

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.

