



Foundation Fundamentals

► by *Milford Jenkins, president, Angus Foundation*

Stand up!

While addressing exhibitors and guests at the 2010 National Junior Angus Show (NJAS) Awards Ceremony in Denver, Colo., speaker Bob Norton, President of Biozyme Inc. of Saint Joseph, Mo., asked for different groups of people to “stand up” and be recognized.

Starting small

Bob began, “If you are a state advisor helping Angus youth at the show, stand up and be recognized.”

He continued, “If you are a volunteer helping Angus youth at the show, stand up and be recognized.”

“If you are an aunt, uncle, grandparent or great-grandparent helping an Angus youth at the show, stand up and be recognized.”

“If you are a parent to an Angus youth at the show, stand up and be recognized.”

He finished, asking, “If you are an Angus youth at the show, will you stand up and be recognized?”

A big finish

As expected, anyone within earshot of the showing and stands couldn't help but be moved by the sight of the hundreds of Angus youth rising to their feet with the sound of resounding applause indicating everyone's pride for these future leaders of the Angus breed. (For that matter, the future leaders of our associations, communities, states and nation!)

Shortly thereafter, the Angus Foundation awarded more than \$200,000 in general undergraduate and graduate scholarships, including donor-named scholarships to 77 Angus youth (see page 187).

All of which were made possible during this fiscal year and in prior years by generous Angus breeders and members who when asked to “stand up” rose to the occasion with their financial support. Maybe it was only \$25, \$50 or \$100, but they did “stand up.”

As announced later that evening, when all scholarships administered and managed by the Angus Foundation are added together, including, for example, the prestigious American Angus Auxiliary Scholarships, Louis M. “Mick” Colvin *Certified Angus Beef*® (CAB®) Scholarships and numerous other named funds, an enviable \$1,114,000 in scholarships has been awarded since 1998 to Angus youth, empowering them to pursue their dreams of attending college.

Furthermore, pictured in this *Angus Journal* are the many other Angus youth recognized for their achievements and accomplishments at the NJAS with awards made possible by financial support through the Angus Foundation. Only pride can be felt when seeing these pictures. If only everyone could attend the awards ceremony and personally see the smiles and feel the energy of all of the Angus youth involved.

What if?

When reflecting on this scene of everyone eventually “standing up” for Angus, I couldn't help but wonder what if *all* of us — the more than 22,000 members of the American Angus Association — were gathered around ringside and Bob said, “If you have made an outright cash gift to the ‘Vision of Value: Campaign for Angus’ for the advancement of our beloved Angus breed, stand up and be recognized.”

Would we be as *proud* with the resulting number of people who stood up to be recognized?

Would our applause be as resounding and thunderous?

Would you be “standing up?”

Bob and his wife, Lisa, “stood up” for us with a \$250,000 leadership gift to the campaign in 2006 when we publicly announced this monumental fundraising effort for the benefit of the Angus breed. An impressive number of members, allied industry interests and friends have since “stood up” and generously supported this effort by making pledges, outright cash gifts or planned giving commitments.

Yet, I think you will concur with me that even with an average of 632 donors these past four years supporting the Vision of Value: Campaign for Angus, representing only 2.8%

of the more than 22,000 members, there's plenty of room available for others to “stand up” in these final months of the campaign.

Everyone can stand up

While visiting with an Angus breeder at the NJAS who supports the campaign, he remarked to me, “Milford, if every member at the start of the campaign had pledged to just give \$25 a year for five years, we would've raised \$3,125,000, and when added to all of

the other larger gifts made, we'd already be at \$11 million and figuring out a way to increase our goal well beyond that mark!”

Angus youth are “standing up” through the “Green Gives Back” effort with the National Junior Angus Association (NJAA) Directors kicking-off the NJAA Alumni Endowment Scholarship Fund at the NJAS. Their gifts and others from former NJAA Directors and friends helped raise more than \$17,000 at the NJAS

toward Cherry Knoll Farm's generous matching fund challenge of \$25,000 by Dec. 31, 2011. These NJAA former members and Bob and Margaret Duprey of Cherry Knoll Farm are “standing up”!

Space doesn't allow for the countless other stories of Angus breeders, allied industry interests and friends who are “standing up.”

With only 15 months remaining in the campaign, the question remains: If Bob Norton were to say to us, “If you have made an outright cash gift to the ‘Vision of Value: Campaign for Angus’ for the advancement of our beloved Angus breed, stand up and be recognized,” would you be standing up? If not, will you “stand up” soon and help us reach our goal?

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