

FOUNDATION IN FOCUS

by Thomas Marten
Angus Foundation executive director



Founded on your “why”

The Angus female is highly sought-after. Her maternal traits establish a strong herd. She is the core of an operation.

I’ve spoken before about the concept of “first things” from the author C.S. Lewis. His money line, “Put first things first and second things are thrown in. Put second things first and you lose both first and second things,” provides a valuable road map for cattlemen, families, individuals and donors.

Another author and speaker, Simon Sinek, frames this concept in his work, *Start With Why*. You likely already live this way. You know the direction of your operation and have a mission for what you are striving for. You may not have a corporate mission statement for your farm or ranch, but you know why you do what you do.

In the context of charitable giving, your first things, or your “why,” influence what good you want to accomplish with your money.

At the beginning of this year, Brumfield Angus Farms in Michigan made their “why” known with their purchase of the 2022 Heifer Package. The offering from Tehama Angus Ranch, Lathrop Trucking and

TransOva was certainly an impactful choice of genetics, but for Frank Brumfield, the opportunity also came with the ability to positively influence the core mission of the Angus Foundation.

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Furthering the mission


Another example of a donor focused on first things is a multi-year commitment

Orrin Ingram is making through Ingram Charities to create new youth opportunities with the Angus Foundation. Orrin, the owner of Ingram Angus in Tennessee, saw firsthand the effect programs like the Leaders Engaged in Angus Development (LEAD) conference can have in terms of equipping youth with skill sets and mindsets to lead. He realized his investment would further the Angus Foundation’s mission and connect even more juniors and rural youth.

One of the things we enjoy most is when donors share their own “why” for making a gift. Oftentimes they are a past beneficiary of a program funded by Angus Foundation donors

or maybe their kids were, and they’ve seen the positive results. Other times it is a desire to invest in others simply because they want them to reach their full potential.

Your own first things likely are not cattle themselves but the reason you raise cattle. Your own first things are likely about providing for your family but even more deeply because you want the best for them — because you love them.

Philosopher and theologian Thomas Aquinas said, “To love is to will the good of the other.” Every day we see the love so many people, like you, have because you invest in others and will the good of them. 

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