

ANNUAL REPORT

2015



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS



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 designated endowed funds for these communities and organizations.



MIDWAYUSA FOUNDATION, INC.
6001 W. VAN HORN TAVERN RD SUITE C
COLUMBIA, MISSOURI 65203
midwayusafoundation.org





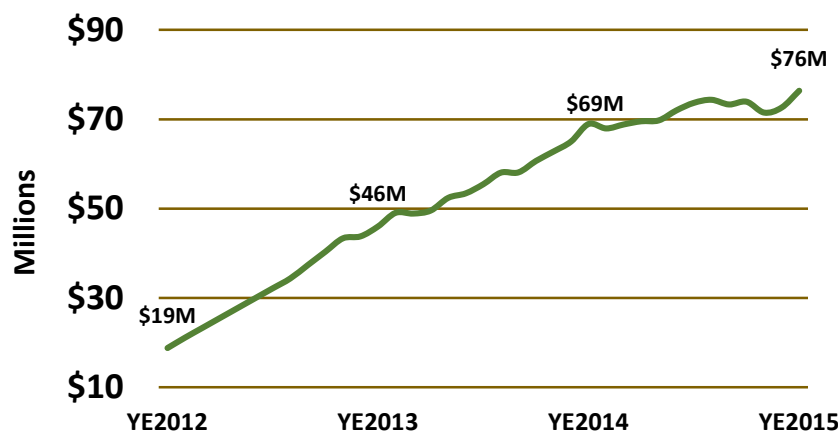
Team Endowment Total \$76,375,988

“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

Team Endowment Volume

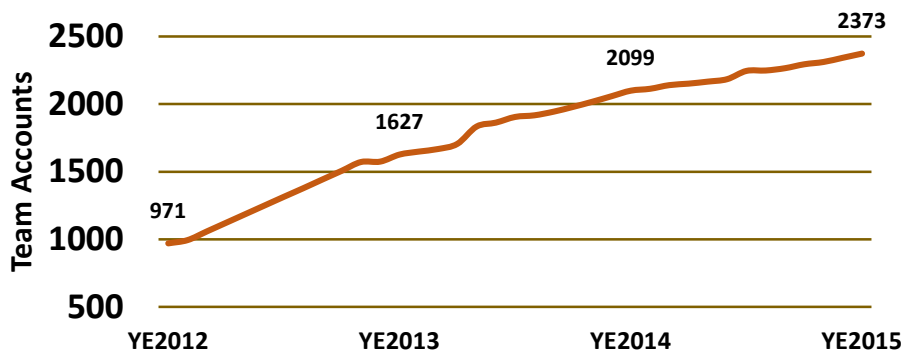


The Team Endowment Account Program gives a community the ability to financially support a competitive youth shooting sports team. Through generous annual donations, the MidwayUSA Foundation provides matching funds, as well as fundraising items, to help teams grow their accounts. A team can then request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

Avg. Team Balance
\$32,185



Funded 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. 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.



midwayusa foundation.org

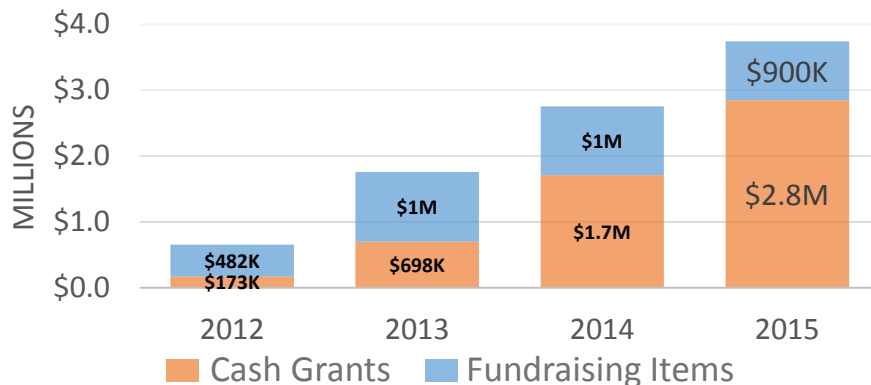
GRANTS



The MidwayUSA Foundation offers annual cash grants to participating Teams, Agencies, and Designated Donors 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 \$3.7 million in 2015. 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 fundraising items were first offered, the Foundation has provided nearly \$3.5 Million worth of items for teams to use in their fundraising efforts.

GRANTS



We support high school & college teams shooting these disciplines.

- shotgun
- smallbore
- air rifle
- air pistol
- pistol
- high power rifle
- black powder

DONOR DESIGNATED

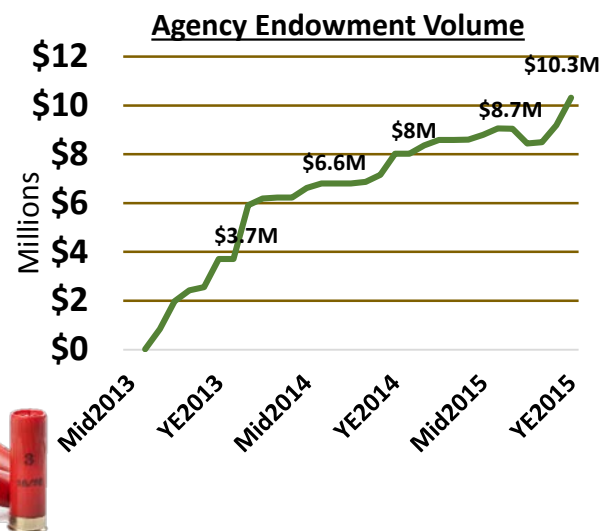
Donor Designated Endowments are also in place at the Foundation. Currently, these endowments provide two partners with long term financial support for their youth education programs and initiatives.

- Dallas Ecological Foundation
- Wild Sheep Foundation

Total Funds
\$1,893,451

AGENCY ENDOWMENT ACCOUNT PROGRAM

Alaska SCTP	Oregon SCTP
Central Illinois Precision Shooting	PA Youth Shooting Assoc., Inc.
Georgia Youth Shooting Sports Foundation, Inc.	Palmyra Sportsmen's Assoc., Inc.
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
Michigan SCTP	The Youth Target Foundation
MidwayUSA Foundation	USA YESS
Missouri Youth Shooting Sports Alliance	Utah SCTP
Montana SCTP	WA YESS
Nevada SCTP	Wisconsin SCTP Foundation
New England International Jr. Shooting Sports	YESS for Minnesota
North Carolina YESS	Youth Shooting Sports Alliance



Agency Endowments are held for other public charities with a youth shooting mission that the Foundation believes are strategically important to youth shooting sports. Grants are made annually to help each organization fund youth shooting programs within the scope of their respective mission.





IMPACT

OUR STORY GOES WELL BEYOND THE NUMBERS. THE REAL IMPACT COMES FROM THE STORIES TOLD BY THE SHOOTING TEAMS WE FUND.

“Your mission statement is alive and well at Chisholm Public Schools in Enid, OK.

In 2014, we initiated a trapshooting program through the Oklahoma Department of Wildlife with the assistance of the MidwayUSA Foundation. The Foundation's philosophy and commitment to providing an endowment has been instrumental in the growth of our program. Our inaugural year, we had 12 participants. They had to pay for most of their targets and ammunition. Now in our 3rd year, we have 36 students participating in our program. Furthermore, the students experienced very little out of pocket expense for targets and ammunition.



The MidwayUSA Foundation's grants, as well as the fundraising items that are offered, have been critical to the growth of the program. We have conducted two fundraisers which have increased our endowment by \$8,000 and provided much needed funds for our fledgling program. Our endowment has grown from the initial investment of \$10,000 to over \$40,000 in less than 3 years, while providing \$1,862 in total grant funding. The endowment grants are vital to sustaining our trapshooting program.

We have introduced many students to trapshooting for the first time.” -Roydon Tilley; Superintendent

SCOTT
ACKLEY:

COACH
&
NEVADA
STATE
ADVISOR

YOUR FOUNDATION SETS UP A SYSTEM THAT WILL ENABLE US TO GROW & PROSPER FOR YEARS TO COME. WHEN I STARTED MY SHOOTING CLUB, I HAD LESS THAN TEN CHILDREN & WE WENT TO ONE EVENT A YEAR. NOW WITH YOUR HELP, WE HAVE ALMOST SEVENTY SHOOTERS WITH AT LEAST SIX EVENTS COMING UP. YOUR GIFT TO YOUTH SHOOTING ENSURES OUR SUCCESS FOR YEARS TO COME. THANK YOU FROM, NOT ONLY MYSELF, BUT FROM ALL OF OUR NEVADA TEAMS!



**100,000
ATHLETES IMPACTED**

WITH OUR TEAM ENDOWMENT
ACCOUNT PROGRAM



midwayusa foundation.org

Walla Walla Gun Club Youth Trap & Skeet Team

Walla Walla, WA



Current Account Balance: \$129,044

Funds Raised with MidwayUSA Foundation Fundraising Items: \$98,100

Total Grant Funding Provided: \$13,053

“It would be hard to overestimate the contribution of MidwayUSA Foundation to the success of our youth shooting team.

In only three short years, we have built our Foundation account from \$5,000.00 to over \$129,000. Our team provides free ammo, entry fees, loaner guns for those who don't have one, transportation, and lodging for the full slate of shoots we attend beginning in April and running through the end of July. We also provide free clay targets throughout the year, as well as free coaching from our absolutely dedicated coaching staff of six NRA certified shotgun coaches. None of this would be possible without the MidwayUSA Foundation. This has been possible by participating in virtually every one of MidwayUSA Foundation's fundraising promotions.

We are only a small cog in a very large and ever-growing wheel of shooting fortune that is the MidwayUSA Foundation. You have started something fantastic that must be succeeding beyond your wildest dreams.” -Bob Bloch; Head Coach



**IN 2015, THE 861
SHOOTING TEAMS THAT
RECEIVED CASH GRANTS
SPENT OVER
\$16 MILLION ON
TEAM EXPENSES.*
MIDWAYUSA FOUNDATION
GRANTS & FUNDRAISING
ITEMS SUPPORTED TEAMS
BY MITIGATING SOME OF
THOSE COSTS.**

“I want to extend my sincere thanks to each and every member of the MidwayUSA Foundation team for everything you all do to make the sport we love accessible to all of our Jr. Athletes. Combining the opportunities that the Foundation provides with passionate athletes, parents, and coaches is truly a cornerstone ingredient in the continued future success of the shooting sports.”

-TSSC Bears, Jr. Shotgun Sports Team: Littleton, Colorado



midwayusa foundation . org



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

BOARD OF DIRECTORS

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

STATEMENT OF FINANCIAL POSITION

[As of December 31, 2015 and 2014]

	2015	2014
ASSETS		
Cash and Cash Equivalents	\$ 5,983,660	\$ 2,521,948
Investments	\$83,662,363	\$ 75,574,922
Other Assets	\$ 712,304	\$ 822,817
TOTAL ASSETS	\$90,358,327	\$ 78,919,687
LIABILITIES AND NET ASSETS		
Liabilities	\$ 82,384	\$ 107,877
Net Assets (unrestricted)	\$90,275,943	\$ 78,811,810
TOTAL LIABILITIES AND NET ASSETS	\$90,358,327	\$ 78,919,687

STATEMENT OF ACTIVITIES

[For years ended December 31, 2015 and 2014]

	2015	2014
REVENUES (unrestricted)		
Contributions and Fundraising	\$17,832,362	\$ 25,379,885
Net Investment Return (loss)	(\$1,374,606)	\$ 3,547,446
Other	\$ 4,910	
TOTAL REVENUE	\$16,462,666	\$ 28,927,331
EXPENSES		
Grants and Awards	\$3,739,745	\$ 2,754,138
Programs	\$ 628,613	\$ 446,863
Fundraising	\$ 179,501	\$ 254,019
Management and General Admin	\$ 450,674	\$ 407,103
TOTAL EXPENSES	\$4,998,533	\$ 3,862,123
INCREASE IN NET ASSETS	\$11,464,133	\$25,065,208
NET ASSETS, BEGINNING OF YEAR	\$78,811,810	\$53,746,602
NET ASSETS, END OF YEAR	\$90,275,943	\$78,811,810