

Turn Everyday Purchases into an Investment in Your Future

The \$75,000 Card Challenge, a partnership between the Angus Foundation and Intrust Bank, will continue through June 30, 2012.

by **Katie Allen**, Angus Foundation

Dedication to ensuring the success of the next generation of agriculturists and the future of the Angus breed is the driving force behind the Angus Foundation's fundraising efforts. One of the Foundation's most recent efforts, "The \$75,000 Card Challenge," provides Angus friends and breeders with an easy opportunity to contribute to the Angus Foundation and help it support future Angus and agricultural endeavors.

The Card Challenge is a partnership with the Angus Foundation's credit card provider, Wichita-headquartered Intrust Bank. For every new and activated Angus Platinum Visa® booked Jan. 1-June 30, 2012, Intrust Bank will make a \$100 donation to the Angus Foundation. If 500 new and activated accounts are reached, Intrust Bank will donate an additional \$25,000 to the Angus Foundation, which takes the total potential donation to \$75,000. All donations are earmarked for the Angus Foundation's youth, education and research programs.

"Oftentimes, as president of the Angus Foundation, I'm approached by fellow Angus breeders and members of the American Angus Association across the country about how they can give back to the Angus breed," says Milford Jenkins. "The Intrust Bank Angus credit card is an easy way to give back."

For most, using a credit card is an everyday occurrence. Now, using the Angus Platinum Visa represents an easy way for American Angus Association members and friends to turn their everyday purchases into an investment in the future of the Angus breed. Those who are interested in the card can go online to www.angusfoundation.org and click "Angus Credit Card Application" to find out more information about the card and how to apply.

Cards must be activated to qualify for the donation. This means the cardholder must spend \$100 with his or her card within the first 45 days of opening the account. The purchases can include any day-to-day expenses, such as groceries or gas, that you would normally put on a credit card.

You can also activate your card during your normal business transactions with the Association, Jenkins says, by registering calves, transferring papers or turning in weights to Angus Herd Improvement Records (AHIR®), or conducting other business transactions with the Association.

Another easy way to activate your card would be to make an outright cash contribution of \$100 or more to the Angus Foundation. For this \$100 outright cash contribution, the donor would be recognized in the Angus Foundation's supporter

recognition roster published in the *Angus Journal* each year.

"Just think, if all 500 new cardholders activated their cards by making a generous online contribution of \$100 or more to the Angus Foundation, we would generate \$125,000 in new revenue for Angus Foundation-supported scholarships, education programs and current cutting-edge research for the benefit of the Angus breed!" Jenkins says.

Intrust Bank has a rich history as a friend to agriculture, which makes it a great partner for the American Angus Association and Angus Foundation. Founded more than 135 years ago by a cattle rancher, Intrust Bank is the nation's 35th largest agribusiness lender. Since taking over the Association credit card program in 2010, Intrust Bank has shown its commitment to the Angus breed by contributing more than \$30,000, to date, to the Angus Foundation.

Linda Cullinan, senior manager, BankCard marketing and promotions at Intrust Bank, says opening and activating the Angus Platinum Visa also provides Association members with a great opportunity to have a credit card with a bank that they know is working for similar goals and values.

"In today's world, everybody is using a credit card for something, so why not use a credit card that you know is putting good dollars to use in the programs and education that are important to your industry?" Cullinan says. "Having this credit card is a perfect way to say, 'I use a credit card, I still get what I need as a breeder and as a consumer, and I know that money is being delivered to the Foundation to be used to further the breed.'"

You can find out more about "The \$75,000 Card Challenge" at www.angusfoundation.org or on the Association Facebook page. The Facebook page and website show a countdown to the number of qualified accounts needed to achieve the 500-account goal.



Editor's Note: Katie Allen is marketing and public relations assistant for the Angus Foundation.

