

Foundation's Focus

by Amy Cowan

Dreams Come True — One Scholarship at a Time

The Hereford Youth Foundation of America (HYFA) has a lot to celebrate as we close the books on a very solid fiscal year 2019 and look ahead to 2020. This year, HYFA reached an all-time high in net assets of \$4,272,546, but perhaps the biggest headline is the story line that reads more than \$320,000 was given back to junior members through scholarship, education and leadership programs.

Donors and friends, this is an exciting time for the foundation, and Hereford youth are reaping the benefits of your commitment and dedication to helping them pursue their passions. I am the lucky one as I got to stand on stage at the Hereford Honorees awards ceremony in Kansas City, Mo., as \$180,000 in scholarships were awarded to Hereford youth to assist with their college educations and, in some cases, made the dream of attending college and pursuing a degree a reality.

2019 marked the first year for the Merry Family and MGM Memorial Scholarship. This particular scholarship fund happened because of a vision the late Gordon and Marion Merry

had to reward juniors who are passionate about Hereford cattle. The MGM scholarship fund was put in place to assist a college student with the dream of one day becoming a veterinarian. I cannot think of anyone more deserving of the honor of being the inaugural MGM Memorial Scholarship recipient than Ceara Cull from Wisconsin. Best of luck to Ceara and the entire roster of HYFA scholarship winners who were recognized in Kansas City. Please turn to Page 53 to learn about all of this year's scholarship recipients.

Not only do I consider myself lucky because I got to help recognize 26 Hereford youth for their scholastic achievement but I get to work with them throughout their entire journey through the National Junior Hereford Association (NJHA).

I can truly see the difference HYFA's mission is making in our young people. This week, I had the opportunity to write a letter of recommendation for an NJHA member applying for a college scholarship. The basis of the letter was what sets this student apart from his or her peers in the areas of leadership and community

involvement. In this particular case, I remember this individual walking into the Hereford showing for the first time when he was just 7 years old. Since then, I have watched him grow and have watched him take advantage of the many opportunities our junior organization has provided him to mature as a young leader and to prepare for his college career.

This letter of recommendation became a very easy one to write because I have seen firsthand how HYFA has made a difference in this young man's life. This NJHA member is very passionate when it comes to the Hereford breed, having seen much success in the showing. With that said, he has taken his Hereford involvement outside the showing and has been very involved in our Faces of Leadership Conference and leadership activities at the Junior National Hereford Expo. I truly believe Faces of Leadership helped him step out of his comfort zone, made him more confident, improved his communication skills and helped him believe he can go on to be a leader in this industry that raised him.

This is what it is all about, helping the next generation put their future plans in motion by giving them the tools to be the best leaders they can be. Thank you, one and all, for helping make dreams come true for these deserving members of team NJHA. During this holiday season and every day, HYFA is so very thankful for our generous donors and contributors who help us fulfill our mission of scholarship, education and leadership. **HW**

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HYFA programs at work in 2019

Hereford Youth Foundation of America

\$180,000
scholarships

\$50,000
Faces of Leadership

\$60,000
JNHE education

\$30,000
Fed Steer Shootout

\$320,000

total awarded in 2019