



# CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS



## ANNUAL REPORT

2014



### *Our Vision:*

*To be the most respected, most influential, and best run foundation serving the shooting, hunting and outdoor sports industries.*

### *Our Mission:*

*We help communities and organizations raise funds to support their high school, college, and other youth shooting teams and activities. We also manage donor advised endowed funds for these communities and organizations.*



MIDWAYUSA FOUNDATION, INC.  
COLUMBIA, MISSOURI



midwayusafoundation.org



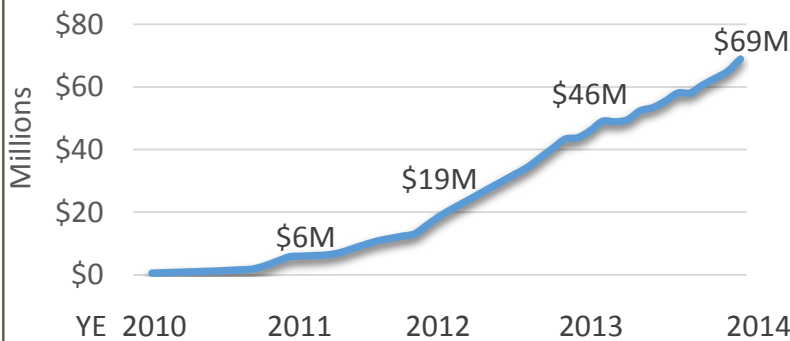
# Team Endowment Total \$68,941,861

“With your support, we can change the future. Youth shooting teams provide wonderful opportunities for students to make friends, to develop confidence, and to learn discipline and leadership skills, just like other sports. However, most schools provide little or no funding for shooting teams, so it's up to us to help.”  
-Larry Potterfield



**Founders:**  
**Larry & Brenda Potterfield**

## Balance in Team Endowments



**Avg. Team Balance**  
**\$32,845**

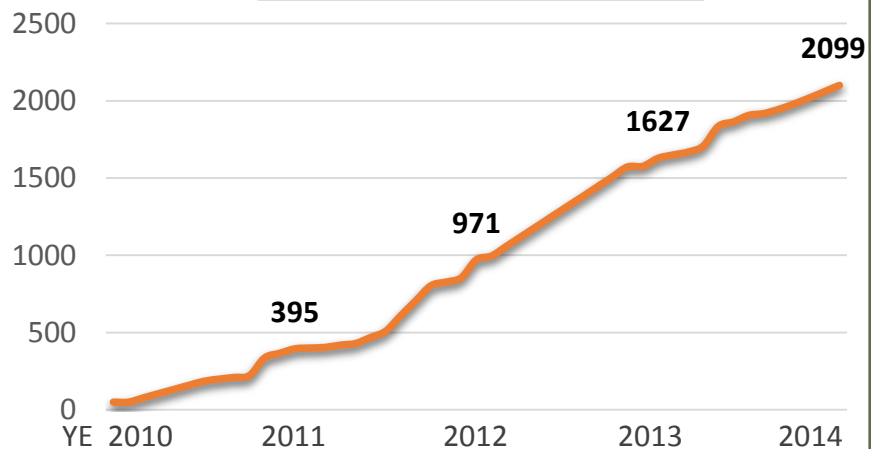
We support all high school & college shooting disciplines.

Shotgun, smallbore and air rifle, pistol and air pistol, high power, and black powder.



The Team Endowment Account Program gives a community the ability to financially support a competitive youth shooting sports team. Through generous annual donations, the Potterfields provide matching funds, as well as promotional items, to help teams grow their accounts. A team can then request a grant of up to 5% of their endowment account balance once each year, in either December or June, to pay for team expenses. There are no Foundation fees associated with a team endowment account.

## Team Endowments



The MidwayUSA Foundation is a 501(c)(3) public charity created in 2007 with the purpose of providing sustainable annual funding to youth shooting sports teams. The primary instrument used to achieve this purpose is the Team Endowment Account Program. To our knowledge, the MidwayUSA Foundation is the only youth shooting sports endowment program in the nation. We are proud of the performance we have achieved in the relatively short time we've been serving youth shooting teams across this great nation.

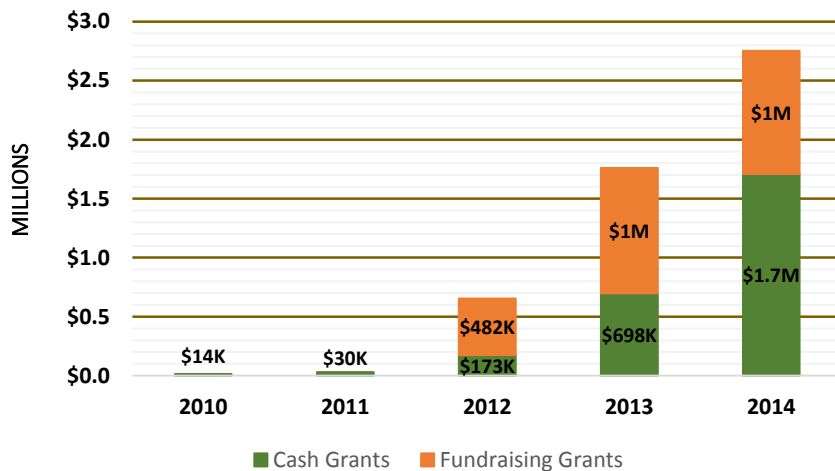


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# GRANTS

The MidwayUSA Foundation offers annual cash grants to participating Teams and Agencies of up to 5% of their account balance to pay for operating expenses. Grant awards have grown dramatically over the past five years, rising from just \$14,000 in 2010 to over \$1.7 million in 2014. Over the next five years cash grants are expected to grow steadily to a projected \$8.2 million.

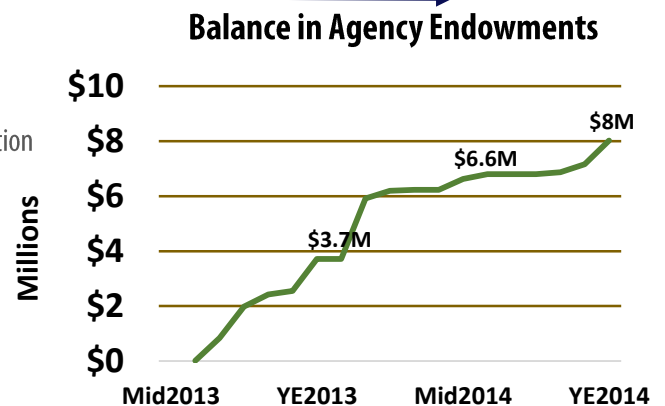
The MidwayUSA Foundation also offers non-cash grants of fundraising items to participating Teams and Agencies in order to help them build their endowment accounts. Since 2012, when promotional items were first offered, the Foundation has provided over \$2.5 million worth of items.



“WHEN I STARTED MY SHOOTING CLUB, I HAD FEWER THAN TEN CHILDREN AND WE WENT TO ONE EVENT A YEAR. NOW WITH YOUR HELP WE HAVE ALMOST SEVENTY SHOOTERS WITH AT LEAST SIX EVENTS COMING UP.” -SCOTT ACKLEY — RUBY MOUNTAIN CLAY BREAKERS; NE

## AGENCY ENDOWMENT ACCOUNT PROGRAM

Alaska SCTP	Oregon SCTP
Central Illinois Precision Shooting	Pennsylvania Youth Shooting Assoc.
Hancock YESS	Scholastic Shooting Sports Foundation
Idaho SCTP	South Carolina Youth Shooting Foundation
Indiana Youth Shooting Sports Foundation	Tennessee YESS
Iowa SCTP	Texas State Rifle Assoc. Foundation
MidwayUSA Foundation	Youth Shooting Sports Alliance
Missouri Youth Shooting Sports Alliance	Youth Target Foundation
Nevada SCTP	USA YESS
New England International Jr. Shooting Sports	



AGENCY ENDOWMENTS ARE HELD FOR OTHER PUBLIC CHARITIES WITH A YOUTH SHOOTING MISSION THAT WE BELIEVE ARE STRATEGICALLY IMPORTANT TO YOUTH SHOOTING SPORTS. AGENCY ENDOWMENT GRANTS ARE MADE ONCE ANNUALLY TO HELP EACH ORGANIZATION FUND YOUTH SHOOTING PROGRAMS WITHIN THE SCOPE OF THEIR RESPECTIVE MISSION.



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# STATEMENT OF FINANCIAL POSITION

[As of December 31, 2014 and 2013]

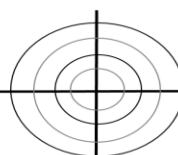
BOARD OF  
DIRECTORS

	2014	2013
ASSETS		
Cash and Cash Equivalents	\$ 2,521,948	\$ 2,973,691
Investments	\$ 75,574,922	\$ 49,921,596
Other Assets	\$ 822,817	\$ 977,802
<b>TOTAL ASSETS</b>	<b>\$ 78,919,687</b>	<b>\$ 53,873,089</b>
LIABILITIES AND NET ASSETS		
Liabilities	\$ 107,877	\$ 126,487
<b>Net Assets (unrestricted)</b>	<b>\$ 78,811,810</b>	<b>\$ 53,746,602</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 78,919,687</b>	<b>\$ 53,873,089</b>

# STATEMENT OF ACTIVITIES

[For years ended December 31, 2014 and 2013]

	2014	2013
REVENUES (unrestricted)		
Contributions and Fundraising	\$ 25,379,885	\$ 25,290,703
Investment Gains (Losses)	\$ 3,811,471	\$ 5,812,834
<b>TOTAL REVENUES</b>	<b>\$ 29,191,356</b>	<b>\$ 31,103,537</b>
EXPENSES		
Programs		
Grants and Awards	\$ 2,754,138	\$ 1,761,486
Investment Services	\$ 264,025	\$ 209,909
Other	\$ 446,863	\$ 297,412
Fundraising	\$ 254,019	\$ 318,800
General and Administrative	\$ 407,103	\$ 304,459
<b>TOTAL EXPENSES</b>	<b>\$ 4,126,148</b>	<b>\$ 2,892,066</b>
<b>INCREASE IN NET ASSETS</b>	<b>\$ 25,065,208</b>	<b>\$ 28,211,471</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>\$ 53,746,602</b>	<b>\$ 25,535,131</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 78,811,810</b>	<b>\$ 53,746,602</b>



Larry Potterfield  
[President]  
CEO of MidwayUSA

Ron Utterback  
[Vice President]  
Retired – Missouri  
Farm Assoc.

Brenda Potterfield  
[Secretary/Treasurer]  
The Potterfield Group

Mike Callahan  
Aspen Partners

Jim Dunn  
Morgan Stanley

Buddy DuVall  
Wild Sheep Foundation

Mike English  
Assoc. of Sport  
Performance Centers

Jon McGrath  
McGrath LLC

Russell Potterfield  
511 Capital &  
Print Ninja

Sara Potterfield  
The Potterfield Group &  
Midway Farms

Tom Schauwecker  
Boone County Assessor



The MidwayUSA Foundation is fully committed to public transparency. We post key financial information, including 990 tax returns and grant detail, in the Transparency section of our website. We also maintain a GuideStar Exchange listing at the Gold (highest) level.



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