



CANADA
4-H PEI

4-H Proud STRATEGIC PLAN



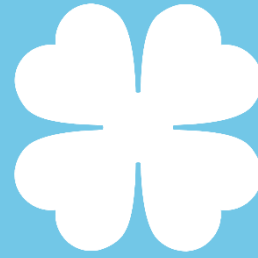
2025-2030

July 2025



Empowering through
Community and Connections

Message from 4-H PEI



We are proud to be a part of 4-H Prince Edward Island. 4-H is a valuable community-based organization that engages and empowers youth to make positive changes in our communities.

Our organization has been around for decades, fueled by the strength of a network of volunteers, members, and staff. We are fortunate to have dedicated people who make up 4-H in Prince Edward Island. We are also fortunate to have so many passionate members.

We must stay true to the core of 4-H PEI, and that is putting youth at the centre of all that we do. 4-H provides valuable opportunities for hands-on skills development, including communications and leadership, involvement of community service opportunities, and promotion of agriculture. Through these initiatives, youth Learn To Do By Doing.

Our aim is to empower youth while empowering volunteers, staff, and the Board to carry out our roles to continue to make a positive experience for all. As we do this, we want to stay true to our values: Engaging, Diversity, Inclusive, Community, Impact, and Sustainability.

As such, we reached out to receive feedback from representatives across 4-H PEI, including geographically and the role that they carry: Club Coordinators, Project Coordinators, members, families, staff, and Board members. That feedback has helped to inform the direction for the future.

We are excited about the priorities that have been identified in this 2025-2030 Strategic Plan that has been approved for 4-H Prince Edward Island in July 2025. They are reflective of the feedback received and of what is most important to continue to strengthen 4-H PEI, the Provincial Council, and the network for years to come.

We are proud of the accomplishments to-date and are excited about what lies ahead. As we navigate our road to ensure a strong organization for generations to come, we will do this with a shared direction focused on attracting and retaining engaged and diverse volunteers and members and creating a positive experience for all. This is what it means to be **4-H Proud!**

Thank you for being part of this journey to help define and implement our Strategic Plan. It will take all of us to make a continued impact on youth and our communities across Prince Edward Island and beyond.

A handwritten signature in black ink that reads "Jeff Matheson".

Jeff Matheson
President, Board of Directors
PEI 4-H Council

A handwritten signature in black ink that reads "Rayanne Frizzell".

Rayanne Frizzell
Administrative Director
Provincial 4-H Office

Contents

A Learning Organization	1
Powered by Community and Connections	1
Time to Reconnect	3
Who We Are – 4-H in Prince Edward Island	4
Mission	4
Values	4
Our Visionary Goals	5
Grow the Network of Engaged and Diverse Volunteers	6
Engage and Retain Members throughout Their Lifetime	7
Enhance Our Reach and Experience in 4-H for All	8
Strengthen Organizational Sustainability for Generations to Come	9
Implementation – This Takes All of Us!	10

4-H Proud STRATEGIC PLAN 2025-2030

Mission: Empower youth to create positive change in our communities



Values

Engaging – we aim for members, volunteers, and staff to feel connected, valued, and motivated

Diversity – we recognize and appreciate different perspectives, ideas, and backgrounds

Inclusive – we cultivate an environment where people feel respected and empowered to participate

Community – we foster belonging, connections, and a shared sense of purpose

Impact – we focus on achieving long-term positive outcomes for individuals and communities

Sustainability – we are committed to community and organizational well-being for generations to come

A hands-on, community-based youth experience focused on Life Skills and Agriculture where youth Learn To Do By Doing

4-H Proud - Empowering through Communities and Connections

A Learning Organization

4-H is a hands-on, community-based youth organization that has served communities in Prince Edward Island since 1918 and in Canada since 1913.

In Prince Edward Island, we are dedicated to developing young Islanders and encouraging them to become responsible members of society.

We help our youth **“Learn To Do By Doing”** in a safe, inclusive, and fun environment. We provide opportunities for leadership and life skills development, while promoting agricultural awareness.

4-H projects are all about learning new skills by doing, making connections, and supporting the community. There are two types of projects: Life Skills and Agriculture.

Programming takes place at the local (Club), regional, and provincial levels. There are also national and international opportunities related to travel, learning, and competition.

Powered by Community and Connections

4-H is powered by the many individuals who work hard to ensure a strong 4-H network locally, regionally, provincially, nationally, and internationally. Members, Coordinators, volunteers, staff, and the Board of Directors must work together to strengthen connections and community and continue the 4-H culture for our youth today and for generations to come.

4-H in Prince Edward Island

Local - Clubs <i>Members and Coordinators</i> Delivers 4-H activities and learning in the local community Youth engagement	Regions - Regional Council <i>Council of Club Reps; Western, Central, and Eastern</i> Acts as a voice for members and volunteers; assists in facilitating events and activities	Provincial - 4-H PEI <i>Provincial Staff</i> Oversee operations of 4-H programs at the regional and provincial levels; support Clubs	Provincial - 4-H PEI <i>Board of Directors from Each Region</i> Govern 4-H PEI; oversees mission and decision-making on 4-H policies and implementation; acts on behalf of members and coordinators
4-H PEI Trust Provides additional funds for programs and services	4-H Canada Provides funding to Provincial Council and travel and learning opportunities for members, volunteers and staff; national programs		4-H Global Network Provides connections and opportunity to strengthen communities

4-H Proud - Empowering through Community and Connections

The role of 4-H PEI and the Provincial Council is to:

1. To carry out programs for 4-H members, Coordinators, Clubs, Regional Councils, and the PEI 4-H Council.
2. To encourage 4-H members and Coordinators to gain a better understanding of and participate more fully in the 4-H program.
3. To explore, develop, and implement a program which defines, modifies, and expands the 4-H program in Prince Edward Island.
4. To work with the Prince Edward Island Department of Agriculture and Fisheries (and/or appropriate government department) in accordance with the current Funding Agreement.
5. To provide an instrument whereby the financial viability of the Prince Edward Island 4-H program is addressed, evaluated, and implemented.

The 4-H PEI (Provincial Council) is governed by a volunteer Board of Directors made up of representatives from each of the three regions. The Board of Directors oversees the mission of 4-H PEI and makes decisions on 4-H policies and implementation on behalf of members and Coordinators. The members of the Board of Directors oversee the operations of the Provincial Council and the work of the Administrative Director.

The Administrative Director is, in turn, responsible for managing the operations and staff. There is a small staff team that works together with members and Coordinators to help make sure 4-H activities are effectively carried out.

The 4-H Network is a strong volunteer network, made up of and fueled by the many volunteers. The volunteers, including Club and Project Coordinators, play an important role in empowering and inspiring youth through the many opportunities of 4-H at the local, regional, and provincial levels. 4-H cannot exist without engaged volunteers who are passionate and dedicated about youth development and what makes 4-H as strong as it is – *Learn To Do By Doing*.

At the core of 4-H are the foundational values that guide us:

- **Head:** managing, thinking
- **Heart:** relating, caring
- **Hands:** giving, working
- **Health:** being, living



“I love 4-H, it cannot be described in one word. I love watching the kids learning and realizing they can do something they thought they could not do. It’s a fun, safe place with family and community members to build lifelong connections.”

“As a parent, 4-H is a place of community and inclusion. My daughter has the opportunity to experience things she would not otherwise do.”

Time to Reconnect

The last few years have seen continued opportunity and passion by youth and volunteers. At the same time, there is a strong recognition of the evolving environment and the impacts on 4-H at all levels. Involvement of youth in multiple activities, increasing demands on families, parents and caregivers, increasing use of technology, and how youth want to be engaged, the global pandemic, changing farming operations, and many more are among the factors that make up this evolving environment.

This means even more that having a strong connection and community within 4-H is critical for the organization's continued success in empowering youth for generations to come.

As a result, the Board of Directors felt it was time to engage in the development of a new **five-year strategic plan** for 4-H PEI.

An important part of this process was to gather feedback from Clubs – members and Coordinators, Board members, and Provincial Staff on what is working well now and areas that will guide the future direction over the next five years. The aim is to make sure that we **hear diverse views** throughout 4-H PEI so that we can collectively come up with the best plan that will positively impact the future direction of 4-H in Prince Edward Island.

The Board of Directors worked with the staff to develop this strategic plan based on the feedback received through the planning process. As a part of its governance role, the Board approved the final strategic plan that will be the roadmap for 4-H in PEI over the next five years. An important part of the next steps is to implement strategic and ongoing communications with Clubs, Regional Councils, and the public about the work of 4-H in PEI and its many successes. It will take all of us to make this happen.

We are proud of the opportunities that 4-H has provided to youth and our volunteers over the years, and our desire is to continue to have a positive impact for many generations to come. There is a strong reason why **4-H is one of Canada's largest and longest-standing youth organizations**.



“4-H offers such wonderful opportunities for the members. The members get to do such amazing activities. 4-H members are very proud of being in 4-H.”

“I love seeing the kids light up when they master something new or realize they are succeeding in their project work.”

“I have been going to 4-H forever, as my mom was a leader long before I was born. It's a family tradition in my family. 4-H gave me leadership skills, work ethic, public speaking skills, travel opportunities, and just having 4-H on my resume has helped me get jobs in the past.”

-Feedback from Club Engagement Roundtables

Who We Are – 4-H in Prince Edward Island

Mission

Empower youth to create positive change in our communities

We carry out our mission through:

- Hands-on skills development, including communications and leadership
- Involvement of community service opportunities
- Promotion of agriculture

Values

Engaging – we aim for members, volunteers, and staff to feel connected, valued, and motivated

Diversity – we recognize and appreciate different perspectives, ideas, and backgrounds

Inclusive – we cultivate an environment where people feel respected and empowered to participate

Community – we foster belonging, connections, and a shared sense of purpose

Impact – we focus on achieving long-term positive outcomes for individuals and communities

Sustainability – we are committed to community and organizational well-being for generations to come

Our Visionary Goals

Our four (4) goals that will guide the future of 4-H in Prince Edward Island are:

1. Grow the network of engaged and diverse volunteers
2. Engage and retain members throughout their lifetime
3. Enhance our reach and experience in 4-H for all
4. Strengthen organizational sustainability for generations to come



Source: 4-H Canada

Goal: Grow the Network of Engaged and Diverse Volunteers

Objectives

- A strong network of engaged volunteers
- Expanded consistency, capacity, and supports to enhance the experience for volunteers and members
- Volunteers with diverse skills and backgrounds

Strategies

1. Empower and support the **development and growth of Club Coordinators** aligned with 4-H values and priorities
 - Develop orientation, training, and checklists for Club Coordinator positions for greater consistency
 - Continue to provide opportunities for 4-H Club Coordinator gatherings and networking sessions to encourage and facilitate the sharing of leading practices
 - Collaborate to create continuity and succession planning pathways for Club Coordinators
2. Empower and support the **engagement and development of Project Coordinators**
 - Prioritize the development of project guidebooks, including standards and checklists
 - Build project skills capacity through partnerships with the community and industry organizations
 - Collaborate on the recruitment of Project Coordinators who support regional priorities for skills-based projects
3. Work with Club Coordinators to ensure **engagement of volunteers** with diverse skills and backgrounds
4. Explore, adapt, and share **leading practices with other jurisdictions**, particularly in Atlantic Canada, to support the evolving landscape of volunteerism



Goal: Engage and Retain Members throughout Their Lifetime

Objectives

- Increased engagement of members
- Increased retention of intermediate and senior members
- Engagement of intermediate and senior members in regional and provincial programming
- Building connections with Alumni

Strategies

1. Work with Clubs to **engage youth through “Learn To Do By Doing”** throughout their involvement in 4-H
 - Develop a new member orientation working with Club Coordinators and members
 - Facilitate opportunities to share leading practices through Regional Councils with a focus on welcoming new members and supporting youth and their journey in 4-H
 - Develop pathways for engagement and member recognition
2. Provide **more project opportunities to keep youth engaged**
 - Encourage the sharing of projects among Clubs
 - Enhance regional and provincial project offerings
3. Foster and grow **leadership among youth** through engagement
 - Strengthen youth engagement in Club leadership
 - Encourage members and volunteers to be positive role models within 4-H
 - Enhance the Ambassador program, including as social media influencers
 - Enhance the extra credit program in partnership with the Department of Education and Public Schools Branch that aligns with 4-H PEI priorities
4. Effectively communicate **scholarship and travel opportunities** for engaged members
 - Enhance criteria for qualification based on engagement and leadership
5. Build **Alumni engagement and connections**
 - Grow the network of Alumni
 - Recognize Alumni and maintain connections for the long-term

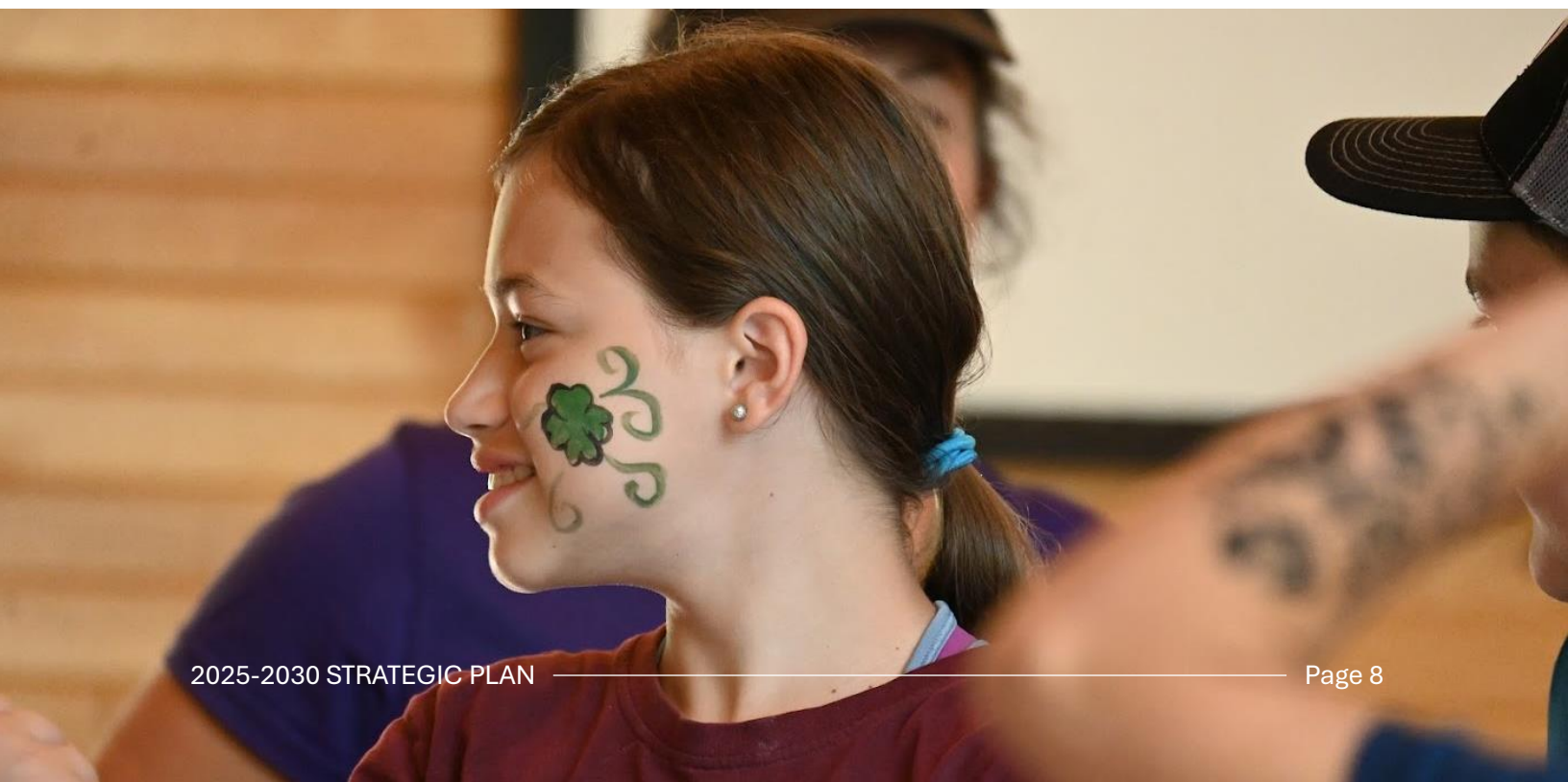
Goal: Enhance Our Reach and Experience in 4-H for All

Objectives

- Strengthening of a shared culture throughout 4-H
- Greater awareness of the distinct benefits of 4-H for youth, families, and volunteers
- 4-H is welcoming and inclusive locally, regionally, and provincially

Strategies

1. Foster and strengthen community and connections that **engage 4-H members, volunteers, and staff**, focused on a positive experience for all
 - Expand the sharing of leading practices and resources
 - Work together to achieve foundational consistency in approaches and experiences
2. Review Club participation levels and design the optimal rezoning to support **long-term engagement and sustainability of 4-H across the province**, including support for volunteer and member engagement and the overall experience in 4-H
3. Create greater awareness to the public of the **value of 4-H, in terms of community, social responsibility, and life skills development**
4. **Work together to foster an inclusive environment for all**, including through partnerships in the community to support greater diversity in the membership
5. Share the **experiences of volunteers** and recognize their importance to the 4-H Network
 - the 4-H Network is fueled by volunteers
 - Promote the volunteer experience and benefits of contributing to 4-H
 - Recognize volunteers for their engagement and impact on empowering youth, based on the core of what 4-H is all about



Goal: Strengthen Organizational Sustainability for Generations to Come

Objectives

- Strengthening of a shared culture throughout 4-H
- Organizational and governance development

Strategies

1. Collectively **foster a culture of respect, responsibility, and ethical conduct to fulfill our mission**
 - Enhance an understanding that we are each responsible for upholding our Code of Conduct and for keeping each other accountable
 - Communicate the Code of Conduct throughout 4-H
 - Implement a policy for reporting, resolution, and escalation
2. **Clarify roles and responsibilities within the 4-H Network in PEI and work together to enable each other to carry out these roles** – Clubs, Regional Councils, Provincial Council, members, families, volunteers, committees, staff, and Board of Directors
3. Ensure **timely, relevant, and effective communications** working with members, Coordinators, and staff
 - Strengthen communications through the Regional Councils
 - Ensure Clubs receive and share information that is most relevant to support engagement and enable the work
4. **Model a learning organization** providing training and development opportunities for staff, volunteers, and members
5. Review and update **priority 4-H policies and procedures**
6. Partner to strengthen the **financial sustainability of the organization** through relationships with the Province, donor and sponsorship development, and coordinated efforts with 4-H Canada and 4-H PEI Trust
7. Strengthen **Board governance** and development to carry out the work of the Board

Implementation – This Takes All of Us!

The implementation of the priorities identified in this strategic plan will require all of us to work together as a collaborative 4-H Network in Prince Edward Island. Our next five years will be guided by these priorities that are further defined and prioritized based on identified actions and lead responsibility.

We are all ambassadors of 4-H in Prince Edward Island. We encourage and challenge all members, volunteers, and staff to work together to continue to make a strong impact on youth and ensure the continued legacy of 4-H. **Let's be 4-H Proud today and for generations to come.**





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