



# Foundation Fundamentals

► by **Milford Jenkins**, president, Angus Foundation

## A variety of easy giving opportunities

*Supporting your Angus Foundation is easy, with a variety of opportunities available to you, our members and friends. When you go to town, or travel to an Angus show or production sale, do you buy fuel for your car or pickup? Do you eat out? Have you purchased any farm supplies recently? Feed? Vaccines? Replacement parts for the hay swather, baler, tractor, combine or other farm and ranch equipment?*

### Effortless support

I know; by now you're thinking, why sure. We all do. We're farmers and ranchers, and we make those purchases all the time just in the normal course of our farm and ranch business.

Now, let me ask you this question.

What if you, as an Angus breeder, could support the Angus Foundation simultaneously when you bought those items without costing you another penny?

It's easy! Visit [www.angusfoundation.org](http://www.angusfoundation.org) and apply for the Intrust Bank Angus credit card today.

Once you've been approved and received your card, the card is immediately activated with your next purchases.

Yes, I'm asking for your help. If you purchase a minimum of \$100 on your new card within 45 days, Intrust Bank will donate \$100 to your Angus Foundation.

Intrust Bank will donate an additional \$25,000 to your Angus Foundation, if 500 new cards are activated by June 30!

Surely, you want to help Intrust Bank write another \$25,000 check to us to support education, youth and research for the advancement of

our beloved Angus breed, don't you?

Wait a minute, Milford, didn't you say it wouldn't cost me another penny? It won't cost you another penny since you're spending the \$100 on those purchases anyway, right?

You can easily activate your card in your business transactions with the American Angus Association when registering calves, transferring papers to your bull customers or turning in weights to Angus Herd Improvement Records (AHIR®). You would

spend the \$100 on these normal expenses incurred in conducting your Angus herd operations anyway, wouldn't you?

### Another simple solution

To provide for even further financial support to the Angus Foundation, another option is to activate your card by making a tax-deductible \$100 contribution on the Angus Foundation's website.

Just think, if all 500 new cardholders activated their cards by making a generous online contribution of \$100 or more to the Angus Foundation, we would generate at least \$125,000 in new revenue for Angus Foundation-supported scholarships, education programs and current "cutting-edge" research for the benefit of the Angus breed!

For this latter \$100 outright cash contribution to the Angus Foundation, you or your farm would be recognized in the Angus Foundation's supporter recognition roster published in the *Angus Journal* each year. Benefits afforded to our donors at this giving level and higher giving levels can also be found on our website.

By the way, if you're still carrying your prior card with Bank of America, now is the perfect time for you to partner with Intrust Bank and apply for this new Angus card, ultimately helping us meet this goal of 500 activated accounts.



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### Ongoing options

Two other ongoing exciting fundraising initiatives created to provide a variety of opportunities for our Angus breeders, allied industry interests and friends to support the Angus Foundation include our "Treasure Chest" cow drive, and Phase II of our "Advance" campaign that, when completed, will raise in excess of \$50,000.

It's easy to participate in Treasure Chest (see "The Story Begins With the Angus Cow," page 62). Simply donate to the Angus Foundation the sale proceeds of a cull cow or cows you are selling through the livestock auction barn. Should it be more convenient for you, just ask the livestock auction facility to make the check payable to the Angus Foundation and mail it to our office. You or your farm/ranch will be recognized accordingly for the amount we receive regardless of the source of the funds.

Finally, for those of you who are collectors of historic Angus memorabilia, an exquisite limited-edition 1-50 Advance giclée is a "must have" to enjoy and add to your collection of prints, bronze statues and other Angus-related items (see advertisement on page 53). This beautiful giclée is available for \$500, and since this fundraising activity is considered an extension of a prior fundraising event, we also recognize this support in the Angus Foundation's supporter recognition roster.

In closing, it's our pleasure to make available to you these three very easy ways, and the many others we provide to you, to support your Angus Foundation's education, youth and research programs!

**E-MAIL:** [mjenkins@angusfoundation.org](mailto:mjenkins@angusfoundation.org)

**Author's Note:** Visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information regarding the Angus Foundation, scholarships and the campaign.