



ASSOCIATION

Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

Let's not lose the vision!

While visiting with newly elected Angus Foundation Chairwoman Cathy Watkins in Louisville about her goals and dreams for this next year coming off the Vision of Value: Campaign for Angus \$11 million fundraising initiative, Cathy said, "Let's not lose the vision!"

Without pause, I excitedly replied, "Cathy, let me write that down. That's my next 'Foundation Fundamentals' column!" I immediately started searching my coat pocket for a pen and paper to record this eloquent quote as it poignantly described where we are wanting to go next in this "post-campaign" fundraising phase for the organization.

Energy and focus

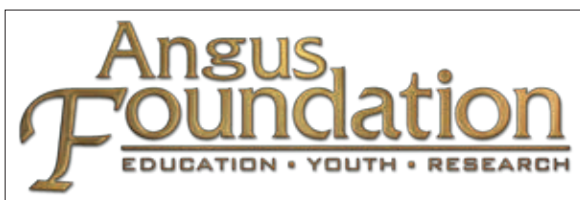
Even now, as I pen this a few weeks later, I still get that charge of energy from her inspiring message. Indeed, since the official starting date of the "quiet phase" of the campaign Oct. 1, 2004, the Angus breed has been laser-focused on a vision.

At its very core, this vision was deeply rooted in a quest for continued excellence for the Angus breed aided by our organization's complementary threefold mission of supporting education, youth and research.

Yes, from a formal standpoint, this "Herculean" vision included fundraising targets of \$6 million for Angus youth, \$3 million for education and \$1.5 million for research. Within these categories were more clearly defined projects and specific funding goals. A number of these initiatives — the National Junior Angus Show (NJAS), for example — remain very high priorities and will continue to be given attention in the near future.

Changing lives, providing inspiration

In all actuality, far more sought after with this vision was the quest to change lives, to make a difference and enable our members and youth to have an even better tomorrow than today.



Significant strides were made toward this noble objective, and the Angus breed will realize many more as time passes. This progress was realized only because of those Angus breeders, allied industry interests and friends who saw the vision, rolled up their shirt sleeves and took action to help the Angus breed capitalize on the opportunity to the fullest extent possible by giving selflessly of their financial resources.

For their benevolence, the Angus Foundation will always be indebted. Individuals to whom our organization also owes a huge debt of gratitude include the *Vision of Value: Campaign for Angus* Leadership Cabinet and countless volunteers and friends who gave of their time, treasure and talents throughout the course of the campaign. They, too, saw the vision and helped lead the way in bringing it to reality.

In the area of fundraising, we are an organization that has been very successful, relatively speaking, when measured across the industry. Others have looked to us and have been inspired by our progress. As Angus breeders, we should be proud of the Angus Foundation's track record of success

in raising money toward the vision for education, youth and research.

Where are we now?

Post-campaign fundraising strategies will include taking a look at our organization's existing programs, listening to our donors and gathering their feedback so we can even better understand the needs they foresee in their Angus operations in the next three to five years and beyond — and where the Angus Foundation, through fundraising, can be most effective.

Cathy and I concurred, periods of transition between major fundraising campaigns provide organizations the ability to reflect on where they've been, refine their vision for where they want to go next and begin to identify the action steps, near-term and long-term, that will enable them to bridge to the future. Continued ownership and, yes, generous gifts and investments will still be required by each of us for the Angus breed to further advance the vision.

Where do we want to go?

Our continued success as an Angus breed will be predicated on our ability to resist complacency and not become satisfied with the status quo. None of us were satisfied with the status quo at the start of the campaign, so why would we want to settle for it now?

Let's not lose the vision!

E-MAIL: mjenkins@angusfoundation.org

Author's Note: Visit www.angusfoundation.org for more information regarding the Angus Foundation, scholarships and the campaign.

Thank You