



960 Carling Avenue, Building 106

Ottawa, ON K1A 0C6

September 16, 2019

Dear 4-H volunteer leaders and parents,

4-H Canada has been working closely with the Search Institute – a U.S.-based non-profit organization that studies and works to strengthen youth success in schools, youth programs, families, and communities – to customize its Youth and Program Strengths Survey, so that it is specifically tailored to 4-H members across Canada.

Measuring the impact of 4-H is essential to improving our programs, ensuring relevancy for youth members, and demonstrating the effectiveness and quality of our programs. By asking our members how they feel the 4-H program has impacted them and the assets they are developing as a result, this study will help us further articulate the work we do as a leading Positive Youth Development (PYD) organization, and make the necessary adjustments to continue to deliver world-class programs to 4-H youth in Canada.

Provincial offices, districts and clubs can encourage members to complete the survey in a number of ways:

- Online survey completed at home/individually: links will be provided by your provincial office
- As a club activity facilitated by volunteer leaders or staff, for members to complete either online or on paper
- Through provincial and/or district programming facilitated by staff (achievement days, summer camps, selections weekend, leadership conferences, etc.)

Please note:

- The survey is geared to youth in grades 6 to 12 (this is a guideline only). Please do not complete surveys on members' behalf.
- The survey will take about 30 minutes to complete. It is an important process for 4-H Canada, and we appreciate the time you take to help coordinate this effort.
- There is an incentive code at the bottom of the survey that each member will receive upon completion. They can enter this code at the 4-H Canada store to get 15% off any retail item.
- Survey completion is on a voluntary basis and is anonymous. This is specifically outlined for all youth members in the introduction section of the survey.
- Please see the opt-out form for parents of children under the age of 16 on the next page.

We appreciate your support in helping us carry out this important impact study of 4-H in Canada. Please do not hesitate to contact us if you have any questions.

Yours truly,

Erin Smith  
Senior Director, 4-H Canada  
[esmith@4-h-canada.ca](mailto:esmith@4-h-canada.ca)

**Learn To Do By Doing**



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## OPT-OUT FORM

Parents of children under the age of 16 who DO NOT WISH their children to participate in this survey are asked to sign and return a copy of this letter to their provincial office. Parents may opt-out of the survey on behalf of their children only if their children are under the age of 16. Please return a signed copy to your provincial 4-H office.

I, \_\_\_\_\_ (name of parent) DO NOT give permission for my child  
\_\_\_\_\_ (name of child/must be under the age of 16) to participate  
in or complete the 4-H Canada Youth and Program Strengths Survey.

Date \_\_\_\_\_ Signature \_\_\_\_\_

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