

Foundation's Focus | The Power of 1

by Amy Cowan

No gift is too big or too small when it comes to supporting the Hereford Youth Foundation of America (HYFA). While talking to Tim and Kara Coleman, Sierra Ranches, about their vision for the Foundation 1 Club, the conversation kept returning to that message. How fitting, as we wrap up a milestone year for HYFA and are providing more opportunities than even before because of all scopes and sizes of gifts the foundation has been blessed with.

The Foundation 1 Club is the newest program offered by HYFA, and I think it is one with the greatest foresight for the entire breed to get involved in creating opportunities for the next generation. Sierra Ranches kicked off the club with its inaugural Western Treasures production sale in October, giving back 1% of the gross to the foundation.

I greatly appreciate the Coleman family and Sierra Ranches for their vision for this program and what it means for the future. The power of 1% will truly make a huge difference in the educational and leadership programs we can offer to the young folks growing up in the Hereford breed.

Even more exciting news for the Foundation 1 Club is the recent support it is receiving around the breed. Aubrey's Cattle Co. from Indiana has joined the club and will be offering 1% of its Lot 18 cow-calf pair in the 2018 Mile High Night Sale in Denver.

The American Hereford Association (AHA) Board of Directors recently announced the proceeds from the Ladies of the Royal Sale in Kansas City and the upcoming Mile High Night National Hereford Sale will take part in the Foundation 1 Club. What a neat way for consignors, buyers, bidders and all who make up the national sale offerings to give back. I can't wait to see the power of 1% take hold even more in the new year. Stay tuned as we work to add sales and lots to the Foundation 1 Club lineup and see what HYFA can do with 1%.

Lot 1 excitement builds for Denver

The Lot 1 Foundation Female has been highlighting the national Hereford sale in Denver the past nine years, with nearly \$700,000 generated to support HYFA's mission. In year 10, the momentum continues as we have a very special lady that will lead off the Mile High Night. Scott McDonald, McDonald Farms in Grand Rapids, Mich., has selected nothing but his very best to represent Lot 1 and the HYFA.

This January Catapult daughter is a showstopper, and heads will turn when she enters the sale ring in Stadium Arena. MF 104Y Eve 109 19E ET is yet another example of the power of one. Consider putting Lot 1 to work in your donor battery, taking your program to new levels and supporting a great cause in the Growing a Lasting Legacy Campaign.

One receipt at a time

A year ago, we set the wheels in motion on what is proving to be an awesome fundraising endeavor for HYFA. Bob and Lisa Norton and our other friends at BioZyme® Inc. partnered with HYFA to create the Feed the Future program. BioZyme pledged to contribute one dollar to HYFA for every bag or tub of

eligible VitaFerm® supplement that any AHA member purchases.

You have heard a lot about this program in its first year, and you have answered the call one dollar and one receipt at a time. At the Hereford Honorees Reception in Kansas City, Mo., BioZyme presented HYFA with a \$14,671 check from the proof of purchase receipts on tubs and bags of VitaFerm mineral purchased by Hereford breeders around the country — another wonderful testimony to the power of one.

VitaFerm is excited to continue this program in year two, and I am confident we can double and even triple the payback to Hereford youth. Feed the Future has the ability to take HYFA to the next level and to create more opportunities in terms of education and leadership. BioZyme is such a big part of our past, and now this makes it an integral part of our future. Please, keep those receipts coming in year two. One dollar and one bag of mineral at a time, we will make an even greater impact on education and leadership.

As we close 2017 and look to a new year, I can't help being excited about all the good things surrounding the breed and the foundation we are building. I continue to be amazed by the power of our Hereford family. One donor, one lot, one sale and one gift at a time — together, these programs are powerful and are already making an enormous difference in the lives of our National Junior Hereford Association members. Thank you for your belief in the power of one and best wishes for a happy holiday season and a prosperous new year. **HW**

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The Coleman family.