



# 4-H British Columbia Partnership Opportunities



**CANADA**  
4-H British Columbia





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## Message from 4-H British Columbia

4-H British Columbia (4-H BC) began in 1914 and has provided youth leadership and life skills development for over 100 years. 4-H BC provides young people with an opportunity to learn how to become productive, self-assured adults who can make their community and country a better place in which to live. This is fostered through project and program work, experiences with their 4-H club members and leaders and their participation in district, regional and provincial programs.

Partnerships play an integral role in the operation of 4-H BC. Investment in 4-H BC allows quality, innovative and sustainable leadership and life skills programs for youth and volunteers, that benefits the citizens and communities in which we all live. It is a key component that allows our 4-H program to effectively meet the needs of its members and adult volunteer leaders.

Our members and leaders display strong community commitment and a will to develop vibrant community leadership. Corporate and small business support enables 4-H BC the opportunity to offer high quality educational material and programming.

We rely on our partners from the community, the dedication of our volunteers and the generosity of establishments such as yours. 4-H BC continues to move forward by building on our partnerships, which of course, produce the leaders of tomorrow from the youth of today.

When you partner with 4-H BC, your gift makes a big impact. Contact 4-H BC to discuss how to become a partner by contributing funds to support a program exclusively or in part, a gift-in-kind, advertise in our newsletter, your time as a guest speaker or judge or create a new scholarship. There are many ways to support us.

***Working together to help youth succeed!***



## Programs

### Provincial Communication Finals

Provincial 4-H Communication Finals, our only competitive program, provides 4-H members the opportunity to participate in a public speaking and demonstration program to further their communication skills with the general public. This event is hosted in varying BC communities every year in order to showcase different areas of the province and encourage members to travel and meet other 4-H'ers.

In *Demonstrations*, delegates working in teams of two prepare and present an 8-10 minute demonstration on how to make something or how to perform a certain skill. Demonstrating is showing "how" along with telling "what" and why".

In *Public Speaking*, delegates present a prepared speech in a competitive environment, showcasing their public speaking and communication skills while developing agriculture awareness. Delegates are further challenged by giving an "impromptu" speech with the topic announced a mere 40 minutes prior.

The Winner of Provincial 4-H Communication Finals *Public Speaking* receive an all-expenses paid trip to the Royal Agriculture Winter Fair in Toronto to compete in the Canadian Young Speakers for Agriculture Competition.

*"I have always loved 4-H, and participating in the Provincial 4-H Communication Finals has been one of the highlights of my year."*

*"The positive atmosphere and great camaraderie at a provincial finals competition could only be found among 4-H'ers. Always a chance to learn and grow, I recommend all seniors to aspire to attend Provincial 4-H Communications."*

Target Audience:  
Senior 4-H members from our seven regions

Location:  
Varying locations each year

Number of Delegates:  
30

When:  
July Annually

Cost to deliver program: \$30,000





## Programs

### Agri-Career Quest

This experience is a six day program for 4-H members and non 4-H students to explore careers in the agriculture industry. Most of the program takes place on a charter bus to allow for agriculture tour stops in different regions of BC. Participants will get to see and experience first-hand the diversity of agriculture in BC and the careers available in the industry. There is a career building component where participants learn how to market themselves through resume, interview and networking skills. For information about Agri-Career Quest 2015, visit the trip's blog at <http://agricareerquest.wordpress.com/>.

*"Please never stop offering amazing programs like this!"*

*"I learned a lot about different agriculture careers I didn't know were Ag. It opened my eyes to new careers that I'm going to look into more".*

Target Audience: 16-22 year olds

Location: Charter bus through Fraser Valley & Thompson-Okanagan Regions

Number of Delegates: Up to 38

When: May in odd years (2017, 2019, 2021...)

Cost to deliver program: \$40,000



## Programs

### Youth Action

This exciting 5 day program is in high demand with 4-H BC members as it takes a look at important youth issues while developing leadership skills and building self-esteem. 4-H members from across the province meet other 4-H'ers and build new friendships in a fun, educational environment that focuses on both self-development and team building.

*"I am more capable to make friends and spark up a conversation. I won't be afraid to take charge, but get others ideas first."*

*"Youth Action was a great experience for me. It taught me to be more decisive, as well as speaking up when I had an idea..."*

*"I learned how to be a leader not just a follower. I learned how to be more confident in myself and others. More team work and trust. Not to judge others and include everyone in everything."*

*"Before I came here I didn't think I could make a difference but now I know I can! I can't wait to take action. I have a lot of opinions on things that need work."*

Target Audience: 14-15 year olds

Location: Kamloops, BC

Number of Delegates: 62

When: July in odd years (2017, 2019, 2021...)

Cost to deliver program: \$50,000





## Programs

### Food For Thought

The Food for Thought Program gives 4-H BC members the opportunity to discover agriculture in BC. As participants taste and experience BC products, they explore issues related to limited land and water resources, sustainable development, and the rural urban interface. Special focus is on BC's top grossing agriculture commodities.

*"It is a great experience that has taught me a lot about BC's local agriculture. I would recommend this for anyone."*

"It was a amazing experience that was not only educational but also extremely fun. I met so many new friends that I will miss after leaving. You get to travel to lots of different places and experience things that I wouldn't get to otherwise."

"Super amazing and a great learning experience! It really opened my eyes to other agriculture areas. I only knew beef cattle but now I know so much more. I also got to meet some awesome people!"

Target Audience: 14-15 year olds

Location: Fraser Valley

Number of Delegates: 45

When: July in even years (2018, 2020, 2022...)

Cost to deliver program: \$40,000





## Programs

### Provincial Club Week

A unique, six-day experience for senior members to meet other 4-H'ers from around the province, while they explore personal values, interpersonal skills, and have fun! Club Week has been an integral part of the 4-H BC program for over 90 years. Senior Members work both in small groups and with the entire large group to build trust and cooperation, as well as to discuss concerns and issues which include: effective communication, self-discovery and self-awareness, relationships, gender differences and similarities, and conflict management. Participants have an active role in the program's on-site organization as members of Social, Recreation, Banquet, Talent Show, and Sponsorship Committees. Past delegates have returned home more confident with stronger leadership, team spirit, and communication skills. Provincial Club Week has consistently proven to be a highlight of our senior 4-H member's 4-H careers. The comments of the delegates themselves best support and exemplify the success of our past PCW programs.

*"Club Week was a life changing experience for me."*

*"I learned that I can be a leader and make a difference in the lives of many people."*

Target Audience: 16-19 year olds

Location: Okanagan, BC

Number of Delegates: 48

When: March (coinciding with Spring Breaks) in even years (2018, 2020, 2022...)

Cost to deliver program: \$45,000



## Programs

### 4-H British Columbia Ambassadors

The 4-H BC Ambassadors are senior members who promote awareness of 4-H opportunities in their region and around the province, and act as resource people for 4-H members, leaders, partners and the public. Participants attend one training session each year, and participate in up to three conference calls. Ambassadors are required to have a leading role in at least 10 different activities in their region during the year. There are a total of 20 Ambassadors to represent 4-H in BC each year, however only 10 are selected annually - for a two year term.

*"The impact that the program has had on me personally is that I wouldn't be doing what I do today if it wasn't for 4-H and in large part the Ambassador Program. It gave me the skills and leadership and confidence that I really need to effectively do the job that I do as a lawyer every day."*

"The Ambassador Program builds leaders of today by teaching the importance of leadership, responsibility and friendship."

Target Audience: 16-20 year olds

Number of Delegates: 20

When: 2 year Commitment  
(minimum 10 days per year)

Ambassador Training: May long weekend annually

Cost to deliver program: \$20,000





## Programs

### 4-H BC Leaders' and Key Leaders' Conference

4-H Leaders from around the province meet to expand their skills and gain knowledge to take home to their clubs. 4-H BC survives and thrives by the strength and endurance of the leaders involved. This conference provides an opportunity to thank our hard working adult volunteers, provide support and new learning, and to refresh their spirits! The conference is always humming with many creative ideas. Leaders will attend workshops, and learn skills to take back to their communities and clubs. The sharing of ideas and building of a network are key components of this weekend conference, as is the opportunity to celebrate successes and share heart-warming stories of our youth's achievements. Enduring friendships are made, and renewed, at the 4-H BC Leaders Conference.

"Leaders' Conference, a great networking opportunity and a chance to re-focus!"

Target Audience: Volunteer Leaders

Location: Various locations around the province

Number of Delegates: 80

When: Fall in even years (2018, 2020, 2022...)

Cost to deliver program: \$50,000



## Regional Programs...Grant Opportunity

The goals of these regional one day workshop programs are to provide an educational and networking opportunity to all 4-H members and their families. These programs connect 4-H members of all ages and their families to opportunities and resources that will enhance their 4-H experience.

### 4-H Family Frenzy

The 4-H Family Frenzy workshop day is a program available to all 4-H members and leaders in the Central Interior 4-H Region, as well as an invite to the Yellowhead West 4-H Region members. It is held in a variety of community facilities to accommodate the number of members participating in this event. The workshop day provides a fun learning atmosphere for 4-H members and leaders to learn about different aspects of 4-H program and project work, livestock husbandry and safety, and personal development topics.

### Island 4-H Rendezvous

Island 4-H Rendezvous is a workshop day for over 200 4-H'ers from across Vancouver Island hosted in various facilities to accommodate this size of workshop. All 4-H members participating from Cloverbuds to livestock club members to photographers and leaders learn about 4-H. There are a number sessions presented by 4-H friends and alumni who have become experts in their subject areas through experience in the 4-H program and/or their professional careers.

#### 4-H Family Frenzy

Target Audience: 4-H members (all ages), parents, 4-H families and Volunteers/ Leaders. Invite to Yellowhead 4-H Region or Central Interior Region

Location: Central Interior 4-H Region, rotates between Williams Lake, Prince George and Quesnel

Number of Participants: 80-100

When: Fall in odd years (2017, 2019, 2021...)

Grant: \$2,000

#### Island 4-H Rendezvous

Target Audience: 4-H members (all ages), parents, 4-H families and Volunteers/Leaders.

Location: Vancouver Island 4-H Region, either in NanOOSE Bay or Parksville

Number of Participants: 175-200

When: Spring in odd years (2017, 2019, 2021...)

Grant: \$2,000





## Regional Programs...Grant Opportunity

The goals of these regional one day workshop programs are to provide an educational and networking opportunity to all 4-H members and their families. These programs connect 4-H members of all ages and their families to opportunities and resources that will enhance their 4-H experience.

### Catch the Clover

The Catch the Clover biennial workshop day is a program available to all 4-H members and leaders in the Kamloops - Okanagan 4-H Region, as well as an invite to the Kootney 4-H Region. The workshop provides a fun learning atmosphere for 4-H members and leader to learn about different aspects of 4-H program and project work, livestock husbandry and safety, and personal development topics.

### 4-H To the Extreme

4-H to the Extreme is a workshop day for 4-H members, families, volunteers and leaders to participate in 48, 1-hour long sessions of their choice on a variety of topics ranging from project skills, to safety, to communications, to leadership. Additionally offered are networking activities and a lunchtime presentation for the whole group.

### Catch the Clover

Target Audience: 4-H members (all ages), parents, 4-H families and Volunteers/ Leaders. Invite to Kootney Region and Kamloops - Okanagan Region

Location: Kamloops - Okanagan 4-H Region, Vernon

Number of Participants: 150-175

When: Fall in even years (2018, 2020, 2022...)

Grant: \$2,000

### 4-H To the Extreme

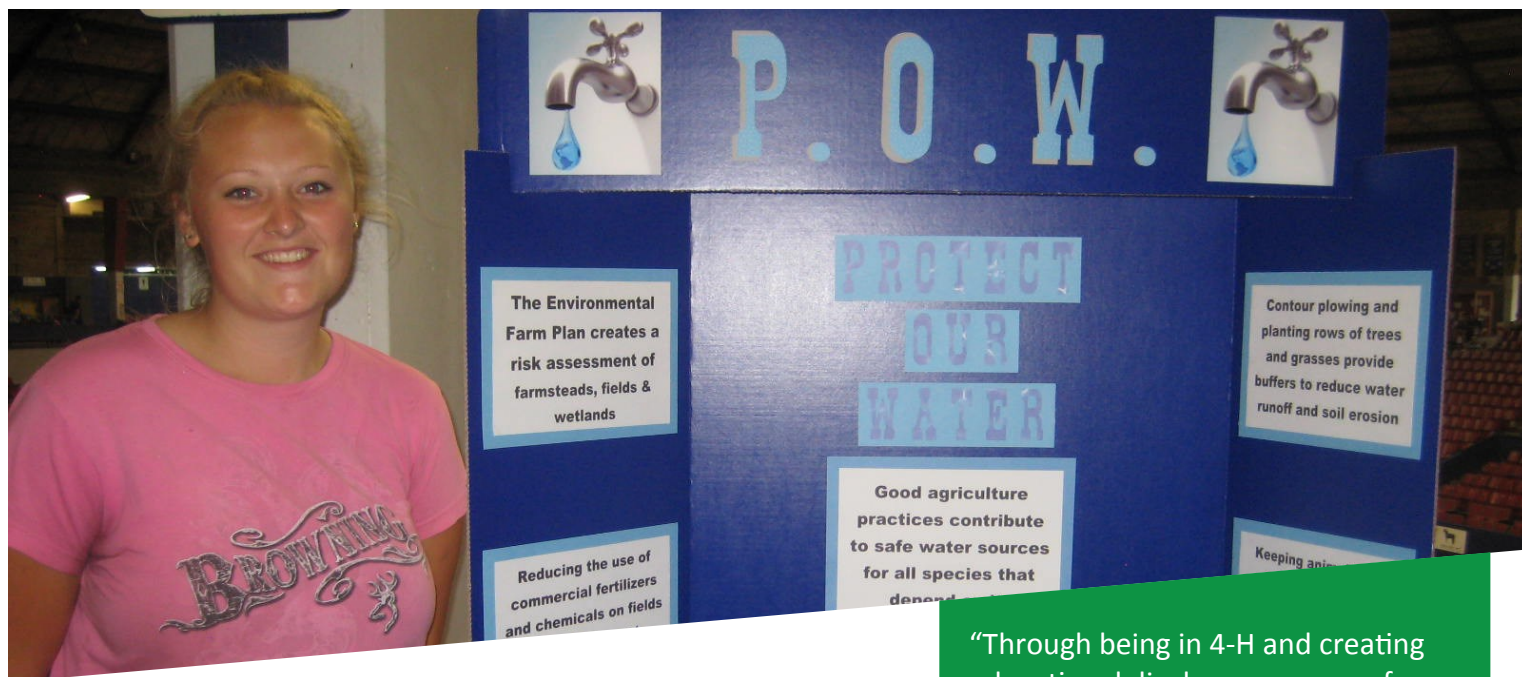
Target Audience: 4-H members (all ages), parents, 4-H families and Volunteers/ Leaders

Location: Fraser Valley 4-H Region, Abbotsford

Number of Participants: 200-250

When: Spring in even years (2018, 2020, 2022...)

Grant: \$2,000



## 4-H Educational Display Program

A long-standing partnership program at each Pacific National Exhibition (PNE) is the 4-H Educational Displays. This program is to engage youth in learning about an aspect of BC Agriculture through the creation of an educational display for the public. The competition is open to only 4-H members and members from any part of the province may participate. Youth Development Program Staff coordinate the program, aid in the promotion of the program to members, deliver the orientation, secure the set-up and judges, assist with the educational program, and organize the awards. The topic on the display is focused on one of the following four pillars; Communication and Community Engagement, Science and Technology, Sustainable Agriculture and Food Security or Environment and Healthy Living.

Organization Sponsor Responsibilities:

- Select the theme for educational displays.
- Provide at least one judge in each of the 3 age categories.
- Provide a 1-hour workshop presenter to expand the learning on the chosen topic.
- Attend the awards presentation.
- Provide organization promotional material and logo.

“Through being in 4-H and creating educational displays every year for the PNE, I learn a lot about agriculture. This year’s topic of Agricultural Safety was incredibly important topic that everyone involved in the agriculture industry needs to be extremely aware of. Many 4-H members participate in the educational display completion each year, and it is amazing to always have so many prizes available to win. Without the generosity of our sponsors, the quantity and quality of the prizes would be impossible.”

**Cost to deliver program: \$4,500**

**Number of Participants: Varies**

**Location: PNE yearly**





## Promotional Opportunities with 4-H British Columbia

### Electronic Newsletter

Reaching your target group will be easier and more often. The E-Newsletter is sent out 4 times per year to over 2,000 members, leaders, alumni, and partners. Your advertisement will remain posted on our website extending the "shelf life" of your ad.

#### Deadlines:

Spring	March 15
Summer	June 15
Fall	September 15
Winter	December 1

### 4-H British Columbia Calendar

The calendar is made up of the winning photos taken and submitted by our 4-H leaders and members from our annual 4-H photo contest and is filled with important provincial and regional 4-H dates and events! 2,000 copies are printed and distributed to 4-Her families, friends and partners.

### Scholarships

4-H British Columbia offers scholarships opportunities to outstanding 4-H members and alumni. For over 100 years 4-H has been helping youth and advancing them in agriculture, science and technology, food, healthy living and the environment. We welcome and are grateful for the generosity of corporate partnerships, private contributors and foundations that support post-secondary education and the academic achievement of our youth.



## Partnership Benefits and Recognition

### Platinum Partner - \$10,000+

As a Platinum Level Partner you will receive:

- Right of program exclusivity and annual review for continuance
- Press release for major contribution
- Use of 4-H "Proud Partner" logo
- Recognition in quarterly newsletter and "Opportunities Guide and Application Package"
- Signage provincially hosted events, trade shows and programs
- Logo in Annual Report and on 4-H BC Provincial website
- Recognition Presentation of support

### Gold Partner - \$5,000 - \$9,999

As a Gold Partner you will receive:

- Press release for major contribution
- Use of 4-H "Proud Partner" logo
- Recognition in quarterly newsletter and "Opportunities Guide and Application Package"
- Signage provincially hosted events, trade shows and programs
- Logo in Annual Report and on 4-H BC Provincial website
- Recognition Presentation of support

### Silver Partner - \$1,500-\$4,999

As a Silver Partner you will receive:

- Recognition in quarterly newsletter and "Opportunities Guide and Application Package"
- Signage provincially hosted events, trade shows and programs
- Use of 4-H BC "Proud Partner" logo
- Logo in Annual Report and on 4-H BC Provincial website
- Recognition Presentation of support

### Bronze Partner - \$500-\$1,499

As a Bronze Partner you will receive:

- Recognition in "Opportunities Guide and Application Package"
- Signage provincially hosted events, trade shows and programs
- Mention in Annual Report and on 4-H BC Provincial website
- Use of 4-H BC "Proud Partner" logo
- Recognition Presentation of support

### Friend - Up to \$499

As a Friend you will receive:

- Mention in Annual Report and on 4-H BC Provincial website

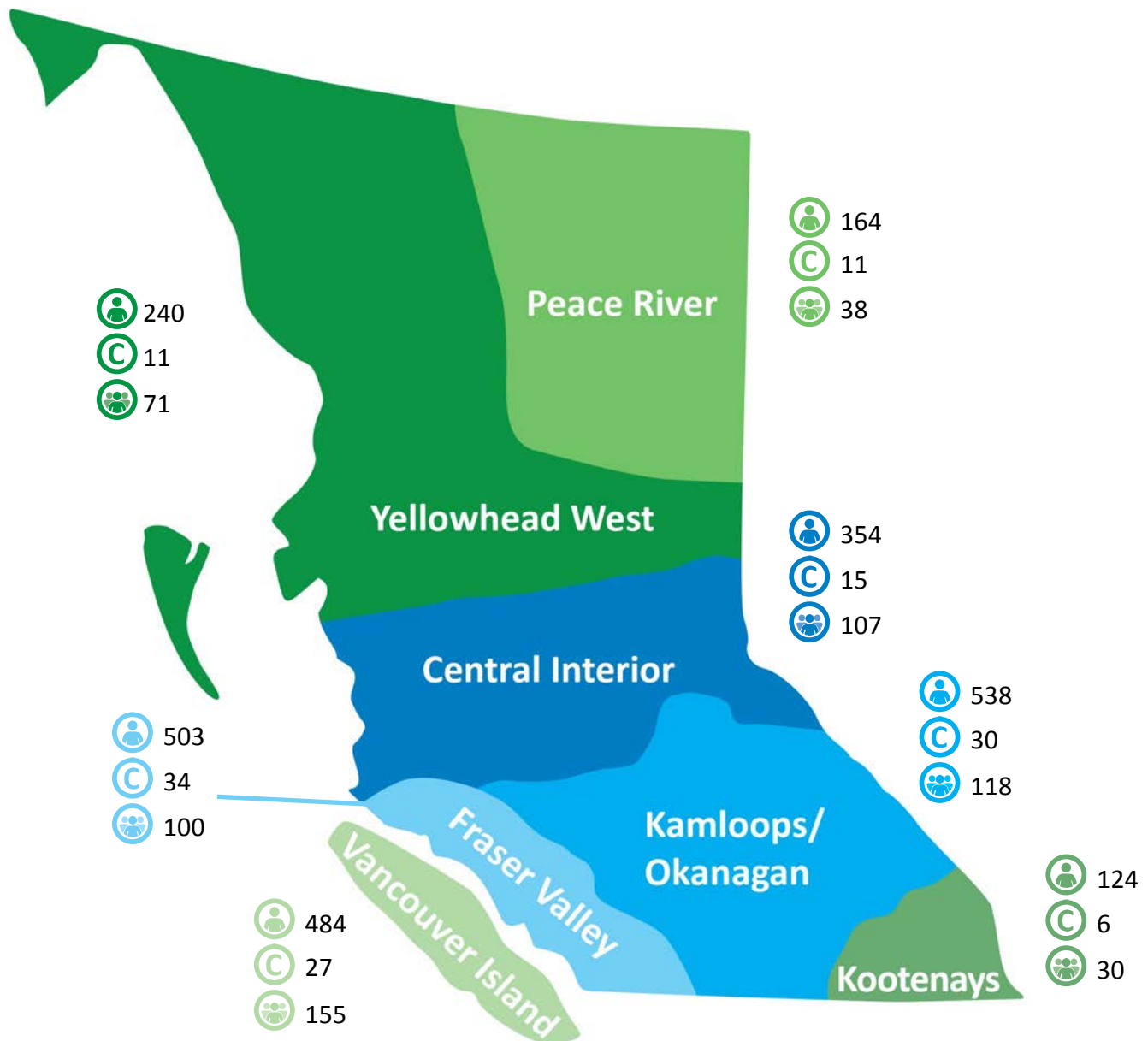


# Partnership Benefits and Recognition Grid

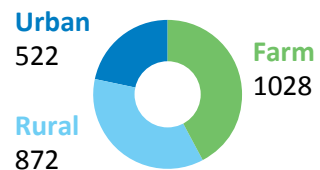
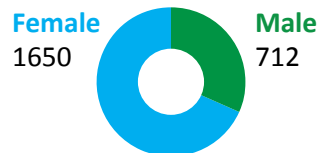
## 4-H Programs

	<b>Friend</b> up to \$499	<b>Bronze Partner</b> \$500-\$1,499	<b>Silver Partner</b> \$1,500-\$4,999	<b>Gold Partner</b> \$5,000-\$9,999	<b>Platinum Partner</b> \$10,000+
Partnership Recognition Dinner Presentation at Dinner		✓ Certificate	✓ Certificate	✓ Gift	✓ Gift
Logo on Provincial Website	Mention only	Mention only	✓	✓	✓
Logo in Annual Report	Mention only	Mention only	✓	✓	✓
Signage provincially hosted events, trade shows and programs		✓	✓	✓	✓
Publications Opportunities Guide and Application Package Newsletter (Quarterly)		✓	✓	✓	✓
Use of 4-H “Proud Partner” Logo	✓	✓	✓	✓	✓
Press Release for Major Contribution				✓	✓
Right of Program Exclusivity for Annual Renewal					✓
Full circle partnership for 1 year as of when the funds comes in					

# 4-H British Columbia 2016



 **Members: 2422**



 **Clubs: 135**

 **Leaders: 624**







## **Mission**

Inspire, educate and develop youth into empowered community leaders.

## **Vision**

The youth focused, community based organization of choice in BC.

## **4-H British Columbia**

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