

Halfway There

Junior members' generosity helps campaign for Angus surpass 50% of \$11 million goal.

by *Kelli Armbruster*

The Vision of Value: Campaign for Angus, the first capital campaign launched by the Angus Foundation and American Angus Association to support Angus education, youth and research projects, has now raised more than \$5.5 million toward its \$11 million goal to be raised by Dec. 31, 2011.

With a significant gift of \$25,000 to the Angus Foundation, the Iowa Junior Angus Association has helped to bring the campaign to the halfway mark. Through the establishment of a permanent Iowa Junior Angus Association Scholarship Endowment Fund, the Iowa juniors have designated the

funds to be used for scholarships through the Angus Foundation's Scholarship Program. Earnings from the fund will support one scholarship to be received by Iowa Junior Angus Association members and one scholarship designated for members of the National Junior Angus Association (NJAA).

"After the completion of the 2008 National Junior Angus Show (NJAS) in Iowa, we had a sum of money left over, and we knew we wanted to use that money to make a difference in the lives of junior Angus members. After some research, we found out that the Oklahoma Junior

Angus Association had also established a scholarship endowment fund with some of their remaining funds from the 2007 national junior show, and we decided to donate a portion of our funds to the Angus Foundation as well," states Austin Brandt, Iowa Junior Angus Association past president.

"It's profoundly meaningful and even symbolic that Angus youth took us over the halfway milestone as this campaign is about the future of our Angus breed. Investments today in our Angus youth, education and research will help tomorrow's Angus breeders be the leaders of the beef cattle industry," Milford Jenkins, Angus Foundation president, said. "It's even more humbling when junior members see the benefit in giving back to their fellow junior members through the Angus Foundation."

Already a benefit

Two of the NJAA members who will benefit from the generosity of the Iowa Junior Angus Association are Haley Rieff from Bentonville, Ark., and Lauren Schroeder

CONTINUED ON PAGE 50



▶ After the completion of the 2008 NJAS, the Iowa juniors had a sum of money left over that they wanted to use to make a difference in the lives of junior Angus members. Their strategy: fund an Iowa Junior Angus Association Scholarship Endowment through the Angus Foundation.

Halfway There CONTINUED FROM PAGE 49

of Clarence, Iowa. Both Rieff and Schroeder were awarded \$500 from the Iowa Junior Angus Association Scholarship Endowment Fund at the 2009 NJAS in Perry, Ga.

"I'm so honored to receive the first Iowa Junior Angus Scholarship for nationwide members of the NJAA," Rieff said.

"Scholarships, such as this one awarded by Iowa, have allowed me to pursue the best education I possibly can. Pursuing a career as part of the beef industry has always

been my goal, and with this help from the junior members of Iowa, I know that goal is attainable."

Looking forward

"Indeed, this investment by Angus youth in Iowa believing in the future of the Angus breed is very humbling. I encourage Angus breeders across the country to accept this as a challenge to also believe in the future of the Angus breed and make a contribution



► Haley Rieff (left) was awarded \$500 from the Iowa Junior Angus Association Scholarship Endowment Fund at the 2009 NJAS in Perry, Ga. Presenting the award is Foundation Board Chairman Phil Trowbridge.

to the campaign,” said Phil Trowbridge, president of the Angus Foundation Board of Directors.

“Through this fundraising effort, the Angus breed will be empowered to continue its prominence in the beef cattle industry,” said Howard Hillman, who serves as chairman of the Angus Foundation’s campaign leadership cabinet. “Educational programs will grow, youth opportunities will expand and research will advance.”

The Campaign for Angus aims to raise \$3.5 million to fund educational programs, \$6 million to further support Angus youth and \$1.5 million to bolster

research activities. Cash gifts and planned giving commitments made to the Angus Foundation since Oct. 1, 2004, count toward fulfilling these campaign goals.

Now nearing the end of the third year of the campaign, the Angus Foundation continues to look for ways to advance the Angus breed. Through the support of past, present and future donors the mission of the Angus Foundation will be fulfilled.

“The American Angus Association and Angus Foundation truly appreciate the generous financial support from our members and friends to Vision of Value: Campaign for Angus, especially in these

challenging economic times. For Angus youth to step up to the plate and take us over the halfway mark toward our \$11 million goal, we as parents and adults can only have enormous pride and confidence in the future of the Angus breed, our country and our Association,” stated Bryce Schumann, CEO of the American Angus Association.

The Angus Foundation, the not-for-profit affiliate of the American Angus Association, secures and stewards charitable gifts to foster the advancement of activities benefiting the agricultural industry and the Angus breed.

