



# Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

## Using all our strength

*A little boy was having difficulty lifting a heavy stone.*

*His father came along just then.*

*Noting the boy's failure, he asked, "Are you using all your strength?"*

*"Yes, I am," the little boy said impatiently.*

*"No, you are not," the father answered.*

*"I am right here just waiting, and you haven't asked me to help you."*

— Anonymous

### Countless appeals

Very much like the father is to his young son, the strength of your Angus Foundation is in you, our members, 23,000 strong, and our friends in allied industry.

Each November, you and I receive in the mail an appeal from the Angus Foundation asking for our help and charitable financial support. As with you and your family, our house seemingly receives countless requests from charitable organizations asking for our help and charitable financial support.

By design, these appeals encourage us to make an outright cash gift before Dec. 31 to take advantage of the income-tax-deduction benefit for this calendar year.

It's my hope that — like the father in this story — you, too, will view yourself as additional strength for the Angus

Foundation's annual appeal, this year themed *Rooted in the Future*, asking for your help and charitable financial support.

### Give from the heart

*Rooted in the Future* is also the theme of your Angus Foundation's annual report included in this issue of the *Angus Journal*. The strong roots and tall trees we enjoy today in the Angus breed through the Angus Foundation's mission of education, youth and research all began with a small seed planted years ago.

Unrestricted gifts to your Angus Foundation through *Rooted in the Future* will enable us to further strengthen these roots, and plant seeds today for those to follow us in the Angus breed.

You have an array of choices for your

charitable financial support. Give to those causes near and dear to your heart. Give to those organizations that move you emotionally, that bring you joy and happiness.

Esteemed by many as America's foremost business philosopher, the late Jim Rohn, in his inspirational book *The Treasury of Quotes*, said, "It's best to start the discipline of generosity when the amounts are small. It's easy to give 10¢ out of a dollar; it's a little harder to give a hundred thousand out of a million."

He went on to say, "The amount you give isn't important. What matters is what that amount represents in terms of your life."

### Our combined strength

Once upon a time, your Angus Foundation didn't exist. No undergraduate, let alone graduate, student scholarships existed. No investments were made in adult member education or research.

Then, a seed was planted in the late 1970s that gave birth to your Angus Foundation, formalized in 1980. Additional seeds were planted and began to take root. Each seed, regardless of amount, is a labor of love by that Angus breeder, corporate entity and friend.

Yes — you, me, all of us involved in the Angus breed — we are the strength of the Angus Foundation.

Whether or not the Angus Foundation and *Rooted in the Future* is one of your choices this year to charitably support before Dec. 31, I ask on behalf of those causes and organizations near and dear to your heart that you use your strength to make a difference in the life of another, so you, too, can experience the wonderful joy of giving a financial gift.

May God bless you and yours this holiday season and grant you a prosperous 2014!

EMAIL: [mjenkins@angusfoundation.org](mailto:mjenkins@angusfoundation.org)

**Author's Note:** Milford Jenkins is president of the Angus Foundation. Visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information regarding the Angus Foundation.