

MidwayUSA Foundation



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

ANNUAL REPORT



2019

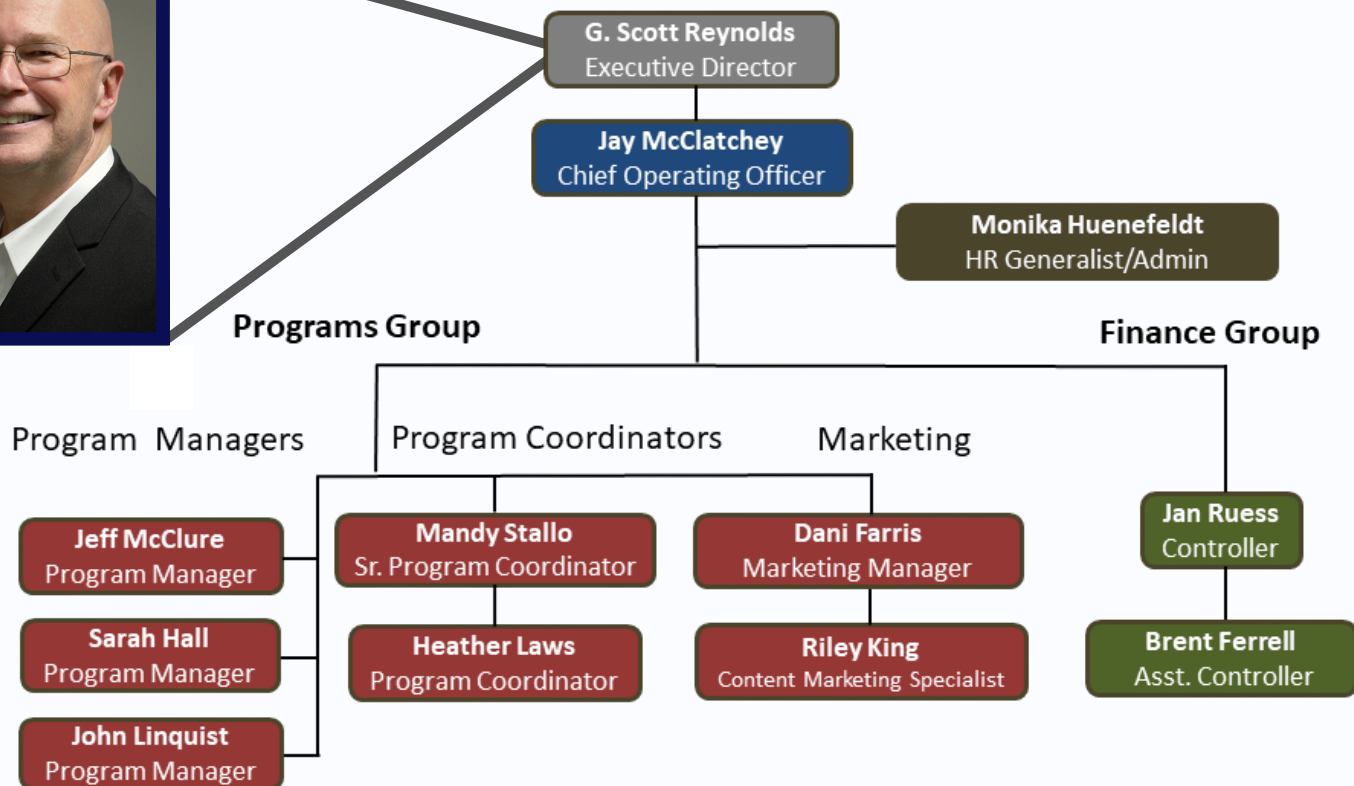


2019

WWW.MIDWAYUSAFFOUNDATION.ORG

All information included in this annual report reflects data as of
December 31st, 2019.

MIDWAYUSA FOUNDATION TEAM



BOARD OF DIRECTORS

OFFICERS

Dick Leeper [President] – Director of Philanthropy, The Potterfield Group

Ron Utterback [Vice President] – Retired VP, Missouri Farm Association

Brenda Potterfield [Secretary/Treasurer] - VP, The Potterfield Group

MEMBERS

Jim Dunn – Retired, Sr. VP, Morgan Stanley

Ana English – CEO, CIVHC

Cyndi Flannigan – Executive Director, Youth Shooting Sports Alliance

Jon McGrath - Owner, McGrath LLC

Larry Potterfield – CEO, MidwayUSA

Russell Potterfield – CEO, 511 Capital and Print Ninja

Sara Potterfield – VP of Public Relations, The Potterfield Group and President, Midway Farms

Tom Schauwecker – Boone County Assessor



Dick Leeper
President

MISSION

We help communities and organizations raise funds to support their high school, college, and other youth shooting teams and activities. We also manage a variety of special purpose endowed funds for the support and advancement of youth shooting sports.

PURPOSE

To expand, enhance, and perpetuate youth shooting sports activities to help young people improve their confidence, discipline, and leadership skills through shooting sports education.

LARRY & BRENDA POTTERFIELD

OUR FOUNDERS



The MidwayUSA Foundation was established in 2007 to provide sustainable funding to youth shooting sports teams across the nation. Shooting teams provide wonderful opportunities for students to make friends, to develop confidence, and learn discipline and leadership skills, just like other sports. However, most schools provide little or no funding for shooting teams. Founders Larry and Brenda Potterfield, owners of MidwayUSA, had the vision to offer youth interested in shooting sports the same opportunities as those in more traditional team sports.

Today, the MidwayUSA Foundation uses five programs to help fund youth shooting sports. The Team Endowment Program is the main program, which has over 2,800 participating youth shooting teams. Each shooting team has its own earmarked endowment which the team can grow through matched donations, product grants, and fundraisers. Every year, teams with a balance are eligible to receive 5% of the balance through a cash grant. This cash provides funds for the burdensome expenses every shooting team incurs. We are changing the future of youth shooting sports.

FIVE ENDOWMENT PROGRAMS

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

 Team

 Donor-Designated

 Agency

 Donor-Advised Funds

 Special Purpose



TEAM ENDOWMENT PROGRAM

The Team Endowment Program gives a community the ability to financially support a competitive youth shooting sports team. Over 2,800 youth shooting teams have a funded endowment. They grow the endowment through donations, fundraising, and investment earnings. The Foundation provides donation matching, product grants, and incentives. 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**

\$131,520,373

**AVERAGE TEAM
ENDOWMENT BALANCE**

\$46,938

TOP 10 TEAM ENDOWMENTS

1. Massachusetts Shooters Foundation Junior Programs [MA]	\$1,629,783
2. Murry State University Rifle Team [KY]	\$1,048,957
3. Burlington High School Demons [WI]	\$924,593
4. Wyoming State 4-H Foundation [WY]	\$910,196
5. The X Count [IN]	\$782,918
6. Lindenwood University [MO]	\$717,577
7. Carroll County Shooting Sports [IA]	\$706,877
8. Massachusetts Institute of Technology Sport Pistol Club [MA]	\$655,835
9. Gaston Young Guns [NC]	\$642,787
10. Creighton Prep High School [NE]	\$637,020

SUPPORT HIGH SCHOOL & COLLEGE TEAMS OF ALL SHOOTING DISCIPLINES.

GRANTS

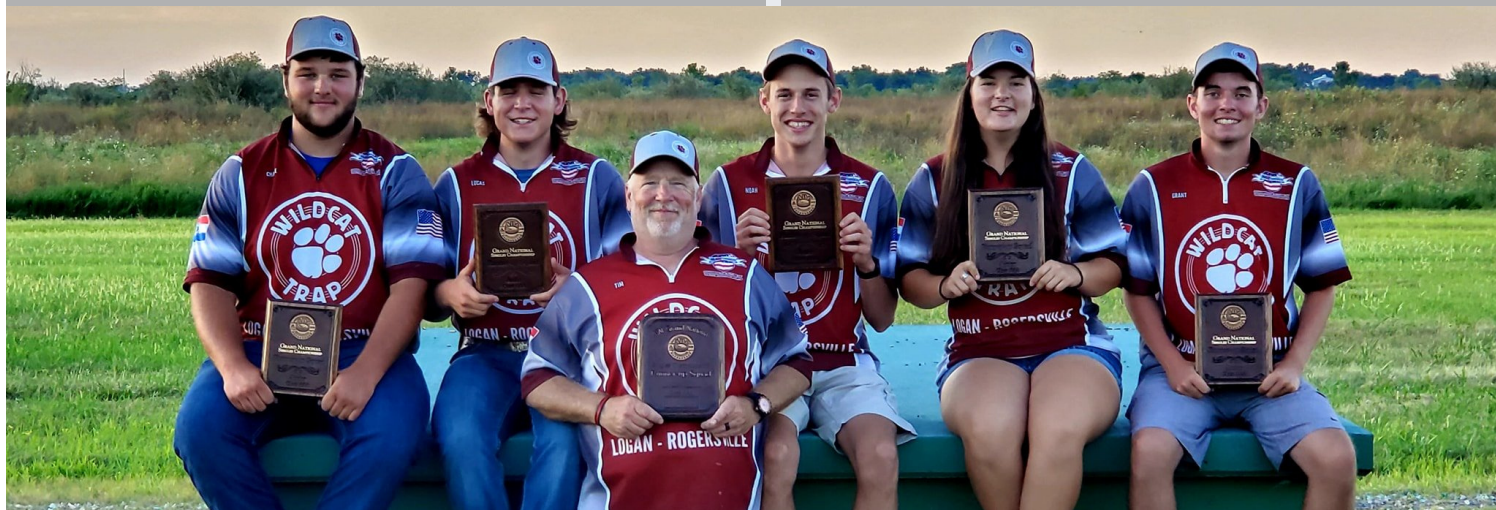
CASH

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. Since the Foundation's inception, we have given \$27 million in cash grants to shooting teams and organizations, with \$5 million being disbursed in 2019.

GRANTS

PRODUCT

The MidwayUSA Foundation also offers fundraising product grants that help participating Teams and Agencies grow their endowments. Since 2012, when fundraising items were first offered, the Foundation has provided nearly \$5.6 million worth of products for teams to use in their successful fundraising initiatives.



"We really appreciate that the MidwayUSA Foundation is helping fund our local team. Without their support our Team wouldn't be as strong as it is today." - Eric Stoll, Okoboji AIM Trap Team [IA]



"Our shooting program, statewide, has been impacted greatly by our endowment's cash grant. Our 4-H shooting members have more opportunities to practice and compete now. We have also been able to offer a better experience at our Wyoming 4-H State Shooting event and have been able to keep the registration fees the same." - Steve Mack, Wyoming State 4-H Foundation [WY]

Team Cash Grants Paid



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
- Alabama YESS
- Alaska SCTP
- American Shooting Sports Alliance
- Arkansas Game & Fish Foundation
- Central Illinois Precision Shooting
- Florida YESS
- Georgia Youth Shooting Sports Foundation, Inc.
- Green Valley YSSF
- Hancock YESS
- Idaho SCTP
- Indiana Youth Shooting Sports Foundation
- Iowa SCTP
- Michigan SCTP
- Minnesota Youth Shooting Sports Foundation
- Minnesota Youth Shotgun Association
- Missouri Youth Shooting Sports Alliance
- Montana SCTP
- Nebraska YSSF
- 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
- Student Air Rifle Program
- Tennessee Wildlife Resources Foundation
- Texas State Rifle Assoc. Foundation
- Texas YESS
- The Youth Target Foundation
- TRISTARR YESS
- USA YESS
- Utah YESS
- Virginia Youth Sports Association
- WA YESS
- Wisconsin SCTP Foundation
- Youth Shooting Sports Alliance



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
- Houston Safari Club Foundation
- Missouri 4-H Foundation
- Missouri State Skeet Association
- Nebraska Trapshooting Association Youth Fund
- North Dakota Shooting Sports Association
- Ohio State Trapshooting Foundation
- Outdoors Tomorrow Foundation
- PA State Shotgunning Association
- PF & QF Shooting Sports Fund
- PR&PA Youth Shooting Sports Fund
- USA Shooting Youth Programs
- Virginia Trapshooting Hall of Fame Youth Fund
- Wild Sheep Foundation

SPECIAL PURPOSE ENDOWMENTS

To further enhance and expand youth shooting sports activities, the MidwayUSA Foundation has created unique endowments to fill additional needs of the industry.

COACH TRAINING ENDOWMENT

Qualified coaches are an integral piece to the expansion of youth shooting sports. The **Coach Training Endowment** helps organizations fund the training and certification of shooting coaches that will coach new or existing youth shooting teams.

RANGE DEVELOPMENT ENDOWMENT

As coaches are critical to youth shooting sports, so too is a place to shoot. The **Range Development Endowment** is meant to help fill that need by encouraging existing ranges to allow for more youth-oriented shooting activities through improvements or expansions.

FOUNDATION FOREVER ENDOWMENT

We are able to allot 100% of each donation to the intended endowment because we fund our operating costs separately. Donations to the **Foundation Forever Endowment** (FFE) go directly to funding future Foundation operating costs, from salaries to logistics. The intent of the FFE is to fund the Foundation in perpetuity, just like the team endowments.

MATCHING FUND

The Foundation provides matching dollars to all independent donations as a major incentive for team and organizational endowment fundraising. The matching program acts as a force multiplier for donations and fundraising efforts and accelerates team and organizational endowment growth. Major donors and sponsors can help fund our matching program to support all youth shooting teams across the nation.

DONOR-ADVISED FUNDS

A **Donor-Advised Fund** (DAF) allows a donor or organization to create their own endowment and advise the Foundation where they would like the annual cash grant to go. The flexibility of a DAF is a tremendous advantage for individuals who want to make a charitable donation(s) yet remain actively involved in the annual grant process and the resulting impact of their generosity. The DAF grant can go to one team, multiple teams, a region of teams, or a specific discipline and each year the designee(s) can be changed, if desired.





CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

STATEMENT OF FINANCIAL POSITION

AS OF DECEMBER 31, 2019 & 2018 [AUDITED]

ASSETS

Cash & Cash Equivalents
Investments
Other Assets

2019

\$7,276,561
\$160,558,720
\$339,599

2018

\$4,232,750
\$132,578,176
\$560,142



TOTAL ASSETS

\$168,174,880

\$137,371,068

LIABILITIES & NET ASSETS

Liabilities
Net Assets (Unrestricted)

\$118,363

\$123,350

\$168,056,517

\$137,247,718



TOTAL LIABILITIES & NET ASSETS

\$168,174,880

\$137,371,068



STATEMENT OF ACTIVITIES

FOR YEARS ENDING DECEMBER 31, 2019 & 2018

REVENUES

Contributions & Fundraising
Net Investment Return (loss)
Other

2019

\$13,840,252
\$25,100,347
\$1,735

2018

\$10,545,738
\$(6,015,769)
\$1,077



TOTAL REVENUE

\$38,942,334

\$4,531,046

EXPENSES

Program Services
Fundraising
Management & General Office

\$7,439,512

\$6,605,735

\$167,198

\$198,024

\$527,744

\$509,998



TOTAL EXPENSES

\$8,134,454

\$7,313,757

INCREASE IN NET ASSETS

\$30,808,799

(\$2,816,332)

NET ASSETS, BEGINNING OF YEAR

\$137,247,718

\$140,064,050

NET ASSETS, END OF YEAR

\$168,056,517

\$137,247,718



1. Larry and Brenda Potterfield
2. Scholastic Shooting Sports Foundation
3. Association of College Unions International
4. National Wild Turkey Federation
5. Civilian Marksmanship Program
6. Oklahoma Department of Wildlife Conservation
7. Missouri Youth Sport Shooting Alliance (MYSSA)
8. Minnesota Youth Shooting Foundation
9. South Carolina Youth Shooting Foundation
10. Alaska Scholastic Clay Target Program

TOP 10 DONORS

\$165M+

IN YOUTH SHOOTING
SPORTS ENDOWMENTS

\$27M+

IN GRANTS PAID

2,800+

YOUTH SHOOTING TEAM
ENDOWMENTS

250,000+

COACHES, ATHLETES, & PARENTS

JOIN US IN MAKING AN IMPACT!

Most of America's youth want to be part of a team - something bigger than themselves. They desire to participate in a team sport that aligns with their passion or is more challenging on a personal level. Fortunately, the myriad of youth shooting sports teams across our country allow those young people to develop a competitive skill, join a team, and compete against their peers while learning social skills, leadership, sportsmanship, and the value of winning and losing. In addition to friendships, they develop confidence, discipline, respect, and character.

By donating or becoming a sponsor of the MidwayUSA Foundation you will ensure we positively change the future of youth shooting sports, together!



SUPPORTING ALL DISCIPLINES - HIGH SCHOOL & COLLEGE

Action | Air Pistol | Air Rifle | Blackpowder | High Power Rifle | Shotgun | Smallbore | Pistol