

# Campaign for Angus

What the Angus Foundation's fundraising campaign means for you.

Story & photos by **Meghan Richey**

It's no secret the Angus breed is today's leader in the beef industry. After all, the numbers show Angus has the most registrations of any other beef breed association and the highest premiums paid per head. Members of the American Angus Association have great access to educational programs and scientific research that improves their management skills and increases their profitability. And, as Angus breeders, we invest in the future of our industry by funding more youth scholarships than any other beef breed association in the nation.

With such obvious signs of current success, why is the Angus Foundation, the Association's nonprofit subsidiary, asking members to help raise \$11 million to ensure the future of our industry?

"The Angus breed did not reach its enviable position by resting on its laurels or being satisfied with the status quo," Association Executive Vice President John Crouch says. "Nor can we expect to maintain our current level of success without continuing to invest in our future."

The Angus Foundation's first capital campaign, Vision of Value: Campaign for Angus, asks each Angus enthusiast to invest in the future by helping raise \$11 million by Dec. 31, 2011. Specifically, the campaign 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.

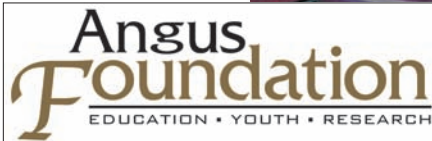
"When you get down to it, what we're trying to do with the campaign is make a difference in peoples' lives," Milford Jenkins, Angus Foundation president, says. "Educational programs for producers, youth activities for the next generation of Angus leaders, and valuable information from scientific research — these are the tools we need to continue our prominence in the beef cattle industry, and the campaign will provide us with the funding needed to achieve this goal."

But, what exactly will the \$11 million be used for? Here's a detailed look at how the funding goals of the Campaign for Angus will support programs benefiting us all.

CONTINUED ON PAGE 180



► Foundation funds go toward youth activities and education, as well as research and adult education.



### Educational opportunities

The Association has approximately 25,000 members, and “about 80% of those members record less than 20 cattle per year, which makes them small producers but still important producers,” Crouch says. “It’s our responsibility to provide these producers with educational opportunities that can make them more knowledgeable, and thus more profitable, in their Angus business.

“It’s an investment in one of our industry’s most valuable resources — our people,” he continues.

The Campaign for Angus will raise \$3.5 million to support educational opportunities for Angus enthusiasts of all ages, with specific funding goals including:

- ▶ **Young Angus Breeders Leadership Development Program** — \$1 million funding goal. Launch a program designed to effectively prepare and train Angus breeders ages 25–45 to be tomorrow’s leaders of the Angus breed and agriculture industry.
- ▶ **Educational conferences** — \$750,000 funding goal. Develop new Angus symposiums conducted annually or semiannually at the national and regional levels, presented by nationally recognized industry leaders, university faculty and Association staff.
- ▶ **Instructional tools** — \$500,000 funding goal. Produce DVDs, printed literature, web sites and other forms of communication to reach out to breeders with educational information.
- ▶ **Angus Leadership Boot Camp** — \$500,000 funding goal. Fund a conference for regional, state and national Angus association leaders to learn more about the beneficial programs available from the Association and gain leadership training to better serve their organizations.
- ▶ **Angus think tanks** — \$500,000 funding goal. Create new educational forums to provide Angus breeders with the opportunity to share their ideas with the Association about identifying ways to enhance the market position of the Angus breed.
- ▶ **Short courses and seminars** — \$250,000 funding goal. Develop continued educational opportunities for Angus breeders to refine their

knowledge and skill in specific beef industry topics.

### The next generation

“Perpetuating the Angus business is directly connected to successfully keeping our Angus youth involved and willing to embrace agriculture in the future,” says Paul Hill of Champion Hill, Bidwell, Ohio, and chairman of the Angus Foundation Board.

Since its birth in 1979, the National Junior Angus Association (NJAA) has been an integral component of the American Angus Association and a major force behind the Angus breed’s success, says James Fisher, Association director of activities and junior activities. Today, more than 10,000 Angus youth benefit from a wide variety of NJAA activities designed to help them develop character, communication skills and leadership abilities.

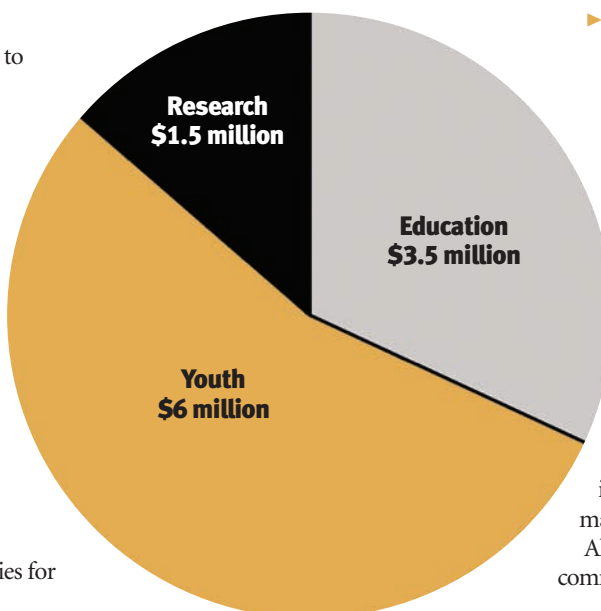
By raising \$6 million for youth development activities, the Campaign for Angus will further nourish the next generation of Angus leaders. Specific funding goals include:

- ▶ **National Junior Angus Show (NJAS)** — \$2.5 million funding goal. Establish a permanent funding source for the NJAS and its related activities for the benefit of thousands of Angus youth competitors.
- ▶ **Scholarship enhancement** — \$2 million (total) funding goal. Expand Angus

scholarship programs to enable more Angus youth to realize their dreams of acquiring a college education.

- ▶ **Angus Foundation** — \$1 million funding goal. Develop new scholarships for the NJAA Board of Directors, academic all-stars and Angus Achievement Award winners, and award financial need-based scholarships.
- ▶ **American Angus Auxiliary** — \$500,000 funding goal. Enhance the existing Auxiliary scholarship endowment fund to increase the number and award level of educational scholarships.
- ▶ **Certified Angus Beef LLC (CAB)** — \$500,000 funding goal. Enhance the existing CAB/NJAA Scholarship and the Louis “Mick” Colvin Scholarship, and create new scholarships for Angus youth interested in studying meat science-related areas.
- ▶ **Leaders Engaged in Angus Development (LEAD) Conference** — \$1 million funding goal. Establish a permanent funding source for this national leadership training conference for Angus youth ages 14–21. Develop regional LEAD conferences.
- ▶ **Internship enrichment programs** — \$250,000 funding goal. Expand internship opportunities for college students interested in the American Angus Association and its subsidiaries, including Angus Productions Inc. (API), the Angus Foundation and Certified Angus Beef.
- ▶ **NJAA Board of Directors** — \$250,000 funding goal. Permanently fund the NJAA Board of Directors to provide additional leadership and team-building experiences for the 12 young Angus leaders who proudly wear the green jackets.

**Fig. 1: Planned allocation of funds received for the Vision of Value: Campaign for Angus**



### Progress through research

“Research is the key to discovering new technology to advance the Angus breed,” says Jim Coleman, owner of Vintage Angus Ranch in Modesto, Calif., and co-chairman of the Campaign for Angus Leadership Cabinet. “It’s an investment in our future that we can’t afford not to make.”

Although the Angus Foundation does not commission or conduct research itself, it

financially supports scientific research done by universities and other organizations that submit funding requests to the Foundation, Jenkins explains. In close coordination with the American Angus Association Board, the Angus Foundation Board reviews and prioritizes external requests for research funding.

Future scientific research funded by the Angus Foundation — at a \$1.5 million funding goal — could include areas such as nutrition and feed efficiency, carcass quality, forage production, reproduction, value-added products, food safety, marketing and economics, herd health, genetics and consumer awareness, among others.

The Foundation has already funded research projects focusing on bovine genome mapping and single nucleotide polymorphism (SNP) marker identification. Most recently the Angus Foundation Board approved a proposal from the University of Illinois, Urbana-Champaign to fund research related to feed efficiency.

“The American Angus Association continues to fund proprietary research to enhance the position of Angus in the beef industry,” Crouch explains. “However, research funds raised through this Angus Foundation campaign can be used to support research that will be made available in the public domain. It will provide a great service to the beef industry as a whole.”



## How you can help

“Support is needed from all stakeholders in the Angus industry to achieve the Vision of Value: Campaign for Angus fundraising goal of \$11 million by Dec. 31, 2011,” says Howard Hillman, owner of Bon-View Farms in Sioux Falls, S.D., and chairman of the campaign leadership cabinet. “It doesn’t matter what role you play in the Angus industry; we all have something to gain by donating to the campaign.”

There are many giving opportunities available, with varying tax incentives. Angus Foundation President Milford Jenkins says the most common options include:

- ▶ **Cash.** A gift of cash is the easiest and most common way of supporting the Campaign for Angus. Simply make your check payable to the Angus Foundation. For added convenience, use your Visa® or MasterCard® to make a gift at [www.angusfoundation.org](http://www.angusfoundation.org).
- ▶ **Cash pledge.** Pledging a gift in monthly, quarterly or annual installments may offer you the opportunity to make a larger campaign contribution than a one-time gift, because you can spread it out over time.
- ▶ **Securities.** Stocks, bonds, mutual funds and other appreciated securities also make excellent campaign gifts and may help you avoid capital gains taxes that would be incurred by selling the appreciated asset.
- ▶ **Real estate.** Gifts of appreciated real estate can also be an attractive way to avoid capital gains taxes, while providing you with the opportunity to make a meaningful contribution to the future of Angus education, youth and research activities.
- ▶ **Planned giving.** Deferred giving can be an appealing way to commit to the campaign today while retaining the use of your assets during your lifetime.

Forms of planned giving include bequests, retained life estates, life insurance and charitable remainder trusts.

Whichever option you choose, Jenkins explains that you can either give your gift as unrestricted so that it can be directed to the area where it is needed most, or you can specify your favorite Angus Foundation program to support. Endowment funds carrying your name or ranch name in perpetuity are a wonderful way to leave your legacy.

### Donor appreciation

“Without generous Angus enthusiasts to financially support the Campaign for Angus, we wouldn’t be able to fund education, youth and research endeavors that make a difference in our industry,” Jenkins says. “Every gift makes a difference, no matter the size, and we want to show our gratitude accordingly. The Angus Foundation’s donor appreciation program recognizes every supporter, starting at just \$1.”

All donors are recognized in the Angus Foundation’s annual report, web site and “Foundation for the Future” newsletter. Additional benefits and forms of recognition are offered at each of the 14 giving levels described at [www.angusfoundation.org/donor](http://www.angusfoundation.org/donor). Donors who contribute \$250 or more during the fiscal year (Oct. 1 through Sept. 30 of each year) are invited to attend the Annual Supporter Recognition Event in Louisville, Ky., during the American Angus Association’s Annual Meeting.

For more information about ways to support the campaign, contact the Angus Foundation staff at (816) 383-5100.

**Vision of Value: Campaign for Angus status toward reaching fundraising goal of \$11 million by Dec. 31, 2011<sup>a</sup>**



<sup>a</sup>As of March 1, 2007, more than \$3.1 million had been committed to the campaign through cash gifts and planned giving commitments.