



## **Bright Futures Scholarship Initiative Overview**

### **Bright Futures Scholarship Initiative**

The mission of the National Cattlemen's Foundation is to advance the future of the beef industry with passion and urgency. Folded into the mission are vital components of education and youth, thus the development of the Bright Futures Scholarships. The purpose of the Bright Futures Scholarship Initiative is to provide educational opportunities for young people that will support their academic goals and strengthen the future of the beef industry.

The National Cattlemen's Foundation is committed to developing future leaders and inspiring young people to pursue careers in agriculture and the beef industry. With today's harsh economic conditions and student debt load, it is imperative that we work together to support young people who aspire to contribute to the beef business through their career choices. We have a critical need for bright young minds to fill the many roles and responsibilities in our industry.

### **Objective of Scholarship Funding**

The National Cattlemen's Foundation and the industry as a whole place a high value on education. This initiative is of the highest priority for the Foundation. The program addresses the needs of young people who wish to excel and yet need financial assistance in pursuing higher education opportunities. This program will fund academic scholarships in two primary ways:

- Endowment Fund
- Multi-Year Outright Contributions

### **Financial Goal & Types of Scholarships**

The goal is to raise \$1 million for an endowed general scholarship fund with the revenue generated from the principal to be awarded in the following categories:

- Undergraduate Programs
- Graduate – Master's & PhD Programs
- Veterinary Medicine
- Culinary Arts

### **Contributions**

Contributions from individuals, corporations, associations and foundations will have a profound impact on both the students and the industry. Gifts will range from \$25 to \$1 million and above. Every single gift, no matter its amount, is important to the success of the program and to the bright futures of young people. Donors will be recognized appropriately in written materials, on the Foundation's website and at every opportunity to acknowledge their contributions to this vital scholarship fund.

### **Why Support the Bright Futures Scholarship Program?**

Because it is *everyone's* responsibility to secure the future of the beef industry! The achievements of this program will certainly enrich many lives – students, parents, donors, professors, employers along with supporting family farms and ranches. More than ever before, we need to increase educational opportunities to pave the way for young people to achieve success and have bright futures. It's about both – preserving the legacy and securing the future.

*So we can pass on what matters...to the ones who matter most!*