



# Foundation Fundamentals

► by **Milford Jenkins**, president, Angus Foundation

## On your mark

*“Nothing will ever be attempted if all possible objections must first be overcome.”*

— *Author Unknown*

### A supercharged campaign

On your mark. Get set. Go!

All of us, as young children, experienced that rush of adrenaline when hearing those words, anticipating the exciting race we were about to embark upon. Whether in the backyard, corral, pasture, playground at school or track meet itself, we were supercharged with a limitless supply of energy and enthusiasm at the start of a race, knowing a prize awaited us at the finish line.

It is this same rush of adrenaline and unwavering commitment toward a common goal of achieving greatness that is rapidly gaining momentum for the upcoming announcement of a monumental multiyear, multimillion-dollar fundraising campaign to advance the future of the Angus breed's education, youth and research activities.

We have come a long way since the initial planning for this visionary fundraising effort, which began in June 2003 during a joint meeting of directors of the American Angus Association and the Angus Foundation. As you have read in this publication since that time, a multitude of methodical steps have

subsequently been engaged to construct the necessary infrastructure to successfully activate this plan. Progress continues to be made with these extensive ongoing preparations.

Core components of this work have included the development of a strategic fundraising plan and case statement; a survey of 575 financial supporters to the Angus Foundation; identification of a campaign theme and logo; and priorities and determination of funding goals for the education, youth and research that the campaign will address during the next five years.

A campaign “leadership cabinet” composed of Angus breeders, allied industry members, and friends and supporters of the

Angus Foundation has been recruited to lead this ambitious fundraising campaign. This group of dedicated and committed volunteers will provide invaluable leadership to this effort and, on their behalf, I ask in advance for your consideration to financially support this campaign when you are solicited by one of these individuals.

Significant financial support has already been generously declared to the Angus Foundation in a multitude of meaningful ways by generous supporters committed to helping this initiative successfully get out of the starting blocks and headed down the racetrack at full-throttle.

Examples of these pre-campaign announcement commitments include a number of known planned giving (bequests) arrangements where donors have unselfishly named the Angus Foundation as a charitable beneficiary in their estate plans. Also, numerous outright cash gifts and multiyear pledges eligible toward this campaign have been received for some time.

### Making strides

Visionary and benevolent Angus breeders are “stepping up” to the occasion and having a lot of fun while doing so. One Angus breeder in Missouri, who wishes to remain anonymous, has generously committed \$50,000 by Dec. 31, 2006, to the Missouri Junior Angus Scholarship Endowment Fund in the Angus Foundation if their fellow Angus breeders will donate \$50,000 toward the fund. Upon completion, this existing named

scholarship endowment will be well over \$160,000, with the annual revenue providing even larger and more scholarships to Angus youth from Missouri, empowering them to pursue their dreams of attending college.

John and Jan Morgan, Morgan Angus Ranch, Mystic, Ga., generously donated \$10,000 in honor of David McMahon of Belle Point Ranch, Lavaca, Ark., for his contributions to the Angus breed and the Angus Foundation.

One other example of giving to the Angus Foundation was John and Laurie Widdowson and Ray and Mary Alger, managing partners and owners, respectively, of SandPoint Cattle Co. LLC, Lodgepole, Neb., donating 1% of their recent annual production sale gross income, resulting in more than \$15,000 for the Angus Foundation's education, youth and research activities. Our thanks to the Morgans, Algers and Widdowsons for their generous support.

### Reach the finish line

One avenue where each and every one of us can support the campaign is through the Angus Foundation's Annual Fund program. This year's Annual Fund mail solicitation, titled “The Power of One Campaign,” will be mailed immediately following the formal announcement of the campaign during Angus events at the North American International Livestock Exposition (NAILE) in Louisville, Ky.

Regardless of the size of your gift to the Angus Foundation this next fiscal year, whether it be to the Annual Fund or a more select and targeted education, youth and/or research activity that you may elect to support, you will be recognized as a supporter to the campaign in the Angus Foundation's 2007 Annual Report.

You will hear more specific details about the campaign in the near future, but to summarize, the successful completion of this fundraising campaign by Dec. 31, 2011, results in the following benefits.

**Education.** Expanded educational opportunities for Angus breeders. Examples include additional Cattlemen's Boot Camps, seminars, university and college symposiums, short courses, literature, Angus “Think

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Tanks,” and a Young Angus Breeders Leadership Development Program for adults 25-45 years of age involved in the Angus breed.

**Youth.** Increased opportunities through the scholarship programs of the Foundation, the American Angus Auxiliary and Certified Angus Beef LLC (CAB); new donor-designated scholarship funds; and additional opportunities through internships, the Leaders Engaged in Angus Development (LEAD) Conference, National

Junior Angus Show (NJAS) and the National Junior Angus Association (NJAA).

**Research.** Increased investments in bovine-related scientific research will be initiated by the Angus Foundation to further strengthen the Angus breed’s position in the beef industry.

You, too, will want to experience the adrenaline rush, excitement, and exhilaration being generated in this multiyear, multimillion-dollar fundraising campaign that will benefit each and every

one of us as Angus breeders. Your entering the race will ensure that we reach the finish line and claim the prize of advancing the future of our beloved Angus breed.

On your mark. Get set. Go!



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