



# Foundation Fundamentals

► by Milford Jenkins, Angus Foundation

## Realizing dreams

*“The Angus Foundation has dreams for sale!”*

*Dan Clark, nationally and internationally recognized motivational speaker, author and CEO, spoke these words in his powerful opening keynote address at the Conklin Company’s recent national conference themed “Ignite” at Branson, Mo.*

### Daring to dream

Clark shared with the audience how Conklin’s owners Charles W. and Judy Herbster of Herbster Angus Farms, Falls City, Neb., buyers of the 2014 Angus Foundation Heifer Package for the second year in a row, and this year’s heifer donor Robert “Bob” Funk of Express Ranches, Yukon, Okla. — two successful entrepreneurs, businessmen and Angus breeders — selflessly came together to give Angus youth hope to realize their dreams.

Since Jim Baldrige purchased the first Angus Foundation heifer in 1980 for \$6,000, nearly \$1,750,000 has been raised from this hope-generating activity at the National Western Stock Show (NWSS) every January. All credit for the overwhelming success of this activity can be attributed to the heifer donors, buyers and host of contending bidders through the years who have helped generate this hope for Angus youth.

“We purchased the Angus Foundation Heifer Package for the second time because of what it represents,” said Herbster after purchasing this year’s heifer for \$120,000. “It is an honor to be an example for Angus youth with someone as successful as Bob Funk of Express Ranches, as we represent the foundation of America. It is a privilege for us to pass this on to the next generation.”

Since joining the Angus Foundation in May 2004, I’ve thought often about the numerous ways one could describe the Angus Foundation’s noble effort. Clark summed it up well when he said, “The Angus Foundation has dreams for sale!”

Opportunities abound in the National Junior Angus Association (NJAA) for our Angus youth to live out their dreams with help from the Angus Foundation, made possible only by our generous donors.

### Sharing the dream

The parents of one of our Angus Foundation scholarship recipients recently wrote to me giving their heartfelt testimony



PHOTO BY KASEY BROWN

► Foundation President Milford Jenkins sits at the 2014 Angus Foundation Heifer Package display ready to share with potential bidders how they can make the dreams of Angus youth come true.

by saying, “Thank you for your vision and dedication to the Angus Foundation. We are grateful that you and the rest of the folks at the Angus Association are willing to give scholarships to reward young people for their love of Angus cattle and their participation in Angus activities. After all, not everyone will graduate from high school with a 4.0 GPA.”

Another profoundly moving testimony came from a mother describing her reaction to hearing her child was receiving a scholarship from the Angus Foundation when she said, “I started literally shaking, then I started crying. I was just so overwhelmed, relieved, grateful, humbled. Putting her through college was something I worried about every day. I can’t thank you all enough; believe me, no one is more grateful than my family. I will never, ever forget this!”

I wish those parents, in addition to their children, could have been there with me to hear Clark say, “The Angus Foundation has dreams for sale.” Unless I miss my guess, they, too, would have been right there with me and the hundreds of others in attendance giving the Herbsters a standing ovation after Clark’s eloquent tribute to them for their charitable financial support to our organization.

## Living the dream

Because of the support from the Herbsters, Bob Funk and hundreds of other generous supporters to the Angus Foundation, we’ll be able to award well in excess of \$200,000 in scholarships this upcoming July at the 2014 National Junior Angus Show (NJAS).

With the Angus Foundation’s undergraduate and graduate student scholarship application deadline of May 1 rapidly approaching, you will want to encourage Angus youth who are graduating high school seniors or current college freshmen,

sophomores or juniors to apply. Current graduate students or those who plan to attend graduate school should apply for the graduate student scholarships. Guidelines and applications can be found at [www.angusfoundation.org](http://www.angusfoundation.org).

Complementing the Angus Foundation Heifer Package fundraising activity is an array of other opportunities to invest in the dreams of Angus youth. One activity for which the deadline of May 30 is rapidly approaching is the Angus Foundation’s golf tournament. For it to be successful, your sponsorship, regardless of level, is needed. For a list of sponsorships available, visit [www.angusfoundation.org](http://www.angusfoundation.org).

In closing, when receiving an opportunity to engage with the Angus Foundation, think of the families of Angus Foundation scholarship recipients and their hopes for the future. Clark was right. “The Angus Foundation has dreams for sale!”

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**Author’s Note:** Milford Jenkins is president of the Angus Foundation. Visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information regarding the Angus Foundation.