

Hereford Women Putting the Fun in Fundraising

by Allison May

Coordinating fundraising opportunities, which support scholarships, the queen program and our Hereford youth, is a large part of the National Hereford Women (NHW). When you read this article, you will have already experienced our new fundraising programs unveiled at the Junior National Hereford Expo (JNHE). All of us in NHW cannot thank you enough for your continued support of our efforts! We understand that it may feel a little like we are always asking for money, but we are trying our best to make it fun.

More than a scarf

Our first new JNHE fundraising program was the NHW Wild Rag, which we enjoyed creating and selling. The history of wild rags was something that stood out when we started thinking about a new fundraising project.

While we commonly associate them today with a fashionable neck scarf, the creation of wild rags in Western heritage dates back to the early 1800s. Cut-out flour sacks were worn to protect cowboys and cowgirls from cold weather, dust and insects. Wild rags also filtered water, carried snacks (a personal favorite of mine) and covered the eyes of a spooked horse. You can see wild rags of various shapes and sizes in old Western films and photographs.

We wanted to honor that history and celebrate the modern beauty of the wild rag with an annual design. The next edition of the NHW Wild Rag will be available at the 2021 Annual Meeting from Oct. 22-24 in Kansas City, Mo.

Collect them all

The second new fundraiser that launched in Kansas City, Mo., during JNHE, was the NHW Official Trading Cards. We thought this one would really



The newest NHW wild rag design will be officially unveiled and available for purchase at the 2021 Annual Meeting.



The brands and logos of the generous Hereford breeders sponsoring the Golden Eagle rifle are also displayed on the gun.



14-karat rose gold pendant

resonate with the junior members. For many of us, collecting and trading baseball cards was one small, but memorable, highlight of our youth. I know I still have a shoebox full of them that I just can't part with.

We have an awesome group of breeders, businesses, queens and even showmen who will be showcased on this year's cards. We hope to continue this tradition each year, offering special prizes for collecting certain cards throughout the JNHE. Opportunities to advertise your business, promote your showman and have a little fun are available now.

Ladies of the Royal

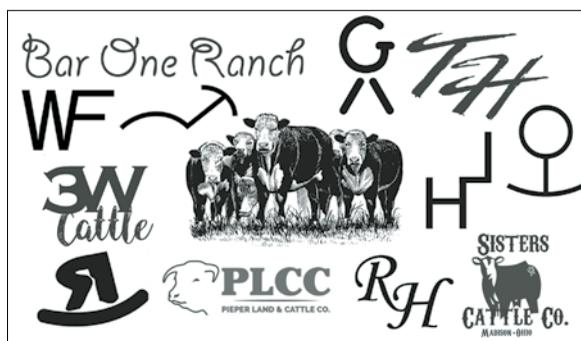
NHW has two "Royal" opportunities to support Hereford youth during the upcoming Ladies of the Royal Hereford sale, held during the American Royal in Kansas City, Mo. The first is a Henry Golden Eagle rifle, which will be offered as a sale lot during the auction.

The Golden Eagle is the gold-plated cousin of the historically popular Silver Eagle — both part of the beloved Golden Boy family of Henry rifles. It is .22 S/L/LR with 20" blued octagon barrel, buck and bead adjustable sights

and select American Walnut furniture.

The Golden Eagle is engraved on both sides of the receivers with an American eagle in flight, wings spread facing forward into the wind with a banner reading "Golden Eagle." The Golden Eagle uses high-relief 24-karat gold to make the striking image stand out even more from the beautifully engraved background. Whether you'd like to shoot this rifle or simply show it off, this fine example of American craftsmanship will be the perfect addition to your collection.

Hereford Breeders from across the country sponsored this gun by adding their brand or logo to its Walnut stock. Thanks to Torrance Herefords, GKB Herefords, Jay West, George Sprague/Bar One, Wilcox & Family Cattle, Rogers Herefords, Ramseys Herefords, Gohr Herefords, Deep Creek Land & Livestock, Churchill Cattle Co., Holden



Herefords and Sisters Cattle Co. for sponsoring this year's rifle. To have your brand or logo placed on this gun in the future, contact any NHW board member for more information.

Bid high and bid often to take home this truly American Beauty and support NHW and the breed's youth.

In addition to the rose gold embellished rifle, NHW is also offering a one-of-a-kind pendant. The "Lady of the Royal 2021" is a 14-karat rose gold pendant accented with approximately .45 points of brilliant diamonds hanging on diamond chain. This exquisite piece was crafted by Kay Knight Designs, the official jeweler of NHW.

NHW board members will be selling 100 raffle tickets for \$100 each. Contact any NHW board member to purchase your chance to win this unique tribute to bald-faced beauty. The drawing will be held during the Ladies of the Royal sale.

Fun fundraising in the future

Keep an eye on our social media pages and the NHW newsletter or reach out to a board member to learn the latest ways we are keeping the "fun" in fundraising. Thank you to all our benefactors for helping us support Hereford youth! **NHW**

To join and to learn more about the NHW, visit HerefordWomen.com or email nationalherefordwomen@gmail.com.



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