

FOUNDATION FUNDAMENTALS



by Milford Jenkins, Angus Foundation

Caring: It's our business

Each year, the Angus Foundation selects a theme for the organization's annual fund appeal, annual report and supporter recognition event.



Hit themes you'll recognize from the recent past include "Angus and Your Future" last year, "Championing A Cause" in 2016, "Faces of Progress" in 2012, "Advancing the Angus Breed" in 2006, and one of my favorites, "Their Story Is My Story" in 2010.

Careful thought is given to the eventual quote chosen, and selecting "Caring: It's Our Business" for this year's theme was no different.

At its core, it's about people. It's about changing lives. It's about the Angus Foundation caring for you, your well-being and livelihood.

Why give?

In an article in *The Major Gifts Report*, Jeremy Miller, senior director of development and alumni communications at Rice University, shares three main reasons people donate to charity, all of them being personal. He continued, "The donor has a deep passion or concern for the cause or mission, the donor believes the organization is highly dependent on his or her own support, or the donor knows someone deeply impacted by the organization's mission."

Your cause or mission in the Angus business and beef cattle industry, is

also ours. Your goals and objectives, are also ours. Your success, whether you're a registered Angus seedstock producer with five to 10 cows and off-farm income, or deriving 100% of your livelihood running 1,500 cows on a larger operation, we care deeply about. It's our business.

A not-for-profit 501(c)(3) organization's abilities to effectively carry out their mission depends heavily on the availability of resources. Your Angus Foundation is the same, as it too is dependent on its supporters, you and me. Sustaining current levels of sponsored education, youth and research programs in the fiscal year 2019 budget and subsequent years will require increased levels of unrestricted charitable support from us. This too, we care deeply about. It's our business.

Far-reaching Angus

The breadth and scope of our Angus family is expansive, with thousands of registered Angus breeders, commercial producers, Angus youth, allied industry interests and friends located in every state and outside our borders. Yet, the Angus family is small, and since the Foundation's inception in 1980,

thousands have been impacted by our sponsored events.

Even more meaningful, you personally credit your leadership skills, enhanced knowledge and extended sphere of contacts to your own experiences from a Foundation-sponsored event. Providing the highest quality of producer educational programs, leadership training and conferences is a focus of our three-prong mission, we likewise care deeply about. It's our business.

In early November you will receive in your mailbox "Caring: It's Our Business" annual appeal seeking your unrestricted charitable gifts. Your first-time support, or increasing the level you contributed last year, will be appreciated by all those who benefit from the activities funded by your Angus Foundation.

What will make this year's theme "Caring: It's Our Business" another #1 hit?

The answer to this question will be determined by both you and me. Let's create a lasting impact by answering the annual appeal with our generous gifts. Why? Because we care.