



Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

You can have a winning season

I-Right 43 Power on One. I-Left 48 Power on One. I still remember the plays like the back of my hand. We ran them every day, over and over in football practice. They were basic running plays for the “I” offensive football formation we used my three years playing high school football. Coach referred to them as our “bread and butter” plays. They were the two core running plays the rest of the playbook was built around.

Teamwork

Even as simple as these plays were, they were still only successful when each player carried out his assignment. Power-side guard and tackle blocking to the inside, the offensive end to the outside, the halfback and fullback then picking up the linebacker and safety. Execution of snap from center to quarterback, a smooth hand-off exchange from quarterback to tailback, then running through the open hole for 3-5 yards, or, hopefully, more.

Fall is football season. Every coach, team and player looks forward to the new season with boundless optimism, high hopes and dreams of winning a state championship, national championship or a super bowl.

Achievement of these pinnacles of football success, whether at the high school, collegiate or professional level, begins with the skillful accomplishment of the game’s basic plays and fundamentals.

Just as positive yardage, first downs and touchdowns are made in a football game from the combination of successfully running and passing the football, your Angus Foundation, likewise, only makes progress when everyone pitches in and carries out their assignment.

Easy, basic play

In early November, your Angus Foundation’s basic “bread and butter” fundraising play will be arriving in your mailbox. As in past years, this mail solicitation seeking your charitable financial support to the Angus Foundation’s “Annual Fund” is the only request generated by our office to all members of the American Angus Association.

All Angus breeders, regardless how many animals they register, acres of cropland or acres of pasture, can have their name or farm/ranch name printed in the *Angus*

Journal and be recognized for making an outright cash gift to the Angus Foundation through this annual appeal.

In addition to the recognition, to view a full listing of the featured benefits afforded to you at various giving levels, feel free to visit our website at www.angusfoundation.org.

Your chance to run with the ball

Remember, whether you own just a handful of Angus cows and consider yourself a small Angus breeder or have a large herd of Angus cows, a charitable contribution of any size from you will bring you and your farm/ranch name recognition in our supporter recognition roster published in the Angus Foundation’s annual report, which is published in the *Angus Journal*, newsletter and website.

No gift is too small, as every supporter is important to us and each dollar contributed plays a crucial role. This past year, for example, 418 supporters making up 78% of our contributors to the Angus Foundation made donations ranging from as low as \$1 to as high as \$999. Of these donors, 264 contributed less than \$250, yet, carried out their assignment successfully for the benefit of the Angus team. Unrestricted contributions to the annual fund have been used for undergraduate and graduate student scholarships to Angus youth, Leaders Engaged in Angus Development (LEAD) conference, Raising the Bar leadership training for state junior Angus association officials, the National Junior Angus Show and support of adult Angus breeder education programs.

First downs

Designed for specific purposes, more complex running and passing plays were included in the playbook complementing the basic running plays. Only when all team members successfully carried out their assignments did these advanced plays work and we made forward progress up field.

In addition to the upcoming annual fund, the Angus team will be looking to Angus breeders, allied industry interests and friends to carry out their assignments at the Angus Foundation Supporter Recognition Event in Louisville, Ky., followed by Angus Night on the Mountain II and the Angus Foundation Heifer Package fundraising activities next January in Denver.

Touchdown

Nevertheless, irrespective of the play called, Coach always reminded us that no player was any more or less

important than the others on the team. Each of us had an important assignment and filled a role that enabled the sum of us, by working together, to achieve exponentially far more than we could have by ourselves individually.

When you receive your annual fund appeal from the Angus Foundation this season, your Angus teammates will be looking to you to carry out your assignment successfully by making a contribution. Let’s help the Angus team have another winning season!

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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.