



Foundation Fundamentals

► by *Milford Jenkins*, president, Angus Foundation

Every gift matters

“My gift is so small, it won’t make a difference.” Is this true? No. Regardless of the amount, each of our gifts to the Angus Foundation can and will make a difference!

Every little bit helps

Indeed, it is hard sometimes to believe that \$10, \$25, \$50 or even a gift of \$100 will make a difference when compared to the much larger five-, six- and seven-digit (or even larger) gifts frequently made to charities and worthwhile causes we read about in newspaper headlines or hear reported on television. I, too, am quite humbled when learning about these awe-inspiring, generous and unselfish acts of benevolence.

However, I challenge myself, as I do you at this moment, to remain steadfast in our minds, more importantly in our hearts, the belief that regardless of amount, each of our gifts to the Angus Foundation (or for that matter any charity or cause we choose to support) can and will make a difference!

Those who have heard me speak publicly at Angus events about the Angus Foundation and our mission of raising funds to advance education, youth and research for the benefit of the Angus breed, know that I’m notorious for integrating the words TEAM ANGUS somewhere along the way in my presentations. I follow this immediately by explaining the acronym TEAM stands for Together Everyone Accomplishes More or Together Everyone Achieves Much.

You see, regardless of our personal

financial situation and abilities to give money, Helen Keller summed it up well when she said, “Alone we can do so little; together we can do so much!”

The Power of One Vision

Next month, all members of the American Angus Association will again receive from the Angus Foundation a fundraising appeal letter and pledge card seeking unrestricted financial support. Your consideration of this annual appeal, “The Power of One Vision,” will be genuinely appreciated as we strive to achieve our \$11 million fundraising goal for Vision of Value: Campaign for Angus.

It is amazing when you really stop and think what can be achieved by pooling our resources and investing in the Angus Foundation.

For easy figuring, let’s say this year 25,000 Angus breeders contribute \$25 each. This would total \$625,000, or more than 5.5% of the overall campaign goal. Multiply this amount by five years (the time remaining for the campaign) and almost 30% of the campaign goal, or \$3,125,000, could be achieved from these combined \$25 gifts alone.

How much would be raised if each member contributed \$100 annually? Well, it would go without saying, but if every Angus

breeder contributed at that level, our campaign goal of \$11 million easily could have been doubled.

What would it mean to see your name listed among other Angus Foundation supporters in the Angus Foundation annual report, newsletter and web site, and in the *Angus Journal*?

With the additional free bonus of being recognized as a supporter to the Vision of Value: Campaign for Angus, supporting the annual fund each and every year with your year-end tax-deductible unrestricted gift does have its “value-added” privileges.

Throughout the years, support to the annual fund has provided for Angus youth scholarships, Leaders Engaged in Angus Development (LEAD) conferences, National Junior Angus Show (NJAS) support and enabling young Angus breeders to attend the Young Cattleman’s Conference (YCC) as representatives of the Angus Foundation and American Angus Association.

A list of benefits provided to our supporters at the various designated levels of support, along with a list of supporters to the Angus Foundation during the last several years, is available at www.angusfoundation.org.

One favor I ask of you is to always remember, if we are to successfully achieve our \$11 million campaign goal, it will require all of us working together to support the Angus Foundation at the highest possible giving level appropriate for our individual and personal financial situations and life circumstances. And only we know what that level is for ourselves.

But you can rest assured knowing each and every financial gift to the Angus Foundation, regardless of size, can and will make a difference in the life of an Angus youth or Angus breeder.

What will be your gift to The Power of One Vision Annual Fund this year?

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Author’s note: Visit www.angusfoundation.org for more information regarding the Angus Foundation, scholarships and the campaign.