

Beyond Ready

Partner with 4-H and help 10M kids be ready for anything.

Young people **need us now** more than ever before.

More than ½ of Gen Z reports **feeling loneliness and failure.**

30% of youth are chronically absent - doubled since the 2018-2019 school year.

The job gap continues to grow. **We need to prepare this generation to be ready.**

WHY 4-H?

4-H is building a ready generation.

6M Reach
greater than any other youth development organization

Unmatched Network
from 3,000 counties to state & federal institutions

Proven Impact Model
spanning 20 years of longitudinal research

Youth who participate in 4-H programs emerge:

3X more likely to participate in community service

2X more likely to report living life with intentionality and purpose

2X more likely to have the goal of being a leader



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PATHWAY TO 10M

GOAL:

10M Youth

Expanding Academic and Career Readiness

- Leadership & national recognition opportunities for teens
- Pathways to success through apprenticeship, dual credit, and credentialing program's
- Building connections through hybrid, in-person, and online programming

Investing in Educators

- Train more educators through on-demand solutions
- Retain current educators through learning cohorts
- Leverage technology like AI and CLOVER by 4-H to extend capacity

Mobilizing the Network to Accelerate Impact

- Galvanize movement to impact 10M youth through Beyond Ready campaign
- Replicate the promising practices through training and innovation exploration grants
- Deepen and broaden partnerships at the federal, state, and local level

BEYOND READY CAMPAIGN

When youth participate in 4-H, they emerge ready for anything.

TENTPOLE MOMENTS

4-H 'Ready' Signing Season

Celebrating 4-H'ers as they graduate high school, demonstrating the various pathways forward for youth–military, work, apprenticeship programs, 4-year and 2-year college.

TIMING: May

4-H 'Ready' Fair

Recognizing 4-H youth's experience at Fair as the ultimate job fair showcasing career-ready skills - work ethic, financial management, communication skills and receiving feedback for ongoing learning and performance improvement.

TIMING: June-August

4-H 'Beyond Ready' Week

Rally 6 million 4-H'ers, 3,500 educators, 500,000 volunteers and 35 million alumni to amplify the message of 4-H preparing youth who are Beyond Ready.

TIMING: First week of October

WAYS TO PARTNER

Support the Beyond Ready initiative to 10M by:

Making a philanthropic gift

Becoming a campaign promotional partner

Engaging your customers and employees to take action

Join us in helping youth be **Ready for Anything.**

More youth. More community. More ready.

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