

# Growing Forward 2 4-H Canada Outreach Fund

4-H Canada is pleased to announce an initiative to support outreach and awareness of the 4-H movement in Canada. As you may know, 4-H Canada launched a refreshed 4-H brand in June 2015. This brand alignment initiative is a cohesive effort amongst all 4-H provincial councils to illustrate the impact of 4-H on youth in Canada, build a cohesive identity, as well as demonstrate the revitalization and vibrancy of the 4-H movement.

The *Growing Forward 2* 4-H Canada Outreach Fund will provide funds to support community-level initiatives that create outreach, awareness and capacity building within 4-H clubs across Canada. This may include club events, promotional activities and professional development opportunities for volunteer leaders.

## Eligible Applicants

Any registered Canadian 4-H club, district or region that is in good standing is eligible to apply.

## Available Funding

Successful applicants will be eligible for awards of \$200 up to \$1000, depending on the size of their project and number of 4-H members it will represent.

## Eligible Expenses

The project or initiative must visibly promote 4-H in the community using the new 4-H logo and must adhere to 4-H Canada's brand standards. Visit [http://www.4-h-canada.ca/sites/default/files/4-h\\_brand\\_guideline\\_en.pdf](http://www.4-h-canada.ca/sites/default/files/4-h_brand_guideline_en.pdf) for complete guidelines.

The following expenses will be eligible:

- Signage
- Display booths
- Design and printing of promotional documents
- Leader recruitment
- Local leader training events
- Professional development opportunities for volunteer leaders

## Exclusions

This fund will **not** support:

- Programs and/or projects that benefit an individual member or leader.
- The purchase of apparel.
- Capital projects/capital expenditures (i.e. equipment, machinery, buildings and refurbishment costs, etc.).
- Provincial membership fees, travel expenditures, administrative fees, or salaries.

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## Duration

Projects must commence no earlier than August 1, 2017, and any funds awarded must be spent by March 31, 2018.

An application for funding can be submitted online from August 1, 2017, to October 31, 2017.

## Reporting

Any club, district or region that receives funding is required to submit a report online within **30 days** of completion. This report should include details on how the funds were used and include photos, how the membership benefited, the impact on the community and a final budget and receipts to support the expense.

**All applicants are expected to acknowledge the *Growing Forward 2* support in the execution of their project in some manner by recognizing them publicly.**

## Application Format

Please complete your application online at <http://apply.4-h-canada.ca>. Applications will open on August 1, 2017, at 10 a.m. EDT.

## Application Deadline

Applications must be received online by 4-H Canada no later than midnight eastern time on **October 31, 2017**. 4-H Canada does not assume responsibility for any computer errors. It is the applicant's sole responsibility to confirm receipt.

Successful applicants will be notified by December 1, 2017.

## For more Information

Please contact Kelsey Norris, Admissions and Travel Coordinator via email at [knorris@4-h-canada.ca](mailto:knorris@4-h-canada.ca) or phone toll free 1-844-759-1013, ext. 113 for more information.