



For immediate release

4-H Canada Welcomes Christina Franc as New CEO

January 6, 2026 - 4-H Canada is pleased to announce the appointment of Christina Franc as its new Chief Executive Officer.

Christina brings over 15 years of leadership experience in national nonprofit organizations, including senior roles with United Way Centraide Canada and the Canadian Association of Fairs and Exhibitions. A Certified Association Executive (CAE), she is recognized for her expertise in governance, strategic planning, youth programming, partnership development, and rural community engagement.

Throughout her career, Christina has successfully led organizational transformation, secured major funding, and strengthened volunteer-driven networks across the agricultural and community sectors. She describes her leadership style as collaborative, practical, and grounded in building strong relationships — an approach that aligns strongly with 4-H's values.

"Christina's leadership experience, strategic mindset, and deep commitment to youth development make her an outstanding choice to lead 4-H Canada. We are confident she will guide the organization forward while honouring the values and legacy that define the 4-H movement across the country," said Robert Larsen, Chair of the Canadian 4-H Council.

"I am honoured to join 4-H Canada at such an important time. I look forward to working with our dedicated staff, volunteers, provincial organizations, and partners to support young people in developing the skills, confidence and values that will strengthen our communities for years to come," Christina said.

As a parent, Christina also values the role 4-H plays in nurturing ethical, community-minded young leaders. She is eager to build on the organization's strong foundation of hands-on learning, leadership development, and community engagement, ensuring 4-H continues to inspire and empower generations of young Canadians across the country.



Christina Franc, recently appointed CEO for 4-H Canada.

Biography

Christina Franc joins 4-H Canada as CEO with over 15 years of experience leading national nonprofit organizations, including senior roles at United Way Centraide Canada and the Canadian Association of Fairs and Exhibitions. A Certified Association Executive (CAE), she has extensive expertise in governance, strategic planning, youth programming, partnership development, and rural community engagement.

Christina has led organizational transformation, secured major funding, and strengthened volunteer-driven networks across the agricultural sector. She describes her leadership style as collaborative, practical, and grounded in building relationships — an approach that aligns strongly with the values of 4-H.

Christina has a bachelor's degree in journalism from Carleton University and lives with her husband and two children on their dairy and maple syrup farm in Très-Saint-Sacrement, QC. As a parent, Christina sees 4-H's role in developing ethical, community-minded young leaders as more important than ever. She looks forward to working with staff, provinces, volunteers, and partners across the country.

- 30 -

About 4-H Canada

For over 111 years, 4-H Canada has been one of the most highly respected positive youth development organizations in Canada. 4-H in Canada has over 19,000 members and more than 7,500 volunteer leaders. Our goal is to help young Canadians “Learn To Do By Doing” in a safe, inclusive and fun environment. We believe in nurturing responsible, caring and contributing youth leaders who are committed to positively impacting their communities across Canada and around the world. To learn more about 4-H Canada, please visit 4-h-canada.ca and follow our [Facebook](#), [X](#) and [Instagram](#) pages.

For more information, media may contact:

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