

Beef Blurb



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Fall Events and Planning for 2022

October brings many exciting events – American Royal, Annual Meeting, Thanksgiving, North American International Livestock Exposition, Christmas and the New Year is just around the corner. Along with these fall events, there are many breeders hosting online and live sales. All of this coincides with the beginning stages of planning for the 2022 National Junior Shorthorn Show and Youth Conference.

With the planning of the NJSS, comes reaching out to past and potential donors in their support of this important youth event. More than 400 young people and their families come together to compete with cattle in the show ring and as individuals and teams in a variety of contests. It's an action-packed week of learning and fun that develops skills, knowledge and confidence, along with love for the breed and friendships that last a lifetime. The cost to produce this annual event is more than \$250,000, mostly raised through sponsorships and donations.

As many of you may know, we established the Shorthorn Youth

Development Fund last year to provide financial support that will sustain and expand excellent programming to develop Shorthorn youth as cattle producers and responsible, productive citizens.

The Shorthorn Youth Development Fund is a 501(c)(3) non-profit organization, a financial resource to directly invest in the future of the breed that is your business, your lifestyle and your passion. The reason for building this new fundraising platform was to streamline the donation process and make contributing to youth development more accessible for everyone, especially those whose business directly benefits from junior and family customers.

You can provide support in several ways: offering a lot in your annual sale and giving 50% or 100% of the proceeds, donating a specific dollar amount and paying it on an annual, quarterly or monthly basis, or sponsoring the NJSS with a corporate or family gift. The fund accepts checks, credit cards and direct debit from your bank account. No contribution is too small, and every dollar

counts! Everyone will be recognized publicly for their participation.

By making the commitment to “pay it forward” through an annual contribution to the Shorthorn Youth Development Fund, today’s breeders accept responsibility of seeing to it that our youth have the development opportunities they need to prepare for their time as the Shorthorn breeders of tomorrow.

If you have an upcoming sale – please consider making a donation of a live lot or genetic lot. You will become a Royal Society Member and be recognized in many ways. If you made a monetary donation last year to the Red, White and Roan Club, we will be in touch to see if you would like to be in the club again. If not, we will be contacting potential donors again this year.

Thank you to all those who have given and those future donors. Your support of the junior association helps shape the future of the Shorthorn breed. 📧

