



Organization Narrative

Cowboy culture reflects principles such as integrity, respect for the land and commitment to hard work – core values that have defined our nation’s self-image. The cowboy image provides a shared cornerstone that all Americans rally around, regardless of regional or cultural differences. Further, industries such as farming, ranching and even tourism depend on the cowboys of today passing on their legacy to the next generation.

The tradition of rodeo competitions trace back to the cattle ranching practices in the 16th century. Over time, these informal gatherings evolved into more structured competitive events between ranches. Cowboys began competing not only for bragging rights but also for prizes and recognition. The transition from practical ranching activities to organized competitions highlights the deep-rooted cultural heritage of rodeo.

Associations such as the TXC Foundation play a crucial role in fostering lasting participation in the cowboy culture. By empowering student rodeo athletes to prioritize education and community involvement, we help students get the support they need to attain a higher education so they can continue living the western heritage lifestyle.

The TXC Memorial Scholarship Foundation provides financial assistance to student athletes actively competing within the rodeo industry. Each year the TXC Foundation awards over \$15,000 in scholarships and grants to student athletes across the US. Over the past 20 years, we have awarded over \$100,000 in tuition assistance to student athletes attending 4-year universities, junior colleges, trade schools and graduate schools.

The sport of rodeo is not associated with the athletic programs schools, so students do not have access to scholarship opportunities of traditional sports such as football and basketball. Further, scholarships for students who attend other postsecondary education institutions such as trade schools, junior colleges or even graduate schools are scarce. These students are often forced to take out hefty student loans, or worse make a choice between their education and continuing to compete in the sport they love. It is our mission to provide opportunities for all students to continue participating in the western lifestyle while alleviating the financial burdens of paying for their education.

Our influence is only as impactful as the generosity of private donors and revenues generated from fundraising events we produce each year. The TXC Foundation hosts two events in Southwest Louisiana where rodeo athletes compete for cash prizes and scholarships. These three-day events attract hundreds of competitors from all over the US, some of whom travel thousands of miles to participate.