

# MidwayUSA Foundation



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

## ANNUAL REPORT



# 2021

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

Annual report data as of December 31, 2021.



# MIDWAYUSA FOUNDATION TEAM



**G. Scott Reynolds**  
Executive Director

**John Linquist**  
Relationship Manager

**Monika Huenefeldt**  
HR and Logistics Manager

## Support Group

**Jeff McClure**  
Program Manager SE

**Sarah Hall**  
Program Manager SW

**Ashley Petersen**  
Program Manager NW

**Jay McClatchey**  
Program Manager NE

**Mandy Stallo**  
Program Coordination Manager

**Heather Laws**  
Sr. Program Coordinator

## Programs Group

**Dani Farris**  
Marketing Manager

**Riley King**  
Content Marketing Specialist

**Brent Ferrell**  
Controller

**Ashley Perkins**  
Staff Accountant

## Finance Group

## BOARD OF DIRECTORS

### OFFICERS

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

**Tom Schauwecker [Vice President]** – Boone County Assessor

**Sara Potterfield [Secretary/Treasurer]** – VP of Public Relations, The Potterfield Group and President, Midway Farms



**Dick Leeper**  
President

### MEMBERS

Chris Agnes - VP Endemic Sales, Outdoor Sportsman Group

Nancy Bacon - Vice President, Southwick Associates

Sheldon Benge - Managing Partner, Benge Financial Group

Ben Berka - Executive Director, SSSF

Jim Dunn – Retired Sr. VP, Morgan Stanley

Ana English – CEO, CIVHC

Cyndi Flannigan – Executive Director, YSSA

Jon McGrath - Owner, McGrath LLC

Brenda Potterfield - VP, The Potterfield Group

Larry Potterfield – Founder and Chairman of the Board, MidwayUSA

Ron Utterback – Retired VP, Missouri Farm Association

Jon Ziinnel - Conservation & Youth Shooting Sports Program Manager,  
Federal Premium CCI, Hevi-Shot & Remington Ammunition



# 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 about 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





# TEAM ENDOWMENT PROGRAM

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

**\$167.8 Million**

AVERAGE TEAM  
ENDOWMENT BALANCE

**\$60,459**

## TOP 10 TEAM ENDOWMENTS

1. Massachusetts Shooters Foundation Junior Programs [MA]	\$2,001,239
2. The X Count [IN]	\$1,800,765
3. Murray State University Rifle Team [KY]	\$1,193,565
4. Wyoming State 4-H Foundation [WY]	\$1,161,968
5. Burlington High School Demons [WI]	\$1,134,869
6. Rio Salado Target Terminators [AZ]	\$931,642
7. Carroll County Shooting Sports [IA]	\$930,031
8. Gaston Young Guns [NC]	\$916,765
9. Buckeye Outdoor Youth Education & Shooting Center, Inc. [OH]	\$869,847
10. Lindenwood University [MO]	\$826,322

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





# Wyoming State 4-H Foundation

<b>ENDOWMENT BALANCE</b>	<b>\$1,161,968</b>	<b>TOTAL FUNDS RAISED IN 2021</b>	<b>\$61,350</b>	<b>POTENTIAL CASH GRANT PAYOUT</b>	<b>\$59,567</b>
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Wyoming State 4-H Foundation raised over \$60,000 last year for their team endowment. How did they achieve this feat? Well, when they created their MidwayUSA Foundation Endowment, they decided to make it the focal point of their fundraising efforts. They wanted to focus on growing their account because of the matching dollars offered and because the endowment gave them a direction to invest in their future. Wyoming 4-H's primary fundraising method they've used to grow their endowment is MidwayUSA Foundation's Product Grant Program or fundraising products. They also highly recommend other shooting teams and organizations to take advantage of this program.

“ Our only advice to other shooting teams is if you haven't started an endowment, start one. Request a fundraising product or two and hold a raffle. Hold the raffle separately or have it in conjunction with an existing fundraiser. People will be asking you to get tickets or spend additional funds for the opportunity to win one of these great products. Send the funds in and get the matching funds! ”

Steve Mack, Wyoming State 4-H Foundation Director

Mack continued to mention that the matching funds available to teams are a high selling point to community members interested in supporting your team. The match creates pride within donors, which makes each one of them feel that they are making a large impact on their favorite shooting team. Growing the endowment has substantially helped Wyoming 4-H by providing more opportunities to practice and compete. They have also started sending a Wyoming delegation to the National 4-H shooting sports event in all of the disciplines as a result of their annual cash grant. The overall experience at the Wyoming 4-H State Shoot has benefited too, with the organization able to keep the registration fee at an affordable price.

# 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 \$37 million in cash grants to shooting teams and organizations, with \$7 million disbursed in 2021.

# Product GRANTS

The MidwayUSA Foundation also offers product grants that help participating teams and agencies grow their endowments through fundraisers. Since 2021, when fundraising items were first offered, the Foundation has provided over \$8.1 million worth of products for teams to use in their successful fundraising initiatives.



"Through competitive sport these students are not only able to advance their skills and compete, but they are also able to learn valuable life skills all while staying involved at the University and connecting with their peers."

– Jeremy Battes: Director, Mason Young: Shotgun Sports



"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."

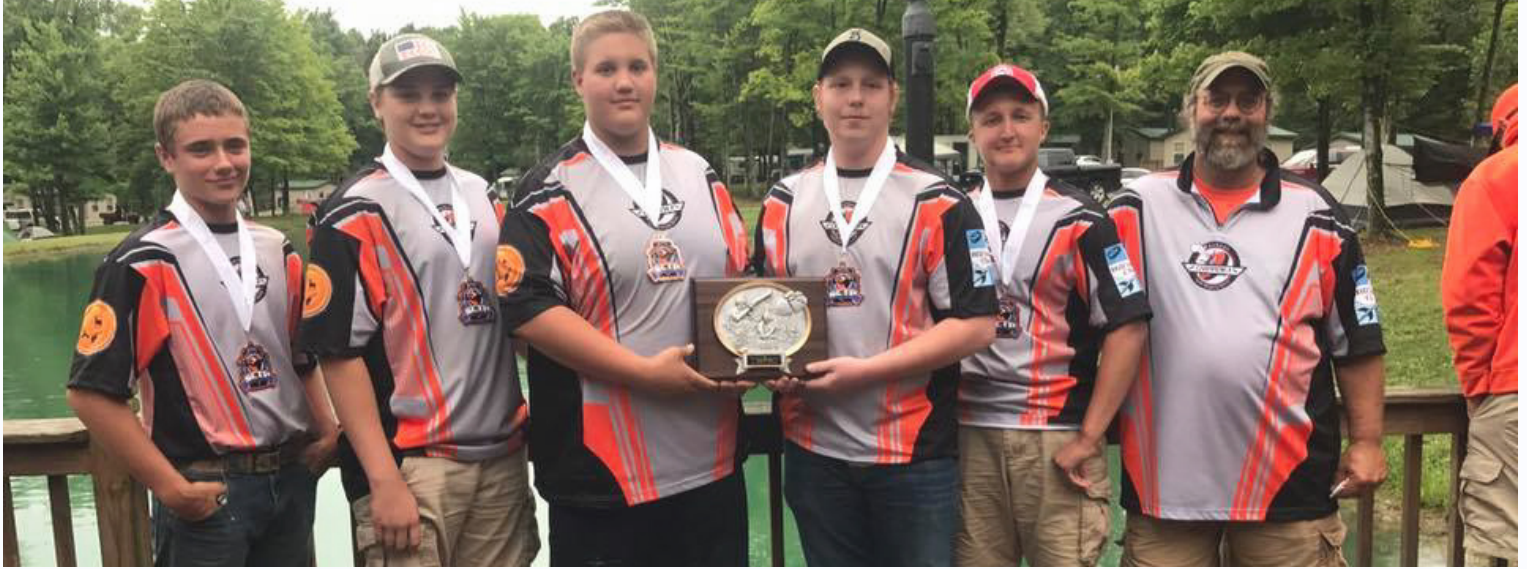
- Marvin Allsop, Bitterroot Blasters [MT]

## Team Cash Grants Paid





# TEAM SPOTLIGHT



## Buckeye Outdoor Youth Education & Shooting Center

**ENDOWMENT  
BALANCE** **\$869,847**

**TOTAL FUNDS  
RAISED IN 2021** **\$45,008**

**POTENTIAL CASH  
GRANT PAYOUT** **\$43,492**

The Buckeye Chippewa Youth Shooting Sports Team at the Buckeye Outdoor Youth Education & Shooting Center is an excellent fundraising team. Located in Copley, Ohio about 30 minutes outside Akron this team fundraises year-round to actively grow their Team Endowment. Their largest fundraiser is an annual Dinner & Reverse Raffle held in the spring. They sell approximately 250 tickets for this event. The raffle format for this dinner uses a mainboard ticket and optional sideboard tickets. Additionally, they hold gun raffles, a 50/50 raffle, basket raffles, live auctions as well as silent auctions during this event! The Buckeye's further support their youth shooting program by operating their shooting center, Copley Trap Range, with volunteers and having a portion of profits benefit the youth program. Plus, the team has a monthly raffle at the range. It's safe to say that the Buckeye Outdoor Youth Education & Shooting Center knows how to fundraise!

About the Copley Trap Range: The range is both a youth and family-oriented range. They have 3 trap fields, PAT trap machines with Canterbury voice releases, and throw ATA legal White Flyer targets! They are members of Ohio State Trapshooting Association (OSTA), Amateur Trapshooting Association (ATA), National Shooting Sports Foundation (NSSF), and the National Rifle Association (NRA). The range is open year-round to the public and hosts many youth shooting events.



# 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
- Mike Borg Legacy Endowment
- 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
- Oregon SCTP
- PA Youth Shooting Assoc., Inc.
- Palmyra Sportsmen's Assoc., Inc.
- Scholastic Action Shooting Program
- Scholastic Clay Target Program
- Scholastic Shooting Sports Foundation
- Silver State Youth Shooting Program
- Southern Illinois Youth Sport Shooting Association
- South Carolina SCTP
- South Carolina Youth Shooting Foundation
- South Dakota YESS
- 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
- DuckHorn Outdoors Adventures 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 Shotgun 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



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# SPECIAL PURPOSE ENDOWMENTS

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*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 intent of the Coach Training Grants is to develop coaches that can assist youth shooters behind and on the firing line. Grant funds must be utilized to provide coaches with basic or advanced-level certifications. This can include skills training, shooting clinics, train-the-trainer, or other training.

## 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

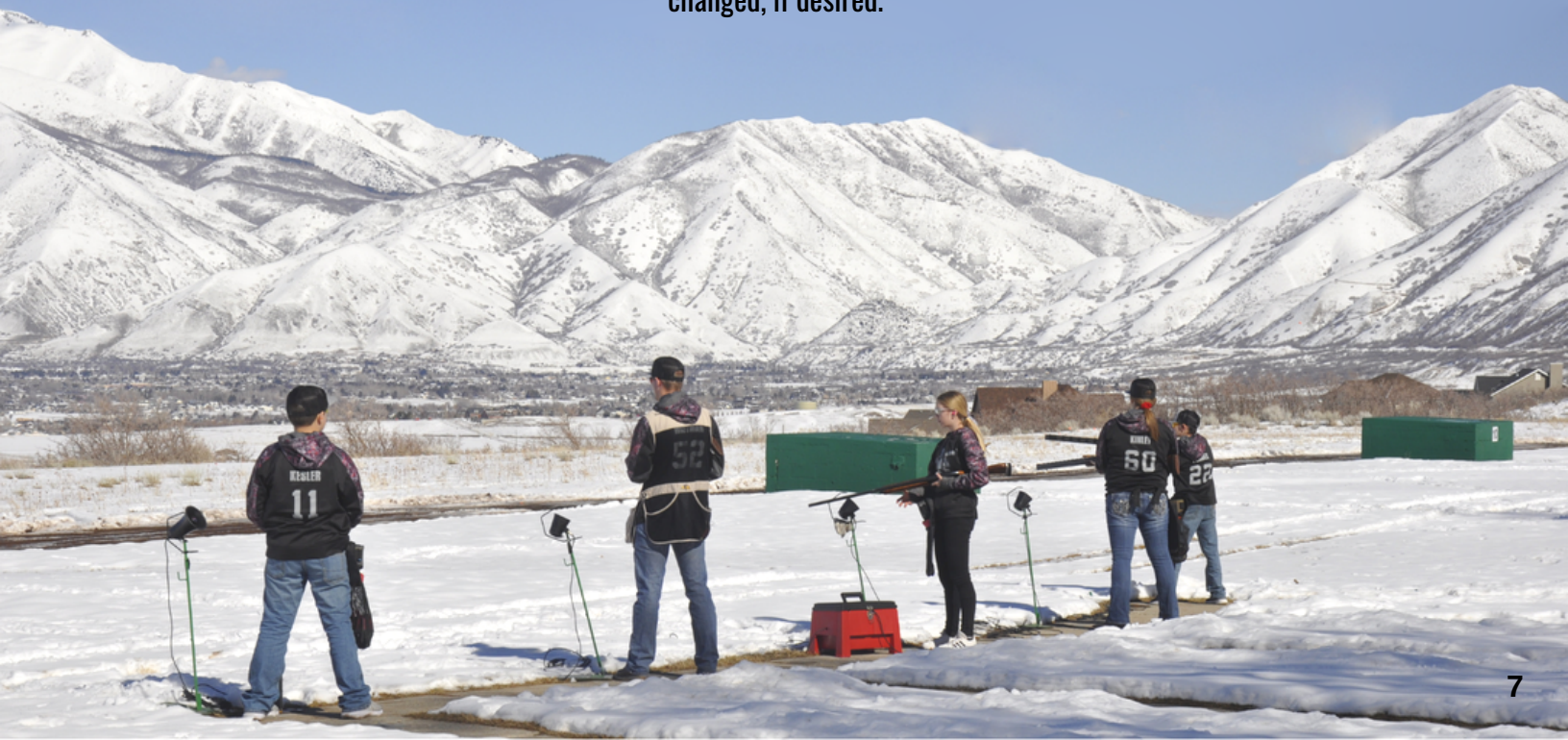
We are able to allot 100% of each donation to the intended endowment because we fund our operating costs separately. Donations to the **Foundation Forever Endowment** (FFE) go directly to funding future Foundation operating costs, from salaries to logistics. The intent of the FFE is to fund the Foundation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

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# DONOR-ADVISED FUNDS

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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, 2021 & 2020 [PREAUDIT]

## ASSETS

	2021	2020
Cash & Cash Equivalents	\$16,921,521	\$17,445,585
Investments	\$236,473,586	\$168,417,275
Accrued Interest Receivable	\$82,689	\$52,006
Prepaid Expenses	\$541,606	\$179,763
Fixed Assets	\$7,857,629	\$8,005,665
<b>TOTAL ASSETS</b>	<b>\$261,877,031</b>	<b>\$194,100,293</b>

## LIABILITIES & NET ASSETS

Liabilities	\$183,834	\$172,610
Net Assets	\$261,693,196	\$193,927,683
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$261,877,031</b>	<b>\$194,100,293</b>



# STATEMENT OF ACTIVITIES

FOR YEARS ENDING DECEMBER 31, 2021 & 2020

## REVENUES

	2021	2020
Contributions & Fundraising	\$41,861,808	\$22,367,710
Net Investment Return (loss)	\$35,790,440	\$12,010,333
Other	\$609,623	\$1,092
<b>TOTAL REVENUE</b>	<b>\$78,261,871</b>	<b>\$34,379,135</b>

## EXPENSES

Program Services	\$9,332,680	\$7,621,439
Fundraising	\$528,366	\$360,820
Management & General Office	\$635,312	\$525,711
<b>TOTAL EXPENSES</b>	<b>\$10,496,357</b>	<b>\$8,507,970</b>

## INCREASE IN NET ASSETS

NET ASSETS, BEGINNING OF YEAR	\$193,927,683	\$168,056,517
NET ASSETS, END OF YEAR	\$261,693,196	\$193,927,683





1. Larry & Brenda Potterfield
2. TCF Youth Shooting Fund
3. Scholastic Shooting Sports Foundation
4. ACUI Collegiate Clay Target Program
5. National Wild Turkey Federation
6. Civilian Marksmanship Program
7. Oklahoma Department of Wildlife Conservation
8. Missouri Youth Sport Shooting Alliance (MYSSA)
9. Minnesota Youth Shooting Sports Foundation
10. South Carolina Youth Shooting Foundation

# TOP 10 DONORS

## JOIN US IN MAKING AN IMPACT!

**\$250M+**

IN YOUTH SHOOTING  
SPORTS ENDOWMENTS

**\$45M+**

IN GRANTS PAID

**2,776**

FUNDED 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!

