

# Foundation's Focus | Follow Along

by Amy Cowan

In February, the Hereford Youth Foundation of America (HYFA) unveiled a new and improved website that highlights our four pillars of scholarship, leadership, education and research. The new site also pays tribute to the foundation's rich history and generous donors who stand the test of time and continue to give selflessly to Hereford youth and our mission.

Amidst the web pages, you will find archives of scholarship winners along with foundation females that sold at national sales over the years. We are excited to add lifetime giving levels to the site soon. This feature will recognize those who have contributed to building the foundation over their lifetimes. The "Major Milestone" section takes a walk down memory lane and starts from HYFA's beginning in 2000 and showcases the major gifts and big events, which have paved the way for more than 20 years — giving HYFA a solid foundation on which to grow.

As we built the site's history pages, it became very evident to me how fortunate we are to have such a vast donor network that truly believes in the future and leaves a lasting legacy. Our donor network has a big heart, and Hereford youth have continuously been the beneficiaries of so many amazing people who have believed in them and sustained this way of life.

*HerefordYouthFoundation.org* features a much more robust online giving platform, which enables you to make secure online donations. Whether it is a memorial for a friend or loved one, a sponsorship at the Junior National Hereford Expo or a general gift — your

donation today helps juniors tomorrow. I invite you to follow along on the new website and get engaged in HYFA's Facebook page to see the impact of your gifts.

## Planning your legacy

As HYFA's investment portfolio grows beyond \$5 million, we are proud of the foundation's many named scholarships and endowments, which helped us reach this milestone. The 2021 annual report showed net assets of \$5.4 million and growing. Even more exciting, intentions to give through estate planning and bequests are valued at \$1.85 million. So, as we look to the future, these planned gifts will continue to take HYFA to new heights. Planned giving enables you to leave a lasting legacy to help support youth programs at the American Hereford Association. Planned (or deferred) giving helps strengthen the financial future of HYFA and also helps address your own estate planning needs through tax advantages or other benefits. In some cases, it can increase your retirement income.

You've spent a lifetime achieving your dreams and growing your assets, and you deserve a strategic plan for creating your legacy. HYFA would like to work with you to devise a plan with your philanthropic goals and financial objectives in mind. The foundation has a long-standing partnership with UMB Bank's Trust Department in Kansas City, Mo., and together, we offer our members the services of trust management and estate planning.

If you would like to make a planned gift to the foundation or



### President

Ray Ramsey  
317-462-7122, rayramsey77@gmail.com

### Vice President

George Sprague  
541-465-2188, gks@bar1ranch.com

### Directors

Steve Folkman  
920-474-7403, cnlfarm@excep.com

Nancy Keilty  
231-228-6578, nancykeilty@mindspring.com

Bob Norton  
816-238-3326, bobnorton@biozymeinc.com

Jill Bielema  
616-292-7476, jbielema@comcast.net

Katie Colyer  
208-599-2962, katie@hereford.com

Bill King  
505-220-9909, bill@billkingranch.com

Kathy Buchholz  
214-537-1306, kathy@gkbcattle.com

### Director of youth activities

Amy Cowan  
816-842-3757, acowan@hereford.org

[HerefordYouthFoundation.org](http://HerefordYouthFoundation.org)

discuss your estate planning goals, please reach out to me or any of our board members. We are happy to help and invite you to explore a planned gift to create a legacy that will encourage greatness in the next generation.

With the generous support of donors like you, HYFA is building a bold future. Major gifts help our foundation create excellence in Hereford youth. Whether you're a first-time donor or a long-time supporter looking for new ways to make an impact, there are various ways to donate to HYFA. **HW**