

MidwayUSA Foundation



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

ANNUAL REPORT



WWW.MIDWAYUSAFFOUNDATION.ORG



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.

VISION

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

LARRY & BRENDA POTTERFIELD

OUR FOUNDERS



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. Founders, Larry and Brenda Potterfield prove their commitment to our mission by covering all operating expenses, as well as, fund our annual donation matching program. It is for this reason, the MidwayUSA Foundation is able to ensure 100% of your donation goes to the shooting team of your choice and is also matched.

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.



THREE PROGRAMS

make up the MidwayUSA Foundation and support youth shooting sports in their own way.

TEAM

ENDOWMENT PROGRAM

AGENCY

ENDOWMENT PROGRAM

DONOR DESIGNATED

ENDOWMENT PROGRAM



TEAM ENDOWMENT PROGRAM

The Team Endowment Program gives a community the ability to financially support a competitive youth shooting sports team. Over 3,000 youth shooting teams have an endowment and they grow the endowment through donations, fundraising and investment earnings. A team can then request a grant of 5% of their endowment balance once each year to pay for team expenses. There are no fees associated with a MidwayUSA Foundation Team Endowment.

**TOTAL TEAM
ENDOWMENT BALANCE** **\$87,624,022**

**AVERAGE TEAM
ENDOWMENT BALANCE** **\$34,134**

TOP 10 TEAM ENDOWMENTS

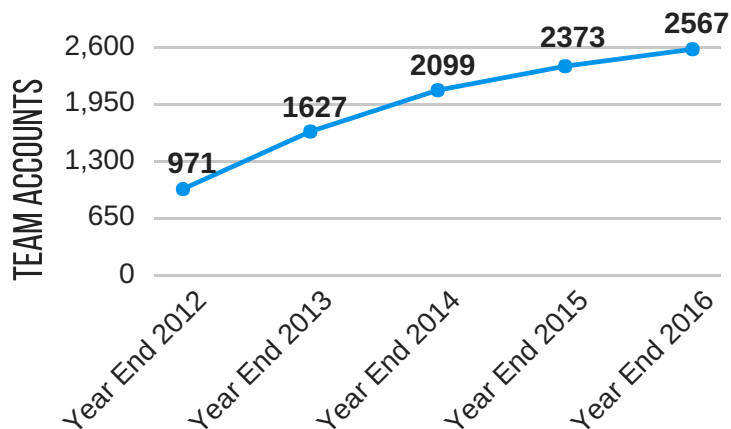
- | | |
|---|-------------|
| 1. Massachusetts Shooters Foundation Junior Programs [MA] | \$1,301,085 |
| 2. Murray State University Rifle Team [KY] | \$794,128 |
| 3. Burlington High School Demons [WI] | \$761,802 |
| 4. Wyoming State 4-H Foundation [WY] | \$697,011 |
| 5. Lindenwood University [MO] | \$570,868 |
| 6. Carroll County Shooting Sports [IA] | \$568,205 |
| 7. Oskaloosa Shooting Team [IA] | \$547,869 |
| 8. Citadel Military College Pistol Team [SC] | \$537,305 |
| 9. University of Missouri - Shotgun Team [MO] | \$524,172 |
| 10. Gaston Young Guns High School Shooting Team [NC] | \$473,881 |

WE SUPPORT HIGH SCHOOL & COLLEGE TEAMS OF ALL SHOOTING DISCIPLINES.

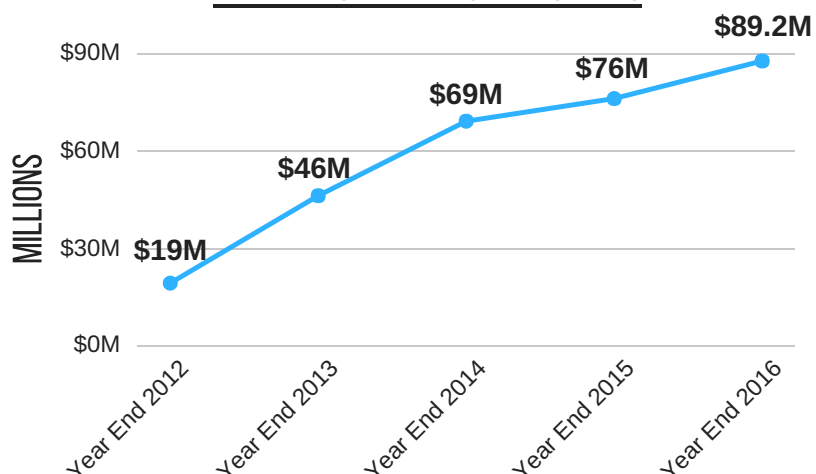
Shotgun | Smallbore | Air Rifle | Air Pistol | Pistol | High Power Rifle | Black Powder

STATS

TEAM ENDOWMENTS WITH A BALANCE



TEAM ENDOWMENT TOTAL DOLLARS



IMPACT



THE X COUNT FORT WAYNE, IN

2016

ENDOWMENT BALANCE

\$264,603

2016

GRANT FUNDING

\$12,433

“We started our program with 12 kids in a barn. Our success was limited by facilities, equipment and supplies. Our rifles were borrowed. The team's ammunition came from our personal supply. And then we found out about the MidwayUSA Foundation. Their matching program and incentives eliminated many of the obstacles we faced. Knowing we had the support of the MidwayUSA Foundation allowed us to dream big. It helped us to realize the limitless potential that became The X Count. Now we have 50 plus athletes representing fifteen different schools and they can train year round. We have a twenty lane electronic target facility.

Without the MidwayUSA Foundation we would have been discouraged by the obstacles we faced, instead we saw only possibilities. Our athletes are like a family and spend hundreds of hours shooting each year. When they graduate they come back, often. For most the memories of the rifle team are the most important of their high school career. They joke about sending their own children to rifle and coaching together. The Foundation allows us to establish the financial stability to ensure that The X Count will still be there for the next generation.”

Diane Rice; Head Coach

2016

ENDOWMENT BALANCE

\$61,326

2016

GRANT FUNDING

\$1,519



RIDGELAND HIGH SCHOOL

ROSSVILLE, GA

Ridgeland High School didn't have a 3-Position Air Rifle team when I started teaching here. Our County and school leaders had always been supportive of youth programs, but money was just not there to fund and sustain a new sport. Without the MidwayUSA Foundation, and their incredible staff, our dream of a Riflery Team would have been just that, a dream.

Thanks to the MidwayUSA Foundation, our first year competing as a Georgia High School Association (GHSA) sport was a year we'll remember forever! Our small team was so nervous on our drive to our first competition; we'd never even seen one before. Would we have the training and equipment needed to be competitive? The equipment had been so expensive, but we'd done a number of MidwayUSA Foundation's fundraisers; putting money into our account with them, and the "extra" money kept in our school's account to help us immediately with the things we needed.

Nervously we entered the range where nine teams from our area would be competing at the same time. Looking around we realized that we fit in! We had the same equipment that others had, and even more, or better, in some cases! What a sense of relief! The MidwayUSA Foundation had made this possible! We couldn't have done it without them. We probably wouldn't have even tried. I like to tell our team members that life isn't just about us; it's about those who come after us. Our MidwayUSA Foundation account will afford children who aren't even born yet with the opportunity to compete in shooting sports here at Ridgeland High School. Once those children find where they fit in, whether it be football, baseball, drama, chorus, or 3-Position Air Rifle, their entire lives change for the better, making our communities and world a better place. Thanks, MidwayUSA Foundation for truly changing the future of youth shooting sports here and across our Nation. MSgt Carl Gentry; Air Rifle Coach

1,200

TEAM GRANT
RECIPIENTS IN 2016

\$2,167,576

DOLLARS MATCHED
IN 2016

100,000+

ATHLETES IMPACTED
IN 2016

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

GRANTS

CASH

The MidwayUSA Foundation offers annual cash grants to participating Teams, Agencies, and Donor Designated accounts of 5% of their endowment balance to pay for operating expenses.

Grant awards have grown dramatically, rising from just \$14,000 in 2010 to over \$3.7 million in 2016.

Over the next five years cash grants are expected to grow steadily to a projected \$8.2 million.

NON-CASH

The MidwayUSA Foundation also offers non-cash grants of product that help participating Teams and Agencies grow their endowments. They can use the product to conduct fundraisers. Since 2012, when fundraising items were first offered, the Foundation has provided nearly \$3.5 Million worth of product for teams to use in their successful fundraising efforts.



"Thank you so much for your contribution to the future of shooting sports. These young people are the ones who will carry on the tradition of competition shooting." - Frank Noel; Mason Dixon Clay Busters [PA]

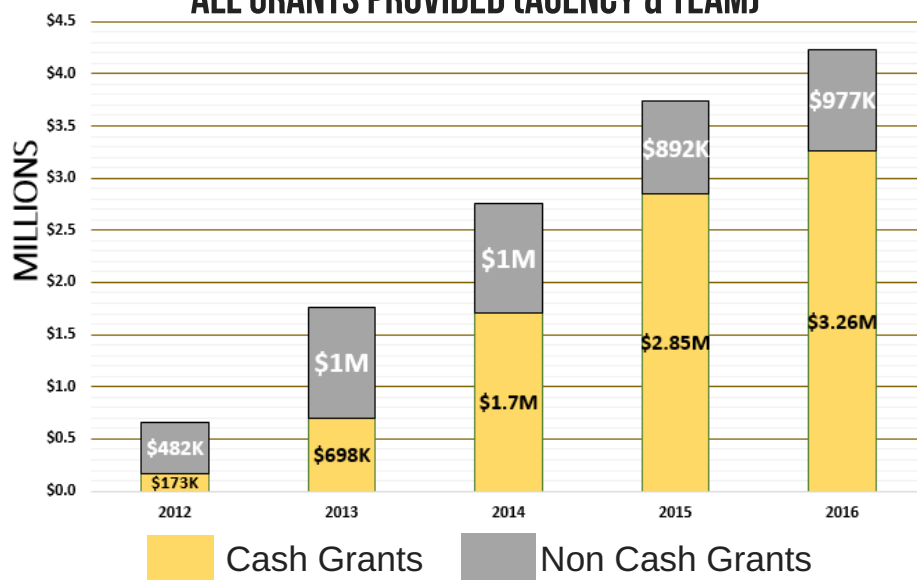
"With your help, we can focus on our #1 priority of safety and #2 - kids having fun!"
Royce Stangl - Carroll County Area Trap [IA]

"We have taken advantage of several fundraising opportunities allowing us to double our MidwayUSA Foundation account since last year. Our 2016 grant of \$643 allowed us to order team jerseys to show uniformity and professionalism, as well as, show support for all of our sponsors."

- Kellie Steinick, Central Iowa Scholastic Shooters [IA]



ALL GRANTS PROVIDED (AGENCY & TEAM)

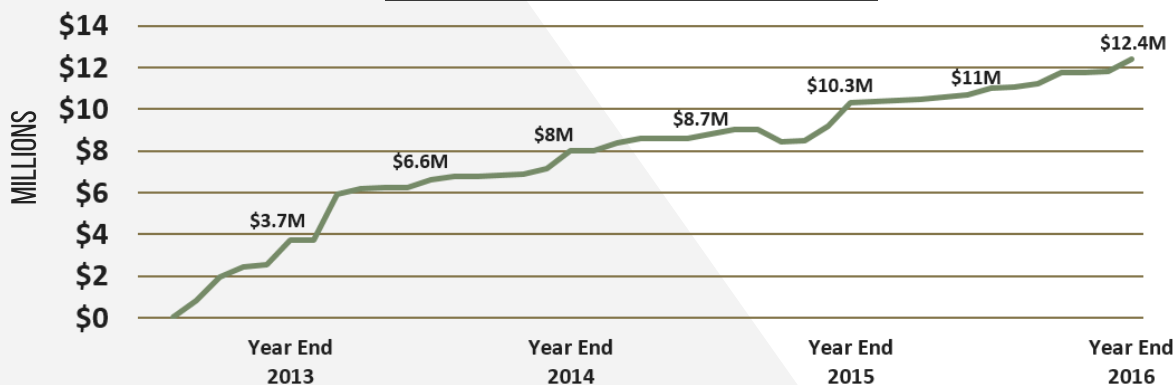


AGENCY ENDOWMENT PROGRAM

Agency Endowments are held for other public charities with a youth shooting mission that the Foundation believes are strategically important to the future of youth shooting sports.

- ACUI Clay Target Fund
- Alaska SCTP
- Arkansas Game & Fish Foundation
- Central Illinois Precision Shooting
- Georgia Youth Shooting Sports Foundation, Inc.
- Hancock YESS
- Idaho SCTP
- Indiana Youth Shooting Sports Foundation
- Iowa SCTP
- Michigan SCTP
- MidwayUSA Foundation
- Missouri Youth Shooting Sports Alliance
- Montana SCTP
- Nevada SCTP
- New England International Jr. Shooting Sports
- North Carolina YESS
- Oregon SCTP
- PA Youth Shooting Assoc., Inc.
- Palmyra Sportsmen's Assoc., Inc.
- Scholastic Shooting Sports Foundation
- South Carolina Youth Shooting Foundation
- Tennessee Wildlife Resources Foundation
- Tennessee YESS
- Texas State Rifle Assoc. Foundation
- The Youth Target Foundation
- USA YESS
- Utah SCTP
- WA YESS
- Wisconsin SCTP Foundation
- YESS for Minnesota
- Youth Shooting Sports Alliance

AGENCY ENDOWMENT ACCOUNT DOLLARS



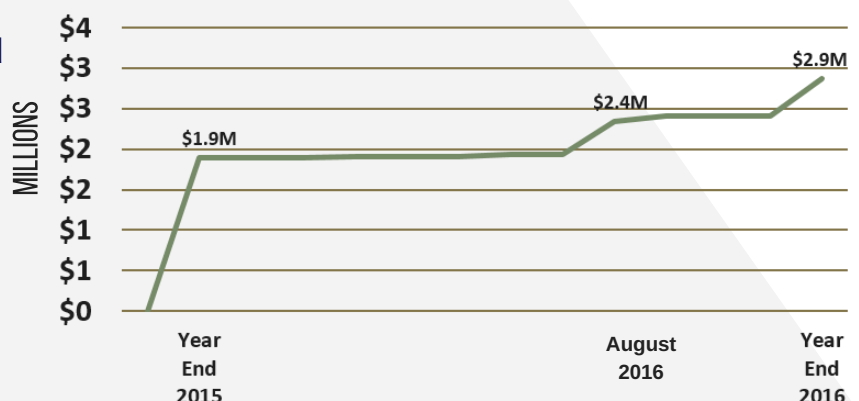
DONOR DESIGNATED

ENDOWMENT PROGRAM

Donor Designated Endowments provide multi-purpose partners with long term financial support for their youth education programs and youth initiatives.

- Amateur Trapshooting Association Fund
- Cameron County Outdoor Youth Fund
- Dallas Ecological Foundation
- Houston Safari Club – American Conservation and Education Society (ACES)
- USA Shooting Youth Programs
- Wild Sheep Foundation

DONOR DESIGNATED ENDOWMENT ACCOUNT DOLLARS





1. Larry and Brenda Potterfield
2. Scholastic Shooting Sports Foundation
3. Association of College Unions International
4. Civilian Marksmanship Program
5. Oklahoma Department of Wildlife Conservation
6. ACES Youth Education
7. National Wild Turkey Federation
8. Youth Education in Shooting Sports for MN
9. PA Youth Shooting Association, Inc.
10. Arkansas Game and Fish Foundation

TOP 10

DONORS

HELP US

CHANGE THE FUTURE OF YOUTH SHOOTING SPORTS

Donations to your favorite youth shooting team can be made through our website or by mailed check. We DO also accept contributions of land, securities, and cash. The MidwayUSA Foundation can also be a beneficiary in your estate planning.

FIND A TEAM. FUND A TEAM.



MIDWAYUSAFFOUNDATION.ORG

TAX DEDUCTIBLE | 100% BENEFITS YOUR TEAM | YOUR DONATION IS MATCHED



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 maintain a GuideStar Exchange listing at the Platinum level.

STATEMENT OF FINANCIAL POSITION

AS OF DECEMBER 31, 2016 & 2015 [AUDITED]

ASSETS	2016	2015
Cash & Cash Equivalents	\$5,695,524	\$5,983,660
Investments	\$99,204,634	\$83,662,363
Other Assets	\$1,663,619	\$712,304
	□	□
TOTAL ASSETS	\$106,563,777	\$90,358,327
LIABILITIES & NET ASSETS		
Liabilities	\$79,681	\$82,384
Net Assets (Unrestricted)	\$106,484,096	\$90,275,943
	□	□
TOTAL LIABILITIES & NET ASSETS	\$106,563,777	\$90,358,327



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

STATEMENT OF ACTIVITIES

FOR YEARS ENDING DECEMBER 31, 2016 & 2015

REVENUES	2016	2015
Contributions & Fundraising	\$14,852,452	\$17,832,362
Net Investment Return (loss)	\$7,232,435	\$(1,374,606)
Other	\$2,070	\$4,910
	□	□
TOTAL REVENUE	\$22,086,957	\$16,462,666
EXPENSES		
Grants & Awards	\$4,237,924	\$3,739,745
Program	\$967,369	\$628,613
Fundraising	\$497,318	\$179,501
Management & General Office	\$176,193	\$450,674
	□	□
TOTAL EXPENSES	\$5,878,804	\$4,998,533
INCREASE IN NET ASSETS	\$16,208,153	\$11,464,133
NET ASSETS, BEGINNING OF YEAR	\$90,275,943	\$78,811,810
NET ASSETS, END OF YEAR	\$106,484,096	\$90,275,943

EXECUTIVE DIRECTOR: Randy Moeller BOARD OF DIRECTORS

Dick Leeper; President
The Potterfield Group

Ron Utterback; Vice President
Retired - MO Farm Assoc.

Brenda Potterfield; Secretary/Treasurer
The Potterfield Group

Mike Callahan
Aspen Partners

Jim Dunn
Morgan Stanley

Buddy DuVall
Wild Sheep Foundation

Jon McGrath
McGrath LLC

Larry Potterfield
CEO of MidwayUSA

Russell Potterfield
511 Capital & Print Ninja

Sara Potterfield
The Potterfield Group | Midway Farms

Tom Schauwecker
Boone County Assessor