



Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

Our Angus masterpiece

Born in 1853, Vincent Van Gogh grew up in Holland. Art enthusiasts among us will immediately recognize his name. After Rembrandt, Van Gogh was considered the greatest Dutch painter, and one of the most well-known artists in the world.

His famous paintings involved the interconnection of colors, beauty and emotion in one brush stroke after another, after another, in a series on canvas.

Individual brush strokes

In much the same way, “Angus & Your Future” will evolve. Each of us holds a brush in our hands. Individually, our brush strokes will be different. We may even think our brush strokes won’t matter.

Van Gogh knew otherwise. He knew a brush stroke here and a brush stroke there, when brought together, could create magnificent things — masterpieces.



“Angus & Your Future” is the theme for this year’s Annual Fund mail appeal. Your mailbox and mine will receive this appeal in early November.

As Van Gogh started his masterpieces with a blank canvas, you and I will have the opportunity to start with a blank canvas through “Angus & Your Future” to paint brush strokes in charitable giving.

Artistic vision

Before starting to paint, let’s first ask ourselves the question, “Will we paint a mediocre piece of Angus artwork, or will our brush strokes, one after another of different hues and colors, when brought together, paint an Angus masterpiece?”

Elements of this envisioned artwork could include smiling faces of proud Angus youth lined up in the showing receiving undergraduate and graduate scholarships at the National Junior Angus Show.

Baby calves with their dams close by grazing contently in a pasture of green grass brought about by spring rains comes to mind as an element in our painting. These cow-calf pairs were genetically improved

using information gained from beef cattle research projects funded by the Angus Foundation.



An Angus breeder’s look of satisfaction and accomplishment after implementing in his Angus operation a new management practice or technique he learned from attending Cattlemen’s Boot Camp or Beef Leaders Institute can be an element in our painting.

A scene of a multi-generational family of ranchers who have been raising registered Angus cattle for decades, representing the past, present and future of their Angus legacies can be painted.

Of course, an element in our painting can include that always heart-warming scene of the young boy or girl, their tender hand in the palm of the work-calloused leathery hand of their rancher grandfather, standing at the fence gazing at an Angus heifer calf and thinking about the blue and purple ribbons she will win.

It’s these Angus scenes and countless other heart-moving images we have in our own minds from raising and being involved with Angus cattle. These will be the elements of our Angus painting.

Our masterpiece

My hunch is Van Gogh never started out to only finish with a mediocre painting. Instead, brush stroke by brush stroke by brush stroke, small or large and in a series, brought together his dream of a masterpiece.

Your brush stroke with my brush stroke, brought together by our charitable gifts to “Angus & Your Future,” will create a beautiful Angus masterpiece!

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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.



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PAINTING BY FRANK CHAMPION MURPHY

► Financial support to your Angus Foundation comes in all shapes and sizes — from fundraising events such as the silent auction at the National Junior Angus Show to outright cash gifts to planned giving commitments through the Angus Legacy Society.