

FOUNDATION IN FOCUS

by Jaclyn Boester
Angus Foundation executive director



Future focused

It is February 2023, and we are already into the second month of the new year. I know with every new year, we start with new goals and ambitions. But by February, the winter blues can wreck the spirits.

The colder, shorter days can lower the mood. The New Year's resolutions are long forgotten. We question if we should keep pursuing something or make a change in direction. The only thought of excitement is the anticipation of spring or new calves on the ground.

With January's activities behind me, I can't let the winter blues affect my goals for the Angus Foundation. In my new position as executive director, I am learning to create ideas and set goals to continue to support the Angus Foundation's three pillars of education, youth and research.

My plan is to be determined with my goals and channel my passion to make the Angus Foundation prosper for all members.

Fund the Future

One new initiative of the Angus Foundation is the *Fund the Future* campaign. The campaign allows the breeder to donate a percentage of a sale lot in either their annual production sale, consignment sale,

bull sale, private treaty or genetic sale. It can be as simple as 50% of a live animal lot, 100% of a genetic offering or a custom amount — they make the choice.




We have created a logo and description to allow the breeder to showcase the donation in their sale book, as well as informational advertisements for you to include in the sale book. The regional

manager, Angus Media and the Angus Foundation teams are all available to help answer questions or provide information to make it a streamlined process to join the campaign.

The donations generated through the *Fund the Future* campaign help to underwrite programs like youth leadership conferences, educational programs and research projects. Literally, helping us fund the future.

The *Fund the Future* sale lot does not need to be the best lot or the prize possession in the sale. Any dollar amount helps us continue to reach our goals in advancing the Angus breed and its membership.

Thank you to the breeders that have already participated in this campaign! The continued progress of the Angus Foundation is nothing without all of us helping to reach our goals for the Angus breed. 

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Editor's note: For more information regarding the Angus Foundation, contact Jaclyn Boester at (816) 383-5100 or jboester@angus.org.

Fund the Future contributors

APS Angus, Shelbyville, Ken.
Cowboy Logic, Talmo, Ga.
Dyar Angus, Crossville, Ala.
Heritage Farms, Shelbyville, Ken.
Oakdale Farms, Rome, Ga.
Pollard Angus, Enid, Okla.
Rolling B Ranch, Atlanta, Ga.