

FOUNDATION IN FOCUS

by Jaclyn Boester
Angus Foundation executive director



Show them your heart

“Today, I want to talk about our opponent this afternoon. They’re bigger, faster, stronger, more experienced and on paper, they’re just better. And they know it, too. But I want to tell you something that they don’t know. They don’t know your heart. I do. I’ve seen it.”

— Matthew McConaughey as Jack Lengyel

In the movie *We Are Marshall*, the head football coach gave an inspiring speech to motivate his team prior to a challenging game. The other team was more experienced and talented, and winning was almost impossible. The one shining light the coach used to inspire his team to greatness was the call for his team to dig deep and “show them your heart.”


The coach pounded his chest to accentuate the depth of his trust in his team to overcome the obstacle ahead of them. This scene was a deeply moving inspiration to show everyone around us our hearts.

This past January so many of the Angus family did just that — they showed the industry how much heart we have for our family and our breed. Our donors raised more than \$200,000 for our Angus Fund!

The Angus Fund supports our Association’s programs, junior activities, scholarships and advancing the Angus breed through research. The fund is designed to help invest in and sustain our Angus family for years to come.

“Show them your heart” rings true in all we do through the Angus Foundation. We can embrace the

inspiration from the movie and make a difference. The opposition may be overwhelming at times, but remembering to dig deep to find your heartfelt passion will ensure the future of Angus Foundation.

Show them your heart, and sustain the Angus legacy by giving through the *A Legacy Built* campaign. 

jboester@angus.org

Editor’s note: Correction — In the February Foundation in Focus, Fund the Future contributors list, APS Angus is located in Taylorsville, Ky.

A legacy built



George Grant brought four Angus bulls to Victoria, Kan., in 1873. The Scottish breeder came to this country with a dream of building a legacy. One hundred and fifty years later, black-hided cattle are still vital to the success of the beef industry.

To honor and celebrate the breed’s history and future, the Angus Foundation has launched the “A Legacy Built Campaign,” which asks every member to give \$150 to the Angus Foundation earmarked as the Angus Fund. This fund builds unrestricted donations for Angus programs.

Members interested in joining the campaign can donate through www.AngusFoundation.org, mail a check to the Angus Foundation or pledge support during events like Angus Convention and the National Junior Angus Show.

Help the Angus Foundation sustain the Angus breed for another 150 years!

SCAN FOR MORE

on A Legacy Built campaign or visit
www.angus.org/foundation/getinvolved/annualfund

