

# FOUNDATION IN FOCUS

by Rod Schoenbine, Angus Foundation

## "Gaining by Giving"

*Isaac Newton's third law of motion, "For every action there is an equal and opposite reaction," has been proven true time and time again. Thank goodness this law doesn't hold true for giving. It's been proven time over also that giving is more joyous than receiving.*

Countless studies report people gain more joy, satisfaction and fulfillment in giving over receiving. Psychologists believe it's because we're all born with survival instincts as well as altruistic instincts, which makes us find joy in helping contribute to others' survival and flourishing. The more we give, the more we experience the world as a creation of our efforts and as a reflection of our aliveness and legacy.

The entities that we care for, whether a community such as the Angus Foundation, fellow human beings such as fellow Angus members or youth, are a source of empowerment. Through giving we feel alive.

### Better together

Last year the Angus Foundation was honored to steward gifts from 471 generous donors. We thank each and every donor. The value they place in supporting the mission of the Angus Foundation is humbling. Many donations were unrestricted in nature and went to fund programs that are highlighted in the new *Angus Foundation Impact Report*.

Reading the quotes from attendees within the pages of this report



is sure to bring joy to donors. Inspiring Angus youth, educating fellow members and contributing to industry-leading research is helping the entire community of Angus breeders to not just survive, but flourish. However, if we look at 471 donors in a different way, that's only 2.9% of our membership experiencing this joy.

### The good news


The need for funds is great. Every gift makes a difference, and every member can find a way to contribute. If you are not part of the 2.9% of membership donating to the Angus Foundation, I encourage you to think about finding joy in supporting the mission of the Angus Foundation. We have many ways for you to contribute.

The "Power of One" is a new way for first time donors to begin their giving journey with the Angus Foundation. The joy you receive is greater than the gift. Plus, think about the power of your \$100 gift and how it could change lives if joined

with the other 16,000-plus members of the great American Angus Association. Donate online anytime or join the Angus Foundation "Power of One" during our Giving Tuesday campaign, Dec. 3, 2019.

Angus Foundation activities are also planned at the National Western Stock Show (NWSS) in Denver in January. The Angus Foundation Heifer Package, donated by Knoll Crest Farms of Redhouse, Va., will be auctioned off just prior to the National Western Angus Bull sale on Thursday, Jan. 16, at the Beef Palace Arena.

Continuing Thursday evening, we invite everyone to attend Ranchers Rendezvous, a renewed Angus Foundation event at Spruce Mountain Ranch in Larkspur, Colo.

Every member can find a way to contribute. Experience gaining by giving to your Angus Foundation. Happy Holidays to all from the Angus Foundation! 

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*Editor's note: The Angus Foundation Impact Report can be viewed online at [www.angus.org/foundation](http://www.angus.org/foundation).*

# The Long Haul

*Longevity is valued in more than just a cow herd. It's invaluable in the supporters of the Angus Foundation who make their mission of education, youth and research possible year after year.*

by Lindsay King, assistant editor

The Angus Foundation Heifer Package is one of the most unique avenues the Angus Foundation uses to raise funds to support its mission. It wouldn't be a success story without long-standing donors and buyers.

That support comes in the form of the add-on items from donors who have partnered with the Angus Foundation for a large part of its 40-year history. This includes Trans Ova Genetics, Sioux Center, Iowa; Lathrop Livestock Transportation, Dundee, Ill.; and American Live Stock Insurance Company, Batavia, Ill.

Lathrop Livestock Transportation has provided transportation for the winning bidder for the last 33 years. Sometimes that means taking the animal directly from the sale, and other years they pick her up from the breeder. This year will be the latter.

"The guys who started the program asked us if we would help out with the package when they were creating it," says Randy Lathrop, owner and operator of Lathrop Livestock Transportation. "It sounded like a good idea to me to raise funds with the Foundation for



the juniors. It made me proud that they included us on this."

This is just Lathrop's "small" way of giving back to the Business Breed.

"It's pretty simple — this is a good cause and it helps the youth," says Stuart Wilson of American Live Stock Insurance Company. "I am a big believer in the mission of the Foundation and I believe it is our duty to give back to the industry and ultimately support its future."

As a 27-year supporter of the package, American Live Stock Insurance provides 30 days of mortality coverage for the heifer. Plenty has changed in a matter of three decades, but insurance certainly has not.

"This package is a strong propeller of the Angus breed and so is the Foundation," Stuart adds.

Also contributing to the package for the last 27 years, Trans Ova Genetics has evolved their support in tandem with reproductive technologies.

"In the early days, the package would've included conventional embryo transfer (ET) technology," says Mark Allan, director of genetic technology for Trans Ova. "At the time, ET was the leading technology. In-vitro fertilization (IVF) started at Trans Ova and is now part of the Foundation Heifer Package. IVF is now part of a mainstream technology."



Trans Ova now provides genetic preservation along with IVF services for the winning bidder. Support for the package has remained unwavering from both its donors and bidders.

"Developing technologies and supporting the youth will accelerate the success and guarantee the future of any organization," Allan says. "Those two things have to align and be available for the long-term good of the industry and the breed. That's exactly what the Foundation is doing by providing this package every year."

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## Lathrop Livestock Transportation



AMERICAN LIVE STOCK