

4-H Foundation of Alberta

Business Plan

OUR MOTTO

“Learn to do by doing”

OUR PHILOSOPHY

4-H is young people and adults learning project and life skills, cooperating and having fun together, sharing leadership and learning to do by doing

OUR VISION

Alberta 4-H develops leadership, communication, technical and life skills of 4-H members and leaders to strengthen communities

OUR MISSION

To seek, receive and manage resources to enhance 4-H in Alberta

OUR VALUES

As a 4-H partnership, work together with respect, accountability, integrity and excellence

- Develop leadership skills and knowledge in youth and adults
- Foster entrepreneurial skills in youth
- Develop and promote communication and effective teamwork skills among youth and adults
- Provide quality products, programs, and services using resources in the most cost effective manner
- Create self-reliant volunteers, leaders, clubs and councils to strengthen communities
- Create viable internal and external partnerships for mutual benefit
- Maintain our rural focus and agriculture heritage

OUR BUSINESSES

I. Alberta 4-H Centre:

Goals

- Maintain and enhance the 4-H Centre

Strategies

- Maintain an appropriate pricing structure for 4-H and non 4-H bookings to ensure that the operational side of 4-H Centre remains viable.
- Ensure adequate staff is available for the efficient and safe operation of the 4-H Centre.
- Enhance 4-H Centre facilities to provide additional opportunities to offer services to the 4-H and corporate community.
- Proactively market the 4-H Centre to 4-H groups and non 4-H groups.
- Evaluate long term land use needs for the 4-H Center, including the appropriate use of the land located across the lake.

Measures

- Utilize the input we receive from user groups regarding their experience at the 4-H Centre to evaluate service levels. This includes whether groups re-book for additional functions.

II. Alberta 4-H Fund Development:

Goals

- Undertake fund development strategies to fulfill funding requirements of Alberta 4-H programs and new opportunities.

Strategies

- Work with existing sponsors on an ongoing basis to ensure we are providing a return on their investment that will result in sponsors making long term financial commitments to the 4-H program.
- Search for new sponsors that can provide the Foundation with additional funds to enhance the 4-H experience and to undertake new opportunities.
- Increase awareness and seek opportunities to enhance funding levels through planned giving.
- Increase awareness and seek opportunities to enhance funding levels through contributions by 4-H alumni.
- Ensure appropriate recognition protocols are in place.
- Ensure funding received through RADF Rural Alberta's Development Fund (RADF) is utilized to develop additional staff so succession is in place at retirement of existing staff.

Measures

- Existing sponsors agree to new long term agreements.
- Increased commitment from our financial partners.

III. Alberta 4-H Fundraising Administration Opportunities:

Goals

- Continuously review opportunities to provide fundraising options for Alberta 4-H clubs, district and regional councils.

Strategies

- Review with the 4-H community the type of fundraising opportunities that will be successful.
- Continue to provide fundraising opportunities that are also viewed as a community service (i.e. tire recycling).

Measures

- The number of 4-H groups that utilize the approved provincial fund raising opportunities.

IV. Alberta 4-H Scholarship Administration:

Goals

- Provide enhanced opportunities for 4-H members to pursue post-secondary studies through strengthening of 4-H scholarship programs.

Strategies

- Work with individuals, families, groups, and corporations that express an interest in establishing a 4-H scholarship.
- Invest endowment funds to get maximum return within approved investment policy.
- Provide opportunities for the regions and districts to use the provincial application process so that 4-H members only have to provide one application to be eligible for all scholarships available.
- Offer workshops to provide information on the purpose of and how to fill out application form.
- Offer our provincial database to regions and districts to assist with recipient selection.

Measures

- The increased number of scholarship applications we receive each year.
- Increased quality of applications from applicants that attended workshops.

V. Administration Support for 4-H Clubs and Councils:

Goals

- Provide administration services to clubs and councils.

Strategies

- Provide banking and investment services.
- Provide administrative support to Alberta 4-H Council.
- Make available souvenirs, gifts and apparel to the 4-H community.

Measures

- Provision of cost effective services.
- Continued satisfaction with investment services.
- Communication with 4-H leaders and members regarding current trends in souvenirs, gift and apparel.

VI. Administration and Governance Support for Other Rural Groups

Goals

- Provide administration and governance support to rural groups.

Strategies

- Upon request provide board knowledge and experience.
- Upon request provide fund development expertise.
- Provide administration service.
- Provide fund management service.

Measures

- Continued satisfaction with services.