



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS
MIDWAYUSAFFOUNDATION.ORG

MidwayUSA Foundation, Inc.

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For Immediate Release

MIDWAYUSA FOUNDATION ADDS OVER \$8 MILLION TO YOUTH SHOOTING ENDOWMENTS IN 2017

Columbia, MO – The MidwayUSA Foundation has concluded its very successful, yearlong 2:1 Matching Program. All year, donations to MidwayUSA Foundation team endowments were tripled through this 2:1 Matching Program, funded by Larry and Brenda Potterfield. Overall, this program added \$8,209,670 to MidwayUSA Foundation endowments in 2017. In December alone, the Foundation added over \$2 million dollars in matching to endowments based on donations from that month.

“There is only one organization that offers a matching program for donations being made to benefit youth shooting sports. We are very fortunate to have the passion and vision of Larry and Brenda Potterfield completely funding our matching program. Think about it, \$8 million dollars in just matching donations from the Potterfield family! Their passion and the long-term benefit to youth shooting sports is unwavering. Together we are truly helping to change the future of youth shooting sports,” said Randy Moeller, MidwayUSA Foundation Executive Director. Youth shooting teams with an endowment at the Foundation can draw a cash grant from that endowment, every year, to pay for team expenses.

Those wishing to support a specific youth shooting team can always give directly to the team(s) of their choice through the MidwayUSA Foundation website. (midwayusafoundation.org/donate) Donations are tax deductible and 100% of the donation benefits *that* team. The Foundation keeps zero for operating expenses. The ability to offer youth shooting teams a platform to receive online donations is just one way the Foundation is helping communities and organizations fund their local youth shooting teams.

The MidwayUSA Foundation is a 501(c)(3) public charity working to sustain the shooting sports industry by providing long-term funding to youth shooting teams. Every donation made is 100% tax deductible and supports the mission to help communities and organizations raise funds to support their youth shooting team. The Foundation supports all shooting disciplines. For more information about how the MidwayUSA Foundation is changing the future of youth shooting sports, please visit midwayusafoundation.org or call 1-877-375-4570.