



# 4-H Canada

## Strategic Orientations 2026–2028



### Our mission

To serve the 4-H movement in Canada.

### Our vision

A strong and cohesive national 4-H network that empowers youth to use their head, heart, hands and health to serve their communities.

### Our motto

Learn to do by doing

### Our values

**HEAD:** managing and thinking, developing critical thinking skills

**HEART:** relating and caring, developing friendships and loyalty

**HANDS:** giving and working, developing skills through service and volunteering

**HEALTH:** being and living, promoting well-being and healthy living for oneself and the planet

# Strategic Orientations

## 2026–2028

4-H Canada is a national organization dedicated to empowering youth through hands on learning that results in practical life skills and leadership development. This strategic plan provides a clear framework for our strategic orientations over the next three years, developed in consultation with provincial organizations and stakeholders. It reflects our shared commitment to safe, fun, and inclusive programming that strengthens the 4-H movement across Canada.

## KEY RESULT AREAS

### A renewed vision for the 4-H movement in Canada

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#### SHARED NATIONAL VISION

Act in a convener role with the provincial 4-H Councils to develop a joint vision and strategy for the 4-H movement in Canada, with a focus on opportunities for collaboration.

#### STRENGTHEN COLLABORATIVE FRAMEWORKS

A modernized, consistently implemented national-provincial framework with clearly defined roles and responsibilities, while maintaining full national and provincial annual compliance.

#### SUSTAINABLE MOVEMENT FUNDING

Develop a long-term funding plan in collaboration with provincial 4-H Councils that will identify sustainable, diversified funding resources for the 4-H movement in Canada.

### Ensure 4-H Canada financial stability and sustainability

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#### OPERATIONAL STABILITY

Develop and implement a short-term plan to fund 4-H Canada.

#### LONG-TERM SUSTAINABILITY

Develop a long-term funding plan that will identify sustainable, diversified funding sources for 4-H Canada.

## Leadership Development Pillars



Community  
Engagement &  
Communications



Science &  
Technology



Environment &  
Healthy Living



Sustainable  
Agriculture &  
Food Security

## Ensure relevant programming

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### **PARTICIPANT-CENTRED PROGRAMMING**

Assess programming to align participant needs in the 4-H movement (youth, leaders, volunteers).

### **PROVINCIAL PROGRAM SUPPORT**

Maintain and grow current levels of program opportunities to provinces.

### **INCLUSIVE PARTICIPATION**

Further develop the approach and supports for DEIA (diversity, equity, inclusion, accessibility).

## 4-H Canada organizational effectiveness

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### **STRONG ORGANIZATIONAL CULTURE**

Strengthen a collaborative, inclusive and learning focused culture that empowers staff to achieve shared goals.

### **VISIBILITY AND CONNECTION**

Invest in communications and outreach to build community & brand awareness.

### **MODERN SYSTEMS**

Modernize operational systems, including the development of an accountability framework for 4-H Canada policies and reporting, to support informed decision-making and effective governance.

## Effective 4-H Canada governance and leadership

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### **YOUTH VOICE IN GOVERNANCE**

Redefine youth engagement in 4-H Canada governance.

### **ALIGNED GOVERNANCE STRUCTURES**

Review the cooperative relationship between the 4-H Council & Foundation to strengthen governance in support of the 4-H movement.

### **MODERN MEMBERSHIP MODEL**

Review and modernize the 4-H Canada membership model.

### **BOARD EXCELLENCE**

Develop and maintain effective Board recruitment, orientation & continuing education.

# 4-H in Canada

# Positive Youth Development

# Formula



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**Responsible, Caring,  
Contributing Leaders**