

# 4-H Ontario STRATEGIC PLAN 2019 - 2023

## **YOUTH** Strategy

Youth learn leadership and life skills in relevant and accessible programs.

### Tactics

1. Engage more youth.
2. Provide programming in more diverse communities.
3. Evaluate the impact the program has on young people.



## **VOLUNTEER** Strategy

Volunteers are prepared to lead positive youth development activities in a safe and inclusive environment.

### Tactics

1. Excellence in safety and quality of clubs.
2. Enhance volunteer recognition.
3. Develop first-rate learning opportunities and tools for leaders.



## **BRAND** Strategy

4-H is known as a leading positive youth development organization.

### Tactics

1. Promote testimonials to demonstrate that the program builds contributing citizens.
2. Refresh 4-H Ontario's digital presence.



I pledge my Head to clearer thinking,  
my Heart to greater loyalty,  
my Hands to larger service,  
my Health to better living  
for my club, my community and my country.

## **RESOURCES** Strategy

Financial and Human resources sustain current activities and build for the future.

### Tactics

1. Increase funding for today's priority programs, awards and opportunities.
2. Garner funds for the future of the 4-H program.
3. Cultivate more partnerships to support resource development.
4. Human resources are supported to sustain the work of 4-H Ontario's strategies.

