



Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

Choices for our giving

Charitable organizations regularly seek your and my financial support. So, why do we support some causes and not others?

We must each answer that question on our own.

Leading the way

September marked two years since our dear Angus friend and major benefactor Camron “Cam” Cooper of the Talon Ranch, Twin Bridges, Mont., passed away.

In the late summer of 2009, in advance of announcing her significant charitable bequest at the Angus Foundation Supporter Recognition Event, we conducted a video interview with Cam at her beautiful ranch. (The video interview in its entirety can be viewed on our website at www.angusfoundation.org or by clicking the photo presented here).

One can only be moved by Cam’s powerful testimony as to why she chose to support the Angus Foundation. I thought it fitting to include her answer here:

“I’m pretty passionate about perpetuating the abilities of rural America to do what is necessary, and that has to be handed down, and it has to continue to work. We have to have people who are willing to do that work, and that is the most rewarding lifestyle and work.

I think probably most people who are ranchers and farmers really don’t want to do anything else. You have to be flexible and grow with the times, and meet the needs of others and your customers.

For us seedstock operators, we have to constantly be mindful of the needs of our customers. And, it seems to me, that focusing on education and research is so useful to our business that supporting the Foundation just seems a natural adjunct to what our occupation is. [Though] lots of foundations do very good work, they’re scattered in their objectives, and I like the focus because that’s the only way you really know if you made a difference. I wanted to know if I could help make a difference for others, and I liked the focus of the Angus Foundation.

I like to think that the Angus breed will benefit from helping young people to know what they’re doing in ranching, [and] commercial ranching in general will benefit, if we promote education and support our young people, so that they in turn can become

successful and use that legacy to leave one of their own.

It can’t just be [a] one-time thing; it has to be carried over, and go from generation to generation. If we don’t help young people, we won’t have a legacy to leave, and there might be a lot of young people who don’t have a future doing what they like to do. So, I guess I think that it is incumbent on people who are able to work with and help promote the success of young people — it’s the continuity of life.”

Individual choices

Our Angus Foundation’s theme this fiscal year is “Championing a Cause” and over the weeks and months ahead, you will have the opportunity to make a choice whether to support the Angus cause.

As in past years, in early November your Angus Foundation will seek your charitable financial support to the “Championing a Cause” Annual Fund through an appeal mailed to you, me, and our fellow Angus breeders and members of the American Angus Association across the United States. Unrestricted funds raised from this annual appeal play a crucial role in our organization’s ability to fund education, youth and research activities at the levels we’ve become accustomed to and enjoyed in recent years in advancing the Angus breed and beef cattle industry.

Our hope is that you, too, will choose to share Cam’s convictions in supporting our occupation of farming, ranching, raising Angus cattle, meeting the needs of our customers and, most importantly and meaningfully of all, helping others.

Your legacy

You, too, can help young people. Cam charged us with leaving a legacy. What legacy will you and I leave?

It’s our choice. Which cause will you choose?

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Author’s Note: Milford Jenkins is president of the Angus Foundation. Visit www.angusfoundation.org for more information regarding the Angus Foundation.



PHOTO BY ERIC GRANT

► In advance of announcing her significant charitable bequest at the Angus Foundation Supporter Recognition event in 2009, the Angus Foundation visited with Cam Cooper at her Talon Ranch at Twin Bridges, Mont. Watch the video at <https://www.youtube.com/watch?v=Spcxu9ThWps>.