

the little things

The National Hereford Queen teaches youth about giving back through her JNHE service project.

by **Christy Couch Lee**

National Hereford Queen Amanda Bacon, Siloam Springs, Ark., says she realizes how fortunate National Junior Hereford Association (NJHA) members can be — traveling the country, developing relationships and building their future by attending the Junior National Hereford Expo (JNHE).

“We are so lucky that we get to travel and go to cattle shows, and a lot of people don’t even have the basics,” she says. “Everything counts. It’s not just the big things. It’s the small things, too.”

This concept spurred an idea.

At the 2012 JNHE, Amanda began the Helping Hooves community service project. The concept is simple. She asked NJHA members to bring toiletries from hotels — the small bottles of shampoo and conditioner and packages of soap — to the show to be donated to charity.

Through promotion in the NJHA “The Advantage” newsletter, Facebook and flyers at the JNHE, she created a movement. The result? More than 1,100 items were donated by NJHA members and their families. And

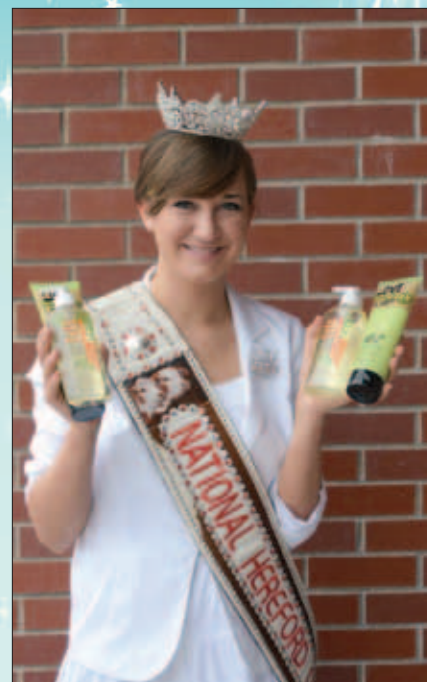
on Saturday, July 7, these items were presented to Hope Harbor, Grand Island, Neb., a shelter for local homeless families.

Amanda Groff, Hope Harbor development director, says these items are more than shampoo and conditioner to the more than 800 people they help each year.

“We serve many families who have a place to stay, but they don’t have money to make ends meet,” she says. “Those hygiene products help these families pay rent and utilities, because they don’t have to worry about paying for shampoo and soap, and the basics of keeping their kids clean. They are able to focus on getting back on their feet again.”

Amanda, an 18-year-old freshman at Oklahoma State University, says NJHA members can make a difference on many levels — from a canned food drive in their local communities to national projects such as this. And, she says, each project is important.

“We need to remember how lucky we are, as NJHA members, to be involved in this industry and have



this group of people to fall back on,” Amanda says. “We believe it’s ‘common’ to have food and electricity. But across the country — even in our hometowns — some people don’t have that luxury.”

Amanda says she hopes this project will continue and grow throughout the years.

“If we keep doing it year after year, NJHA members and their families will hopefully consider the project to be routine,” she says. “I hope it can become a standard project with the JNHE.” **HW**



National Hereford Queen Amanda Bacon presents the donated toiletry items to Amanda Groff, Hope Harbor development director.

Left: NJHA members donated more than 1,100 items to the cause.