



*The Sun Shines Bright*

# **Kentucky Extension Homemakers Association**

**2020-2021**

# KEHA Mission

Improving the quality of life  
for families and communities  
through  
education, leadership development,  
and volunteer service.



# KEHA ~ Education

Implement a program of work for your club and county.

- **Include goals, lessons and projects from eight state educational chairmen's programs of work.**
- **Connect club and county programs with the county FCS Extension plan of work.**
- **Address needs of families in your communities, in the state and around the globe.**



# KEHA ~ Leadership

Empower community leaders.

- **Provide leadership training opportunities for members.**
- **Take an active role in the community.**
- **Inform local decision makers of the impacts and public value of KEHA and the Kentucky Cooperative Extension Service.**



# KEHA ~ Service

Embrace and promote volunteer service.

- **Volunteer to serve in a club, county or area leadership position.**
- **Support Extension programs through volunteer service.**
- **Report volunteer time through the volunteer service unit program and leadership development report.**



# 2020-2021 Theme: *The Sun Shines Bright*

- Portrays a bright outlook for the future.
- Emphasizes the colors and design of the new KEHA logo.
- **Potential uses:**
  - County and area annual meeting themes.
  - Training and programmatic themes.
  - Promotional and membership activities.



# 2019-2022 President's Focus

KEHA ~ A Winning Team

Playbook for 2019-2022: Key Areas

- **Leadership Development**
- **Training**
- **Member Recruitment and Retention**



# Let's Grow KEHA – 2019-2022

- **Year 1: How to get started. Focus on ideas and plans to increase membership.**
- **Year 2: Cultivate and fertilize. Put ideas into practice and change ways that were not successful.**
- **Year 3: Try something new. Add new ideas to make KEHA shine and share your successes.**

***Tend and add to your flower bed of Homemakers!***





# Boost Your Ego!

**Challenge: Everyone Get One – Each member is challenged to recruit a new member.**

**Goal: Increase membership with the potential to double numbers.**

## **Contest:**

- **County with greatest percentage increase will receive \$300 and Ms. E. Go.**
- **County with greatest increase in number of members will receive \$300 and Ms. Way to Go.**



# Developing a Program of Work

- **Identify needs and interests.**
- **Consider statewide programs and emphases.**
- **Build a strategy for implementation.**
- **Set your calendar for the year.**
- **Evaluate your programs and submit your reports.**
- **Share your successes.**



# Cultural Arts and Heritage

**2019-2022 Focus:**

## **Heritage Skills**

- **2019-2020: Swedish Weaving**
- **2020-2021: Weaving, Traditional Cloth**
- **2021-2022: Pin Weaving**

## **Cultural Arts and Heritage Passport**



# Environment, Housing & Energy

**2018-2021 Focus:**

**The Three B's of Home Landscaping: Bees, Birds and Butterflies**

- **2018-2019: The Buzz about Bees**
- **2019-2020: Birds and Your Outdoor Spaces**
- **2020-2021: Monarchs, Skippers, Painted Ladies and other Kentucky Butterflies**

**Contest: Adopt a Highway**





# Food, Nutrition & Health

## 2018-2021 Focus:

- 1. Food Safety, Preparation and Local Resource Management**
- 2. Making Nutritious Food Choices**
- 3. Know Your Numbers and Your Family History**



# 4-H Youth Development

## Goal:

Continue development of 4-H Youth ready to challenge him/herself toward growth for future life activities.

## Awards:

4-H Volunteer Hours, Camp Scholarships and Partnership Projects



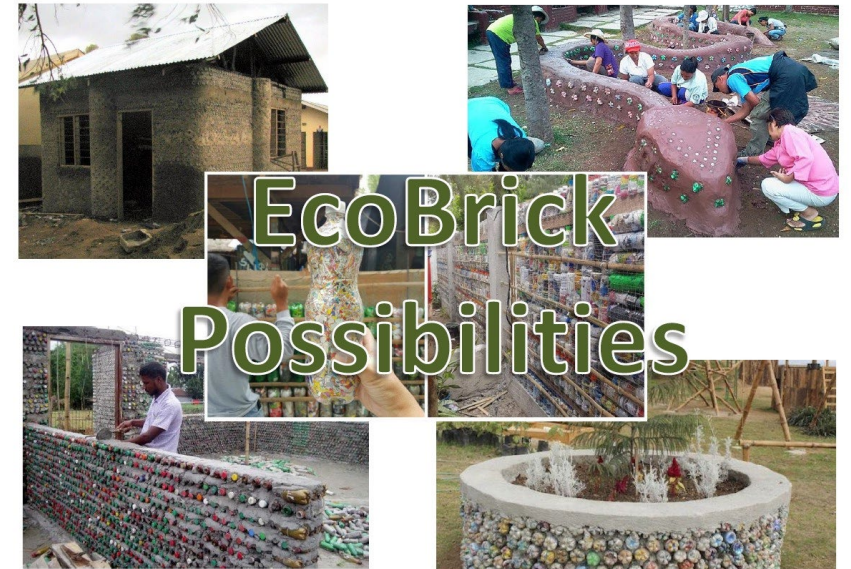
# International

**2019-2022 Focus:**

**Increase awareness of and support for ACWW and NVON projects and programs.**

**Implement projects and programs targeted to United Nations Sustainable Development Goals.**

**Special Project: EcoBrick Program**



**EcoBrick  
Possibilities**





# Management & Safety

**2020-2023 Theme: Protect Your Life from Scams and Frauds**

**Featured Lessons:**

- 1. Scam Red Flags and Avoiding Fraud**
- 2. Types of Scams**
- 3. Identity Theft**



# Leadership Development

## 2018-2021 Focus

1. Leadership development with focus on organizational analysis and action plans.
2. Civic engagement.
3. Volunteerism – and an enhanced VSU program.
4. Supporting higher education through scholarships.



# Why are reports important?

1. Summarize impacts of KEHA programs across the state.
2. Assist KEHA Educational Chairs in crafting and adapting programs of work.
3. Provide data for Kentucky Cooperative Extension Service reports.



# 2018-2019 Report Highlights

## Cultural Arts & Heritage

- More than \$48,000 in funding to support Extension and community projects was generated through the sales of craft items.

## Environment, Housing & Energy

- Clubs and county organizations provided monetary and in-kind donations totaling more than \$12,700 for community beautification projects.



# 2018-2019 Report Highlights

## Family & Individual Development

- More than 200 clubs taught at least one lesson on healthy eating habits.

## 4-H Youth Development

- KEHA members contributed more than \$21,000 for 4-H camp scholarships.



# 2018-2019 Report Highlights

## Food, Nutrition & Health

- More than \$46,500 was raised and donated to the UK Ovarian Cancer Screening and Research Program.

## International

- Collected \$7,363 in Coins for Change, \$3,681 of which supported the Associated Country Women of the World's Pennies for Friendship Program.



# 2018-2019 Report Highlights

## Leadership Development

- \$56,000 in scholarships for higher education were awarded through KEHA clubs, counties and areas.

## Management & Safety

- 2,992 KEHA members learned methods to manage their holiday expenses based on information received through Extension.



# 2020-2021 Dates to Remember

## July

- July 1 – Club program of work reports due to county
- July 1 – VSU logs due to county leadership chairman

## August

- August 15 – County program of work reports due via online forms
- August 15 – County VSU summary reports due via email





# 2020-2021 Dates to Remember

## October

- **October 11-17 – KEHA Week**
- **October 15 – Deadline for learning session proposals for the 2021 KEHA State Meeting**

## November

- **TBD – KEHA State Board Meeting**



# 2020-2021 Dates to Remember

## December

- **December 1 – Membership dues due to county treasurer**
- **December 15 – County KEHA dues due to the area and state treasurers**
- **December 31 – County KEHA dues delinquent if not received by the KEHA state treasurer**
- **December 31 – KEHA Membership Recognition Report due to the 2<sup>nd</sup> Vice President**



# 2020-2021 Dates to Remember

## January

- **January 15 – Member address updates due via the online system**

## March

- **TBD – KEHA State Board Meeting**
- **March 1 – Due date for:**
  - Area showcase forms for KEHA State Meeting
  - KEHA contest entries
  - KEHA Development Grant & Mini Grant Applications
  - KEHA Scholarship Applications



# 2020-2021 Dates to Remember

## March

- **March 27 – Postmark deadline for credentials for the following state positions:**

Terms April 2021 to June 2023:

1<sup>st</sup> Vice President

Treasurer

Marketing & Publicity Chair

Environment, Housing & Energy Chair

Food, Nutrition & Health Chair

Leadership Development Chair

Terms July 2021 to June 2024\*

President-elect (\*1 year followed by 3-year term)

2<sup>nd</sup> Vice President

Cultural Arts & Heritage Chair

Family & Individual Development Chair

International Chair

- **March 29 – Postmark deadline for early registration the 2021 KEHA State Meeting**



# 2020-2021 Dates to Remember

## April

- **April 9 - Final postmark deadline for registration for the 2021 KEHA State Meeting**
- **April 27-29 – 2021 KEHA State Meeting – Bowling Green, Kentucky**

## June

- **June 30 – KEHA Program Year Ends**

## July

- **July 20-22 – NVON Annual Conference, Owensboro, KY**



# Stay in the Loop

[www.keha.org](http://www.keha.org)

Annual Newsletter

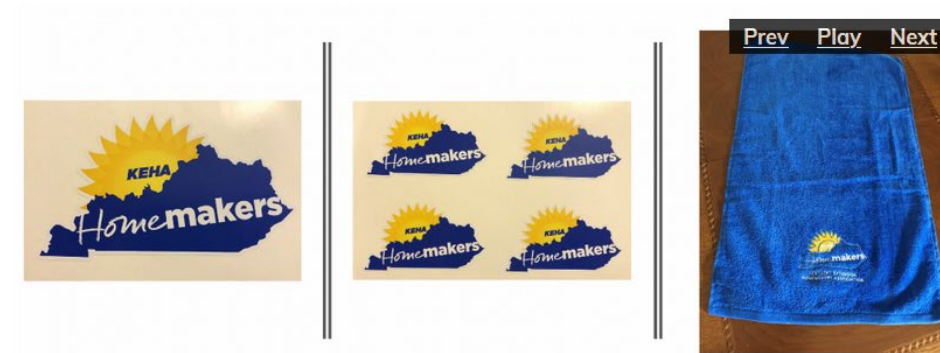
KEHA News and Notes

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**New KEHA Merchandise Available**



## Quick Links

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[2020 Census Quilt Booklet](#)

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don't  
forget to be  
awesome