

Foundation's Focus

by **Ray Ramsey**

The Foundation 1 Club Sets Stage for Future Growth

The Hereford Youth Foundation of America (HYFA) has come a long way since its inception in 2000 — at that time listing total assets of \$253,000. As stated in a press release Oct. 22, 2002, “No other organization has the opportunity to support our young Hereford breeders more than HYFA!”

Little did we know, this claim would go on to be the understatement of the century. With current HYFA assets listed at more than \$3 million, the foundation now houses not only scholarship funds but also the American Hereford Association (AHA) research funds, the monies and expertise to produce the industry's largest national junior show, plus funds the impressive Faces of Leadership Conference.

HYFA provides not only an educational benefit to the Hereford youth movement but also a benefit to the entire breed. The HYFA board of directors tries its best to design programs that will encourage individuals

to give to and to support the Junior National Hereford Expo (JNHE), the Faces of Leadership Conference, scholarship or research — in whatever amount they feel is appropriate.

Foundation 1 Club

In an effort to accomplish that goal, HYFA initiated a new program in 2017 called the Foundation 1 Club, providing many breeders the opportunity to contribute to their area of interest through their production sale. This program is designed so Hereford breeders may join an elite club to fund HYFA, based upon the gross amount of their production sale. As the name indicates, the donor commits to giving 1% of the gross amount of their sale to HYFA.

This program is easy to understand and easy to implement. An initial gift from Tim and Kara Coleman at Sierra Ranches in California has already been received, and we want to work with

you as you make plans for your upcoming production sales.

This initial gift prompted an investment from the AHA to donate 1% of both the Mile High Night National Hereford Sale in Denver as well as 1% of the Ladies of the Royal Sale in Kansas City, Mo. The Foundation 1 Club has potential to be one of the biggest driving forces going forward to support educational platforms for Hereford youth.

A new look at giving

This 1% movement is also encouraging our Hereford membership to think outside the box. This spring we were excited to have Hereford Prep Collection, Refugio, Texas, join the club. Hereford Prep is a stylish clothing line for livestock enthusiasts. Hereford Prep was created to provide unique opportunities for young people to learn more about operating a business.

Its young interns are the main drivers behind the business, which provides them with not only job experience but also scholarship opportunities. Its interns design the clothing line and model and sell the products across the country. You can find them at many of the major stock shows across the United States, including the 2018 JNHE in Grand Island, Neb. Visit its online shop at HerefordPrep.com.

It is hoped Hereford breeders will keep the momentum going by joining the “club.” Please contact Amy Cowan, AHA director of youth activities and foundation, at acowan@hereford.org for more details. **HW**



Sierra Ranches presented the first Foundation 1 Club check to HYFA at the 2018 National Western Stock Show. The Coleman family of Sierra Ranches is the founding member of the Foundation 1 Club offering 1% of the proceeds from their Western Treasures Volume 1 sale. Pictured (l to r) are Dan DeMeyer, Sierra Ranches general manager; Tim Coleman, Sierra Ranches owner; and Ray Ramsey, HYFA chairman.

Ray Ramsey is the Hereford Youth Foundation of America chairman. He can be reached at rayramsey77@gmail.com.