

Championing the Vision

Foundation event included new gift announcements, status update for the *Vision of Value: Campaign for Angus*.

Story & photos by **Katie Allen, Angus Foundation**

Several major announcements were made at the 2011 Angus Foundation Supporter Recognition Event Nov. 12 at the Crowne Plaza Hotel Louisville-Airport Kentucky Expo Center in Louisville, Ky., in conjunction with the North American International Livestock Exposition (NAILE).

The event was intended to honor and thank all Angus Foundation supporters who have contributed \$250 or more in the fiscal year beginning Oct. 1, 2010, and ending Sept. 30, 2011.



PHOTO BY SHAUNA ROSE HERMEL

► **Above:** The Angus Foundation hosted an event to recognize those who have supported the Foundation's mission through gifts of \$250 or more during fiscal year 2011.

► **Below:** Foundation supporters shared their views on why the Foundation is important to the future of Angus in several videos featured as fellow Angus enthusiasts gathered in Louisville for the event.



PHOTO BY SHAUNA ROSE HERMEL

More than 250 people attended. Following a social hour, the program began with a video highlighting various donors to the *Vision of Value: Campaign for Angus*. The theme of the event, "Champions of the Vision," was selected to portray the Angus Foundation's gratitude toward its contributors, who served as champions of the Angus breed through their selfless financial contributions this year.

"It is only because of the efforts of our Angus breeders and allied industry partners throughout the *Vision of Value: Campaign for Angus* that the scope of your Angus Foundation's outreach in education, youth and research exists today," says Milford Jenkins, Angus Foundation president. "Our

champions have indeed made an indelible difference in the Angus breed, our Angus family, and for that, we say thank you for helping all of us more clearly see the Vision."

Highlights of the event included:

► honoring Camron "Cam" Cooper of The Talon Ranch, Twin Bridges, Mont., for reaching the prestigious "Angus Builder" donor level (\$100,000-\$249,000) in outright cash contributions during the 2011 fiscal year;

► a special presentation to National Junior Angus Show (NJAS) Steer Carcass Contest winners, including the champion winner, Michael Cropp of Damascus, Md., and reserve champion winner, Hannah Wright of



► Milford Jenkins (left) recognizes Phil Trowbridge for his service as chairman of the Angus Foundation Board of Directors.



► Jay and Chris King, Sauk Valley Angus, were recognized for their \$50,000 commitment through the Angus Foundation's planned giving Angus Legacy Society program (see story in the December *Angus Journal*).



► The NJAA Board accepts a check for \$25,000 in matching funds from Bob and Margaret Duprey of Cherry Knoll Farm, West Grove, Pa., to the "Green Gives Back" National Junior Angus Association (NJAA) Alumni and Friends Scholarship Endowment Fund, bringing the total to \$50,000.

Spring City, Tenn., by award sponsor Curtis Long of Briarwood Angus Farms, Butler, Mo.;

► recognition of members of the Leadership Cabinet for the *Vision of Value: Campaign for Angus*; and

► recognition of Angus Foundation Board Chairman Phil Trowbridge for his service and leadership during the past year.

Major gifts announced

A distinct part of the program each year is the announcements of new major gifts to the Angus Foundation. These four announcements will contribute to the *Vision of Value* campaign:

► \$10,000 commitment from Curtis and Ann Long to the Briarwood Angus Farms/Curtis and Ann Long Endowment Fund for the NJAS Carcass Steer Contest Awards.

► \$25,000 matching contribution by Bob and Margaret Duprey of Cherry Knoll Farm, West Grove, Pa., to the “Green Gives Back” National Junior Angus Association (NJAA) Alumni and Friends Scholarship Endowment Fund, which brings the total to \$50,000 to provide additional scholarship opportunities for Angus youth.

► \$25,000 commitment from Wichita, Kan.-headquartered Intrust Bank, which is based on a credit card account campaign it will hold from Jan. 1 to June 30, 2012. It will require 500 existing and/or new American

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New credit card campaign to benefit the Angus Foundation

Wichita, Kan.-headquartered Intrust Bank announced a new credit card campaign to augment the Angus Foundation’s \$11 million fundraising drive, *Vision of Value: Campaign for Angus*.

The credit card campaign kicks off Jan. 1, 2012, and runs through June 30, 2012. For any new credit card account opened during this time, the bank will donate \$100 to the Angus Foundation. If the campaign’s goal of 500 accounts are opened and activated, meaning the account holder spends \$100 within 30 days of opening the account, Intrust Bank will donate an additional \$25,000 to the Angus Foundation. The \$100 donated for each new activated card and the \$25,000 gift for achieving the 500-account goal means the total potential commitment could reach \$75,000.

In June 2010, the American Angus Association and Angus Foundation announced Intrust Bank as the new Angus credit card provider. Intrust Bank was established by a cattleman 135 years ago and remains a family-owned, four-generation operation with more than 45 locations. The company continues to play a major role in lending to the farming and ranching industry.

Linda Cullinan, vice president of card marketing, made the campaign announcement during the Angus Foundation’s 2011 Supporter Recognition Event in Louisville, Ky.

“I’d like to think one of the main reasons why our card has been embraced by Angus membership centers on our shared core values. We know your business and we understand what’s important to you,” Cullinan says.

Milford Jenkins, Angus Foundation president, says Intrust Bank has already contributed more than \$30,000 in outright cash gifts to the *Vision of Value: Campaign for Angus*.

“In announcing another major pledge of support toward our \$11 million campaign goal, we know our Angus breeders and friends will enthusiastically want to help us meet Intrust Bank’s challenge that, when successfully completed, will generate a total of \$75,000 for the Angus Foundation,” Jenkins says.



► Linda Cullinan, vice president of card marketing for Intrust Bank, made the credit card campaign announcement during the Angus Foundation’s 2011 Supporter Recognition Event in Louisville, Ky.



► **Left:** Curtis Long (right) made a special presentation to National Junior Angus Show (NJAS) Steer Carcass Contest winners Michael Cropp and Hannah Wright. Long also announced an additional \$10,000 commitment to the Briarwood Angus Farms/Curtis and Ann Long Endowment Fund for the NJAS Carcass Steer Contest Awards.

► **Right:** Attendees got a firsthand look at the Angus Foundation’s “Champions of the Vision” 2011 Annual Report and other literature.



PHOTO BY JENA THOMPSON, AMERICAN ANGUS ASS'N



► The Angus Foundation recognized its Leadership Cabinet, members of which have led the effort to meet the *Vision of Value: Campaign for Angus* fundraising effort. Pictured are (from left) Bob Norton, Saint Joseph, Mo.; Laurie Widdowson, Lodgepole, Neb.; Eddie Sydenstricker, Mexico, Mo.; Howard Hillman, Sioux Falls, S.D.; Dave McMahon, Lavaca, Ark.; Bob Schlutz, Columbus Junction, Iowa; Anne Patton Schubert, Taylorsville, Ky.; Abbie Nelson, Wiltton, Calif.; Paul Hill, Bidwell, Ohio; and Blanford Pierce, Creston, Ill.

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Angus Association members to apply for the Angus credit card. Intrust Bank has pledged to give the Angus Foundation \$100 for each new card that is activated, so when added to the \$25,000 gift, if 500 accounts are reached, this commitment could total \$75,000 in support.

►\$50,000 commitment by Jay and Chris King of Sauk Valley Angus, Rock Falls, Ill., through the Angus Foundation's planned giving Angus Legacy Society program.

"Each and every donor, regardless of the size of their gift to the Angus Foundation this fiscal year, has made an impact and difference in the lives of our Angus youth and members," Jenkins says. "It is very humbling for all of us in the Angus breed when donors are in a position to make large outright cash gifts, pledges or planned giving commitments to our organization. These four wonderful gift announcements are certainly no different, and we feel very honored to be the beneficiary of their philanthropy, as we know there are many other worthy causes competing with us for their charitable support."

Registration No. 17,000,000

The auction of Association registration No. 17 million concluded the event. It was purchased for \$10,000 by David McMahon Sr. of Belle Point Ranch, Lavaca, Ark. McMahon donated the registration number to the heifer calf of the 2012 Angus Foundation Heifer, SydGen Buena 9511. The cow-calf pair will sell in Denver prior to the National Western Stock Show (NWSS) Angus Bull Sale on Jan. 11. The proceeds from the sale of this prestigious registration number will also contribute to the *Vision of Value* campaign.

In this final year of *Vision of Value: Campaign for Angus*, the Angus Foundation announced at the event that more than \$7.5 million in outright cash gifts, pledges and planned giving commitments have been raised to date toward the ambitious \$11 million campaign for education, youth and research. Names of those who contributed to the campaign before the Dec. 31, 2011, deadline will have their name included on a campaign appreciation plaque that will be displayed at the Association headquarters in Saint Joseph, Mo.

Although the *Vision of Value: Campaign*

for Angus fundraising drive concluded Dec. 31, it's never too late to make a contribution to the Angus Foundation to support youth, education and research for the betterment of the Angus breed and its members.

Go to www.angusfoundation.org and click "Donate Online" to make a contribution. Your contribution, payable to the Angus Foundation, can also be mailed to the Angus Foundation at 3201 Frederick Avenue, Saint Joseph, MO 64506. Feel free to call Angus Foundation President Milford Jenkins at 816-383-5100 to discuss the wide array of charitable giving strategies available to donors interested in making a major gift commitment.

The Angus Foundation was established in 1980 as a not-for-profit 501(c)(3) organization to support Angus education, youth and research.



Editor's Note: Katie Allen is marketing and public relations assistant for the Angus Foundation. To learn more about the Angus Foundation and the programs it supports, call 816-383-5100 or go to www.angusfoundation.org.