



Foundation Fundamentals

► by *Milford Jenkins*, director of development, Angus Foundation

Leaving a legacy

John and Madeline Brown can teach us the benefits of planned giving.

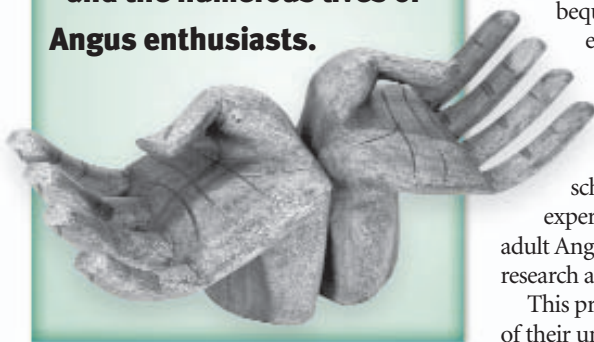
Meet the Browns

John and Madeline Brown, longtime Angus breeders, passed away in 1986 and 1987, respectively.

Next June, they will again award eight John and Madeline Brown scholarships to Angus youth from throughout the United States at the National Junior Angus Show (NJAS). Additionally, the Browns will send a dozen Angus youth to the Leaders Engaged in Angus Development (LEAD) Conference, a powerful educational and dynamic leadership skills development program that these young men and women will benefit from the rest of their lives!

Furthermore, the Browns' permanent endowment will also annually provide funding to the Angus Foundation to sponsor educational programs for adult Angus breeders and commercial cattlemen; hence, the Browns' legacy is still with us — and will be for many years to come!

Imagine the transforming magnitude of the Browns' gifts and the profound permanent difference their support, the smaller gifts as well as the larger gifts, would have made toward advancing the Angus breed and the numerous lives of Angus enthusiasts.



A typical hard-working farm and ranch family with two children to put through college, the Browns similarly experienced land payments, a home mortgage, equipment and operating loan payments, along with a plethora of other demands for their resources during the years. They prevailed, however, in spite of some challenging cattle markets and poor crop years, to eventually reap the rewards of their labors.

A living legacy

Known for their ready smiles, quick wit and humor, the Browns did more than raise Angus cattle, beans, wheat and corn. They recognized early in life how blessed and fortunate they were to make a livelihood from raising Angus cattle. As a result, the Browns began to contribute \$25 a year, then \$50, then \$100, then \$250 to the Angus Foundation's annual fund, and even higher amounts "for the purpose of giving something back," for which they felt a responsibility to do so for the Angus breed that had done so much for them.

The Browns knew their gifts were not as robust and impressive as others during those lean years, but it didn't matter because they knew their gifts, regardless of size, were making a major impact on the Angus Foundation's education, youth and research programs.

When the Browns passed away, after providing for their children, they left their estate to the Angus Foundation in a bequest that permanently funded the endowment carrying their names and legacy. In the years following their deaths, when all is combined, the Browns have provided numerous college scholarships, LEAD Conference experiences, educational courses for adult Angus breeders and vital funds for research activities.

This profound and meaningful testimony of their unselfishness and commitment to

helping others in the Angus breed has made an indelible impact on the lives of numerous Angus breeders and youth, and their legacy will live on for many years to come.

The rest of the story

Now for "the rest of the story," as Paul Harvey says to his listeners. As you may have guessed by now, unfortunately, **the Browns never existed, and this entire story is fictitious.**

But imagine with me, if you will, the transforming magnitude of their gifts and the profound permanent difference their support, the smaller gifts as well as the larger gifts, would have made toward advancing the Angus breed and — even more noble — the numerous lives of Angus enthusiasts that would have been touched and enriched forever. Priceless!

Charitable giving is particularly beneficial when it helps both the donor and the beneficiary (in this case, the Angus Foundation). This mutual benefit is the essence of what has become known as planned giving.

The most common and best understood planned giving arrangement is the bequest, and the Angus Foundation will soon be unveiling a new donor recognition program called the "Angus Legacy Society" that will recognize (with written consent) these visionary and unselfish donors.

Quite often it is the multimillion-dollar bequest that captures the headlines. And, in these cases, a charitable bequest is an important tax-saving strategy. But, equally important, and much more frequent, are the smaller bequests that have nothing to do with taxes. These are simply the final, tangible statements about a breed of cattle — Angus — that meant so much to the individual's (or couple's) life.

Winston Churchill was absolutely correct when he said, "We make a living by what we get; we make a life by what we give."

What will be your legacy?

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