

by **KATIE ALLEN**, *Angus Foundation*

In 2005, the Angus Foundation embarked on a fundraising campaign never before attempted by similar livestock and agricultural entities. The *Vision of Value: Campaign for Angus* was the first capital campaign launched by the Angus Foundation and aimed to preserve our rich Angus heritage for future generations through an \$11 million fundraising effort. The campaign, which concluded Dec. 31, 2011, raised more than \$7.6 million in outright cash gifts, pledges and planned giving commitments.

The funds raised in the campaign will allow every Angus breeder, friend and allied industry interest to benefit. It has allowed for growth in financial support for educational programs, such as Cattlemen's Boot Camps, Young Cattlemen's Conference and Beef Leaders Institute. It has also funded more youth opportunities through educational scholarships and conferences such as the Leaders Engaged in Angus Development (LEAD) conference. Many research projects at universities across the U.S. — including the collaborative effort featured in our cover story — have also benefited from the campaign fundraising efforts.

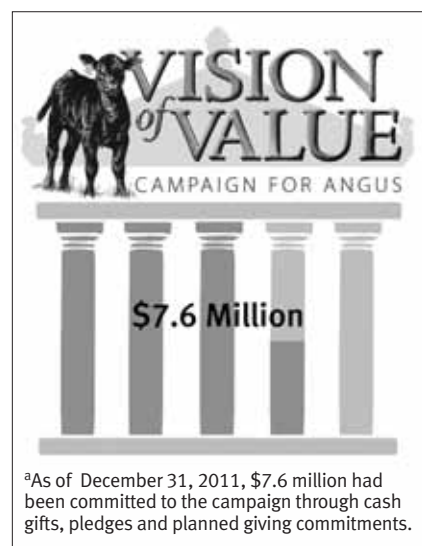
The initial funding goals of the campaign were to provide \$3.5 million for education, \$6 million for youth and \$1.5 million for research. Although the \$11 million goal was not reached, Milford Jenkins, Angus Foundation president, says significant and unprecedented strides have been made for the benefit of the Angus breed and American Angus Association members through the extensive fundraising efforts in the recently completed campaign. This endeavor, he says, has helped strategically position the Angus breed for continued success.

"It is my view, and I believe it is one that will be shared by countless other Angus breeders and members across the country, that we weren't satisfied with the status quo at the beginning of the campaign. So why would we want to settle for the status quo today, especially now that we've seen the leaps and bounds of progress that can be made with the help of charitable gifts to the

(Continued on page 24)

\$7.6 Million Milestone

Fundraising drive to support the Angus Foundation's education, youth and research efforts concluded Dec. 31, 2011.



Vision of Value: Campaign for Angus (from page 23)

Angus Foundation from our members, allied industry partners and friends of the Angus breed?” Jenkins says.

In addition to generating more support for education, youth and research activities due to the campaign, even more important and invaluable is that *Vision of Value: Campaign for Angus* has instilled an

even higher sense of accomplishment and confidence in our Angus breeders across the country.

“One can only be humbled by the response from thousands of Angus breeders, allied industry interests and friends who supported the campaign over the years,” Jenkins says. “It was

tremendously rewarding to see this high level of synergy and excitement be carried all the way through to Dec. 31, the official last day of the campaign, with many Angus enthusiasts making generous outright cash contributions and commitments — including a wonderful major gift announcement by the Montana

Angus Association and Montana Angus Auxiliary, establishing a permanent \$25,000 scholarship endowment fund with the Angus Foundation.”

Following the campaign, greater emphasis will be given to raising funds for specific initiatives, for example, the National Junior Angus Show (NJAS), as well as other areas deemed priorities in education and research, Jenkins says.

Nearly \$1 million was raised to support the *Vision of Value* campaign through four events that included “That Old Black Magic,” hosted by Fred and Betty Johnson of Summitcrest Farms in 2004; “The Magic of the Vine,” hosted by Jim and Sue Coleman of Vintage Angus Ranch in 2006; “That Old West Magic,” hosted by Bob Funk of Express Ranches in 2008; and “BlackOnTrack! Angus Magic at Churchill Downs” in 2010.

Leadership

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

“The Angus Foundation would be terribly remiss if we didn’t again convey our genuine appreciation to the campaign’s Leadership Cabinet and the many volunteers who invested an enormous amount of time, energy and resources to this monumental fundraising effort for the benefit of our beloved Angus breed, our Association’s members and youth across the country,” Jenkins says.

Information

The Angus Foundation was established in 1980 as a not-for-profit 501(c)(3) organization to support Angus education, youth and research. To learn more about the Angus Foundation and the programs it supports or how you can contribute to its worthy goals, log on to www.angusfoundation.org or call 816-383-5100.

