

Making a Difference through HYFA

Some questions I frequently get asked are: "What is the Hereford Youth Foundation of America (HYFA)?" "What role does the HYFA play in advancing the Hereford breed?" Or probably the most prevalent question is: "What exactly does the HYFA support?"

What is HYFA?

I always enjoy being asked these questions, as it offers me the opportunity to tell the HYFA story and to let Hereford breeders and friends, industry partners, and others in agriculture know what we are striving for and working so hard to accomplish.

Charitably conveying someone's personal assets and hard-earned resources to the HYFA, or to any charitable organization for that matter, is similar to purchasing your next herd sire or that foundation-type female to further strengthen your cow herd. Both decisions require a high level of confidence, trust, faith and comfort in the product. This decision will only materialize once all of your questions are adequately addressed, and you have all the information you need to arrive at a decision that you believe is most appropriate for your personal situation.

It is my hope that as a result of these informational exchanges, an increased number of people are rapidly gaining a greater appreciation for HYFA and are

subsequently more knowledgeable of how it, with the help of its generous supporters, is making a difference. The important point to remember is that the HYFA needs everyone; all Hereford breeders can affect the future of the foundation. The HYFA board has set a goal to raise \$5 million in five years; we need your help.

In a formal sense, the HYFA was established in 1982 as a 501 (c) (3) not-for-profit, for the purpose of carrying out educational, scholastic and leadership training pertaining to Hereford youth. Obtaining this official status was necessary to enable donors to claim their donations as tax-deductible, as appropriate, for income tax purposes.

However, the tax feature rarely is the primary reason why people support HYFA. Rather it is an unselfish desire to give resources in support of education, youth and leadership advancement of young Hereford breeders; the forward advancement of the Hereford breed and the future of agriculture as a whole.

What is the Foundation's role?

Today, just as in the formative years, the HYFA is playing a crucial role in advancing the Hereford breed and supporting thousands of U.S. youth who are involved in raising Hereford cattle. HYFA is helping advance the Hereford

breed by significant increases in the level of participation at HYFA events, number of donors and gifts, and inquiries for information on planned giving strategies, such as charitable trusts and resulting endowments, will bequests, and life insurance policies.

The role of the HYFA will continue to grow and gain momentum. The board of directors and I will never be satisfied with the status quo. Rather, we view the HYFA as a young, dynamic, energetic and invaluable asset to the Hereford breed, with aspirations of reaching the \$5 million mark in just five years. This will provide an even greater array of advancement opportunities for the Hereford breed and its young members. The \$5 million goal will enable HYFA to award even more scholarships, offer additional educational and leadership minded programs, and fund beneficial endeavors to support our youth.

What does HYFA support?

I am pleased to report that HYFA, from investment revenue generated by existing assets and new gifts received from generous supporters, has been involved with many scholastic, educational and leadership related activities for our junior Hereford breeders. It needs to be strongly emphasized that HYFA's ability to engage in these various activities and programs is only possible because of the financial support of those wishing to **make a difference.**

Your questions are very important to me and to the HYFA board of directors as we diligently and tirelessly strive to continue to **make a difference.** Together, we can make an even more profound and meaningful effect on the future of the Hereford breed. I both challenge and invite you to help HYFA **make a difference.** **HW**

Show your HYFA support

Thanks to many wonderful supporters of the Hereford Youth Foundation of America (HYFA), we are well on our way to reaching our goal of raising \$5 million for the HYFA Capital Endowment Campaign. The HYFA board of directors would like all contributors who place advertisements in the *Hereford World* magazine to place at your discretion the HYFA logo on your advertising page each month. This is a great way to let others know about HYFA and to show your continued support of its cause. When submitting your ad for the publication, just let Kelly Hale, *Hereford World* advertising coordinator, know that you would like to use the HYFA logo on your ad as a foundation supporter. We appreciate you, and we want to showcase our many loyal supporters to the entire membership and beyond. **HW**

