

# MidwayUSA Foundation



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

## ANNUAL REPORT



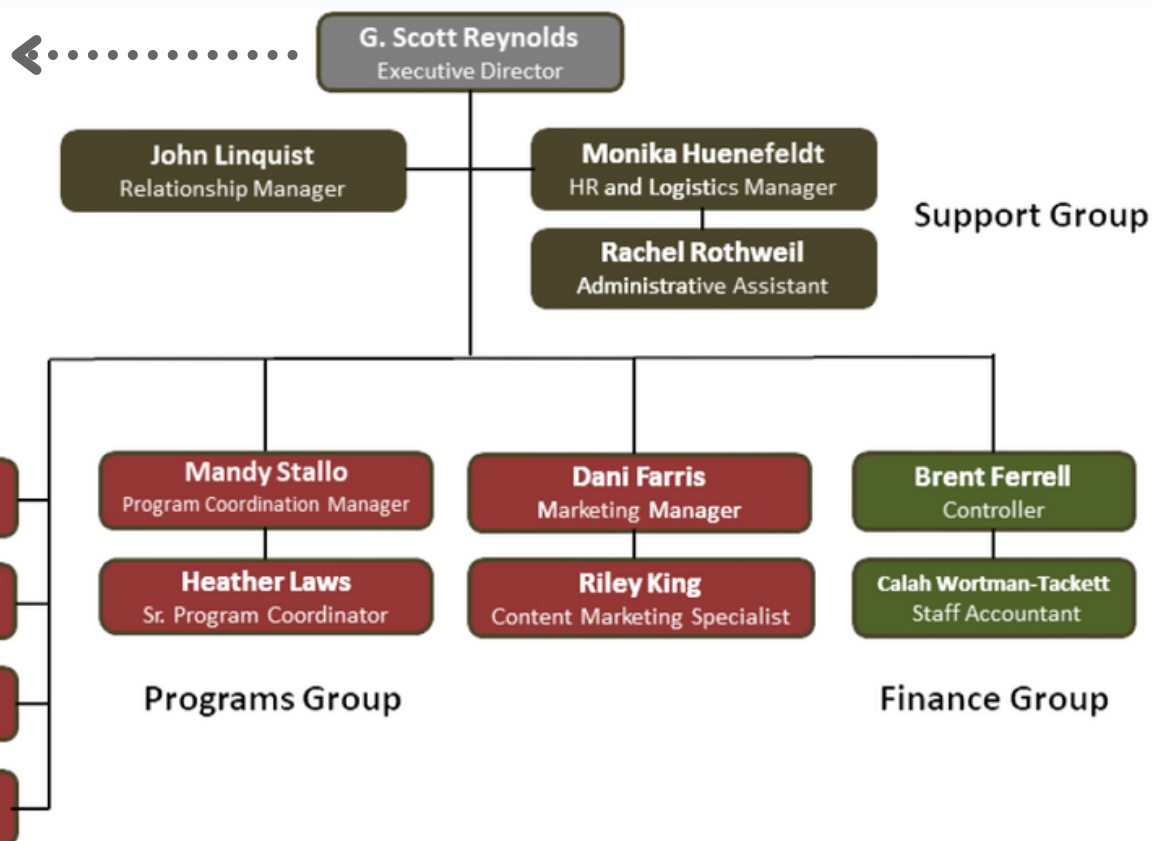
# 2020

[WWW.MIDWAYUSAFFOUNDATION.ORG](http://WWW.MIDWAYUSAFFOUNDATION.ORG)

Annual report data as of December 31, 2020.



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

## ENDOWMENT PROGRAMS

- Team
- Donor-Designated
- Agency
- Coach Training
- Foundation Forever
- Range Development
- Donor-Advised Funds





The Team Endowment Program gives a community the ability to financially support a competitive youth shooting sports team. Every high school or college team has endless opportunities to grow their endowment. MidwayUSA Foundation offers a donation match, product grants to be utilized in community fundraisers, and additional incentives that award engaged teams with additional endowment dollars. The endowment funds are also invested to provide additional growth through market performance.

**TOTAL TEAM**  
**ENDOWMENT BALANCE** **\$140.2 Million** **AVERAGE TEAM**  
**ENDOWMENT BALANCE** **\$50,204**

### TOP 10 TEAM ENDOWMENTS

- |   |             |
|---|-------------|
| 1. Massachusetts Shooters Foundation Junior Programs [MA]       | \$1,706,738 |
| 2. The X Count [IN]   | \$1,090,417 |
| 3. Murray State University Rifle Team [KY]                      | \$1,060,147 |
| 4. Wyoming State 4-H Foundation [WY]                            | \$952,516   |
| 5. Burlington High School Demons [WI]                           | \$949,213   |
| 6. Carroll County Shooting Sports [IA]                          | \$766,873   |
| 7. Gaston Young Guns [NC]                                       | \$735,897   |
| 8. Lindenwood University [MO]                                   | \$733,174   |
| 9. Massachusetts Institute of Technology Sport Pistol Club [MA] | \$701,669   |
| 10. Rio Salado Target Terminators [AZ]                          | \$693,281   |

**SUPPORTING HIGH SCHOOL & COLLEGE TEAMS OF ALL SHOOTING DISCIPLINES.**

# TEAM SPOTLIGHT

## Fort Madison High School Shooting Sports



ENDOWMENT  
BALANCE

**\$389,744**

TOTAL FUNDS  
RAISED IN 2020

**\$20,851**

POTENTIAL CASH  
GRANT PAYOUT

**\$19,487**

The Fort Madison Clay Crushers is a competitive shooting organization created in March of 2011 in Fort Madison, Iowa. In the Summer of 2013, the shooting program grew by adding the Steel Crusher competitive pistol shooting team. This addition created Fort Madison Shooting Sports. The original team had eleven members, and today the shooting program has grown to over forty-five boys and girls. The entire coaching and support staff is volunteer-based and grows every year as well.

Fort Madison High School Shooting Sports is a prime example of an excellent fundraising team. The program succeeds by working with their local community and having high team participation in all fundraising events. In recent years, they have been extremely successful by participating in the Adopt A Team program. This program partners youth shooting teams with local Pheasants Forever (PF) or Quail Forever (QF) chapters. Fort Madison works with the Lee County Pheasants Forever chapter. With the two organizations fundraising together, more funds are generated, and all the money stays in the local community to directly grow both youth programs. Because of this relationship, Fort Madison Shooting Sports can consistently contribute about \$10,000 a year to their Team Endowment!

“We are able to use the money from the endowment to keep the cost as low as possible for the students. As a first year parent last year I had what I call "sticker shock" when I first signed my son up. At the end of the season I was thanking everyone for making the sport so affordable.”  
- Mike Ehlers, Head Coach Fort Madison High School Shooting Sports [IA]



# Cash GRANTS

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 \$33 million in cash grants to shooting teams and organizations, with \$6 million disbursed in 2020.

# Product GRANTS

The MidwayUSA Foundation also offers product grants that help participating teams and agencies grow their endowments through fundraisers. Since 2012, when fundraising items were first offered, the Foundation has provided nearly \$7.3 million worth of products for teams to use in their successful fundraising initiatives.



"Growing our MidwayUSA Foundation cash grant is important to us because we strive to make millions of memories and reach millions of milestones. The grant has and will make those dreams come true by providing countless opportunities for our athletes." - Diane Rice, The X Count [IN]



"The MidwayUSA Foundation has been amazing with all the advice and product grants that we've been able to use to grow our endowment. I would encourage every team to watch their webinars and engage with the tools they offer." - Marvin Allsop, Bitterroot Blasters [MT]

## 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
- CA YESS
- 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
- Kansas YESS
- Michigan SCTP
- Minnesota Youth Shooting Sports Foundation
- Minnesota Youth Shotgun Association
- Mississippi YESS
- Missouri Youth Shooting Sports Alliance
- Montana SCTP
- Nebraska YSSF
- New England International Jr. Shooting Sports
- New Mexico YESS
- North Carolina YESS
- OK YESS
- Oregon SCTP
- PA Youth Shooting Assoc., Inc.
- Palmyra Sportsmen's Assoc., Inc.
- Scholastic Shooting Sports Foundation
- Silver State Youth Shooting Program
- Southern Illinois Youth Sport Shooting Association
- 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 State Fund
- 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
- Arkansas State Trap Federation
- Cameron County Outdoor Youth Fund
- Cresco Wildlife Club
- 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
- Revere's Riders
- 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** creates certified youth shooting coaches from currently uncertified individuals. The intent of the program is to transform these coach candidates into certified Level 1/Entry/Beginner coaches that can coach and assist youth shooters behind and on the firing line.

## 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.

---

# 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, 2020 & 2019

## ASSETS

	2020	2019
Cash & Cash Equivalents	\$17,445,585	\$7,276,561
Investments	\$168,417,275	\$160,558,720
Accrued Interest Receivable	\$52,006	\$66,245
Prepaid Expenses	\$179,763	\$265,990
Fixed Assets	\$8,005,665	\$7,364
<b>TOTAL ASSETS</b>	<b>\$194,100,293</b>	<b>\$168,174,880</b>

## LIABILITIES & NET ASSETS

Liabilities	\$172,610	\$118,363
Net Assets	193,927,683	\$168,056,517
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$194,100,293</b>	<b>\$168,174,880</b>



# STATEMENT OF ACTIVITIES

FOR YEARS ENDING DECEMBER 31, 2020 & 2019

## REVENUES

	2020	2019
Contributions & Fundraising	\$22,367,711	\$13,840,252
Net Investment Return (loss)	\$12,010,333	\$25,100,347
Other	\$1,332	\$1,735
<b>TOTAL REVENUE</b>	<b>\$34,379,376</b>	<b>\$38,942,334</b>

## EXPENSES

Program Services	\$7,591,726	\$7,439,512
Fundraising	\$352,068	\$167,198
Management & General Office	\$564,416	\$527,744
<b>TOTAL EXPENSES</b>	<b>\$8,508,210</b>	<b>\$8,134,454</b>

## INCREASE IN NET ASSETS

NET ASSETS, BEGINNING OF YEAR	\$168,056,517	\$137,247,715
NET ASSETS, END OF YEAR	\$193,927,683	\$168,056,517



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

JOIN US IN MAKING AN IMPACT!

**\$182M+**

IN YOUTH SHOOTING  
SPORTS ENDOWMENTS

**\$33M+**

IN GRANTS PAID

**2,750+**

YOUTH SHOOTING TEAM  
ENDOWMENTS

**250,000+**

COACHES, ATHLETES, & PARENTS

Most of America's youth want to be part of a team, something bigger than themselves, but often don't have the opportunity to be part of a more 'traditional' sports team. Sometimes 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. They create a foundation to become successful young adults and productive citizens.

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

