

# Vision of Value: Campaign for Angus

Analysis of the vision, the value of the campaign and the basis of its success.

by **Katie Allen**, Angus Foundation

**V**ision of Value: Campaign for Angus will set a new standard for excellence in the beef cattle industry,” Angus Foundation President Milford Jenkins said, summing up the multiyear \$11 million fundraising drive for youth, education and research.

Indeed, no other beef breed association has even attempted to reach the fundraising goal to the magnitude of *Vision of Value: Campaign for Angus*. Dec. 31, 2011, marked the conclusion of the campaign, which officially kicked off at the Angus Foundation’s 2006 Supporter Recognition Event in Louisville, Ky. Contributions to the Angus Foundation from October 2004 through December 2011 counted toward the campaign total, so October 2004 to November 2006 is noted as the “quiet phase” of the campaign.

The campaign aimed to raise \$11 million total, with funding goals of \$3.5 million for education, \$6 million for youth and \$1.5 million for research. Through this fundraising effort, the Angus Foundation intended for every Angus breeder, friend and

allied industry interest to benefit — from the growth of educational programs to the expansion of youth opportunities to the advancement of applicable research.

Although the Angus Foundation did not reach the \$11 million feat, it did generate \$7.6 million in outright cash gifts, pledges and planned giving commitments thanks to the generous support of Angus breeders and friends.

Looking back at the *Vision of Value* campaign, Jenkins says success can be analyzed in different ways.

“Quantitatively, the campaign’s success can be validated with numerous illustrations of the positive growth that has occurred since 2004,” he says. “Impossible to measure, however, is the impactful and life-changing opportunities now afforded to our Angus youth and adult members. This more meaningful, profound difference brought about only with the help of our generous supporters, I believe will prove to be the true measure of success for this campaign.”

## What the numbers show

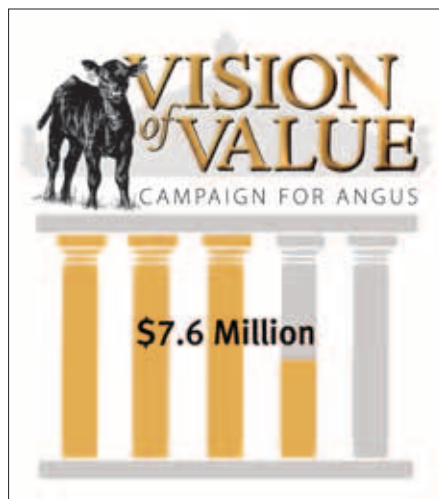
Data showing where the Angus Foundation was in 2004 compared to 2011 shows growth in the areas of youth, education and research, and every breeder and allied industry interest likely benefited in some fashion because of the campaign.

“Inarguably, every member and Angus



PHOTO BY SCOTT JOHNSON

► The Angus Foundation financially supports many Angus youth activities, including the Leaders Engaged in Angus Development (LEAD) conference. On average, 165 Angus juniors have participated in LEAD each year for the past eight years. Here, juniors see the Basilica of St. Louis King of France while visiting the Arch in St. Louis, Mo.



As of Dec. 31, 2011, \$7.6 million had been committed to the campaign through cash gifts, pledges and planned giving commitments.

breeder, for that matter any commercial producer who has purchased an Angus bull or Angus female as a replacement, either directly or indirectly already has and will continue to benefit from the progress that has been made with the help of this campaign,” Jenkins says. “Having personally supported the campaign with outright cash gifts every year, I know I have personally seen and experienced the intrinsic reward that comes from giving something back to this breed that has meant so much to me and my family over the years.”

Total assets for the Angus Foundation in 2004 were \$2,244,500. In 2011, those assets were \$5,301,500. This is an increase of

\$3,057,000, or 136%, in total assets from the beginning to the end of the campaign. As shown in Fig. 1, program expenses, including expenses for education, youth and research, increased as assets increased.

Total revenue, excluding investment income, totaled \$445,300 in 2004. In 2011, that revenue increased 114% to \$951,600.

## Youth

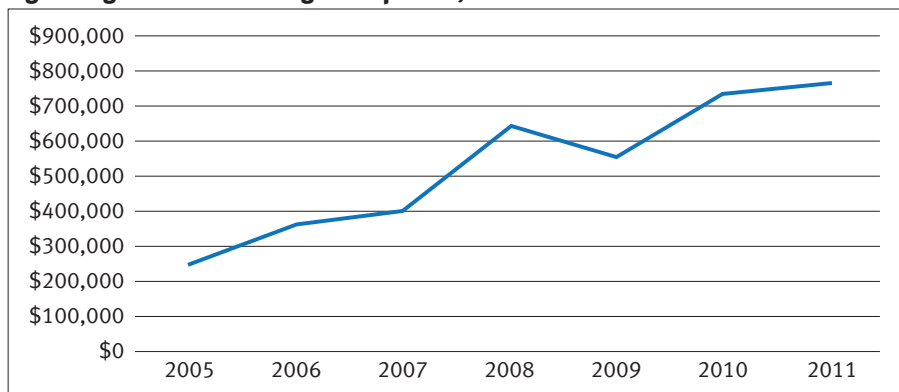
Support for Angus youth makes up a majority of the Angus Foundation's funding efforts. In 2004, 36 Angus youth scholarships were awarded for a total of \$42,000. In 2011, the Angus Foundation awarded 109 scholarships for a total of \$264,100. This represents an increase of \$221,900, or 528%. This increase in scholarship funding throughout the campaign is shown in Fig. 2.

At the end of 2004, the Angus Foundation's permanently restricted endowment funds totaled \$633,600. At the end of 2011, the Angus Foundation had permanently restricted endowment funds of \$1,541,800. From 2004 to 2011, the number of scholarship endowments grew from five that awarded 16 scholarships, to 23 that awarded 53 scholarships. A list of these scholarship endowments can be found at [www.angusfoundation.org](http://www.angusfoundation.org).

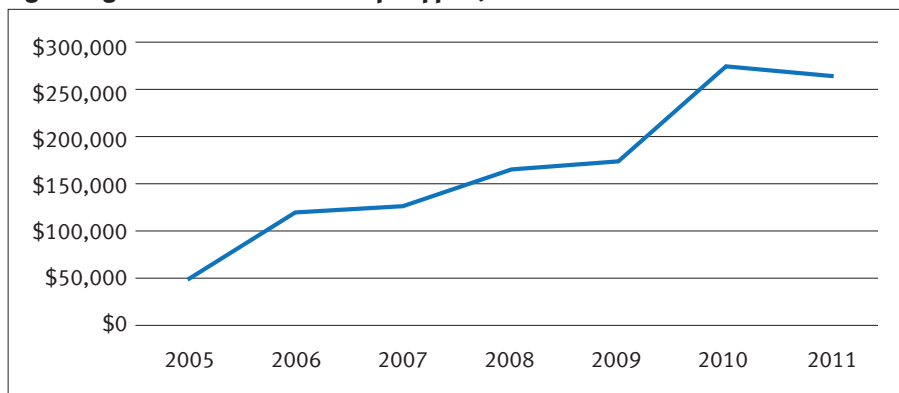
Aside from providing scholarships to Angus youth, the Angus Foundation also financially supports a number of Angus youth activities, including the Leaders Engaged in Angus Development (LEAD) and Raising the Bar conferences. From 2005 to 2011, the Angus Foundation has provided \$402,400 for the LEAD conference. On average, 165 Angus juniors have participated in LEAD each year for the past eight years.

The Raising the Bar conferences, which began in 2007, have been supported by the Angus Foundation to the amount of \$27,100 in total for those five years. An average of 75

**Fig. 1: Angus Foundation Program Expenses, 2005-2011**



**Fig. 2: Angus Foundation Scholarship Support, 2005-2011**



Angus juniors have attended a Raising the Bar conference annually.

Robin Ruff, American Angus Association director of junior activities, says when you look at the numbers of youth who have been supported by the Angus Foundation through educational conferences, well over 1,500 juniors have benefited throughout the duration of the campaign.

"The Angus Foundation's vision has had a tremendous impact on the involvement of the junior members in the Angus industry,"

Ruff says. "Junior members are given the opportunity to become engaged in the programs, events and scholarships that are available to them. Whether it's a trip to the LEAD conference to see an elite working Angus operation or a trip to the bookstore to buy books for the upcoming semester, all members of the National Junior Angus Association (NJAA) are reaping the rewards of the Angus Foundation's work during the campaign."

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## Angus Foundation research projects

Current research projects supported by the Angus Foundation include:

**Beef Cow Biological Efficiency:** Starting in 2011, the Angus Foundation invested \$350,000 in multiyear feed efficiency research on Angus females. This joint project between the University of Illinois and North Carolina State University (NCSU) will further build upon the research already funded at these universities by the Angus Foundation and American Angus Association.

**History of Inbreeding in Angus:** In 2011, the Angus Foundation provided \$4,800 to North Dakota State University to fund a research study on the history of inbreeding and its relationship in Angus cattle.

**Development and Evaluation of Hair Shedding:** The Angus Foundation has provided more than \$20,000 in support to NCSU and Mississippi State University (MSU) to fund a project aimed at characterizing Angus cattle for hair-shedding differences, while developing genetic parameters, a subjective scoring system and data collection protocol that could be used by producers to collect

hair-shedding data for use in future national cattle evaluations.

**Regulation of Marbling Development in Beef Cattle by Specific Fatty Acids:** A multi-university research project with Texas A&M University, Texas Tech University and the University of Idaho is addressing marbling and early cellular differentiation relative to improving insufficient marbling. An Angus Foundation contribution of \$50,000 over three years will augment this recently funded NCBA Product Enhancement priority.

**Genetic Evaluation and Methodology:** The Angus Foundation committed \$300,000 over five years to the University of Georgia to conduct genetic evaluation methodology and implementation, as well as the potential for new trait development.

**Validating Genomic and Proteomic Markers for Angus Bull Fertility:** The Angus Foundation originally invested \$25,000 in a research project conducted at MSU related to high- and low-fertility bulls for differentially expressed protein markers and associated analyses of SNPs in DNA samples. This project was renewed with an additional commitment of \$15,000.

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### Education

The Angus Foundation supports three main educational opportunities for Angus breeders: Beef Leaders Institute (BLI), Cattlemen's Boot Camps and Young Cattlemen's Conference (YCC).

BLI is a program hosted every June in Saint Joseph, Mo., and is designed for Association members ages 25-45 to provide insight into the beef industry, while enhancing their knowledge of the Association and strengthening their leadership skills. The program started in 2008, and after the BLI in June 2012, 100 breeder participants will have had the opportunity to learn about the entire beef industry, from pasture to plate, thanks to the support of the Angus Foundation. The Angus Foundation has contributed \$39,000 toward the program from 2005 to 2011.

October 2005 marked the first Cattlemen's Boot Camp, an event hosted in partnership with a college, university or other organization in various locations throughout the United States that provides purebred and commercial producers timely information about the industry by academic and industry professionals. From the first Boot Camp in 2005 to the most recent one in January 2012, there have been 16 total Boot Camps with nearly 900 total attendees. From 2005 to 2011, the Angus Foundation has supported the Boot Camps with \$54,100.

"Both the BLI and Cattlemen's Boot Camp programs have flourished with the generous support of the campaign," says Shelia Stannard, Association director of activities and events. "It's encouraging to watch the producers gain information at these educational events and network with one another. The Angus Foundation's support of these activities has truly touched many lives and will enable us to continue planning events like the Boot Camps and BLI."

Each year, the Angus Foundation also supports one participant to attend YCC, an educational and developmental opportunity for breeders to learn about many aspects of the cattle industry, including management issues, production research and marketing, among others. The National Cattlemen's Beef Association hosts the event. From 2005 to 2011, the Angus Foundation contributed \$30,900 in total to sponsor one YCC participant each of those years.

A new educational conference that will be supported by the Angus Foundation in April 2012 will be the Angus "Women Connected"

### Campaign Leadership

The *Vision of Value: Campaign for Angus* was led by the Leadership Cabinet chaired by Howard Hillman of Bon-View Farms in South Dakota and co-chaired by Jim Coleman of Vintage Angus Ranch in California and David McMahon of Belle Point Ranch in Arkansas. Other members of the campaign leadership cabinet included Dick Beck, Three Trees Ranch in Georgia; Mark Gardiner, Gardiner Angus Ranch in Kansas; John Morgan, Morgan Angus in Georgia; Abbie Nelson, Five Star Land & Livestock in California; Bob Norton, BioZyme Inc. in Missouri; Blanford Pierce, Woodlawn Farms in Illinois; Anne Patton Schubert of Kentucky, representing the American Angus Auxiliary; Ron Simek, Canyon Creek Angus in Wyoming; Eddie Sydenstricker, Sydenstricker Genetics in Missouri; Jake Tiedeman of Nebraska, a former chairman of the NJAA Board of Directors; Bob Weaver, Weaver Angus Farm in Illinois; and Laurie Widdowson, SandPoint Cattle Co. in Nebraska. Ex-officio members include Paul Hill, Champion Hill Angus in Ohio and Robert Schlutz, Da-Es-Ro Angus Farms in Iowa.

Conference. As part of the American Angus Auxiliary's 60th anniversary activities in 2012, the educational conference will provide women the opportunity to connect with other women in the Angus business and learn about how they can contribute further to their farming or ranching operations.

### Research

Research funding from the Angus Foundation did not exist in 2004. In 2011, \$173,300 was given out to colleges and universities across the country that were working on Angus Foundation-supported projects. From 2005 to 2011, \$635,900 was spent in total on research.

The Angus Foundation is currently providing funding for six research projects across the United States. These projects are either a continuation of the completed projects already supported by the Angus Foundation or are new projects in which researchers are assessing various subjects related to Angus cattle and working to provide solutions for breeders (see sidebar).

"Research funding provided by the Angus Foundation has already had an impact on Angus breeders, by ultimately providing us a feed efficiency selection tool known as residual average daily gain (RADG)," says Sally Northcutt, Association genetic research director, referring to data contributed from funded research. "Angus breeders benefit from Angus Foundation funding, because we're working toward research elements for selection tools that affect the bottom line or the economic component of cattle breeding."

Jenkins says equipping and providing Angus breeders with the most cutting-edge research information is important to not only the Angus breed, but the beef industry as a whole.

"Beef suppliers need to continue to provide high-quality, affordable protein for consumers, domestically and internationally, in the future," he says. "With ever-decreasing federal- and state-appropriated funding levels to our agricultural research institutions and universities, the responsibility for funding

beef cattle research will fall more and more on the beef cattle industry itself and related organizations such as the Angus Foundation."

### Looking to the future

Throughout the course of the *Vision of Value: Campaign for Angus*, it is clear that the financial support of generous Angus breeders, allied industry interests and friends of the Angus breed has given the Angus Foundation the ability to expand its positive impact on education, youth and research. Because of this generous support, all contributors to the campaign will have their names permanently displayed on a campaign recognition plaque at the Association headquarters in Saint Joseph, Mo.

*Vision of Value: Campaign for Angus* indeed set a new standard for excellence in the beef cattle industry, but although the campaign is over, it is important to note that the work of the Angus Foundation is never-ending.

"As Angus breeders and people who are interested in the breed and the association, the work never ends," says Howard Hillman of Bon-View Farms, Sioux Falls, S.D., who served as chairman of the *Vision of Value: Campaign for Angus* Leadership Cabinet. "Fundraising is always challenging, but people have to have the feeling to give back to a business that has done so much for them. A lot of wealth in the cattle business has to do with being in the Angus breed."

Other Angus leaders agree that the Angus breed needs to maintain the attitude of giving back, even after the campaign. As Angus Foundation Board of Directors Chairman Cathy Watkins, Middletown, Ind., shared with Jenkins in a conversation nearing the end of the campaign, "Let's not lose the vision!"

The Angus Foundation will not lose sight of the vision established by the campaign. It is a vision to continue to build on the path created by the campaign, grow programs even more, and make a better tomorrow for Angus breeders, Angus youth and the beef cattle industry.

