



Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

A foundation for dreams

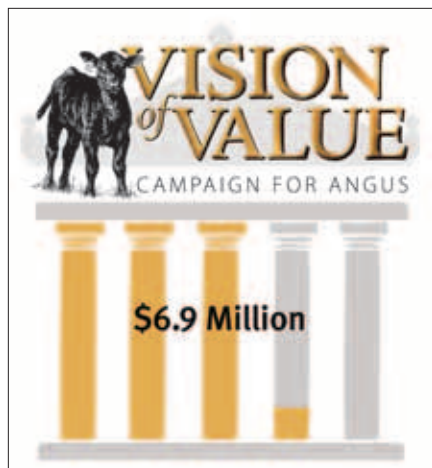
Quite possibly one of the most important ingredients, if not the most important, to an organization's continued success is long-range planning.

Getting directions

In his introductory message to the recent survey inviting members, users of Angus genetics and other industry stakeholders to provide their input, American Angus Association President Joe Hampton said, "The breed's performance in fiscal year 2010 continued to demonstrate strong demand for quality Angus genetics and solidified our long-held position as a leader in the beef cattle industry. This long-range planning initiative is meant to continue that position and to foster Angus demand well into our future. I urge you to take a moment to answer the following questions as completely as possible — and to help establish the direction of our Association and your business, now and in the future."

It is my hope you took the opportunity to respond to Joe's invitation and provided your thoughts and views to us for consideration in planning the direction and charting the course you desire your American Angus Association and related entities to take in future years. This feedback, both positive and negative,

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



^aAs of Feb. 1, 2011, more than \$6.9 million had been committed to the campaign through cash gifts, pledges and planned giving commitments.

will be invaluable to our directors and staff in determining where we should dedicate and commit our time, resources and energies to better address and meet your needs.

Building on past initiatives

As the 501(c)(3) affiliate of the parent company, your Angus Foundation will likewise benefit immeasurably from the input received and mined from this survey, especially with this being the final year of the "Vision of Value: Campaign for Angus."

A current widely recognized initiative of the Angus breed's past application of long-range planning constructed from invaluable member input, the Vision of Value: Campaign for Angus fundraising goal, with its priorities for education, youth and research, was the result of a joint strategic planning session in June 2003 by the American Angus Association and Angus Foundation board of directors. This was followed by extensive discussions by directors, staff and a comprehensive feasibility study survey to more than 575 contributors to the Angus Foundation from 2000-2004.

Today, with the aid of the generous ongoing charitable financial support by Angus breeders, allied industry interests and friends of the Angus breed to this visionary campaign, you enjoy a host of new and expanded progressive Angus education, youth and research endeavors that were identified through that planning process and input received.

When reading the current survey, and thinking about its application to the Angus Foundation's complimentary support role to the Association and you as its members, simply insert "Angus Foundation" in the questions for American Angus Association, resulting in the first three questions reading as follows:

1. What is important to you and what would you put as priorities for the (Angus Foundation)?
2. What is the most valuable role/service that the (Angus Foundation) provides today?

What seemed entirely impossible yesterday for our organization, we take for granted today!

3. What is the most valuable thing the (Angus Foundation) can provide to you for the next 5-10 years?

Investing in our dreams

Once these questions are answered, the next step would be to determine the level of financial resources that would be required to address those goals and objectives.

This would lead us to this next question:

4. Where do we (Angus breed) want the Angus Foundation to be in 5 years? 10 years? 25 years? (Is it \$10 million in assets? Is it \$1.5-\$2.5 million in annual revenue? Is it possible to invest \$1 million annually in education, youth and research?)

Just imagine the additional benefits and opportunities that could be gained for you, our members, as indeed, long-range planning provides us an opportunity to dream about the future. What seemed entirely impossible yesterday for our organization, we take for granted today!

Completing our present long-range initiative gives us a solid foundation from which we can reach even higher pinnacles of success in the future for the Association, the Angus Foundation and the Angus breed in the areas of education, youth and research.

With your financial support, we can successfully reach our \$11 million fundraising goal for Vision of Value: Campaign for Angus, and stand a little closer to not just fulfilling needs, but making our dreams come true!

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Author's Note: Visit www.angusfoundation.org for more information regarding the Angus Foundation, scholarships and the campaign.