



Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

Giving is a privilege

“Think of giving not as a duty, but as a privilege.”

— *John D. Rockefeller Jr.*

Angus is a privilege

In reading a professional fundraising trade association publication recently, I came across this quote by major philanthropist John D. Rockefeller Jr., and it caused me to pause and wonder whether it had application to us as Angus breeders and the Angus Foundation.

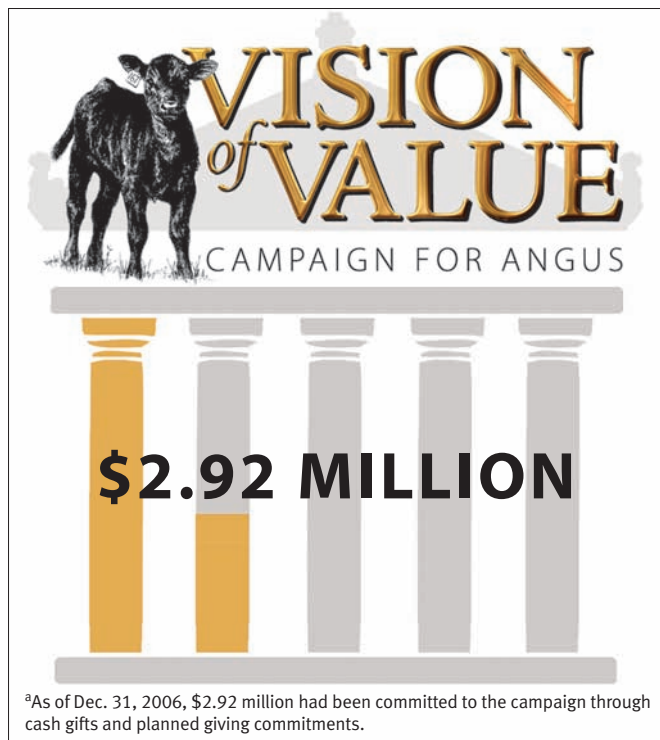
Like a bolt of lightning, it immediately struck me that, yes, Rockefeller’s quote does indeed profoundly apply to us.

First, simply being able to live in this great country of ours with its many freedoms and liberties is a privilege in and of itself, and not a duty. I don’t know about you, but I truly enjoy waking up each morning knowing that I have the very enviable opportunity to joyfully experience the privilege of being a citizen of the United States of America.

Let us never forget the price that has been paid for us to enjoy this privilege, and may we freely extend our appreciation to those courageous men and women in our armed services who today put their lives in peril’s way to preserve this privilege for our children, grandchildren and future generations who follow us.

Secondly, being able to breed and raise Angus cattle is also a privilege in and of itself, and not a duty. As Angus breeders, we

Fig. 1: Vision of Value: Campaign for Angus status toward reaching fundraising goal of \$11 million by Dec. 31, 2011^a



receive an immeasurable amount of fulfillment from having the opportunity to experience this privilege and joy of raising Angus cattle. With each newborn Angus calf, a smile of accomplishment crosses our face and a surge of renewed hope enters our hearts for the future of our Angus herds, our farm and ranch operations, and the Angus breed.

What value do you place on the privilege of raising Angus cattle? What is this privilege worth to you?

Your Angus Foundation is diligently striving to help preserve this privilege for you through its ever-expanding cadre of education, youth and research activities. One can only appreciate and be in awe of the generous financial investments of all sizes made to the Angus

Foundation over the years. It is these contributions that have given rise to services and opportunities of benefit to Angus breeders and youth today. Feel free to visit www.angusfoundation.org for a listing of these activities.

Vision of value

All of us as Angus breeders, regardless of our respective abilities to give, can benefit immeasurably by experiencing the privilege and enjoyment of giving to the Angus Foundation to advance education, youth and research activities through the recently announced ambitious \$11 million Vision of Value: Campaign for Angus. An investment by you in this unprecedented fundraising initiative will result in a vast array of new educational programs for adult Angus breeders, expanded youth opportunities and increased emphasis on research.

Outright cash gifts, appreciated securities, real estate, life insurance, planned giving (bequest) commitments and gifts-in-kind are the most common types of gifts received by charitable organizations, including your Angus Foundation. Please contact our office at any time if you have questions or to request your informational packet on the Vision of Value: Campaign for Angus.

Indeed, as Rockefeller suggests, it does stand to reason that giving to the Angus Foundation for education, youth and research activities to further advance what’s near and dear to all of us — our beloved Angus cattle — is a privilege in and of itself, and not a duty.

It is our hope that you, too, will want to experience the privilege of giving. By supporting the Vision of Value: Campaign for Angus, you simultaneously are preserving your privilege of raising Angus cattle through investing in education, youth and research.

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