

THE POWER OF ONE VISION

The Angus Foundation continues to see the possibilities in education, youth and research funding.

BY KELLI ARMBRUSTER

It started with a vision. Perhaps it was a call to develop something more, something better. In 1979, under the leadership of President J.E. Horton Jr., of Madison, Ala., the idea of a mechanism to provide scholarship assistance to commendable members of the National Junior Angus Association (NJAA) was conceived by the American Angus Association Board of Directors. Association Executive Vice President C.K. Allen and Jerry Lipsey, then director of junior activities, began to formulate an operating agreement and guidelines. Shortly thereafter, in 1980, the Angus Foundation became a reality.

The Foundation's modest start began with a goal to achieve financial assets of \$1 million. By 1990, assets of \$100,000 were reached primarily as a result of generous donations to the Angus Foundation Heifer Package auctioned at the National Western Bull Sale at the National Western Stock Show (NWSS) in Denver, Colo., each year.

By 1997, total assets had risen to \$500,000. Interest in the Foundation began to pick up steam in the new millennium, and by the end of 2003 the Foundation boasted assets of

The American Angus Association turns 125 this fall. Recognition of the milestone will occur at various Angus events during the year. As part of the celebration, the Angus Journal will feature glimpses of the past throughout the year.



\$1.5 million. These assets provided the resources to fund \$25,000 in scholarships for worthy NJAA members and to support the Leaders Engaged in Angus Development (LEAD) conferences.

What began as an idea to provide financial support to the NJAA soon began to grow and prosper. In May 2003, under the visionary leadership of Foundation President Abbie Nelson, Wilton, Calif., the Foundation Board of Directors and staff members Bryce Schumann and James Fisher, a task force was organized to ask questions such as, "How do

we find the people and build the relationships needed to make the Angus Foundation into an organization that will have a lasting and profoundly beneficial effect on the lives of members of the American Angus Association?"

The answer was clear. The Angus Foundation needed someone to professionally manage fundraising development and cultivation. In May 2004, Milford Jenkins was hired as a full-time staff person, charged with the task of taking the Angus Foundation to the next level. Jenkins began work with the Angus Foundation in 2004 as the director of development before becoming president in June 2006.

From that crucial step in 2004, the Angus Foundation has flourished into a successful entity with three full-time staff people, including Jenkins; Kelli Armbruster, marketing and public relations assistant; and Kris Sticken, administrative assistant.

Broadening the scope

Today, in addition to its ever-increasing support of junior programs, new levels of

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► Through generous endowments to the Angus Foundation, Angus enthusiasts have created scholarships that, for years to come, will empower NJAA members to attend college and pursue studies in their respective career fields.

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giving to the Angus Foundation have enabled the organization to now service the other two areas of its mission in education and research.

Its educational funding includes sponsoring programs such as Cattlemen's Boot Camps, Angus Leaders Boot Camp, Beef Leaders Institute (BLI), attendance of an Angus member to the Young Cattlemen's Conference (YCC) and instructional tools, like the distance education Cattle Learning Center reproduction module and other educational opportunities.

With research playing a crucial role in today's beef cattle industry, the Angus Foundation realizes the importance of funding research projects as well. Some of its current projects include feed efficiency research being conducted at Iowa State University and the University of Illinois, bovine genome mapping research, and hair shedding research being conducted at North Carolina State University and Mississippi State University.

The Angus Foundation has also increased its level of junior program support through the years. In 1998, the Angus Foundation awarded \$20,000 in scholarships to NJAA members. In 2008, the Angus Foundation was able to award more than \$150,000 in scholarships and awards to deserving members of the NJAA. Along with scholarship growth, the Angus Foundation has significantly increased its level of support of NJAA Board of Directors travel and expenses, leadership conferences and seminars, including LEAD and the newly created Raising the Bar conferences.

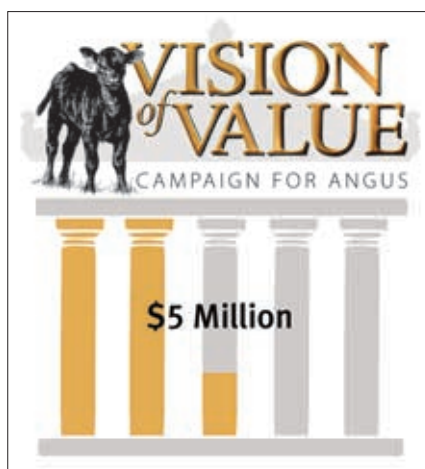
Since its inception the Angus Foundation has grown into a successful organization, benefiting all members of the Angus breed through proceeds from events such as the Angus Foundation Heifer Package; the Annual Angus Foundation Golf Tournament and Silent Auction scheduled in conjunction with the National Junior Angus Show (NJAS); and outright cash donations and proceeds from the sale of Angus clothing, hats and memorabilia, among other items and events.

Founded on generosity

But behind all of these successful events are the donors who are committed to the mission of the Angus Foundation.

"The Angus Foundation relies on donors who recognize the value in the work that we do. They believe in the opportunities we provide to all members of the Angus breed, through our investments in education, youth and research projects," says Milford Jenkins, Angus Foundation president.

Vision of Value: Campaign for Angus status toward reaching fundraising goal of \$11 million by Dec. 31, 2011^a



^aAs of Oct. 1, 2008, more than \$5 million had been committed to the campaign through cash gifts, pledges and planned giving commitments.

Jenkins says that while donors in most instances can receive tax deductible benefits for income tax purposes when making charitable gifts, numerous studies show it usually isn't the motivating factor behind the giving, according to the *Angus Journal* July 2004 story, "A Foundation of Promise."

"Yes, tax considerations are oftentimes a factor, but very rarely is this the primary reason for making a donation. Rather, it is the donor's passion and belief in the organization that sufficiently inspires him or her to make a gift. I believe that it is for these same reasons — one's passion for Angus cattle and the breed's future — that prompt

Angus donors to invest," said Jenkins in "A Foundation of Promise."

Those donors' investment in the Angus Foundation prompted the Foundation to launch its first-ever capital campaign in November 2006. With a goal to raise \$11 million by Dec. 31, 2011, the Vision of Value: Campaign for Angus has already raised \$5 million in support of the Angus Foundation's aim to significantly expand its ability to support education, youth and research activities.

"The Campaign for Angus will benefit everyone in the Angus industry, including breeders and commercial producers, friends of the breed and allied industry partners," says Howard Hillman of Bon-View Farms in South Dakota, who serves as chairman of the Angus Foundation's campaign leadership cabinet.

"Through this fundraising effort, the Angus breed will be empowered to continue its prominence in the beef cattle industry," Hillman says. "Educational programs will grow, youth opportunities will expand and research will advance."

The Campaign for Angus will raise \$3.5 million to fund education programs, \$6 million to further support Angus youth and \$1.5 million to bolster research activities.

Creating opportunities

Opportunities for continuing education empower Angus breeders of all ages to develop technical expertise and refine leadership skills. The Campaign for Angus aims to raise \$3.5 million for educational activities that add value to the Angus breed's future.

Existing programs such as Cattlemen's Boot Camp will grow with increased support, and new programs will be created. Educational conferences, short courses, seminars and other instructional opportunities will be established to help breeders stay abreast of Angus and beef industry issues.

More than 10,000 Angus youth are members of the NJAA, developing character, communication skills and leadership abilities that will prepare them to be the future leaders of the Angus industry.

TIME LINE



1979

Idea for Foundation conceived

1980

Foundation created

1990

Assets reach \$100,000

1993

First LEAD Conference

2003

Task force created

The Vision of Value: Campaign for Angus will boost the Angus Foundation's financial support of NJAA activities for these youth, enabling them to receive increased access to these valuable opportunities. With the fundraising goal of \$6 million, additional leadership training will be offered, and scholarship programs will be enhanced to help more Angus youth realize their dreams of higher education.

By continuing to fund innovative research, Angus producers will gain the competitive edge that increases their productivity and profitability. The Campaign for Angus will raise \$1.5 million for research, allowing all members of the Angus industry to invest in their own future by funding studies that address important issues affecting them.

Future research funded by the Angus Foundation could include areas such as nutrition, forage production, reproduction, food safety, carcass evaluation, marketing and economics, herd health, genetics and consumer awareness.

"This is a tremendous opportunity for members of the Angus industry to invest in their future, because the Vision of Value: Campaign for Angus will support programs benefiting all of us," says Jenkins, who hails from a longtime Angus family in northwest Oklahoma. "The campaign's successful completion is an investment responsibility that we all share. Support is needed from all stakeholders in the Angus industry to achieve the \$11 million campaign goal."

Now completing its second year of the campaign, the Angus Foundation continues to look for ways to advance the Angus breed. Through the support of past, present and future donors the mission of the Angus Foundation to support education, youth and research will be fulfilled.

"When I think about the future of the Angus Foundation," Jenkins explains, "I'm reminded of a quote. 'What would you attempt to do, if you knew you could not fail?' With that quote in mind, we will continue looking to the future."



Editor's Note: For more information about the Angus Foundation, visit www.angusfoundation.org.



► With \$140,000 in support from the Angus Foundation, the University of Illinois has launched a new research project to enhance biological efficiency in beef cattle.



► Cattlemen's Boot Camp participants at Colorado State University learn about AI use and technique. Working tirelessly to advance education for producers of the Angus breed, the Angus Foundation has sponsored Cattlemen's Boot Camps at universities across the country.

