



Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

Priming the pump

For added effect, the convention hall lights were extinguished. Shining brightly in the round circle of the single-stage spotlight was an old-fashioned chrome-plated water pump sitting on a small table. With an incredible speaker's voice captivating everyone's attention, motivational leadership speaker Zig Ziglar kept his audience spellbound with the story about his two friends Bernard Haygood and Jimmy Glen traveling in south Alabama on a scorching-hot late summer day.

Putting something in

Thirsty, the two stopped at an old abandoned farmhouse with a long-handled water pump in the yard. After pumping unsuccessfully, Bernard told Jimmy to dip some water with a bucket out of a nearby stream to "prime the pump."

Ziglar continued, "As all pumpers know, you must put a little water in the top of the pump to 'prime' the pump and get the flow of water started. In the game of life, before you can get anything out you must put something in. Unfortunately, there are many people who stand in front of the stove of life and say, 'Stove, give me some heat, and then I'll put some wood in you.'"

As a young, impressionable teenager on the edge of his seat at that moment, Ziglar's message hit home with me and still does today, 30-some years later. Its relevancy to the Angus Foundation's mission and our Vision of Value: Campaign for Angus fundraising effort, in my view, is unquestionably significant.

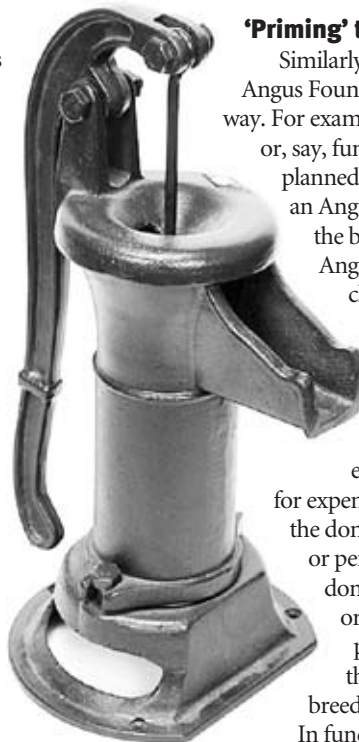
Passion is paramount

In fundraising survey after fundraising survey, almost without exception, rising to the top of the reasons why people freely and voluntarily donate money is their emotional passion for the cause, the organization and its work. It's simply what the sheer joy of giving and helping others with our outright cash gifts is all about.

Your Angus Foundation is humbled to be the charitable beneficiary of an

increasing number of Angus breeders, friends and allied industry interests who choose to philanthropically give to our organizations' education, youth and research activities benefiting the Angus breed. Let's be the first in line to extend our appreciation, compliments and "thanks" for their charitable outright cash support in "priming the pump" for all of us.

Back to Bernard and Jimmy in Ziglar's story, seeing Jimmy was about to give up from raising the handle repeatedly without getting any water, understanding the principle of priming the pump, Bernard encouraged Jimmy to keep pumping for he knew that when you put something "in," the law of compensation says you'll get something "out."



'Priming' the Angus pump

Similarly, endowments in the Angus Foundation work the same way. For example, outright cash gifts, or, say, funds received from a planned gift (bequest) in which an Angus breeder or friend of the breed has named the Angus Foundation as a charitable beneficiary, as provided for by law can be permanently endowed with only the investment revenue generated each year being available for expenditure. This allows for the donor's name, ranch name or perhaps a loved one the donor wishes to honor, or memorialize, for the purpose of carrying on their legacy in the Angus breed forever. In fundraising and 501(c)(3)

vernacular, these funds are viewed thereafter as permanently classified "restricted" or "designated" endowments, regardless of their purpose (i.e., undergraduate and graduate Angus youth scholarships, internships, educational and leadership activities for youth and adult Angus breeders, research, event sponsorships, etc.).

Hence, in addition to the eventual stream of water coming out of the pump, the reservoir under the pump continues to exponentially grow in volume. When applied to the Angus Foundation's balance sheet, this "growth in volume" would be reflected in the continual incremental increases in total assets, which would include these permanently restricted assets of which only the investment revenue is available to spend annually on the purpose(s) agreed to by the Angus Foundation and donor(s).

To sum it up, the final take-home point for all of us in Bernard and Jimmy's story is when Ziglar said to his audience "regardless of what you are doing, if you will pump long enough, hard enough and enthusiastically enough, sooner or later the effort will bring forth the reward."

When the convention hall's houselights came back up, the image of the chrome-plated old water pump and Bernard and Jimmy's story were firmly imprinted on my mind. No different than the work ethic I learned from growing up on a farm and raising Angus cattle with my family, the vivid image of "priming the pump" being required to achieve anything significant and meaningful in life, personally or professionally, has stayed with me ever since.

In the next 20 months, it's my hope you, too, like Bernard and Jimmy did in drawing water, will "prime the pump" for the Angus breed's future by donating to the Vision of Value: Campaign for Angus!

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