

4-H Canada announces launch of new 'all level' fundraising campaign

By Mike Baker

4-H Canada has announced the launch of its first national fundraising campaign, in partnership with Veseys Seeds Ltd.

Developed in consultation with 4-H youth members and volunteer leaders across Canada, the initiative will give 4-H'ers the opportunity to explore the joys of gardening, and develop hands-on leadership and fundraising skills through the sale of seeds, bulbs, and roots.

With a product that reflects the interests and passions of 4-H members and ties back to 4-H's roots in agriculture, the campaign aims to instill in the budding entrepreneurs a sense of pride in the 4-H movement, and encourage them to spread awareness of how the program has impacted their lives and give back to 4-H through engaging their clubs and communities.

Interested 4-H regions, counties and clubs can sign up online until the fall. Sixty per cent of their retail sales will go back into supporting 4-H in Canada, with over half of the profit staying local. For the first time, a national fundraiser will benefit all levels of the 4-H movement - from grassroots to provincial and national organizations - thus strengthening and ensuring a thriving, bright future for 4-H in Canada.

"Our youth members told us they wanted to be part of a collective fundraising effort that embodied the 4-H values, was Canadian and had a positive impact on the environment," said Shannon Benner, 4-H Canada CEO. "Thanks to Veseys, our fundraising campaign fits all these criteria, and supports our mission of empowering youth to be responsible, caring and contributing leaders that affect positive change in the world around them."

"Veseys Seeds has had a decades-long relationship with 4-H clubs on Prince Edward Island, having donated vegetable and flower seeds for their annual competitions," said John Barrett, Director of Sales, Marketing & Development, Veseys Seeds Ltd. "We are delighted to partner on the national level with 4-H Canada in this fundraising initiative, as we believe strongly in their dedication to agriculture, and the environment in which we live."

The 4-H Canada Veseys fundraiser is available across Canada but participation in the fall pilot is limited. 4-H regions, counties and clubs can find out more and sign up by September 30 at 4-h-canada.ca/fundraising.