



# Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

## Milestones

*The year 2015 marks a significant milestone for your Angus Foundation. The organization will be celebrating its 35th anniversary this year. Just as they do today, charitably minded Angus breeders in the late 1970s recognized opportunities to further advance the Angus breed that could be brought about with the help of their charitable financial support. This led to the eventual creation of the 501(c)(3) not-for-profit Angus Foundation in 1980.*

### First stage

Formally, the entity's legal status under Internal Revenue Code 170 provided the platform for members and others (e.g., allied industry interests, private foundations, etc.) to make tax-deductible charitable gifts to the extent allowed by law.

To quote directly from the organization's charter, "The purposes of the Corporation (Angus Foundation) shall be to carry on educational and research activities related to agriculture."

Open for business, the organization's envied longtime fundraising tradition in offering an Angus Foundation heifer at the National Western Stock Show started with A.F. Flint & Sons of Bard, N.M., donating the first heifer. With the proceeds from the heifer selling for \$6,000 to Angus breeder Jim Baldrige of North Platte, Neb., the Angus Foundation's support of the National Junior Angus Association (NJAA) began.

### Progression

With each passing year through the next two decades, the fledgling Angus Foundation slowly, but surely, gained its footing.

Over time, other sources of revenue evolved, including merchandise sales, the Angus credit card program and investment income from assets.

Angus breeders also began recognizing the organization as a meaningful way to pay tribute and/or memorialize their Angus peers and friends through in-memory gifts to the organization.

A common thread that became readily apparent to members and supporters during those early years was that the growth of the Angus Foundation translated to the organization's ability to add value to the Angus breed.

From the onset, Angus youth have been the Angus Foundation's highest priority, with the organization funding National Junior Angus Board (NJAB) activities to enable

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them to carry out their responsibilities of leading and inspiring the NJAA membership. This continues today with your Angus Foundation budgeting for this purpose from unrestricted gifts and with revenue from fundraising activities.

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### Trust

Naming the Angus Foundation as the charitable beneficiary of her farm, Angus breeder Nettie Eitel of Kirksville, Mo., was a pioneer in supporting the organization through planned giving and one's estate plans. In the late 1990s, more than \$200,000 was received by the Angus Foundation from the sale of her farm, which represented by far the largest gift received by the organization at that time, elevating the minds of Angus leadership to the future possibilities of their charitable affiliate of the American Angus Association.

Inspired by Eitel's major gift, long-range strategic planning by the American Angus Association and Angus Foundation leadership commenced in the early 2000s, resulting in the hiring of full-time fundraising staff and the eventual implementation of the ambitious *Vision of Value: Campaign for Angus*.

Through the generous support of Angus breeders, allied industry interests and friends, this unprecedented fundraising drive by a beef breed association raised more than \$7.6 million in outright cash gifts, pledges and planned-giving commitments.

### Ongoing results

Evidence of progress made is the Angus Foundation's scholarship program that was implemented with \$20,000 from unrestricted funds being awarded the first year in 1998. As unrestricted gift revenue increased, the level of scholarship support correspondingly increased to today's enviable \$125,000 awarded in general undergraduate and graduate student scholarships.

When scholarships from donor-restricted permanent endowment funds are combined, more than \$280,000 is projected to be awarded in undergraduate and graduate student scholarships in 2015 through the Angus Foundation to deserving Angus youth.

Leadership training and educational programs such as Cattlemen's Boot Camps, Beef Leaders Institute (BLI), Young Cattlemen's Conference (YCC), Leaders Engaged in Angus Development (LEAD), Raising the Bar, and the Women Connected Conference, etc., are funded almost entirely by unrestricted non-endowed gift revenue from generous contributors.

### Advancements

It's only because of the generous charitable support by those before us during the last 35 years that thousands of American Angus Association members, commercial beef cattle producer customers and youth have been able to benefit from these activities and programs funded in whole, or in part, by the Angus Foundation.

What can we accomplish in the next 35 years?

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.