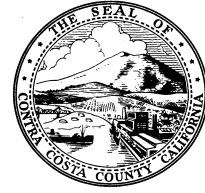


Contra Costa County Cooperative Extension



WHO WE ARE

Contra Costa County Cooperative Extension is so named because it is a cooperative venture among the County, the University of California (UC) and federal partners. Our mission is to apply practical science to address local issues in agriculture, horticulture, natural resources, nutrition, and youth development.

WHAT WE DO

Cooperative Extension delivers high quality programs that contribute to:

- Safe, healthy and accessible food
- Clean water and a healthy environment
- Good nutrition and well-nourished residents
- Healthy youth who contribute to healthy communities
- An improved local economy

Our programs benefit ALL cities and ALL citizens throughout the County. We pride ourselves on delivering the most cost-effective programs in the most efficient manner by drawing upon experts from throughout the UC system, utilizing over 600 trained volunteers, and working cooperatively with over 150 diverse public and private agencies/organizations. And we do this at a minimal cost. **For every dollar that Contra Costa County has contributed, \$9 were obtained from other sources.**

WHY WE NEED YOUR HELP

Cooperative Extension in Contra Costa is threatened by the County's current fiscal crisis. Until March 2009, the County provided 10% of our \$3.2 million budget. Without the County's \$305K match, *which is just 29 cents per Contra Costa resident*, the longstanding partnership dissolves and Contra Costa forfeits ALL Cooperative Extension funding and programs. **Forever.** The UC resources will be redistributed throughout the state and can not be recovered when the budget improves.

WHAT *ELSE* CAN YOU BUY FOR 29 CENTS?

- 2/3 of a first class stamp
- 1/3 of one daily newspaper
- 1/6 of a plain cup of coffee
- 1/20 of a paperback novel
- 1/33 of the average movie ticket

To date, the County has secured about half the funds needed to keep our doors open. They are hoping to raise the remaining half from the community. We need an additional **\$150,000** for fiscal year 2009/2010. And \$75,000 of this needs to be raised by September 30th!

We know these are tough times. However, EVERY other California county has found the resources to retain Cooperative Extension. We hope you can help us do the same.

WHY YOU SHOULD CARE

- More than 2/3 of Contra Costa County is in agriculture and open space. Agriculture brings in over \$71 million directly and over \$2.1 billion indirectly to our local economy. It assures county residents a safe and affordable local food supply. *Our programs protect the County's food supply and the local economy.*
- Contra Costa has 1,300 miles of waterways. Over one-half of our residents obtain their drinking water directly from the Sacramento-San Joaquin Delta bordering our county. *Our programs protect the County's water supply.*
- 253,468 Contra Costa residents are children ages 0-17 years who require leadership, citizenship and life skills in order to contribute to society as adults. Only 43.8% of Contra Costa youth that are old enough for college are college-ready. *Our programs increase the number of youth ready for college and engaged as citizens.*
- 59.5% of Contra Costa adults, especially those who are low-income, are overweight or obese with a disproportionate number from poverty. Overweight and obesity result in chronic disease and increased health costs passed on to governmental agencies and taxpayers. *Our programs improve nutrition and reduce public health costs.*
- 31% of county residents are food insecure; 33.4% of Contra Costa children are eligible for free or reduced lunch. *Our programs improve food security for children and families.*
- 60% of the pesticides that make their way into public waterways originate with Contra Costa homeowners and home gardeners. *Our award winning programs reduce this pollution.*

HOW YOU CAN HELP

Please consider making a tax-deductible donation – no amount is too small!

Checks should be made out to: Contra Costa County Cooperative Extension and mailed to:
Shelley Murdock, Dept Head
Cooperative Extension
75 Santa Barbara Rd., 2nd Floor
Pleasant Hill, CA 94523

We will gladly send you a receipt for your taxes along with our gratitude.