



**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, but **4-H**  
**prepares youth with  
life skills needed for  
the work place.**

#### 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 that 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



GOAL:

# 10M Youth

## Expanding Academic and Career Readiness

Leadership & national recognition opportunities for teens

Pathways to success through apprenticeship, dual credit, and credentialing programs

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:** Spring & Fall

### 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.**



**support4H.com**

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