



# Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

## Serving others

*While attending the recent National Agricultural Alumni Development Association (NAADA) Annual Conference, I had the fortunate pleasure of hearing Joe Golding, CEO of Advancement Resources, speak on the importance of knowing the needs of those you serve.*

*In his presentation on charitable giving Golding stated, "People have needs, not organizations."*

*I too, have long held this fundraising tenet since beginning my career in early 1990 in the resource-development profession.*

### Angus applications

What is its application to the Angus Foundation, Angus breed, our members and youth? Angus breeders and commercial cow-calf producers alike who purchase our Angus genetics, attend educational programs to learn new information, keep abreast of cutting-edge technologies and network.

Investments in research related to beef cattle are being made to help find solutions to the challenges and needs producers face today.

Angus youth interested in developing their leadership, communication and lifelong personal development skills, can progress toward meeting those needs through activities and programs conducted by our progressive National Junior Angus Association.

Scholarships are needed by our Angus

youth to help them offset the ever-increasing costs of attending college.

Your Angus Foundation, simply put, is about service and helping meet people's needs.

### Why people give

*Giving USA 2014*, released by the Giving USA Foundation, reported that 72% of the philanthropy in America was by individuals. An additional 8% was funds received by charitable organizations from bequests by individuals.

In other words, 80% of the charitable giving this past year in our country was by individuals rather than corporations and private foundations, as some might believe.

A number of conclusions can be drawn from this data.

### Enriched, fulfilling lives

One conclusion is that individuals, through their charitable giving to philanthropic opportunities afforded by 501(c)(3) not-for-profit charitable organizations like your Angus Foundation, find their own lives immeasurably enriched from their giving.

They experience a basic need of emotional fulfillment, joy and satisfaction, knowing they've made an indelible difference in the lives of others, today and tomorrow, through their charitable gifts.

Understanding this as the initial motivation why individuals give, not the tax-deduction as often commonly believed to be the case, is important. Other reasons enter into an individual's thought process behind their giving that only they can explain to meet the needs they have for making the gift.

Regardless, it's important to remember all of us involved in the Angus breed have countless choices of charitable organizations and causes besides the Angus Foundation vying for our financial support.

Hence, to this point, we in the Angus breed should be the first in line to convey our genuine appreciation to those who do choose to meet their charitable giving needs by philanthropically supporting a cause near to their hearts, the Angus Foundation.

### Contribution opportunity

Sept. 30 marks the end of our fiscal year. It's our hope you, too, will want to contribute \$250 to secure your invitation to the Angus Foundation Supporter Recognition Event on Nov. 2, 2015, at the beginning of the National Angus Conference & Trade Show at Overland Park, Kan. This year's event will be a special occasion as we celebrate the 35th anniversary of the Angus Foundation!

Remember, individuals have needs, not organizations, and your Angus Foundation tirelessly strives to help meet those individual needs!

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**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.

