

Foundation's Focus

by Amy Cowan

Foundation 1 Club Makes a Difference

Think of the difference giving back 1% of your sale proceeds could make over time? With the heart of fall production sale season upon us, the Hereford Youth Foundation of America (HYFA) is thrilled to announce the debut of the Foundation 1 Club, which focuses on the future of Hereford youth. Tim and Kara Coleman, Sierra Ranches, Modesto, Calif., are partnering with HYFA and are the founding members of the Foundation 1 Club, which will debut at their Western Treasures Vol. 1 Sale, Monday, Oct. 9, at 1 p.m.

Taking place on Columbus Day, the inaugural Sierra Ranches production sale will feature 45 lots of bred heifers, proven donors, show heifer prospects, pairs, pregnancies and embryos and 45 service-age sires. From the gross of their production sale, the Coleman family has generously committed to donating 1% to future HYFA programs and Hereford youth.

Tim and Kara grew up showing livestock. They have always been passionate about junior programs and are raising their children, Tyler and Kathryn, up through the ranks of the National Junior Hereford Association and the National Junior Angus Association. This focus on youth activities led them to think about what Sierra Ranches could do to help foster the junior



HYFA's network of donors promotes growth in leadership and educational programs for Hereford youth.

Hereford program and to support it in the future.

The 1% concept

Last spring, Tim came up with the 1% concept, and the Foundation 1 Club emerged. The next generation is going to reap huge rewards from this unique idea. Tim and Kara encourage and invite all Hereford breeders to get on board and to do the same when it comes to planning future sales. Whether it is an online sale, a bull sale or a production sale, giving back a percentage will make a huge difference over time.

Through HYFA, Hereford youth have the opportunity to gain invaluable leadership skills that enable them to become self-motivated and knowledgeable leaders in today's world. HYFA is fortunate to have such a gracious

network of donors, and The Foundation 1 Club sets the stage for amazing growth for leadership and educational programs.

I can't thank Sierra Ranches and the Coleman family enough for having the foresight to be the inaugural members of this prestigious club and committing 1% of their Western Treasure Sale proceeds to HYFA. Our future is in good hands thanks to donors like Sierra Ranches.

Through participation in programs like the Foundation 1 Club, Hereford breeders can work together toward a meaningful goal — to help HYFA capitalize on its mission of encouraging, recognizing and rewarding the development of life skills and values in Hereford youth.

It is Tim and Kara's hope that the Foundation 1 Club will broaden the HYFA's donor base, and they encourage others with the same passion as they have to commit to similar gifts. There is no check too big or too small. These gifts, over time, will add up. As the Foundation 1 Club grows, so will the rewards for Hereford youth. **HW**

Join the Foundation 1 Club

The Foundation 1 Club is a group of breeders who donate 1% of their sale gross to the Hereford Youth Foundation of America to benefit leadership, scholarship and educational experiences for Hereford youth.

To become a member of the Foundation 1 Club, contact Amy Cowan at 816-218-2256 or acowan@hereford.org or visit hereforyouthfoundation.org. **HW**



FOUNDATION 1 CLUB

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