



Wisconsin Farm Bureau®

Foundation

IMPACT REPORT

2024

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WELCOME

Now more than ever, there's no shortage of worthy charitable causes, both in our communities and well beyond. Families and organizations alike have the opportunity to invest in people and programs that are important to them, and even make a lasting impact.

Among the many causes, our commitment to the future of agriculture is what makes Wisconsin Farm Bureau Foundation special. And having Farm Bureau members, sponsors and donors involved is what makes our work possible.

With another year of programming in the books, we are proud to share our accomplishments with you, our community of supporters. It is through your gifts, grants and sponsorships that our programs flourish and impact so many across Wisconsin.

Please enjoy the outcomes and highlights in the following pages. Our successes and impact truly reflect the trust and investment of benefactors like you. On behalf of my colleagues and the tens of thousands impacted by your generosity, thank you!



JOHN HROMYAK

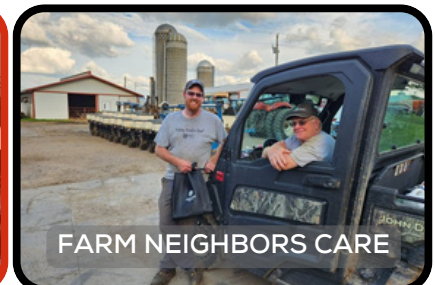
Wisconsin Farm Bureau
Foundation Director

jhromyak@wfbf.com
608-828-5729

With gratitude,

A handwritten signature in black ink, appearing to be 'JH'.

John Hromyak



INTRODUCTION

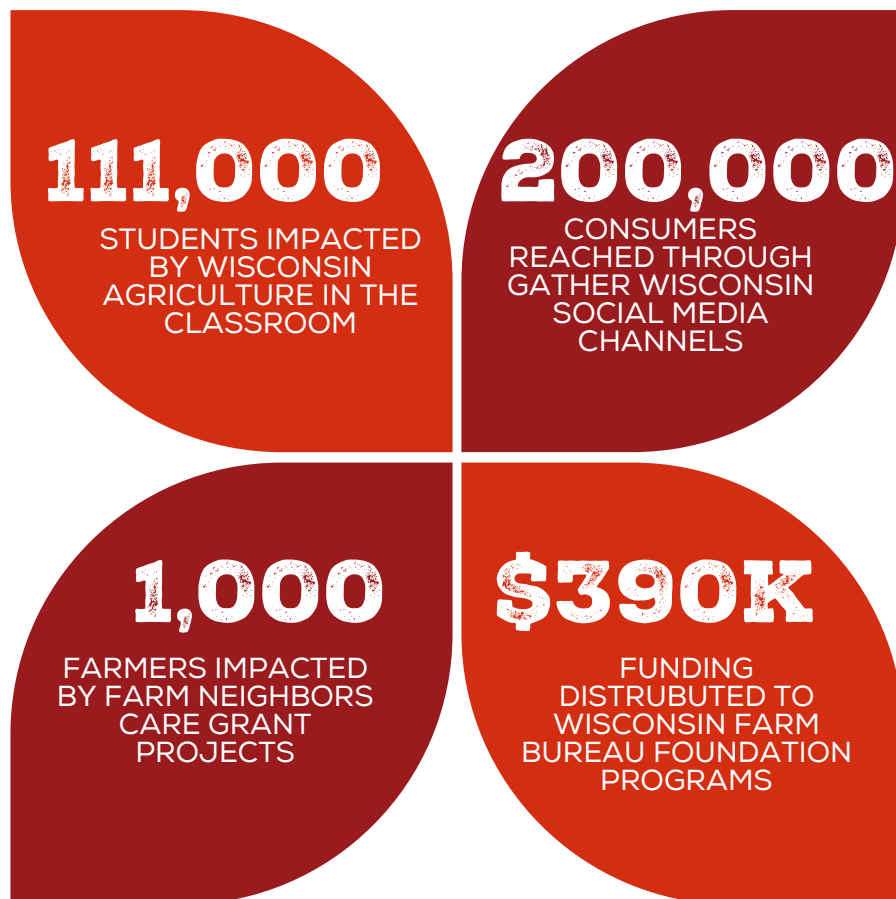
The Wisconsin Farm Bureau Foundation was established in 1988 to provide support for agricultural education and leadership programs. Through donations and other contributions, the Wisconsin Farm Bureau Foundation invests time and resources to support the next generation of agriculturists.

The Foundation focuses on agricultural literacy, leadership development and supporting our farmers. Our programs help create informed consumers, engaged leaders and strong farmers – reaching tens of thousands across the state each year

MISSION

Invest in education and professional development to grow awareness and understanding of agriculture.

YEAR IN REVIEW



BOARD OF TRUSTEES



The Wisconsin Farm Bureau Foundation Board of Trustees serve as ambassadors of the Foundation and are responsible for expanding fundraising and program efforts.

Interested in connecting with a Board of Trustee representative in your area? Reach out to John Hromyak.
jhromyak@wfbf.com
608-828-5729

JAMES RENN	DISTRICT 1 REPRESENTATIVE
BEN HUBER	DISTRICT 2 REPRESENTATIVE
ROBERT NIGH	DISTRICT 3 REPRESENTATIVE
LOREN WOLFE	DISTRICT 4 REPRESENTATIVE (THRU OCT. '24)
ALLISON DOENIER	DISTRICT 4 REPRESENTATIVE (PRESENT)
JIM KELROY	DISTRICT 5 REPRESENTATIVE
KAITLYN KESLER	DISTRICT 6 REPRESENTATIVE
KENNETH HARTER	DISTRICT 7 REPRESENTATIVE
SARA MENARD-HUBER	DISTRICT 8 REPRESENTATIVE
ISAAC CHRISTENSON	DISTRICT 9 REPRESENTATIVE
KRISTI FIEDLER	AT-LARGE REPRESENTATIVE
BOB NASH	AT-LARGE REPRESENTATIVE (CHAIR)
ANDREW DAL SANTO	AT-LARGE REPRESENTATIVE (VICE-CHAIR)
BRAD OLSON, WFBF PRESIDENT	EX-OFFICIO MEMBER
JOE BRAGGER, WFBF VICE PRESIDENT	EX-OFFICIO MEMBER

FINANCIALS

FISCAL YEAR 2024

BALANCE SHEET

For the Twelve Months Ending Sept. 30, 2024

Assets	Current YTD
Cash & Invested Cash	667,162.12
Other Assets	21,373.99
Investments	1,143,175.22
Total Assets	1,831,711.33
Liabilities & Nets Assets	
Total Liabilities	31,416.64
Assets without Donor Restrictions	1,491,658.57
Assets with Donor Restrictions	82,657.38
Unrestricted Net Profit/(Loss)	225,978.74
Total Liabilities and Net Assets	1,831,711.33

REVENUE AND EXPENSES

For the Twelve Months Ending Sept. 30, 2024

Unrestricted Income	Current YTD
Donation Income	221,228.09
Fundraising Income	110,840.75
Investment Income	240,929.41
Assets Released from Restrictions	
Restricted Contributions Released	104,710.62
Total Revenue	677,708.87
Expenses	
Administrative Expenses	58,816.08
Youth Programs	27,115.06
Ag in the Classroom	97,951.29
Grants & Contributions	9,090.41
Leadership	32,032.08
Education Programming	48,913.21
YFA Programming	177,812.00
Total Expenses	451,730.13
Increase (Decrease) in Assets	225,978.74

CREATE A LEGACY

What will be your legacy? Support the next generation of farmers, agriculturists and leaders by including Wisconsin Farm Bureau Foundation in your will or estate plans. Contact us for more information.

EXPAND YOUR IMPACT

With Farm Bureau member contributions, gifts from donors and sponsorships from businesses and organizations, the Wisconsin Farm Bureau Foundation supports and strengthens our educational and leadership development programs. In FY 2024, more than **\$390,000** in program funding was distributed to these efforts that directly benefit students, members and families across the state.

Moving forward, the Wisconsin Farm Bureau Foundation will continue its work to reach new milestones, with an emphasis on the following goals:

- Increase resource development and raise more money to support our programs
- Promote Foundation-supported programs and projects
- Build sustainable funding models to ensure longevity of programs and initiatives

As a nonprofit, the Foundation relies on the generous partnership of donors like you to ensure programs are accessible to our future ag leaders and consumers. Thank you for being part of our mission.



YOUR SUPPORT MAKES A DIFFERENCE!

FUNDRAISERS

GIVING DAY

The third annual Wisconsin Farm Bureau Foundation Giving Day was held on August 14, 2024. Thank you to the County Farm Bureaus, business sponsors and individuals that contributed to Giving Day 2024!

Since its inception in 2022, Giving Day has raised more than **\$130,000** to benefit Wisconsin Farm Bureau Foundation programs.



AUCTIONS AND RAFFLES

Thank you for supporting the Wisconsin farm Bureau Foundation during the December 2024 WFBF YFA Conference & Annual Meeting. Together, we raised over **\$28,000** to support agricultural literacy, leadership development and strong farmers.



AGRICULTURE IN THE CLASSROOM



The Wisconsin Agriculture in the Classroom program provides agricultural information through teaching resources and lesson plans to help K-12 students develop an understanding of how their food is grown and raised.

792

TEACHERS
SUPPORTED

793

BOOKS
DELIVERED TO
COMMUNITIES

1,334

ESSAY
CONTEST
ENTRIES

15K

GRANTS
AWARDED

111K

STUDENTS
IMPACTED

EDUCATOR AMBASSADORS



The Educator Ambassador Team utilizes top-agricultural literacy educators to provide training and advise on the resources, trainings and experiences offered by the Wisconsin Agriculture in the Classroom program.

During the 2024-2025 school year, the Educator Ambassador Team will present workshops, share lesson ideas and experiences and meet quarterly to review and guide current and future AITC programming and resources.

Travis Sprague, Sun Prairie
Josh Gonzalez, Milwaukee
Emily Kamps, Fennimore
Mary Cooper, Richland Center

NEW WEBSITE

Visit the new Agriculture in the Classroom website for streamlined access to resources, curriculum, and training opportunities at wisagclassroom.org.



THANK YOU AGRICULTURE IN THE CLASSROOM SPONSORS!



COMPEER
FINANCIAL



Culver's, Green Bay Packers Foundation, Ocean Spray, WE Energies

The full Wisconsin Agriculture in the Classroom Year in Review is available at wisagclassroom.org

PROMOTION & EDUCATION

The Wisconsin Farm Bureau Promotion and Education (P&E) program is designed to develop, implement and promote projects and programs which build awareness and understanding of agriculture and provide leadership development for the agricultural community.



1K

EXPOSURE AT THE WISCONSIN STATE FAIR FOUNDATION DAY

MEMBER ENGAGEMENT AND TRAINING

Host member-focused training opportunities to assist members with building capacity in resources and tools to inform consumers about agriculture.

CONSUMER RESOURCE MANAGEMENT

Assist with centralizing resources that are accessible to members and consumers for the benefit of agriculture.



15K

EXPOSURE AT THE WISCONSIN SCIENCE FESTIVAL

ADVOCACY

Promote Farm Bureau as the trusted source of information about agriculture to community leaders so they can make informed decisions.



40

FARM BUREAU MEMBERS ENGAGED AT LEADERSHIP BOOTCAMP



P&E initiatives and programs are Wisconsin Farm Bureau member-led and driven. A nine-member committee with one representative from each district works together to develop and implement community engagement and training opportunities.

YOUNG FARMER & AGRICULTURIST

The Young Farmer and Agriculturist program gives members between 18 and 35 an opportunity to enhance their leadership skills while networking with peers.

ADVOCACY

YFA represents and supports its members by supplying resources and working with the general agriculture population to provide better opportunities for all of agriculture.

TRAINING AND LEARNING

YFA provides a wide variety of training and learning opportunities for members that are beneficial to themselves and their futures.

DIVERSITY

YFA will promote all facets of agriculture to include anyone connected to the industry.

NETWORKING

YFA will provide networking and volunteer opportunities for its members to learn from others and improve themselves and their local communities.

16

DISTRICT
ACTIVITIES

500

YOUNG FARMERS
AT YFA
CONFERENCE

9

DISTRICT
DISCUSSION
MEETS

24

DISCUSSION MEET
CONTESTANTS

64

AWARD
APPLICATIONS

\$23K

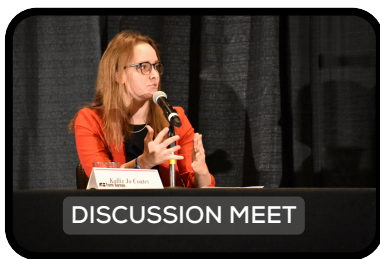
PRIZES
AWARDED



YFA initiatives and programs are Wisconsin Farm Bureau member-led and driven. A nine-member committee with one representative from each district works together to develop and execute district events and the annual YFA conference.



AWARDS AND CONTESTS



THANK YOU YFA SPONSORS AND SUPPORTERS!



GreenStone Farm Credit Services, Ag Country Farm Credit Services, Compeer Financial, Osaic, Dairy Farmers of Wisconsin, Midwest Farm Report, Culver's, Conserv FS, Wisconsin Soybean Marketing Board, Zoetis

LEADERSHIP INSTITUTE

Wisconsin Farm Bureau's Leadership Institute is a year-long leadership development program with the mission to develop strong and effective Farm Bureau and community leaders. Participants learn how to identify their strengths, work effectively as a team, develop strong messaging to assist with advocacy, gain a better understanding of agriculture issues and build their network of fellow members and agriculture leaders.

In 2024, Leadership Institute Class XV took their capstone trip to Washington D.C.



204 WISCONSIN FARM BUREAU LEADERSHIP INSTITUTE GRADUATES HAVE BECOME...

149

COUNTY BOARD MEMBERS

38

COUNTY FARM BUREAU PRESIDENTS

14

WFBF BOARD MEMBERS

7

AFBF COMMITTEE MEMBERS

11

AFBF PROGRAM PARTICIPANTS



CLASS XVI

Leadership Institute Class 16 was selected in Fall 2024. The group will participate in five, multi-day sessions that provide hands-on learning on agricultural issues, leadership development and speaking skills. The class capstone trip to Washington, D.C. is scheduled for March 2026.

THANK YOU FOR SPONSORING LEADERSHIP INSTITUTE!



GATHER WISCONSIN



GatherWisconsin.com builds meaningful relationships between consumers and the farmers growing and raising their food through valuable information, insightful blogs and delicious recipes.



WISCONSIN STATE FAIR MILKHOUSE SPONSORSHIP

Gather Wisconsin sponsored the cups at the Wisconsin State Fair Foundation Milkhouse. Visitors to the Milk House sampled unique flavors of milk and were invited to experience the Gather Wisconsin brand through surveys, geofence advertising, signage and more.

GATHER WISCONSIN MAGAZINE

The magazine was delivered to 44,000 households with hundreds of copies distributed at fairs, festivals and community events.



Gather Wisconsin was awarded Best Website at the American Farm Bureau Federation Communications Conference in May 2024.

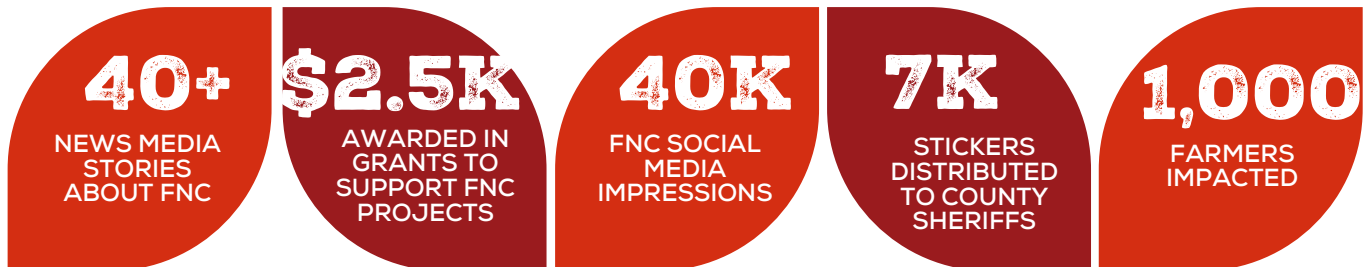
HIGHEST WEBSITE TRAFFIC EVENTS

SUPER BOWL
JUNE DAIRY MONTH
WISCONSIN STATE FAIR
HOLIDAYS

FARM NEIGHBORS CARE

Launched in 2019, the Farm Neighbors Care campaign is dedicated to supporting farmers and farm families dealing with immense stress, often caused by factors beyond their control. This campaign encourages members to check in on friends, neighbors, and loved ones—offering support, understanding, and a listening ear.

TOGETHER, WE CAN MAKE A DIFFERENCE.



BADGER STATE SHERIFF'S ASSOCIATION PARTNERSHIP

The Wisconsin Farm Bureau Federation and the Badger State Sheriffs' Association partnered to address the critical issue of mental health in rural communities. County sheriffs across the state will have access to resources for those who may be facing mental health struggles including farmers, veterans and children. Together, they will help raise awareness of mental health challenges and provide practical tools to those in need.



HEROES OF HOPE

Heroes of Hope is focused on shedding light on rural heroes who have helped others through a tough time. Heroes of Hope aims to identify people who have helped bring hope to farmers or businesses, either in large or small ways. Members of the agriculture community were encouraged to nominate individuals who have made an impact on the way they conduct business, both ordinary and extraordinary.



FARM NEIGHBORS CARE GRANTS

Ten special project grants were awarded across Wisconsin, supporting farmer wellness initiatives and the spirit of community connection.

THANK YOU, MCCADE'S JOYRIDE, FOR YOUR SPECIAL SUPPORT OF FARM NEIGHBORS CARE!

COLLEGIATE FARM BUREAU



Collegiate Farm Bureau is an opportunity for young, up-and-coming members of the agricultural community to get introduced to the Farm Bureau organization. Members are able to participate in a variety of activities including Collegiate Discussion Meet, YFA Conference, Ag Day on Campus and other events specific to their collegiate campus.

70

MEMBERS AT
UW RIVER
FALLS

60

MEMBERS AT
UW
MADISON

25

MEMBERS AT
UW
PLATTEVILLE



AG DAY ON CAMPUS

Students organize and execute Ag Day on Campus to engage other students with agriculture. Groups host activities throughout the day and offer goodies to attendees to encourage them to interact with the farmers behind their food.



UW-PLATTEVILLE AG DAY ON CAMPUS

71 COLLEGIATE FARM BUREAU MEMBERS
ATTENDED WFBF YFA CONFERENCE

COLLEGIATE FARM BUREAU DISCUSSION MEET

Collegiate Farm Bureau members are invited to participate in Collegiate Discussion Meet contests. Each school hosts their own discussion meet with two individuals advancing to the state contest held at WFBF YFA Conference and Annual Meeting. The winner of Collegiate Discussion Meet represents Wisconsin for the National Collegiate Discussion Meet contest at FUSION conference.



AMY JENTGES, UW-RIVER FALLS,
WON THE 2024 WFBF COLLEGIATE
DISCUSSION MEET CONTEST



UW-MADISON AG DAY ON CAMPUS



UW-RIVER FALLS AG DAY ON CAMPUS

4-H AND FFA SUPPORT

Wisconsin Farm Bureau Foundation is proud to invest in the next generation of agriculture youth by supporting 4-H and FFA.

FFA FARM FORUM

FFA Farm Forum is a collaboration between Wisconsin Farm Bureau and Wisconsin FFA that fosters leadership development and career exploration in agriculture. During the one-day event, FFA members attend career-based workshops.

315

FFA MEMBERS,
ADVISORS AND
GUESTS
ATTENDED



WISCONSIN FFA CONVENTION



Wisconsin Farm Bureau Foundation and its programs hosted booths in the trade show during FFA convention to introduce students to opportunities in Farm Bureau. In addition, several Farm Bureau staff members presented workshops during the convention.

THE FOUNDATION IS A PROUD SPONSOR OF THE WISCONSIN FFA DISCUSSION MEET.

1,000

FFA MEMBERS,
REACHED AT FFA
CONVENTION



KEY AWARD

Key Award recipients are high school students with at least three years of experience in 4-H and one year as a youth leader. We have sponsored these awards for over 30 years, helping 4-H to honor some of Wisconsin's finest youth.

BLUE RIBBON MEAT PRODUCT AUCTION

Wisconsin Farm Bureau Foundation supports the Wisconsin 4-H Foundation by purchasing meat products at the Blue Ribbon Auction during the Wisconsin State Fair.

THANK YOU, SUPPORTERS!

Our programs are not possible without the generous support from sponsors, donors and supporters like you! We are grateful for the following businesses and organizations who made a financial contribution to the Foundation in 2024.



American Agricultural Insurance Company
Aon
BMO Harris Bank
Conserv FS
Dairyland Power
Enterprise Mobility Foundation
Green Bay Packers Foundation
Lamers Bus Lines, Inc

M3 Insurance
McCade's Joyride
Ocean Spray Cranberries, Inc
Strohm Ballweg, LLP
Stroud, Willink & Howard, LLC
The Gialamas Company Inc.
WE Energies
Wisconsin Corn Promotion Board
Zoetis

COUNTY FARM BUREAUS

Brown County Farm Bureau
Calumet County Farm Bureau
Clark County Farm Bureau
Columbia County Farm Bureau
Dane County Farm Bureau
Dodge County Farm Bureau
Door County Farm Bureau
Fond du Lac County Farm Bureau
Grant County Farm Bureau
Green Lake County Farm Bureau
Jackson County Farm Bureau
Jefferson County Farm Bureau
Kenosha County Farm Bureau
Kewaunee County Farm Bureau
La Crosse County Farm Bureau
Langlade County Farm Bureau
Lincoln County Farm Bureau
Manitowoc County Farm Bureau
Marathon County Farm Bureau

Marquette County Farm Bureau
Milwaukee County Farm Bureau
Monroe County Farm Bureau
Oconto County Farm Bureau
Outagamie County Farm Bureau
Ozaukee County Farm Bureau
Price County Farm Bureau
Racine County Farm Bureau
Shawano County Farm Bureau
Sheboygan County Farm Bureau
Taylor County Farm Bureau
Trempealeau County Farm Bureau
Walworth County Farm Bureau
Washington County Farm Bureau
Waukesha County Farm Bureau
Waupaca County Farm Bureau
Waushara County Farm Bureau
Winnebago County Farm Bureau
Wood County Farm Bureau

GIVE TODAY!



WFBF.COM/FOUNDATION

