



Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

Expanding the Angus Advantage

Expansion of the Angus Foundation's investments and activities remains a high priority with the goal of adding value to Angus genetics for the benefit of our members and commercial breeders. What are we doing to help achieve this goal?

One new and innovative program is our recently announced Allied Angus Breeders Scholarship that will reward youth for purchasing and using Angus genetics in their seedstock or commercial beef cow-calf operations.

To kick off this program, the Angus Foundation will initially award \$1,000 scholarships to three youth in July 2015 for the ensuing academic year.

Who is eligible to apply?

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of 2015. They can be an entering freshman or a continuing student in any undergraduate program. The applicant or the applicant's parents/guardians must have transferred or been transferred a registration paper in the last 36 months (on or after May 1, 2012).

Full details and eligibility requirements for the scholarships can be found by visiting our website at www.angusfoundation.org. Look for the Allied Angus Breeders Scholarship link under the resources section on the right side of the home page.

What can Angus breeders do?

When selling Angus genetics at public auction, Angus breeders can include this or their own version of the following in their sale book to inform buyers, "If you purchase Angus genetics in our sale, and we transfer papers to you and/or your children, your children are eligible to apply for the Allied Angus Breeders Scholarship through the Angus Foundation."

Angus breeders marketing their genetics private treaty will likewise want to communicate this opportunity to their customers who have college-age children and encourage them to apply.

Once you've transferred the registration paper, a friendly reminder note from you



to the youth and their family a couple of months in advance of the scholarship application deadline will be an added personal touch in your toolbox of customer service and appreciation you have for their business.

How are these scholarships funded?

Our ability to offer these new Allied Angus Breeder Scholarships is determined by the level of available unrestricted resources received each year. Examples of other activities and programs which use unrestricted funds include the Beef Leaders Institute (BLI), Cattlemen's Boot Camps, Young Cattlemen's Conference (YCC), Leaders Engaged in Angus Development

(LEAD), Raising the Bar, Women Connected, general undergraduate and graduate student scholarships, the National Junior Angus Association, and more.

Unrestricted or undesignated resources, as they're oftentimes called, are raised by the organization in a variety of ways, ranging from our upcoming "Lighting the Way" annual fund drive to all of our American Angus Association members in mid-November to the Angus Foundation Heifer Package and Angus Night on the Mountain fundraising activities at Denver in January. Other sources of these unrestricted funds would include our recent golf tournament and silent auction at the National Junior Angus Show and year-round merchandise sales.

Don't miss your chance

One other exciting fundraising activity generating unrestricted resources will be Phase II of the *Building an Angus Legacy!* granite paver walkway entrance to your American Angus Association headquarters building. If you missed purchasing a granite paver earlier, you will want to visit our website as soon as possible to place your order with a credit card because a limited number of granite pavers will be available on a first-come, first-serve basis.

Indeed, expansion of the Angus Foundation's investments is a goal we share. With our combined unrestricted charitable giving, Angus supporters can help create more advantages for breeders who use Angus genetics.

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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.