



## 4-H Canada Impact Report

### Welcome

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Welcome to the second edition of the 4-H Canada Impact Report. We hope you as members find this newsletter to be a valuable tool for staying informed and up-to-date on national 4-H activities and initiatives.

### Notice of Annual General Meeting

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**4-H Canada Annual General Meeting | June 11-12, 2015**

Crown Plaza Fredericton Lord Beaverbrook in Fredericton, New Brunswick  
To register, please contact Patricia Hill by email at [phill@4-H-Canada.ca](mailto:phill@4-H-Canada.ca)  
or by phone at 844-759-1013.

### Message from the President of the Canadian 4-H Council Board of Directors

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#### ★ Identity

**Strengthen and align the 4-H brand across Canada. Define our role in Canada as leaders in positive youth development and maintain a relevant voice with today's youth.**



It has been a busy, whirlwind year for the 4-H movement in Canada!

I am thrilled with the advancements we have made as an organization, and happy to report on some of the activities that have taken place specifically under the Identity and Leadership Excellence priorities of the 4-H Canada Directional Overview.

#### New Visual Brand

The 4-H Canada brand is so much more than just a logo. It's a representation of the unique and distinct experience you have when interacting with 4-H. Strengthening and aligning the 4-H brand across Canada will help us define our role as Canadian leaders in positive youth development. But more importantly, it will help us maintain relevance with today's youth.

Aligning the 4-H brand has been a long-standing discussion nationwide for many years. Across the country, 4-H staff, volunteers, and supporters are passionate about addressing the need to build a clear, cohesive brand identity for the 4-H movement in Canada. This, in turn, led to Identity becoming one of the four key areas of the Directional Overview.

At the 4-H Canada AGM last May, a Logo Task Force Committee was created and asked to provide recommendations on reenergizing 4-H's visual identity. Honouring 4-H's core values, respecting the heritage of the organization, and evolving the logo to engage our youth audience, were key considerations in the decision-making process.

In November 2014, a new logo design was brought forward to the Canadian 4-H Council Board of Directors. At that time, the Board requested further consultation with all provincial councils, foundations and government representatives to ensure the branding initiatives were understood and approved in principle by stakeholders across the country.

I am pleased to report that this extensive consultation process is now complete, and the refreshed 4-H Canada visual identity will be launched at the 2015 4-H Canada AGM on June 11, 2015. This is a very exciting endeavour and I feel fortunate to be part of the team implementing this project. This will be a historic moment for 4-H in Canada, and through our commitment to brand alignment across the country, I anticipate significant potential for growth of the 4-H program. For more information on 4-H Canada's new logo, please visit our website at [www.4-H-Canada.ca/brand](http://www.4-H-Canada.ca/brand)



## Leadership Excellence

Support capacity building of 4-H volunteers and professional staff across the country which will result in high-quality, skilled and engaged leadership.

### 4-H'ers get noticed!

I wanted to share a very recent example of how our 4-H youth are identified as outstanding Canadian leaders beyond the scope of the 4-H program. The Loran Scholars Foundation identifies and supports exceptional young Canadians who demonstrate character, service and leadership. Jayden Wlasichek from Bowsman, MB was named a Loran Scholar from an initial pool of 3,800 applicants. She was one of 30 young Canadians who received a renewable undergraduate award, valued at up to \$100,000, including mentorship and a summer program. Although not selected as a scholar, Sabrina Nunn of Kensington PEI was in the top 2% of the applicant pool and she received a \$3,000 finalist award.

### Global 4-H Network Summit

I had the privilege of attending the inaugural Global 4-H Network Summit in Seoul, Korea this past November. Our Canadian delegation was comprised of 4-H Canada CEO, Shannon Benner; 4-H Canada Program Director, Erin Smith; 4-H Ontario Executive Director, Debra Brown; and British Columbia Youth Advisory Committee (YAC) Representative, Kathleen Fryer.

A total of 235 delegates from 45 countries attended the Summit, which focused on six themes – Resources, Marketing, Positive Youth Development, Program Design, Partnerships, and Evaluation. We were pleased to note that these international goals are very similar to the four objectives that are outlined in our Directional Overview.

We learned a tremendous amount, and we also shared many of our successes, such as the growing popularity of our 4-H collegiate clubs, and the incredibly valuable YAC representatives, who provide an essential youth perspective.

The summit highlighted how 4-H is truly a worldwide movement. It also confirmed how invaluable it is to build global connections and relationships. 4-H will only become stronger through this exchanging of ideas and information, and commitment to partnership and solidarity. In fact, the Global 4-H Network has a goal of increasing global 4-H membership to 25-million members by 2025.

In other exciting news, I could not be more proud to announce that our very own 4-H Canada CEO, Shannon Benner, was appointed as Chair of the Global 4-H Network Board of Directors. I know she is the perfect fit to lead this international committee as she will bring the same clarity, wisdom, and vision she has brought to the 4-H movement in Canada!

I trust this update finds you happy and healthy, and on behalf of the Canadian 4-H Council, I wish you all the best in the year ahead. In closing, it is an honour to be the President of the 4-H Council and it is a great privilege to work with the members, leaders and supporters of 4-H in Canada.

*Valerie Pearson*  
**Valerie Pearson, PAg**



## Message from the CEO of 4-H Canada

### X Impact on Youth

Increase our impact on youth by supporting the advancement and implementation of world-class 4-H positive youth development programs that have measurable impact.



It has been an absolute pleasure over the past year to visit 4-H events on a community, provincial, national and global scale. It has been humbling to meet leaders who have worked with young people for generations all over the planet effecting positive and profound impact on young people.

I get asked a lot in my travels “What is Positive Youth Development?” Positive Youth Development is a strengths-based approach to working with young people. It is a concept that focuses on communities supporting young people and building their positive attributes so that they can thrive in the world around them. Research tells us that building assets in young people enables them to be more successful in their lives and successfully navigate the challenges they face. A common expression in the 4-H community is “making the best better” which is truly in its simplest form the best definition of positive youth development.

This generation of youth — that are often described as “global citizens” — face a mix of challenges. In addition to substance abuse, obesity, cyberbullying, and mental

health, our young millennials have the added responsibility of a planet needing to feed nine billion people by 2050.

4-H is 102 years old in Canada, yet there has never been a more important time for us than now to continue our important work with young people.

4-H leaders everywhere understand that “Learn To Do By Doing” means supporting our young people with experiences that will enable them to thrive in the world tomorrow.

I am very excited to report that, at a national level, the program offerings at 4-H Canada this year have grown 260%. This growth is due to the return of our exchanges program, as well as some new initiatives. For example, we are introducing STEM (Science, Technology, Engineering, Math) programming because agriculture has always been interwoven with science and technology. We are strengthening our international programs so that we can serve, and be relevant to, this generation of global citizens. 4-H Canada’s national level programs will always complement the grass roots and provincial 4-H experience but we also plan to build in a top tier of leadership development.

This spring we are launching an outcomes measurement study in partnership with Carleton University which will enable us to quantify, qualify and articulate the 4-H impact that we all know is pivotal for young people.

As we continue to take 4-H into the second century, it is critical that we collaborate. 4-H is a movement of seven million members globally that can and will accomplish extraordinary things if we do it together.

**Shannon Benner**





## Message from the Chair of the Canadian 4-H Foundation Board of Directors

### Resources

Secure resources that enable us to excel in our work with youth as well as provide us with diversified and long-term reach within the 4-H movement.



I am pleased to report that the Canadian 4-H Foundation moved forward in many areas in 2014, and continues to move forward in 2015. I believe we are gaining traction with our goal of supporting and strengthening the 4-H movement in Canada.

4-H Canada is poised to advance positive youth development and the Canadian 4-H Foundation is

committed to supporting the path set out in the Directional Overview, and specifically the goals of the Resources pillar.

Here are some highlights of the past year, as well as future goals:

- We are working hard to enhance alumni relations and communications. I think the Friends of 4-H Reception held this past November at the Royal Agricultural Winter Fair in Toronto, ON was a solid first step, as it allowed 4-H supporters to connect, catch up, and even mingle with some of our fantastic 4-H Members Forum delegates.
- Thanks to the implementation of joint meetings between the national and provincial Councils and Foundations—which are being well received—we are able to identify areas where we can work together for the betterment of 4-H in Canada.
- The unveiling of 4-H Canada's new pillar infrastructure in 2014 brought fresh thinking and new opportunities to funds development. I'm pleased to report that our Funds

Development program has been strengthened further, and there have been many successes over the past year with corporate, foundation, and individual investors.

o It is wonderful to have the ongoing support of Agriculture and Agri-Food Canada; support that enables many of 4-H Canada's core programs.

o The continued commitment of Farm Credit Canada is tremendous; FCC funding provides support to 4-H in Canada through National, Provincial and Club level initiatives.

o This past year, several new sponsors and new partnerships were attracted to 4-H Canada including the three-year partnership with TransCanada Corporation to support the "Find Your 4-H Wings" campaign, the two-year commitment of Bayer CropScience to be the leading supporter of the Science and Technology pillar, and the three-year commitment of a key Federal Government agency to support the Science and Technology pillar.

Many others are seeing the benefit of partnering with 4-H Canada and this is very encouraging.

The 4-H investment portfolio is in very good hands. And, despite fluctuating financial times in our country, we are excited about the current and future potential of the investment portfolio. As of December 31, 2014 our percentage of growth returns is 3.81%.

The Canadian 4-H Foundation has and will continue to support the enhancement of the 4-H brand across Canada. This revitalized and consistent visual identity will bring broader recognition of the 4-H brand, which will help ignite funds development opportunities.

There has been much to celebrate at 4-H Canada over the past year. Yet there is still a lot more to do as we strive to further elevate this great youth development and leadership program. I can feel the excitement and momentum building, and I can't wait to see what's in store for the rest of 2015!

The journey continues....

**Kim McConnell**

## Contact Us

If you have questions or would like further information, please visit our website at [www.4-H-Canada.ca](http://www.4-H-Canada.ca) or feel free to contact 4-H Canada by phone or email: [communications@4-h-canada.ca](mailto:communications@4-h-canada.ca) | 1-844-759-1013 x 29

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