

# A Foundation of Promise

Nearing a quarter century of service, the Angus Foundation has become an invaluable partner with Association youth and members. With the addition of a director of development, the organization is poised for expansion.

Story & photos by *Crystal Albers*



► Milford Jenkins, Angus Foundation director of development, attributes the success of the not-for-profit organization to generous Angus contributors. With their continued support and that of new donors, Jenkins says, the Foundation should experience growth, advancing the Angus breed through youth, education and research.

Twenty-five years ago, the Angus Foundation was just a speck in the eyes of Angus progressivism. But, today, it has become the American Angus Association's motivating force behind developments for youth, education and research, realizing almost \$2 million in total assets with the help of generous contributors.

Since its birth on June 10, 1980, the 501(c)(3), not-for-profit affiliate has provided members and other supporters a way to contribute to the breed they love — to build the groundwork for the future by funding scholarships, educational seminars and conferences, youth events, and more.

Foundation originators like J.E. Horton Jr. of Alabama believed the National Junior Angus Association (NJAA) held the key to the future success of the breed. It was this ideal that inspired the Association Board of Directors to establish the Foundation as a means to provide tax-deductible scholarship assistance to qualifying NJAA members. Since its founding, the organization has delivered on that initial goal. With a director of development now at the helm, the Foundation seems poised for further expansion, continuing to focus on juniors but expanding the emphasis on education and research initiatives.



## Building a foundation

Milford Jenkins, the newly hired Angus Foundation director of development, says Association members have formed a mutually beneficial relationship with the Foundation. "The partnership between Association members and the Foundation is grounded in the sharing of dreams for the Foundation to continue to advance the Association and the breed," he says.

Organized under the laws of the state of Illinois, the mission of the Foundation is to support youth, education and research activities within the Angus breed. It is governed by a six-person board whose members are selected from the Association Board of Directors and which includes Richard Wilson, Association vice president of finance.

From its meager beginnings, its primary focus has been on youth — with an original goal of raising \$1 million in total assets. By the end of its first decade, reports 2004 Foundation President Paul Hill, the organization finally managed to make progress.

"The Foundation had a modest start," Hill says. "It took 10 years to reach total assets of \$100,000 and seven more years to reach \$500,000."



► The first Angus Foundation heifer sells at the 1980 NWSS. Donated by A.F. "Frankie" Flint, Bard, N.M., the heifer was purchased by Jim Baldridge, North Platte, Neb., for \$6,000. The offering has become one of the most sought-after packages of the sale season, raising \$55,000 for the Foundation in 2004.

A large part of that early success, and what is considered today's most successful Foundation fund-raiser, was the Angus Foundation Heifer Package, auctioned every year before the bull sale at the National Western Stock Show (NWSS) in Denver, Colo. A.F. "Frankie" Flint of Bard, N.M., donated the first Angus Foundation heifer at the 1980 NWSS. She was purchased by Jim Baldrige of North Platte, Neb., for \$6,000. Other donors quickly followed suit, making the offering one of the most sought-after packages of the sale season, bringing \$55,000 in 2004.

Hill attributes the popularity of the sale to quality genetics and the loyalty of Angus enthusiasts.

"We have been able to have breed-leading genetics offered at the heifer sale," he says. "These heifers have come out of elite herds. It is very prestigious to be a heifer donor."

Ron Frye, marketing director at Edwards Angus Ranch, Denton, Mont., says purchasing the heifer package allows donors to support important developments for Angus youth. Edwards Angus Ranch was part of a group of breeders — including Paws Up Angus Ranch, Greenough, Mont.; Three Trees Ranch Inc., Sharpsburg, Ga.; Express Angus Ranches, Shawnee, Okla.; Limestone LLC, Perkins, Okla.; and Rolling RRR Ranch LLC, Edmond, Okla. — that purchased the 2003 Angus Foundation Heifer Package for \$40,000. Frye says Edwards Angus chose to help purchase the heifer as a way of showing support for the NJAA Board as well as Whitestone Farm, Aldie, Va., which donated the heifer.

"The Foundation is a critical part of educating young people who are involved with Angus cattle," Frye says. "Any donation to an organization like this is its own reward."

"The National Junior Angus Board and junior members as a whole have always been very gracious to all who have donated. They have a great understanding of how the Foundation works and how they benefit, and how the Foundation will benefit future generations."

Generous Angus contributors who participate in fund-raisers like the heifer package have empowered the Foundation to offer 20 scholarships each year to deserving juniors. Eighteen \$1,000- and two \$3,500-scholarships were awarded to NJAA members at the National Junior Angus Show (NJAS) last summer. Joanna Olson, Hereford, Texas, who was awarded one of the 2003 top scholarships, says the donation has played an important role in her education.

"It has ultimately made a positive impact on my future career," she says. "I would highly encourage people to donate to the Foundation and to contribute to the education of youth. Anyone who chooses to make a donation to the Foundation will be able to receive the satisfaction that they have made a positive impact on the agricultural leaders of tomorrow."

And, as Olson points out, the money donated to the Foundation also funds important educational events like the Leaders Engaged in Angus Development (LEAD) Conference. "Not only do juniors benefit by expanding their knowledge through educational events, but they also benefit by building relationships with other juniors from across the country," she says.

Hill considers the LEAD Conference one of the most successful programs developed through the Foundation. "Education and development of our young people have come from their involvement in the LEAD Conference and from working on selling the heifer package and sponsorships for the golf tournament," he says. "The young people who have been involved in Foundation-sponsored events have gone on to be leaders and have made positive contributions to society. They are ambassadors for the Angus business and the beef industry."

CONTINUED ON PAGE 308



► Lydia Yon, Ridge Spring, S.C., discusses her experiences at the summer 2003 Young Cattlemen's Conference. The Angus Foundation sponsored Yon on the eight-day, nationwide tour that included stops at beef industry locations from Colorado to Washington, D.C. The Foundation sponsors one applicant each year to learn more about the beef industry and represent the Angus breed.



► David McMahon of Belle Point Ranch, Lavaca, Ark., addresses the crowd at the Angus Foundation Reception Nov. 15, 2003. McMahon, who was honored at the event, has been a longtime supporter of the Angus Foundation, obtaining buyers for the heifer package, and donating considerable time and finances to various Foundation and NJAA events.





## Helping build the Angus Foundation

Contributing to the Angus Foundation allows breeders and Angus enthusiasts to support Angus youth, education and research endeavors, helping determine the future of the breed.

Created in 1980, the 501(c)(3), not-for-profit organization provides more than \$40,000 in scholarships annually to National Junior Angus Association (NJAA) members and funds youth leadership development and educational events throughout the year, with more than 11,000 total participants. The organization can also support adult education and research projects.

Milford Jenkins, Angus Foundation director of development, says the success of the organization rests upon the generosity of its benefactors. Previous and new donors alike can choose from a plethora of tax-deductible, charitable-giving strategies.

"There are certainly a variety of gift strategies that are very mutually beneficial to not only the Foundation, but the donors as well," Jenkins notes.

Supporters are recognized for their contributions on the Angus Foundation Web site, [www.angusfoundation.org](http://www.angusfoundation.org). The Angus Foundation provides recognition to its donors for various levels of gifting: Benefactors reach the Bronze Level with a gift of \$100-\$499, the Silver Level with \$500-\$3,499, the Gold Level with \$3,500-\$9,999; the Friend of Angus level with \$10,000-\$29,999, the Angus Circle with a gift of \$30,000-\$79,999, and the Angus Society with contributions of \$80,000 or more.

Some ways to support the Angus Foundation include the following strategies.

**Outright cash donations.** Angus enthusiasts can make a one-time outright cash contribution. This option has helped fund the majority of the organization's scholarships and event costs. Donors can mail their contributions to the organization at the American Angus Association headquarters in Saint Joseph, Mo., or make donations online at its Web site, [www.angusfoundation.org](http://www.angusfoundation.org).

**Appreciated securities, real estate and farmland.** Gifts of highly appreciated real estate, farmland or stocks to the Angus Foundation can enable a donor to achieve two objectives: (1) avoid capital gains taxes that would be incurred if they sold the asset and (2) fund the initiative of their choice, such as a permanent endowment in support of youth, education or research.

**In-kind gifts.** Donors can also make in-kind gifts, such as livestock or equipment, to be sold with the proceeds being used as the funding for an endowment to support the area of their choice.

**Wealth transfer, estate planning.** Estate planning may include donating one's estate or a portion of one's estate in a bequest to a charitable organization like the Angus Foundation, possibly avoiding probate costs and related estate taxes and fees.

"Planned giving strategies whereby a donor includes the Angus Foundation in their estate plans, designates the Foundation as the owner and beneficiary of a life insurance policy, establishing a charitable trust that provides them revenue for their lifetimes, with the remainder going to the Angus Foundation," Jenkins says.

Any of the above donations to the Angus Foundation can be made in memory of an individual to recognize in perpetuity their love for the breed. Memorials can be established by selecting the Angus Foundation as the preferred site for in-memory gifts at the death of a loved one.

Permanent endowments named in honor of or in memory of an individual or ranch can be created to annually provide funding for scholarships, research or educational initiatives, awards or other specific programs. Donors determine eligibility and criteria for awards. Jenkins will work with donors to establish endowment levels necessary to meet the goals and objectives for their giving.

For more information on the Angus Foundation and gift options, contact Jenkins at (816) 383-5100 or [mjenkins@angus.org](mailto:mjenkins@angus.org).

## Cause for success

The Angus Foundation has grown into a successful organization, benefiting junior members through proceeds from events like the Angus Foundation Heifer Package Sale; the annual Angus Foundation Silent Auction and the Angus Foundation Golf Tournament, both at the NJAA; outright cash donations; and proceeds from the sale of Angus clothing, hats and memorabilia. But behind events like the Angus Foundation Banquet — bringing in an additional \$55,000 in November 2003 — are donors who are committed to the mission of the Foundation.

"The Foundation is successful because the donations have supported worthwhile programs," Hill says. "The donors who make the contributions not only believe in the programs, they solicit their friends to give. We have great supporters, like David McMahon Sr., behind us."

McMahon has been a longtime supporter of the Angus Foundation, obtaining buyers for the heifer package, and donating considerable time and finances to various Foundation and NJAA events. McMahon and others like him are the reason the Foundation is at its current status, Hill notes.

Jenkins says that while donors do receive tax-deductible benefits when making charitable gifts, numerous studies show it usually isn't the motivating factor behind the giving.

"Yes, tax considerations are oftentimes a factor, but very rarely is this the primary reason for making a donation.

Rather, it is the donor's passion and belief in the organization that sufficiently inspire him or her to make a gift. I believe it is for these same reasons — one's passion for Angus cattle and the breed's future — that prompt Angus donors to invest."

Jenkins says the success of the Angus Foundation can also be attributed to the foresight of the Association Board of Directors during the organization's formative years.

"I'm reminded of the rhetorical question, 'When is the best time to plant an acorn to grow an oak tree?'" he explains. "The obvious answer is 20 years ago because then we'd now be enjoying the shade. ... When the Board of Directors moved forward with the establishment of the Angus Foundation, that was the acorn of the oak tree of which we're now enjoying the shade."

Of course, Jenkins says, with all the Angus Foundation's incremental successes, there is still opportunity for continued growth.

## The road ahead

"I once heard it said that 'when many dream together, their future is without limit,' and I believe this quote can similarly be applied to the Angus Foundation," Jenkins says. "With the continued financial support of existing donors and that of new donors, the Foundation can, and will, experience unprecedented growth."

Hill says while youth development will remain a primary focus, such growth will affect advancements in education and research as well.

"As we reach out and broaden our efforts, I can see people making contributions solely for research," he says.

By making such contributions to the organization, whether in the areas of youth, education or research, Frye says donors may foster growth of the Angus breed, which benefits each and every member.

"You are investing in the future of Angus cattle. What better opportunity do you have to support an organization that has meant so much to so many?"