide Market total attendance estimate was

1,439 adults and 285 children, which averages 114 people per week.

Eat Smart New York

Eat Smart New York! (ESNY) is a nutrition program available to participants in the Supplemental Nutrition Assistance Program. Federally, this program is



referred to as Supplemental Nutrition Assistance Program Education (SNAP-Ed).

Eat Smart New York's (ESNY) goal is to promote health by helping low-income individuals establish healthy eating habits and a physically active lifestyle. Poverty is a risk factor for numerous health problems including heart disease, diabetes, cancer, poor pregnancy outcomes, and obesity. Positive changes in nutrition and physical activity are needed to avoid negative consequences of these health conditions. With agency support, our nutrition educators teach the important connection between nutrition and health to more of the 15,203 residents living at or below the poverty level (17%) in Chemung County.

The objective of ESNY is to *improve the likelihood that persons eligible for the SNAP program will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and MyPlate.*

The goals of the national SNAP-Ed program are to promote:

- Eating fruits and vegetables, whole grains, and fat-free or low-fat milk products every day
- Being physically active every day as part of a healthy lifestyle
- Balancing caloric intake from food and beverages with calories expended

Participation of the nutrition series should result in:

- Increased frequency of eating fruits and vegetables, whole grains, and fat-free/low-fat milk products every day
- Increased frequency of being physically active
- improved selection and consumption of healthy foods within a limited budget

During the year, nutrition education was taught through series and one-time activities to over 3,600 adults and youth combined. With the adult participants, key successes include:

- 75% improved in at least one of four nutrition practices
- 50% improved in at least one of four food resource management practices
- 50% improved in at least one food safety practice

Chemung County Poverty Reduction Coalition

The 2013-14 year saw progress and setbacks for the Chemung County Poverty Coalition which continued to meet monthly with an average of 10-15 community partners. In November 2013, we orga-

nized a “Community Conference on Poverty” which was held at EOP, Inc. of Chemung and Schuylar Counties. Close to 100 people participated in the program which included a “Poverty Simulation” and breakout sessions on programs and topics of interest. Participants ended the day sharing their ideas for the poverty reduction plan. We hired our second VISTA associate and continued to work on community outreach and additional ideas for the plan. We also continued to work with our Cornell faculty advisor, Prof. Tom Hirschl, and other members of the Cornell Participatory Action Research group. Unfortunately, our second VISTA associate resigned and we had to start the process all over again. Meanwhile, we helped support the Elmira Women’s Leadership Institute and the “Wake Up Elmira!” community event held at Grove Street Park in August which drew a crowd of more than 600 people. We hired Estefania Trujillo as our third VISTA and she began work in September 2014. She has been working to rebuild the group and helped us organize some community Empower energy workshops. In addition, we applied for and got a \$1,000 grant from the Community Foundation of Elmira-Corning and the Finger Lakes to offer the “Bridges Out of Poverty” 2-day training. Seven people participated.

Energy and Environmental Education

Reduce, Reuse, Recycle and Compost Education

The REDUCE, REUSE and RECYCLE program promotes responsible waste management in Chemung County. Two staff work together to deliver Reduce, Reuse, Recycle and Composting educational information, presentations/programs and outreach to the public, including schools, organizations, businesses, community/local fairs, local markets and events. Included are Downtown Elmira’s Wisner Market, Eastside Market, Elmira’s Riverfest celebration, Environmental Field Day, YWCA Summer Youth program, Chemung County Fair week and Farm City Day.

Updates and revisions of information are done periodically, with the help of an Information Specialist, to reflect the most current waste disposal practices in Chemung County and to field questions, concerns and issues relating to Reducing, Reusing and Recycling.



Youth and adults have participated in activities that are planned to help them learn that by practicing the reducing, reusing, recycling and composting of materials they are able to do their part in preserving our natural resources. CCE partners with Chemung County and Chemung Landfill, LLC.

Household Hazardous Waste Collection Events

Chemung County’s Household Hazardous Waste Collection Events are held twice a year, during the Spring and Fall. These events provide a safe drop off site for residents to dispose of their household hazardous waste materials efficiently and at no cost. One Community Educator coordinates phone registrations, education, outreach, signage, site planning and provision of materials needed.

With the help of an Information Specialist, a CVAC (Chemung Volunteer Action Corps) coordinator and several CVAC volunteers (who provide over 85



hours of educational service), more than 1,200 calls are received for pre-registration and questions pertaining to proper waste disposal.

This year, nearly 1,000 Chemung County households participated in the Spring and Fall drop off events. Items that residents were able to rid of include, but are not limited to, oil based paints, stains, household batteries, fluorescent light tubes and bulbs, gasoline, pesticides, mercury containing items, etc.

Adopt-A-Highway

One Community Educator serves as Coordinator to several volunteer groups who work together to keep our local county roads free of litter, keeping litter out of our waterways while improving the appearance of our roadsides. Each of these groups have adopted a stretch of county road of at least one mile and up to six, and have committed to collecting its trash twice a year, for two, four and even more years. Coordination of this program includes providing groups with safety education information and needed safety equipment. This program appears to serve as a deterrent to our county roads being used as ‘dumping grounds’ as initial clean-ups, over 10 years ago, found our groups collecting 15+ bags of trash. Five is the current average.

The Adopt-A-Highway program partners with Chemung County and the Chemung County Department of Public Works.

EmPower NY

The public is invited to attend a free two hour workshop “Save Energy, Save Dollars” sponsored by NYSERDA. The workshops provide education about free and low cost residential energy saving techniques. After attending the energy savings workshop, participants are able to make an energy

savings action plan and compute actual energy costs of household appliances and lighting. Those who attend the workshop and are income eligible for the EmPower NY Program were qualified for this NYSERDA energy savings program. The final workshops under this program were conducted in October 2014.

Environmental Management Council and Energy Commission

The Environmental Management Council (EMC) is a nine member group of professionals from a wide array of backgrounds. The EMC's mission is to provide information to individuals and groups on topics related to the environment. This volunteer group makes recommendations based on peer reviewed program research. Our group meets at 600 Milton St. in Elmira at 9:00AM, and the general public is welcome to attend meetings held on the 4th Wednesday of each month. Some projects the group has addressed this year include: making strides to become a Climate Smart Community and sponsoring two students to DEC Summer Camp.

In March 18,684 lbs. of e-waste were collected to raise funds for the Environmental Management Council. Environmental specialists are invited to the EMC meetings during the year. One of the topics the group focused on this year was the latest NYSERDA programs available to our community. Another is the promotion of home and town composting. EMC has embarked on outreach to the municipalities within Chemung County on these programs. Through booths at fairs, workshops, school programs and other joint ventures, the EMC has directly reached 1,390 youth and adults.



Another focus of the Natural Resource group's work is the Energy Commission. One of this group's goals is providing research-based information and data to officials. This fits in with Cooperative Extension's mission to bridge academia with the public. This has been ongoing through 2014 in the form of meetings, list serves and a website.

Chemung Volunteer Action Corps

Chemung Volunteer Action Corps

CVAC provides education and connection to volunteer opportunities for individuals of all ages in the county. Over the past year CVAC provided educational resources to 805 participants. Of those, 741 enrolled and affiliated CVAC volunteers contributed nearly 97,000 hours to the community. Their donated service represents over \$2 million in financial impact to the community.

Program highlights include:

- Bone Builders, research-based osteoporosis prevention classes, were led by trained, enrolled CVAC volunteers at several locations throughout Chemung County. Over 90% of the participants had made a change in their health habits due to class participation.
- In the past year nearly 57% of CVAC enrolled and affiliated volunteers performed work in one of several high impact areas, the highest percentage to date.
- County support enabled CVAC staff to train 5 enrolled volunteers to serve as "coaches" for the research-based "A Matter of Balance" program in Chemung County. Those volunteers presented the 8-week sessions to seniors at 3 locations.
- Frail seniors receive a wide range of "Aging in Place" services, to help them remain living independently in their own homes. The "ramp crew", consisting of members of the Big Flats Lions Club and Habitat for Humanity, completed 12 ramps. That brings to 34 the number they have constructed since that program began. Our network of community partners continues to grow and those partners provide a wide range of services that enable people to remain living independently.
- Enrolled volunteers, in collaboration with Mark Pierce from Cornell Extension, introduced his pilot Electricity Reduction Audit program in the county. Once fully developed the program will provide education to homeowners and renters on how to reduce the amount of electricity used in the home and the savings they could realize over time. This program is targeted to a population not now eligible for this free program.
- By removing a transportation barrier, 10 volunteers reimbursed for mileage and other travel costs donated 45% more time than the average CVAC volunteer.
- CVAC remains active on the Chemung County Coordinated Transportation Committee. Through this affiliation CCE received funding to develop a transportation education program known as "Getting There".
- Enrolled CVAC volunteers continue to work with children in grades K-3 to improve their skills and come up to grade level by the end of the school year. Teachers report on the program's success each year.



Cornell Cooperative Extension of Chemung County Staff

Executive Director
Andy Fagan

Human Resources and Technology
Ethel Stroman
Bruce McLaren

Finance and Administrative Support
Jane Stalica
April Semel

*4-H Youth Development and
School Programs*
Bernadette Raupers
Elaine Noble

Agriculture and Natural Resources
Jabe Warren
Chris Yearick

Chemung Volunteer Action Corps
Carol Houssock
Mary-Lynn Rourke
Connie Shelford

Energy and Environmental Education
Toni Gardner
Jennifer Trimber

Community Nutrition and Wellness
Kelly White, Team Leader
Debbi Fry
Lisa Fossaceca
Estefania Trujillo, VISTA

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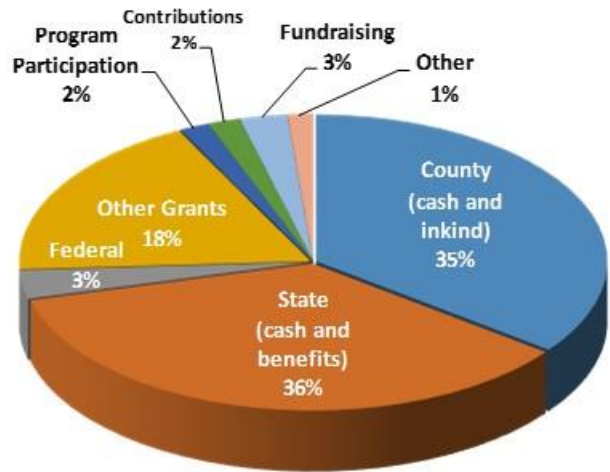
OUR MISSION

Cornell Cooperative Extension puts knowledge to work in pursuit of economic vitality, ecological sustainability and social well being. We bring local experience and research based solutions together, helping New York State families and communities thrive in our rapidly changing world.

Cornell Cooperative Extension of Chemung County 2013 Revenue and Expenses

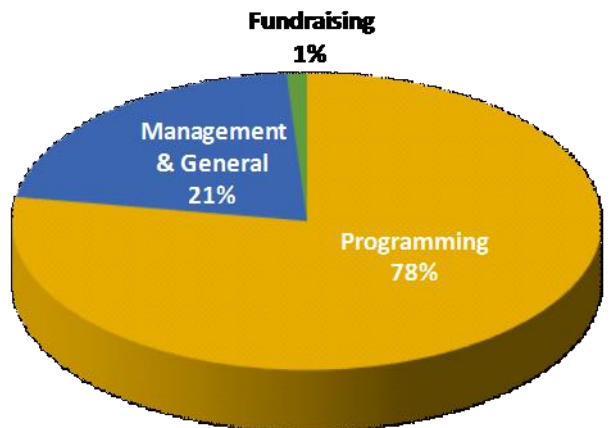
<u>Revenues</u>	<u>Amount</u>	<u>%</u>
County (cash and in-kind)	387,123	35.29
State (cash and benefits)	391,528	35.69
Federal	34,590	3.15
Other Grants	201,530	18.37
Program participation	18,300	1.67
Contributions	19,544	1.78
Fundraising	28,961	2.64
Other	15,410	1.4
Total	1,096,986	100.00

Revenues (Based on 2013 Support)



<u>Expenses</u>	<u>Amount</u>	<u>%</u>
Management and General	232,809	21.28
Programming	849,159	77.60
Fundraising	12,286	1.12
Total	1,094,254	100.00

Expenses (Based on 2013 Support)





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Cooperative Extension
Chemung County

425 Pennsylvania Ave. Elmira, NY 14904
607-734-4453 Fax: 607-734-7740 www.ccechemung.org