

# A Legacy for Angus Youth

Jay and Chris King of Rock Falls, Ill., make a sizeable investment in the future of the Angus business through planned giving.

by *Katie Allen, Angus Foundation*

**W**hen Jay King was asked to judge youth scholarship applications for the Angus Foundation, he found out fast that he had a difficult task on his hands.

“Only a certain percent out of all of the applicants could win scholarships,” says Jay. “My heart went out to the ones who didn’t win. Just the caliber and quality of the applicants made it so close. It made Chris and I want to contribute more money so there could be more winners.”

Likewise, Jay was impressed by youth in the Angus breed when his operation, Sauk Valley Angus of Rock Falls, Ill., served as a host spot for the Leaders Engaged in Angus Development (LEAD) Conference, which the Angus Foundation also supports in its youth and education efforts. Jay recalls that it was exciting to see so many kids with ideas, drive and passion for agriculture and the Angus industry.

“The leadership these kids have gets my motor running,” he says. “They are really dynamic kids and scholars. A lot of them become Angus breeders or get prominent jobs in agriculture.”

Jay’s wife, Chris, who was not brought up in the agricultural community, says it is very exciting to see how much the industry supports its youth.

“Reading about junior members on scholarship applications and seeing them in the showing and being able to follow them is exciting,” Chris says. “One of the most exciting things for me is listening to potential junior board members speak to the voting delegates at the National Junior Angus Show (NJAS). It’s very powerful.”

## The Angus Legacy

All of the youth activities Jay and Chris King have witnessed since their involvement in the Angus breed and Jay’s term on the American Angus Association Board of Directors gave them the ambition to do something extraordinary.

The Kings have named the Angus



PHOTO BY SHAUNA ROSE HERMEL

► “It’s difficult to commit ‘X’ dollars when you’re in a family business and need to maintain the cash flow to keep the farm operating. This (planned giving) is a painless way to provide a nice-sized gift to the Angus Foundation,” says Jay King, pictured here with his wife, Chris.

Foundation as a charitable beneficiary in their estate plans and announced their intention to commit \$50,000 in planned giving to the Angus Foundation through the Angus Legacy Society program. They made this gift announcement at the Angus Foundation’s Supporter Recognition Event in Louisville, Ky., during the 2011 North American International Livestock Exposition (NAILE).

“In essence, by taking this selfless step to include the Angus Foundation in their estate plans, Jay and Chris are illustrating their testimony of the love and passion they have for the Angus breed and its future,” says Milford Jenkins, Angus Foundation president.

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you’re in a family business and need to maintain the cash flow to keep the farm operating,” Jay says. “This (planned giving) is a painless way to provide a nice-sized gift to the Angus Foundation.”

Jenkins concurs that farming and ranching require significant outlays of capital investments in land, livestock, equipment, labor, etc., followed by continued demands on available liquid assets for operations to be successful.

“Having accessibility to these assets while one is living may be necessary at any moment, so naming the Angus Foundation as a charitable beneficiary through the Angus Legacy Society program affords donors the ability to make a major gift commitment of

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funds to the organization after lifetimes for education, youth and research,” Jenkins says. “An Angus breeder’s legacy can be carried on in perpetuity in the Angus breed through a resulting permanent endowment fund named after them or their ranch/farm name, or their gift can simply provide unrestricted support to the Angus Foundation.”

Jenkins says should a donor wish to remain anonymous, the level of their planned giving commitment and their name(s) will be kept in strictest confidence. In this regard, the Angus Foundation already has more than \$1.6 million in known planned giving commitments of specific dollar amounts from anonymous donors committed toward the *Vision of Value: Campaign for Angus* fundraising goal of \$11 million by Dec. 31, 2011.

Jay and Chris King’s commitment will also contribute to the *Vision of Value* campaign.

### Lifelong Angus supporters

Jay and Chris King are no strangers to the Angus breed. For eight years, Jay served on the Association’s Board of Directors, where he took on leadership as president in 2009 and was also on the Angus Foundation Board of Directors. The Angus Legacy Society was established during Jay’s tenure on the Board.

“Chris and I got heavily excited about Angus youth when I was on the Board, and the fire hasn’t gone away,” Jay says.

Chris, who refers to Association employees, members and fellow Angus breeders as “family,” says the decision to give to the Angus Foundation was an easy one.

“Looking at Angus youth across the nation and how strong and determined they are shows the Angus Foundation’s importance,” she says.

“Jay and Chris have been supporters of the Angus Foundation for many years,” Jenkins says. “Wanting to make a major commitment of support to the *Vision of Value: Campaign for Angus*, the Kings recognized the Angus Legacy Society as the ideal way for their particular situation.”

To some, leaving a legacy calls to mind fame or donating a large sum of money. To others, it could take something simpler — a speech you gave, a hand you shook, a kind gesture that meant the world to another person.

The definition of legacy varies depending on the person, but however you define it, Jay and Chris King have a legacy in the Angus breed, and through their love of Angus cattle, support of Angus youth and dedication to their Angus family, that legacy will never be forgotten.



► Chris and Jay King developed an enthusiasm for supporting Angus youth during Jay’s tenure on the Board of Directors.

### About the Angus Legacy Society

The Angus Legacy Society recognizes a very special group of Angus breeders and friends who provide for the future of the Angus breed through planned financial giving arrangements. Angus supporters can become members of the Angus Legacy Society by:

- Designating the Angus Foundation as a charitable beneficiary to receive a bequest by last will and testament or revocable living trust;
- Establishing a life income gift, such as a charitable remainder trust;
- Naming the Angus Foundation owner and/or beneficiary of a life insurance policy; or
- Providing for the Angus Foundation through a retirement account.

### Benefits of membership

In recognition of their special relationship to the Angus Foundation, members will receive a commemorative pewter plate to symbolize the enduring legacy made possible by their gift.

With permission, members’ names are engraved on a permanent plaque in the American Angus Association headquarters, and they are publicly recognized on the Society’s Honor Roll. Members are also invited to special events hosted by the Angus Foundation.

Most importantly though, Angus Legacy Society members gain the immeasurable satisfaction of knowing they have left an enduring legacy and helped advance the future of the Angus breed through education, youth and research programs.

### How can I make a difference?

To receive life membership in the Angus Legacy Society, simply notify the Angus Foundation in writing of your planned gift. Membership may be held individually, jointly and anonymously, if requested.

If you are considering a planned gift, the Angus Foundation will be glad to provide any needed information to you and your advisors on a confidential basis. The Angus Foundation’s professional development staff can assist you and your legal counsel in preparing your will language that states your intentions and wishes in advancing the Angus Foundation’s education, youth and research programs.

For example, the John and Jane Doe Memorial Angus Scholarship Endowment Fund can be established through a bequest that, upon the donor’s demise, becomes the permanent endowment of which only the annual investment revenue is utilized to fund scholarships that will empower young men and women to realize their dreams of acquiring an education at the college or university of their choice. These scholarships could be awarded each year at the National Junior Angus Show (NJAS) to the deserving recipients.

By joining the Angus Legacy Society, you express your belief in the Angus breed and demonstrate your commitment to improving its future.

