

Beyond Ready

National 4-H Council Annual Report FY23-FY24

4-H IS THE YOUTH DEVELOPMENT PROGRAM OF OUR NATION'S COOPERATIVE EXTENSION SYSTEM.


I pledge my HEAD to clearer thinking, my HEART to greater loyalty, my HANDS to larger service, and my HEALTH to better living, for my club, my community, my country and my world.



Beyond Ready

Table of Contents

04 Letter from the CEO and Board Chair

05 Board of Trustees

06 Young Alumni Advisory Committee

07 Mission Statement

08 Program and Service Accomplishments

10 Financials: Income & Expenses

Letter from the CEO and Board Chair

Dear 4-H Community,

As we reflect on the past 16 months, we're extremely proud of the remarkable achievements of our almost six million 4-H'ers. Taylor Thigpen used the skills 4-H taught him and turned $5 into a six-figure business to help eradicate food insecurity. For supporting his community, Rashaad Coleman earned the prestigious Jefferson Award and an exclusive invitation to Back to School Night at the White House. There are many more stories of our young leaders helping those around them.

Our programs are designed to foster a sense of belonging, independence, generosity, and resilience – essential components of positive youth development. From innovative STEM and agriculture projects to impactful community service initiatives, 4-H'ers demonstrate creativity and compassion.

Through our bold Beyond Ready initiative, we plan to prepare 10 million young people with the skills and abilities they need to be ready for work and life.

We're grateful for the dedication and hard work of our educators, volunteers, and supporters who make a significant impact on kids across the nation.

We're excited about the future and the many opportunities that lie ahead for our youth – thank you for joining us on this inspirational journey!

Jill Bramble Krysta Harden



Jill Bramble
President & CEO
National 4-H Council



Krysta Harden
Chair
National 4-H Council
Board of Trustees
President & CEO
U.S. Dairy Export Council

Board of Trustees

National 4-H Council is governed by a diverse leadership board composed of corporate executives and representatives from 4-H alumni, land-grant universities, Cooperative Extension, and the federal government.

OFFICERS

KRYSTA HARDEN*
Chair
President and CEO
U.S. Dairy Export Council
Arlington, VA

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Vice Chair
Former President
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Eastern Shore
Spring Lake, NC

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Treasurer
President and CEO (ret.)
JoAnn Stores
Hudson, OH

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Secretary
Partner
Baker & Hostetler, LLP
Washington, DC

JENNIFER L. SIRANGELO^
Assistant Secretary
President and CEO
National 4-H Council
Washington, DC
[Resigned July 2023]

JILL BRAMBLE^
Assistant Secretary
President and CEO
National 4-H Council
Washington, DC
[Joined August 2023]

JANICE ABRAHAM
Immediate Past Chair & CEO (ret.)
United Educators
St. Louis, MO
[Joined June 2024]

JACKIE APPLEGATE, PH.D.
Vice President and COO
PBI-Gordon Companies
St. Louis, MO

TIFFANY ATWELL
Senior Vice President Global Government Relations
Ecolab
Washington, DC

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President and CEO
The Molina Foundation
Los Alamitos, CA

MARK BERVEN*
President and COO
Nationwide Property & Casualty
Columbus, OH

JON BOREN, PH.D.*
Associate Dean and Director
New Mexico Cooperative Extension Service
Las Cruces, NM
[Term ended December 2023]

ALYSIA BORSA
Chief Business Officer & President of Lifestyle Dotdash
Meredith New York, NY

LESLIE COLEMAN
Former Head of Equity, Diversity, & Inclusion
Nutrien
Memphis, TN

DAVID EPSTEIN
President and CEO
Mosser Lee Company
Chicago, IL
[Term ended December 2023]

E. GORDON GEE, PH.D.*
President
West Virginia University
Morgantown, WV

CARLA HALL
Celebrity Chef and Author
Washington, DC
[Term ended December 2023]

ROBERT J. JONES, PH.D.
Chancellor
University of Illinois at Urbana-Champaign
Champaign, IL

PRIYA KUMAR
4-H Alumna
University of Illinois at Urbana-Champaign
Champaign, IL
[Term ended December 2023]

RICHARD MALTSBARGER*
President and CEO
Pet Valu, Inc.
Celebration, FL

TRENT MCKNIGHT
Founder, Agricorps and
Operating Partner,
VestedWorld
P.O. Box 391
Throckmorton, TX

DANA MCNABB
Group President North America Retail
General Mills
[Joined June 2024]

JOHN ORDUS
Executive VP and Chief Stores Officer
Tractor Supply Company
Brentwood, TN

MAGGIE SANS
VP of Community Relations, Corporate Affairs
Walmart Stores, Inc.
Bentonville, AR

MARY SNAPP*
VP, Strategic Initiatives Office of the President
Microsoft Corporation
Redmond, WA

AIDAN SPENCER
Oklahoma STEM Pillar Winner
Oklahoma State University
Stillwater, OK
[Joined December 2023]

DR. LAURA STEPHENSON*
Associate Vice President for Land Grant Engagement, Associate Dean and Extension Director
University of Kentucky,
Martin-Gatton College of Agriculture, Food and Environment
Lexington, KY
[Joined December 2023]

DANIELLE TIEDT
Chief Marketing Officer
YouTube
San Bruno, CA

DARCI VETTER
Head of Global Public Policy
PepsiCo
Washington, DC
[Joined June 2024]

**Executive Committee member ^Ex Officio member*



Young Alumni Advisory Committee

EMMY BECK-ADEN
Ohio State University

MORELIA FALCON
University of Kentucky

BRANDON HERNANDEZ
Tennessee State University

GABRIELA LABOY
University of Puerto Rico

DEJA HATCHETT
University of Kentucky

PRIYA KUMAR
University of Illinois at Urbana-Champaign

MASON MCCLINTOCK
University of Georgia

MADISON POWELL
Purdue University

AIDAN SPENCER
Oklahoma State University

ADDY STUEVER
Michigan State University

LESLIE WEBB
University of Delaware

Our Mission



To expand opportunities for all of America's youth through increased investment and participation in 4-H positive youth development.

Program and Service Accomplishments







ignite by 4-H

- The teen participants engaged in 70+ workshops and experiences that sparked interest, built career readiness skills, and developed their understanding of STEM, Healthy Living, & Agriscience.
- Speakers included renowned influencers and accomplished 4-H alumni representing a multitude of industries.
- Through Lead to Change, teens focused on creating action plans to find solutions for the issues affecting their communities.
- 30% growth in attendance (1,200 attendees).
- 47 states and territories represented.
- Over 100 action plans developed, 65 of which were submitted for funding.
- 7M+ social media impressions.
- 100% positive social media brand sentiment.

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True Leaders in Equity Institute

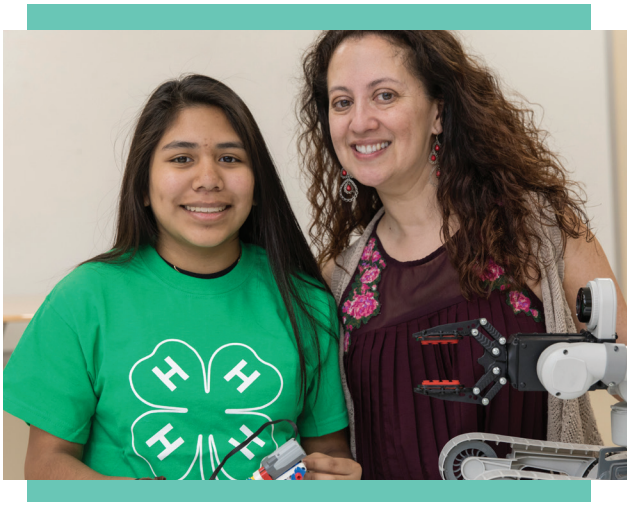
- Hands-on workshops and experiences were led by industry experts to guide youth to become more effective change agents and equity leaders in their communities.
- The teens focused on creating Lead to Change projects, which will enable them to implement sustainable solutions for real issues impacting their communities.
- Renowned influencers and accomplished 4-H alumni inspired the teens to follow their spark and use their voice to create change.
- 140 attendees.
- 16 states and territories represented.
- 18 land-grant universities represented, including three HBCUs.

CWF

Citizenship Washington Focus

- Over 20 teams presented their Lead to Change action plans during CWF.
- All attendees participated in a day of community service to learn about giving back to underserved communities.
- Young 4-H alumni led workshops that provided hands-on learning experiences that guided youth to become more effective change agents in their communities.
- 480 attendees.

"Ignite was a tremendous experience for me both as an attendee and workshop leader. Being in an environment surrounded by like-minded, motivated people helped me find friends around the country that I still talk to today. Having a specific STEM track helped me meet mentors that I bounced ideas off of to eventually bring new workshops to my community."
(Ojas, 18, IL)





PYD ACADEMY

Through online and in-person courses, conferences and immersions, the 4-H PYD Academy provides research-backed learning opportunities that equip our 3,000+ educators and ~500,000 volunteers with the essential knowledge and skills to plan, implement, and evaluate high-quality PYD programs that help youth thrive.

In FY23/24, the PYD Academy offered a variety of impactful experiences, including Helping Youth Thrive through a Computer Science Lens; Camp Experiences for Youth to Thrive; Foundations of PYD for Early Career 4-H Professionals; and Access, Equity, and Belonging: Strategies and Resources for Creating Safe and Relevant Spaces in PYD Work, reaching almost 900 educators.

"The PYD Academy is a great professional development service for all youth development specialists. If you're looking for quality information to absorb and apply to your program, these sessions will set you right up! Furthermore, they make it simple and easy to navigate their website and attend sessions. Everything was well planned and intentionally done to provoke a deeper understanding of the given topic."
(Bailey Robertson, Smyth County 4-H, VA)

CLOVER by 4H

Our award-winning eLearning platform, CLOVER by 4-H, provides over 300 free activities to 38,000+ users. From aerospace to personal finance, agriculture, and healthy living, CLOVER offers:

- a safe place for everyone to learn;
- interactive activities, gamification, videos, AR experiences, quizzes, animations and graphics for more engaging content;
- pins to motivate kids;
- curated learning experiences;
- analytics to track user engagement; and
- sponsorship recognition and promotion within our reimagined and highly interactive activities.

"CLOVER by 4-H furthers the work of 4-H and Extension by bringing together curricula and expertise from LGUs across the country onto one platform, which helps young people explore their sparks and expand their learning potential with online activities they might not have been able to access otherwise."
(William Wilton, University of Nebraska-Lincoln)

Financials

Summary Statement of Activities

Assets	FY23/24*
Cash and Cash Equivalents	5,857,944
Investments	95,159,591
Receivables	16,374,068
Merchandise Inventories	1,315,120
Other Assets	863,410
Property and Equipment, Net of Depreciation	3,880,199
Right of Use Assets	7,578,002
TOTAL ASSETS	**$131,028,334**

Liabilities	FY23/24*
Accounts Payable and Accrued Expenses	4,451,508
Deferred Revenue and Other Liabilities	659,247
Accrued Post-Retirement Benefit Liability	2,229,928
Unfunded Pension Liability	661,834
Agency Funds	356,319
Lease Obligation	11,214,865
TOTAL LIABILITIES	**$19,573,701**

Net Assets	FY23/24*
Without Donor Restriction	79,186,192
With Donor Restriction	32,268,441
TOTAL NET ASSETS	**$ 111,454,633**

TOTAL ASSETS	**$ 131,028,334**

TOTAL LIABILITIES AND NET ASSETS	**$ 131,028,334**

**FY23 represents the fiscal period March 1, 2023 to February 28, 2024*
**FY24 represents the fiscal period March 1, 2024 to June 30, 2024*

Financials

Summary Statement of Financial Position

Revenue	FY23/24*
Contributions and Grants	35,033,152
Registration Fees and Tuition	4,831,540
National 4-H Supply Service	5,664,327
Investment Return Allocated to Operations	10,400,000
Other	8,964
TOTAL REVENUE	**$55,937,983**

Expenses	FY23/24*
Program Services	
Scaling PYD	13,750,446
Educator Experiences	13,046,317
National PYD Events and Youth Experiences	11,505,686
Other programs	4,450,610
Management and General	12,154,917
Fundraising	9,287,407
TOTAL EXPENSES	**$64,195,383**

Nonoperating Increase (Decrease)	FY23/24*
Investment Return, Net	14,469,162
Investment Return Allocated to Operations, Net	(10,400,000)
Net Periodic Pension Cost other than Service Costs	(450,907)
Pension-Related Changes other than Net Period Pension Costs	2,061,646
Postretirement Benefit Costs	(30,457)
Total Nonoperating Increase	**5,649,444**

CHANGE IN NET ASSETS	**(2,607,956)**



NATIONAL 4-H COUNCIL

As the nation's largest youth development organization, 4-H grows confident young people who are empowered for life today and prepared for a career tomorrow. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations.

National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and the National Institute of Food and Agriculture within the United States Department of Agriculture.

Learn more at **4-H.org** | Shop at **Shop4-H.org** |

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