



Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

Continuing expectations

As surprising as this may sound, I've discovered over the years that my February "Foundation Fundamentals" column is, simply due to timing, sometimes hard to write. For me, reading in February about what excitement a new year promises just seems too late. Plus, reading in February about the prior calendar year seems like news you should have read about in January.

Old news

I'm not giving February a bad rap. This is just a dilemma I struggle with in mid-December each year as I decide what to write about for this column. Heck, it's still six days until Christmas as I write this! Humor aside, as this is my first column of the calendar year, I will ask you to oblige me on both of these accounts.

With the help of our generous financial supporters, your Angus Foundation this past calendar year continued to make progressive strides forward on your behalf. These accomplishments were featured in our organization's annual report in the December issue. If you missed it, feel free to visit www.angusfoundation.org and click on "About the Foundation" and the tab "Annual Report."

It is my steadfast belief, however, that you — our members, allied industry interests and friends — have even higher expectations of your Angus Foundation to serve you and the beef cattle industry.

This is a challenge we accept enthusiastically, as we, too, are not wishing to simply maintain the status quo, or be satisfied with being on cruise control.

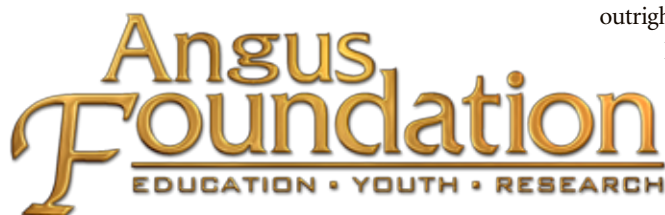
As Hall of Fame baseball player Tony Gwynn once said, "The minute you're satisfied with where you are, you're not there anymore."

Future news

Just as you are at the beginning of each new year with your farms and ranches, we're bullish about 2014.

Our bullishness is evidenced by our funding commitment of \$100,000 for undergraduate student scholarships and \$25,000 for graduate student scholarships to be presented at the National Junior Angus Show (NJAS) this July in Indianapolis, Ind.

Our bullishness is affirmed by our



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funding commitment of \$20,000 to your American Angus Auxiliary for the upcoming Women Connected leadership educational conference.

Our bullishness is solidified by our funding commitment of \$12,000 for three Cattlemen's Boot Camp educational seminars, \$5,000 for a Cattle Leaders Conference and \$15,000 for the Beef Leaders Institute (BLI) to be hosted this year for the benefit of Angus breeders and commercial producers across the country. If you haven't attended one of these educational seminars in the past, I urge you to consider attending this year.

Our bullishness is realized in our funding commitment of \$10,000 for the youth Angus Ambassador and \$2,500 for the Green Coats: Coast to Coast program.

Our bullishness is evidenced in our funding commitment of \$185,000 toward research projects to be determined and approved by the American Angus Association's Research Priorities Committee.

Our bullishness is embodied in our funding commitment of \$75,000 in fiscal year 2014 for support to the National Junior

Angus Association (NJAA) directors to carry out their responsibilities and duties in leading the more than 6,000 members of the NJAA.

How will these funding commitments and many others be fulfilled?

Good news

Revenue from unrestricted charitable outright cash gifts by generous supporters plays a crucial role in our confidence to make these meaningful levels of funding commitments.

Yes, our bullishness for this year is built upon the fact that more than 600 Angus breeders, allied interests and friends recognized the increasing value, directly or indirectly, they received from their Angus Foundation and, in return, unselfishly made generous charitable gifts last year.

Further cementing our bullishness is our shared corporate vision for what the Angus Foundation can become tomorrow through our futuristic strategic plan. You'll be hearing more about "Angus Foundation 2020" over the months and years ahead from your Angus Foundation and American Angus Association.

Indeed, we're bullish about 2014, and after reading about the investments your Angus Foundation is committed to funding this year in education, youth and research for your benefit, I think you, too, will share in our bullishness.

Now, concur with me it's not hard at all to write a column in mid-December for February or for that matter any month of the year, when you financially support and steadfastly believe in a worthwhile cause like Angus!

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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.