

# **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 administer 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.
- Insure adequate staff is available for the efficient and safe operation of the 4-H Centre.
- Enhance the 4-H Centre to provide additional opportunities to offer services to the 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 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.

### **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**

- Continue to 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.
- Continue to 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.

#### **Measures**

- The increased number of scholarship applications we receive each year.

### **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.