



# Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

## Is giving money to the Angus Foundation worth it?

*Read the following, and you decide.*

### Heartfelt thanks

*"Thank you very much for the scholarship. I really appreciate it. It will be very useful when I purchase books for the semester."*

*"I'm very grateful to the Foundation for providing such great opportunities. Without your support I would have a very difficult time paying for school."*

*"Thank you so much for the scholarship. I greatly appreciate it."*

*"The money will be a tremendous help in continuing my college education."*

*"The Angus Foundation has helped me greatly as well as so many others."*

*"I'm now able to realize my dream of attending college because of the scholarship I received from the Angus Foundation."*

In the hustle and bustle of a multimillion-dollar campaign, it's easy to lose sight of one of the real reasons why we embarked upon the ambitious \$11-million fundraising journey, Vision of Value: Campaign for Angus. One only has to read the heartfelt sentiments like the ones above, taken from thank-you cards sent to the Angus Foundation from Angus youth receiving scholarships, to capture the life-changing effect on juniors' lives brought about because of charitable financial gifts to the campaign from unselfish Angus breeders, allied industry interests and friends of the Angus breed.

Yes, as I've been quoted before, "When you get down to it, what we're trying to do in the campaign is make a difference in people's lives. Educational programs for producers, youth activities for future generations of Angus leaders and valuable information from scientific research — these are the tools we need to continue our prominence in the beef cattle

industry, and the campaign will provide us with the funding needed to achieve this goal."

As in past years, this profound difference was visually impressed in my mind from seeing the tears of joy streaming down the faces of the scholarship recipients when they came across the sawdust-covered arena floor at the National Junior Angus Show (NJAS) to receive their scholarships and then later came up to Angus Foundation Chairman Paul Hill and myself to express their heartfelt thanks in person.

I share this rewarding and moving experience with you simply because, again, your generous charitable financial gifts helped empower the Angus Foundation to make this transformational difference in these young people's lives.

### Well worth it

The 55 Angus youth selected to receive scholarships from the Angus Foundation this year were selected from a pool of 77 outstanding young men and women whose applications were deemed eligible to be considered by the Angus Foundation's 2007 Scholarship Selection Committee. Ten additional impressive applications were received for the National Junior Angus Association (NJAA)/Certified Angus Beef LLC (CAB) scholarship award this year.

No doubt the applicant pool will continue to increase each and every year as knowledge of the Angus Foundation's growing scholarship portfolio becomes more widely known across the country, with \$100,000 now being awarded consecutively the last two years.

Even more impressive, when combined with the American Angus Auxiliary and other named scholarships managed by the Angus Foundation, more than \$130,000 in scholarships will be awarded to deserving

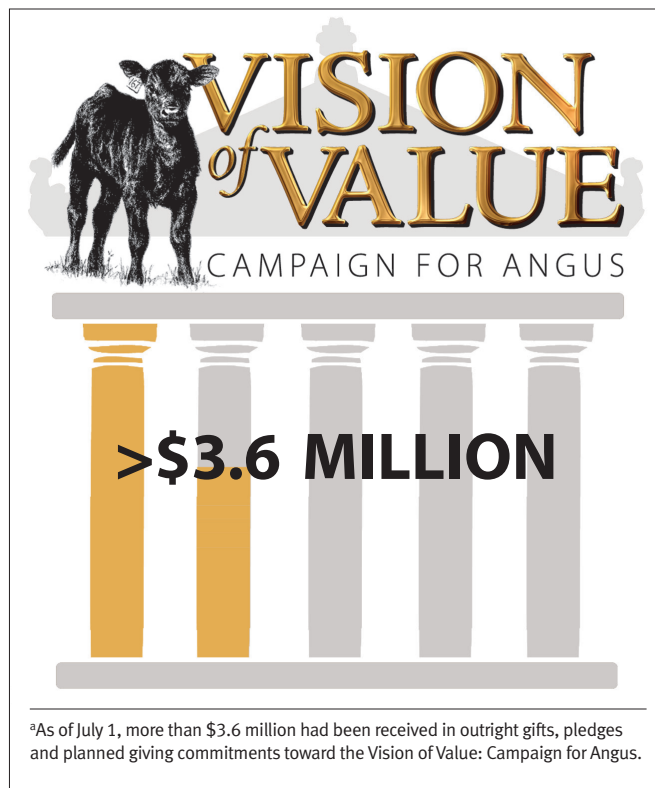
Angus youth in 2007. What a recruiting tool that is for the Angus breed, and particularly the NJAA, when looking at the benefits of becoming a junior member.

Further enhancement of our scholarship portfolio is a high priority, as it is our wish to make a difference in the lives of an even greater number of Angus youth and enable them to realize their dream of going to college. Of the overall \$11 million Vision of Value: Campaign for Angus goal, \$6 million is targeted for Angus youth activities, with a specific aim to raise \$2 million in endowed and non-endowed scholarships. (See figure for the campaign's current status toward reaching the \$11 million goal.)

To continue building upon this base of financial support for Angus youth pursuing higher education, an Angus Foundation graduate student scholarship program is being planned for implementation in the near future so that we can also help

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### Vision of Value: Campaign for Angus status toward reaching fundraising goal of \$11 million by Dec. 31, 2011<sup>a</sup>



make a difference for our Angus youth wishing to further their education beyond the undergraduate level.

For these reasons and many more, I believe giving money to the Angus Foundation and supporting Vision of Value: Campaign for Angus is worth it. What will be your decision?



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**Author's note:** Visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information regarding the Angus Foundation, scholarships and the campaign.

### **Armbruster joins Angus Foundation**

Kelli Armbruster has joined the Angus Foundation as marketing and public relations assistant. Originally from Burlington, Okla., Armbruster received her bachelor's degree in agricultural communications in 2006 from Oklahoma State University (OSU). She served as director of marketing and public relations for the Stillwater Convention and Visitor's Bureau prior to pursuing her master's in agricultural education.



**Kelli Armbruster**

A former president of both the Oklahoma Junior Angus Association and Oklahoma Junior Cattlemen's Association, Armbruster is no stranger to the Angus breed and agricultural industry.

Armbruster began her tenure with the Angus Foundation mid-August upon completing a graduate assistant internship program with the Oklahoma Cooperative Extension Service. We welcome her to the Angus Foundation staff.