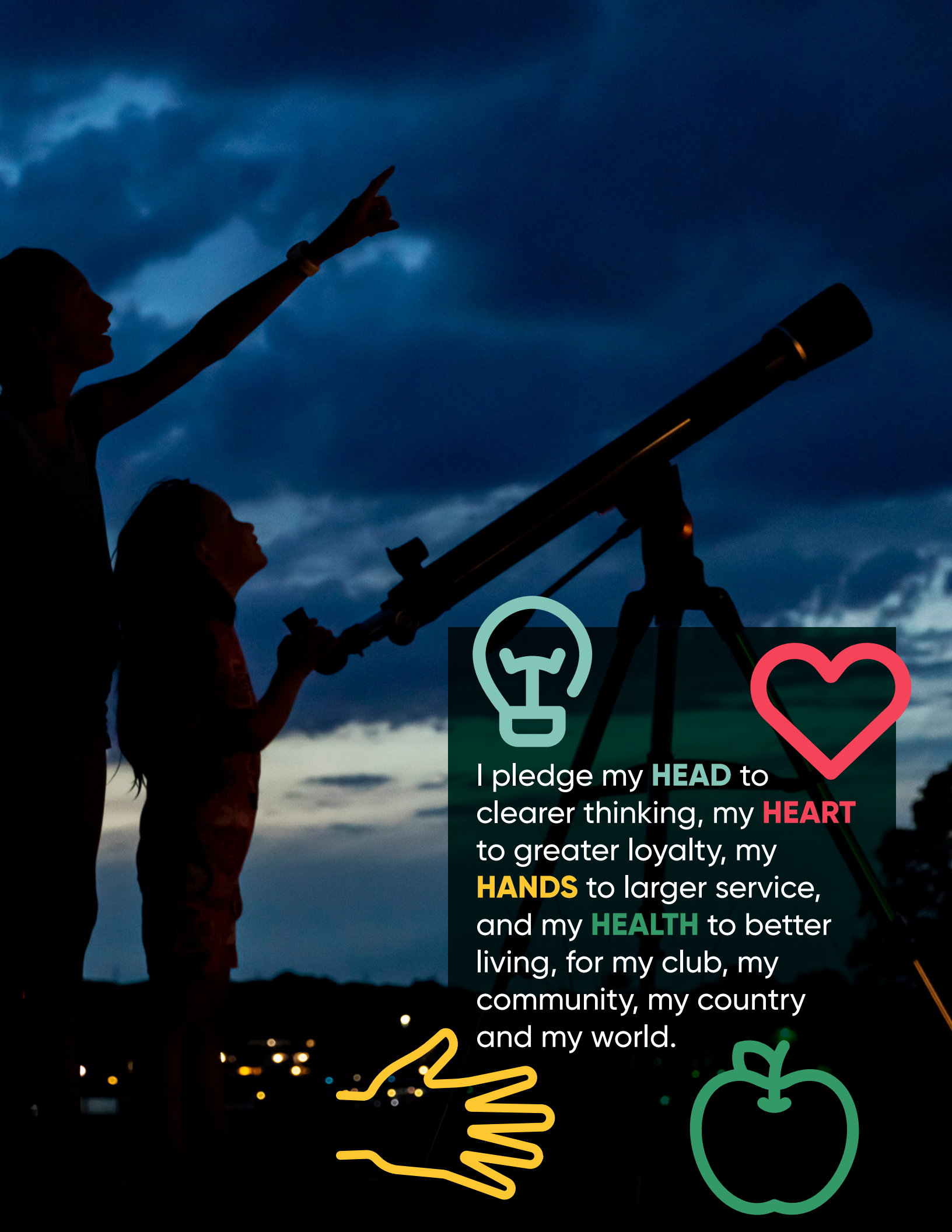


Beyond Ready

National 4-H Council Annual Report FY25

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

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Letter from the CEO and Board Chair

Dear 4-H Community,

In October 2024, National 4-H Council mobilized the formidable power of the 4-H network to launch the Beyond Ready initiative. By 2030, this bold, national effort aims to empower 10 million young people with the skills, confidence, creativity, and resilience they'll need to succeed in a rapidly changing world.

Through our expansive trusted network, Beyond Ready delivers opportunities that prepare youth to participate in the workforce and transform it. Whether in cities, suburbs, or rural areas, our inspirational 4-H'ers are making a difference in their communities by leading service projects, exploring innovative STEM solutions, and improving agricultural systems.

One such 4-H'er is Ty'Jhon Jefferson, who found his spark at the Fort Valley State University 4-H Village Community Garden in Sylvester, Georgia. What started as a place to hang out after school became a springboard to success. Watching him manage irrigation systems and connect nutrition to public health, you see not just a student but a leader. Having graduated with honors and received a full academic scholarship, Ty'Jhon is Beyond Ready to study chemistry and engineering at college.

We're grateful for the dedication and hard work of our educators, volunteers, and supporters who significantly impact young people across the nation. 4-H'ers like Ty'Jhon remind us why the future is so bright and full of promise - **Thank You** for being part of this incredible journey with us!

Jill Bramble
President & CEO
National 4-H Council

Mark Berven
Chair
National 4-H Council
Board of Trustees
President & COO
Nationwide Property & Casualty





Board of Trustees

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

OFFICERS

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

KRYSTA HARDEN*
Chair
President and CEO
U.S. Dairy Export Council
Arlington, VA
[Term ended December 2024]

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Vice Chair
Former President
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Eastern Shore
Spring Lake, NC

WADE MIQUELON*
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President and CEO (ret.)
JoAnn Stores
Hudson, OH
[Term ended September 2024]

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President and CEO
Pet Valu, Inc.
Celebration, FL

JANIS PENMAN^
Secretary
Partner
Baker & Hostetler, LLP
Washington, D.C.
[Non-Voting]

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Assistant Secretary
President and CEO
National 4-H Council
Washington, D.C.

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Immediate Past Chair & CEO (ret.)
United Educators
St. Louis, MO

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

TIFFANY ATWELL
Senior Vice President
Global Government Relations
Ecolab
Washington, D.C.

EMMY BECK-ADEN
NBC News
New York, NY
[Joined December 2024]

MARTHA BERNADETT, M.D., MBA*
President and CEO
The Molina Foundation
Los Alamitos, CA

ALYSIA BORSA
Chief Business Officer
and President of Lifestyle,
Health & Finance
People, Inc.
New York, NY

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

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President
West Virginia University
Morgantown, WV

KARIS GUTTER
Vice President Government &
Industry Affairs, Americas
Corteva Agriscience
Washington, D.C.

SHANNON HAUFF
Senior Vice President
Bayer Crop Science
St. Louis, MO
[Joined March 2025]

ROBERT J. JONES, PH.D.
Chancellor
University of Illinois at
Urbana-Champaign
Champaign, IL
[Term ended June 2025]

TRENT MCKNIGHT
Founder
Agricorps
Operating Partner
VestedWorld
Throckmorton, TX

DANA MCNABB
Group President
North America Retail
General Mills
Minneapolis, MN

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
[Term ended December 2024]

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

DANIELLE TIEDT
Chief Marketing Officer
YouTube
San Bruno, CA

DARCI VETTER
Principal
Sower Strategies
Washington, D.C.

**Executive Committee member ^Ex Officio member*



Young Alumni Advisory Committee

EMMY BECK-ADEN
Ohio State University

MORELIA FALCON
University of Kentucky

TAYLOR THIGPEN
University of Florida

ROBERT THOMAS
Prairie View A&M University

DEJA HATCHETT
University of Kentucky

MAYYADAH ZAGELOW
Washington State University

MASON MCCLINTOCK
University of Georgia

MADISON POWELL
Purdue University

AIDAN SPENCER
Oklahoma State University

GABRIELA LABOY
University of Puerto Rico

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.

Beyond Ready

In collaboration with the 4-H network and our corporate and foundation partners, National 4-H Council is committed to advancing Beyond Ready's three priority initiatives. These will expand youth access to our research-backed, youth development programs, which are empowering young people across the country to flourish in work and life.



Expanding Academic and Career Readiness

We're investing in teens today so they're Beyond Ready for the careers of tomorrow. By offering opportunities to earn academic credit, gain real-world experience, and build in-demand skills, we're helping more young people stay engaged and on track for success. From hands-on learning to nationally recognized credentialing opportunities, we're opening doors and building pathways that help youth succeed – now and in the future.

The University of Arkansas at Pine Bluff's Kid-on-the-Block program introduces youth to trades including landscaping, carpentry, and plumbing. This experimental learning model engages young people ages 9-19, empowering them through hands-on training and mentorship. Programs like this exemplify the transformative power of 4-H's approach to preparing youth with critical workforce skills, while fostering confidence, leadership, and a vision for their future.

Click here to view the 2025 4-H Impact Report



Investing in America's Educators

Behind every successful young person is a dedicated educator. Through the 4-H PYD Academy, we're equipping our 3,000+ professionals with the tools, training, and support they need to adapt and lead in a rapidly-changing world. These investments not only help retain talented educators, but ensure that each of our six million 4-H'ers has a trusted mentor to help them navigate life after high school and take their next big step with confidence.

"Besides my home-life, 4-H was the single most impactful aspect of my youth. The impact was incredibly positive, and I can trace most of my career and community success as an adult, along with my leadership skills, directly to my participation in the 4-H program and the dedicated adults who served us."

(4-H Alum, Tufts study, 2023)



Mobilizing the 4-H Network to Accelerate Impact

4-H tells a powerful collective story that is rooted in local experiences and shared values, driving meaningful, place-based impact in communities across the country. As we strengthen our national 4-H network, we're multiplying our impact. By increasing collaboration between educators; volunteers; local, state, and federal government; and community partners, we're expanding access to life-changing experiences – from job shadowing to trade skills and leadership training.

"I knew growing up in a single parent household would cause me to experience hardships. During middle school, I became exposed to higher education through learning about land-grant universities with 4-H and began to explore the possibilities of college education and what it would take for me to get one, now becoming a first-generation college student."

(Taylor Thigpen, Florida 4-H)

Financials

Summary Statement of Financial Position

Assets	FY25*
Cash and Cash Equivalents	6,600,059
Investments	106,626,351
Receivables	15,157,448
Merchandise Inventories	1,291,976
Other Assets	846,732
Property and Equipment, Net of Depreciation	3,354,776
Right of Use Assets	7,191,529
TOTAL ASSETS	**$141,068,871**

Liabilities	FY25*
Accounts Payable and Accrued Expenses	5,712,231
Deferred Revenue and Other Liabilities	201,673
Accrued Post-Retirement Benefit Liability	2,143,704
Unfunded Pension Liability	221,106
Agency Funds	203,609
Lease Obligation	11,424,874
TOTAL LIABILITIES	**$19,907,197**

Net Assets	FY25*
Without Donor Restriction	76,313,428
With Donor Restriction	44,848,246
TOTAL NET ASSETS	**$121,161,674**

TOTAL ASSETS	**$141,068,871**

TOTAL LIABILITIES AND NET ASSETS	**$141,068,871**

**FY25 represents the fiscal period July 1, 2024 to June 30, 2025*

Financials

Summary Statement of Activities

Revenue	FY25*
Contributions and Grants	39,518,714
Registration Fees and Tuition	2,519,083
National 4-H Supply Service	4,019,182
Other	8,419
TOTAL REVENUE	**$46,065,398**

Expenses	FY25*
Program Services	
Scaling PYD	9,386,090
Educator Experiences	8,291,597
National PYD Events and Youth Experiences	7,074,085
Other programs	5,367,646
Management and General	8,846,514
Fundraising	7,825,327
TOTAL EXPENSES	**$46,791,259**

Nonoperating Increase (Decrease)	FY25*
Investment Return, Net	9,767,796
Net Periodic Pension Cost other than Service Costs	(131,811)
Pension-Related Changes other than Net Period Pension Costs	371,539
Postretirement Benefit Costs	125,378
Total Nonoperating Increase	**$10,432,902**

CHANGE IN NET ASSETS	**$9,707,041**



NATIONAL 4-H COUNCIL

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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www.4-H.org is maintained by National 4-H Council. 4-H is the youth development program of our nation's Cooperative Extension System and USDA.