



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

NATIONAL YOUTH SHOOTING SPORTS CONFERENCE

OCTOBER 7-8
2022

WELCOME

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

G. Scott Reynolds

Executive Director



"I know of no other sport or activity that allows all interested young people, regardless of physical ability or environmental background, to become part of a team that they will consider as their second family.

Youth shooting sports not only offers a safe and uniquely American team activity, but it also creates young citizens we can be proud of. I am honored to support youth shooting sports through the purpose and mission of MidwayUSA Foundation!"





IMPORTANT STUFF

Meals are served in Salon C.

Visit our sponsor tables.

Try the SASP Range.

Win an M1 Garand!



Find a staff member anytime to
make your donation to earn
additional entires.

1 FOR \$20
3 FOR \$50



**WE ARE COMING
TOGETHER TO BE
THE LEADING
ADVOCATES FOR
YOUTH
SHOOTING
SPORTS**



BEHIND THE MIC

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Jeff McClure
Program Manager



"As the Foundation's first employee almost 11 years ago, I've had an opportunity to see us evolve from an Army of one (or two) to the robust staff we have today. The common thread for me is how much I really enjoy attending youth events and meeting with youth teams "in the wild." By far the best part of my job (which says a lot since being a PM is a pretty amazing position) is interacting with team leadership and seeing that "spark" when they finally "get it." By listening to the concerns and questions of team leaders, we can address those concerns, which leads most teams to enthusiastically jump into our programs. That is the very definition of job satisfaction in my view."



SPEED ~~DATING~~ MEETING

MEET
LEARN
CONNECT

ROWS A, C, AND E
TURN BACKWARDS
AND YOU'LL
ROTATE.

ROTATE EVERY
90 SECONDS





CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

LARRY & BRENDA POTTERFIELD

Co-Founders of MidwayUSA

"Shooting sports provide wonderful opportunities for our youth to make friends, develop confidence, and learn discipline and leadership skills. However, there is little to no funding...It's up to us to help."

INTRODUCTION TO MIDWAYUSA FOUNDATION

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Dani Farris
Marketing Manager



"Sports defined my upbringing and made me the person I am today. Being part of something that invests in our youth through sports makes believing in our mission so easy."



WHO WE ARE



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS



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.

2,800

funded youth
shooting teams

\$243 M

Endowed
Funds

Team

Agency

Donor Designated

Donor Advised Funds

Special Purpose

WHAT
WE'VE
DONE

Dollars
out the
door



"Our endowment has helped keep costs down and participation up!"

\$46+ Million

cash grants paid

\$8.6+ Million

product grants provided

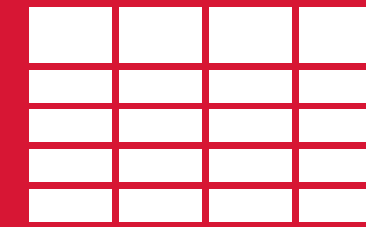
\$54.6+ Million

grants provided

\$8.6 Million

in cash grants paid in 2022

POWER OF AN ENDOWMENT



Endowment Growth
Estimation Calculator

- Forever funding
- Investment strength
- Matching Program
- Fundraising tools



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.

**MAKAYLA
SCOTT**



"A shotgun
changed my life."



WE CAN'T DO IT ALONE

- • • This conference is about collaborating and using everyone's strongest assets to make a difference.
- Convert shooters to hunters
- Range expansion
- Training more coaches
- Other support programs
- Conservation efforts
- Industry support



Approximately

4.5 million

youth target shooters,
aged 6-18 and are
spending over

\$1.8 billion

on firearms, ammo,
and other accessories.





BREAK

NATIONAL YOUTH SHOOTING SPORTS CONFERENCE



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

MidwayUSAFoundation.org

JON ZINNEL



Conservation and Youth
Shooting Sports Sr. Manager

Federal, CCI & Remington
Ammunition

HOW DO WE DOUBLE SHOOTING SPORTS IN 5 YEARS?



YOUTH SHOOTING SPORTS' CONTRIBUTION TO THE INDUSTRY

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

John Linquist

Relationship Manager



"Some of my best memories in life involved shooting sports at the range with family and friends. I believe shooting sports promotes life skills that build confidence, leadership, and teamwork. They shape each person in a positive way, all of which build better citizens and community leaders."





CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

YOUTH
SHOOTING
SPORTS
CONTRIBUTION
TO THE INDUSTRY

MidwayUSAFoundation.org

HOW WE DO IT



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Mission
Purpose
Vision

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.

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

FOR YEARS, EVERYONE KNEW HUNTERS CARRIED THE LOAD FOR CONSERVATION EFFORTS, RANGES AND HUNTER - ED PROGRAMS



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS



TIMES ARE CHANGING...

LEADING THE
WAY

Youth Shooting Sports is mainstream

Lifelong Skills - Very Safe - Everyone Can Participate





CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

Along with ranges,
coaches, and training....

Youth Shooting Sports
requires a fair amount of
ammo and firearms.

Both of which, benefit
the industry and the
Wildlife Restoration
program

(AKA the Pittman-Robertson Act)



**YOUTH
SHOOTING
SPORTS'
CONTRIBUTION
TO THE
INDUSTRY**

FUNDING CONSERVATION EFFORTS FOR THE FUTURE



The Federal Aid in Wildlife Restoration Act enacted in 1937 and now known as the Pittman-Robertson Wildlife Restoration Act, provides funding for states and territories to support wildlife restoration, conservation, and hunter education and safety programs.



AS OF 2022



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Firearm and Ammunition Manufacturers Have Provided

MORE
THAN **\$15 Billion**

For Conservation So Far

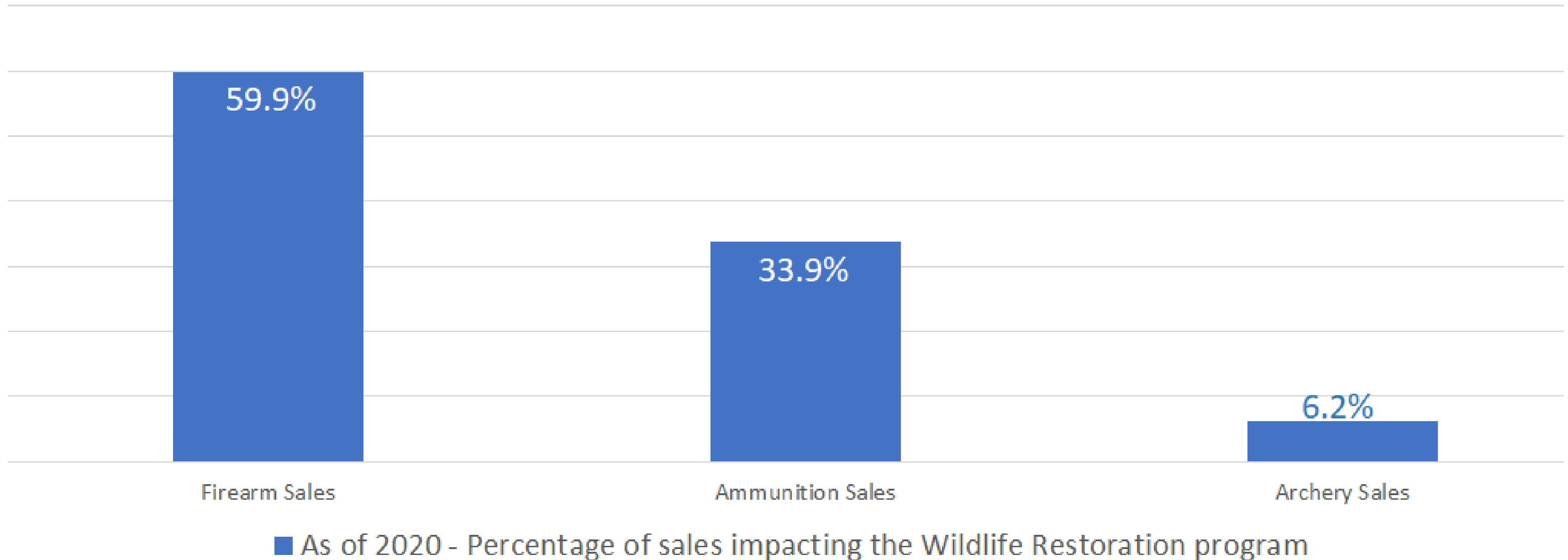


NSSF
The Firearm Industry
Trade Association

Where does the funding come from?

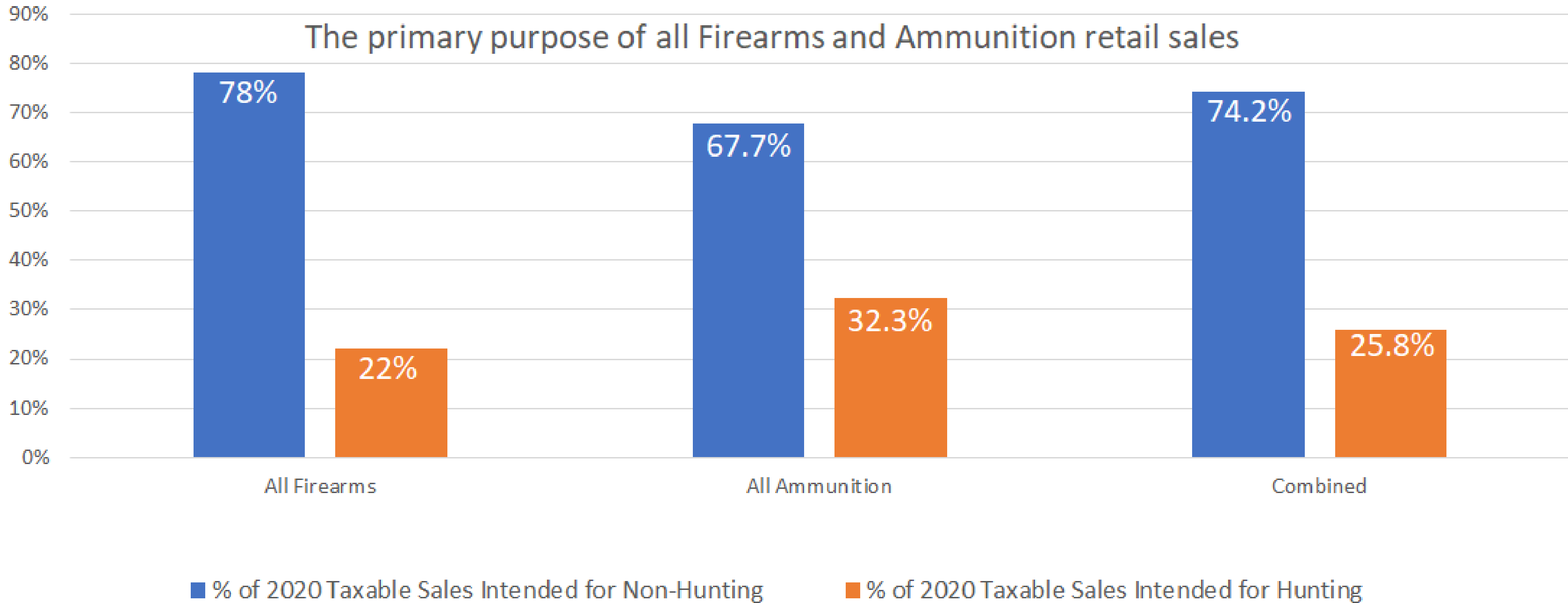
Firearms and ammo sales contribute heavily to the Wildlife Restoration program

Federal Aid in Wildlife Restoration excise taxes are generated by hunting-related and non-hunting-related activities.



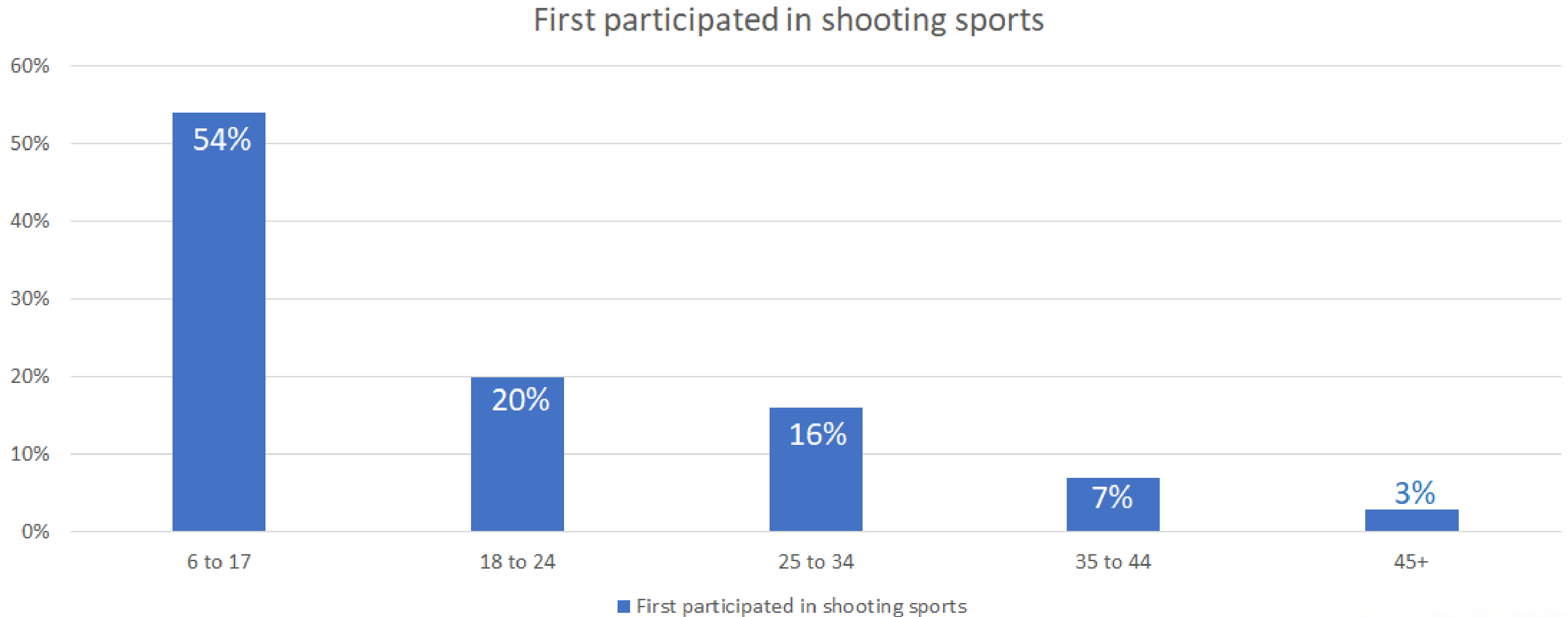
Shooting Sports also contribute to the Wildlife Restoration program

Wildlife Restoration excise taxes generated by non-hunting-related and hunting-related activities.



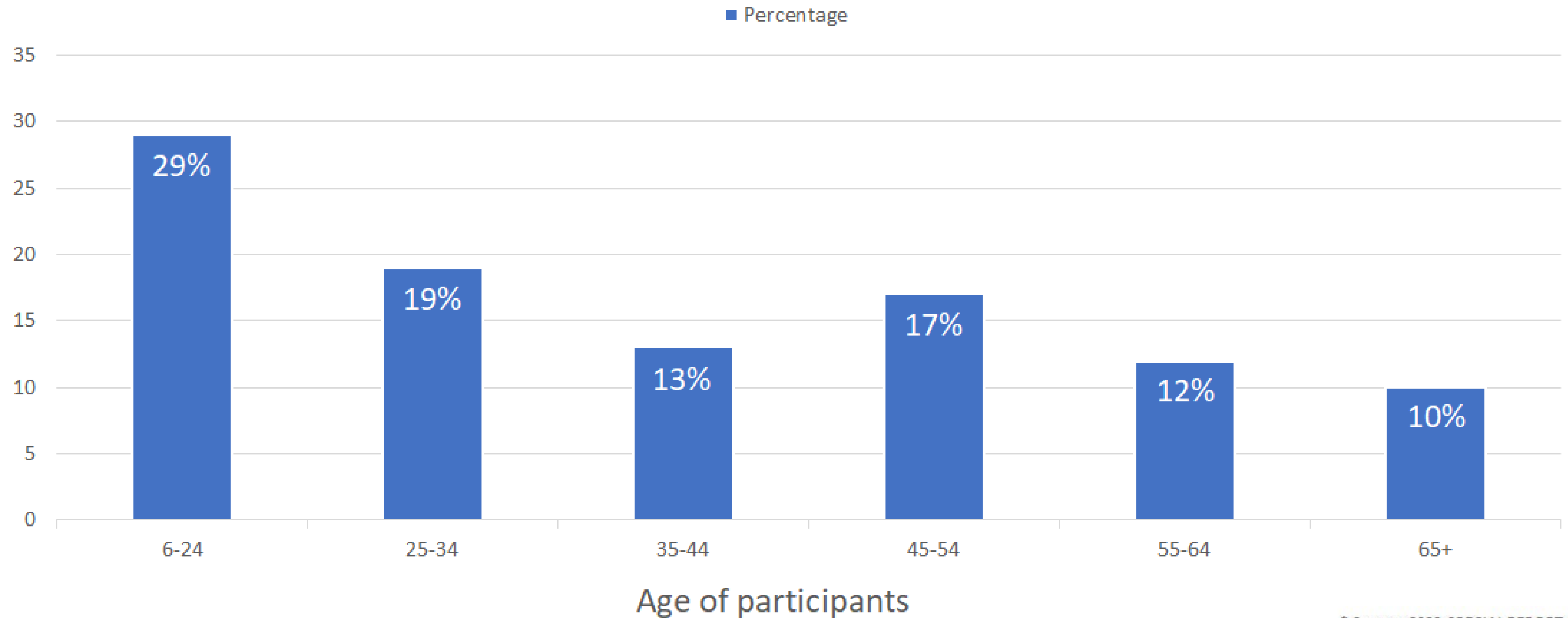
At what age did participants start shooting sports?*

74% participated in shooting sports before the age of 24



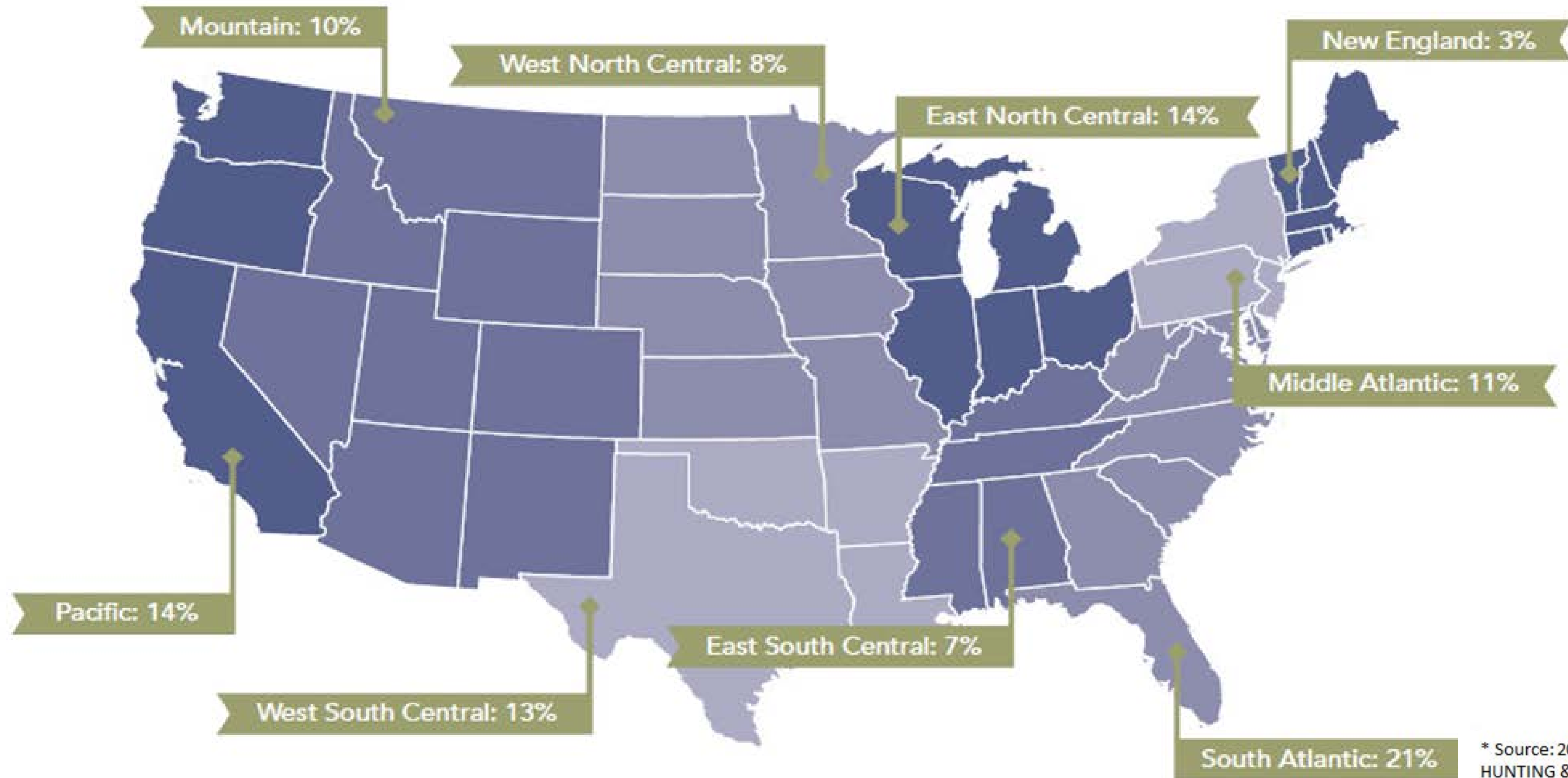
* Source: 2022 SPECIAL REPORT ON
HUNTING & THE SHOOTING SPORTS

What ages were the shooting sports participants?*



* Source: 2022 SPECIAL REPORT ON
HUNTING & THE SHOOTING SPORTS

Where do shooting sports participants live?

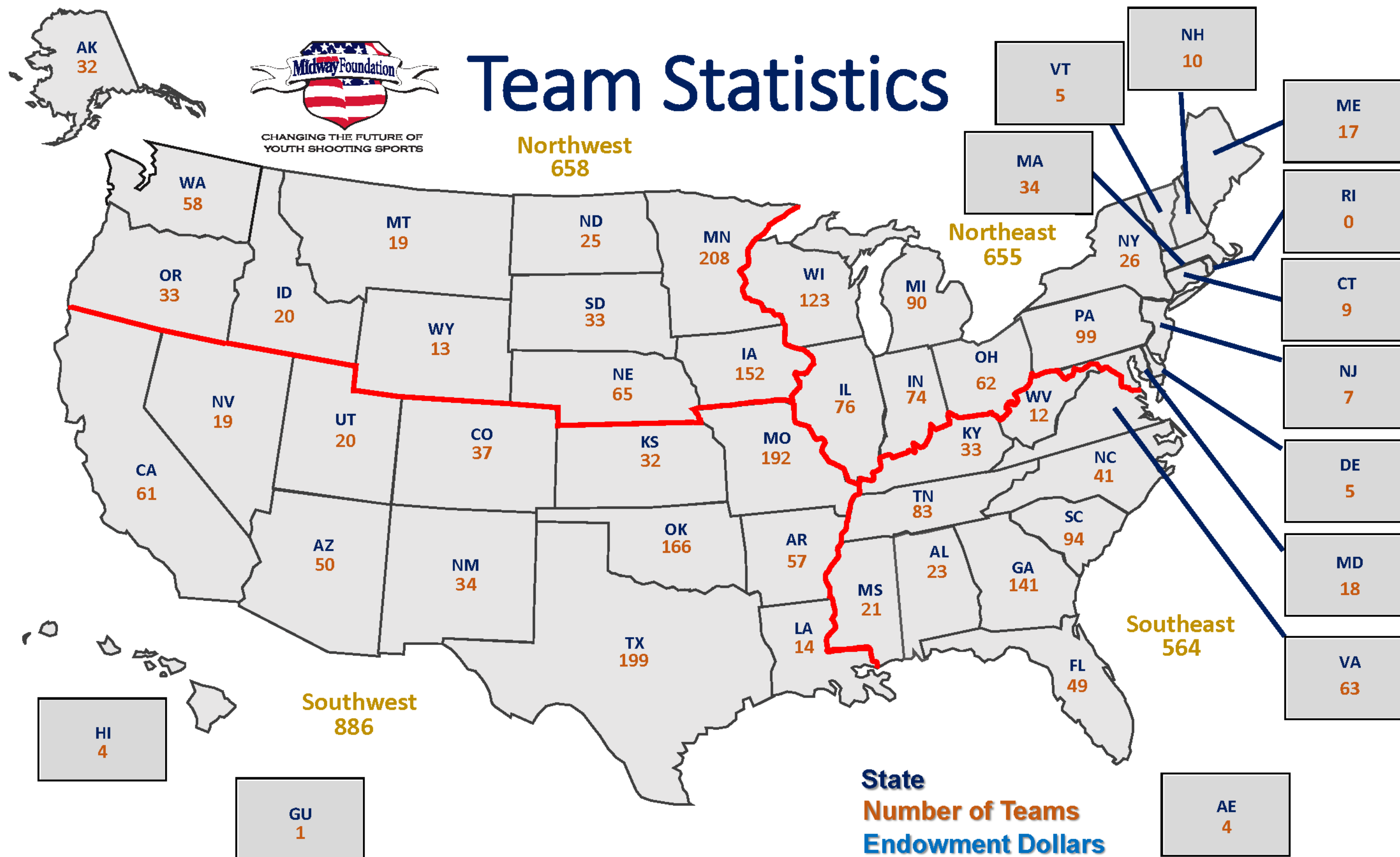


* Source: 2022 SPECIAL REPORT ON
HUNTING & THE SHOOTING SPORTS



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Team Statistics



TEAM DISCIPLINES



- AIR PISTOL = 242 TEAMS
- AIR RIFLE = 842 TEAMS
- SMALL BORE = 535 TEAMS
- SHOTGUN = 2022 TEAMS
- BLACK POWDER = 116 TEAMS
- HIGH POWER = 114 TEAMS
- PISTOL = 473 TEAMS

**TOTAL NUMBER OF FUNDED TEAM
ENDOWMENTS = 2,763***

***SOME TEAMS SHOOT MULTIPLE DISCIPLINES**

YOUTH SHOOTING SPORTS IMPACT ON CONSERVATION AND R3 EFFORTS*

- There are more than 4.5M youth target shooters in the US, aged 6-18 years old
- Collectively they spend over \$1.8B per year on firearms, ammo, and accessories
- 74.2% of Wildlife Restoration funding comes from non-hunting sources.
- Target shooting (and personal defense) generates more federal aid dollars for the benefit of conservation and hunting than all hunting-related sales combined
- Our youth target shooters are the key to preserving and growing our industry and our Nation's conservation programs.



Interesting nugget about shooting sports athletes:

PARTICIPANT

Which shooting sports do you currently participate in?
The n= values vary; see participation tables on page 4.

PARENT

Trap	87%
Hunting (small game)	72%
Hunting (big game)	66%
Sporting clays	57%
Skeet	54%
Archery	53%
Handgun target shooting	52%
Rifle target shooting	44%
Airgun target shooting	19%



Trap	80%
Hunting (small game)	79%
Hunting (big game)	72%
Sporting clays	69%
Handgun target shooting	68%
Rifle target shooting	60%
Archery	54%
Skeet	52%
Airgun target shooting	18%

Q What type of hunting do you do? (n=88)		
Shotgun		89%
Rifle		74%
Archery		34%
Muzzleloader		28%
Handgun		10%

Multiple responses allowed. Will not equal 100%.

Q Have you ever taken a hunter education course? (n=114)	
YES 84%	

Q Is completion of a hunter education course required in order to participate with your SCTP / SASP team or program? (n=96)	
YES 42%	

LARRY CASE

GUNS CORNBREAD ARTICLE

"Does the future
of hunting lay in
youth shooting
sports?"



SHOOTING SPORTS DRIVES PITTMAN- ROBERTSON DOLLARS





LUNCH

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JENNA STIEK



Conservation Educator

Missouri Department of
Conservation

UNIQUE EDUCATION PROGRAMS



**BRANDON
BUTLER**



Driftwood Outdoors

MARKETING YOUR ORGANIZATION

Driftwood Outdoors



**NATHAN
'SHAGS'
MCLEOD**



Check out the Driftwood Outdoors podcast!

CHARLES
'SWANNY'
EVANS



Director of Research and
Partnerships

Council to Advance Hunting
and Shooting Sports

WHY RANGES SHOULD BE EXPANDED



HOW MIDWAYUSA FOUNDATION IS ADVOCATING FOR YOUTH SHOOTING SPORTS THROUGH RANGE GRANTS

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Yim Szeto
Program Manager



"It isn't just about funding the current shooters, it is about ensuring their future children are given the same opportunity to compete.

We should all be concerned with R3 – recruitment, retention, and reactivation; and we should all be working toward keeping the shooting sports accessible to upcoming generations. I chose to work with MidwayUSA Foundation based on their philosophy of future planning and self help. Teaching teams to actively fund themselves keeps everyone interested and invested in the long run."



WHY WAS THE RANGE DEVELOPMENT GRANT PROGRAM STARTED?

WHY?

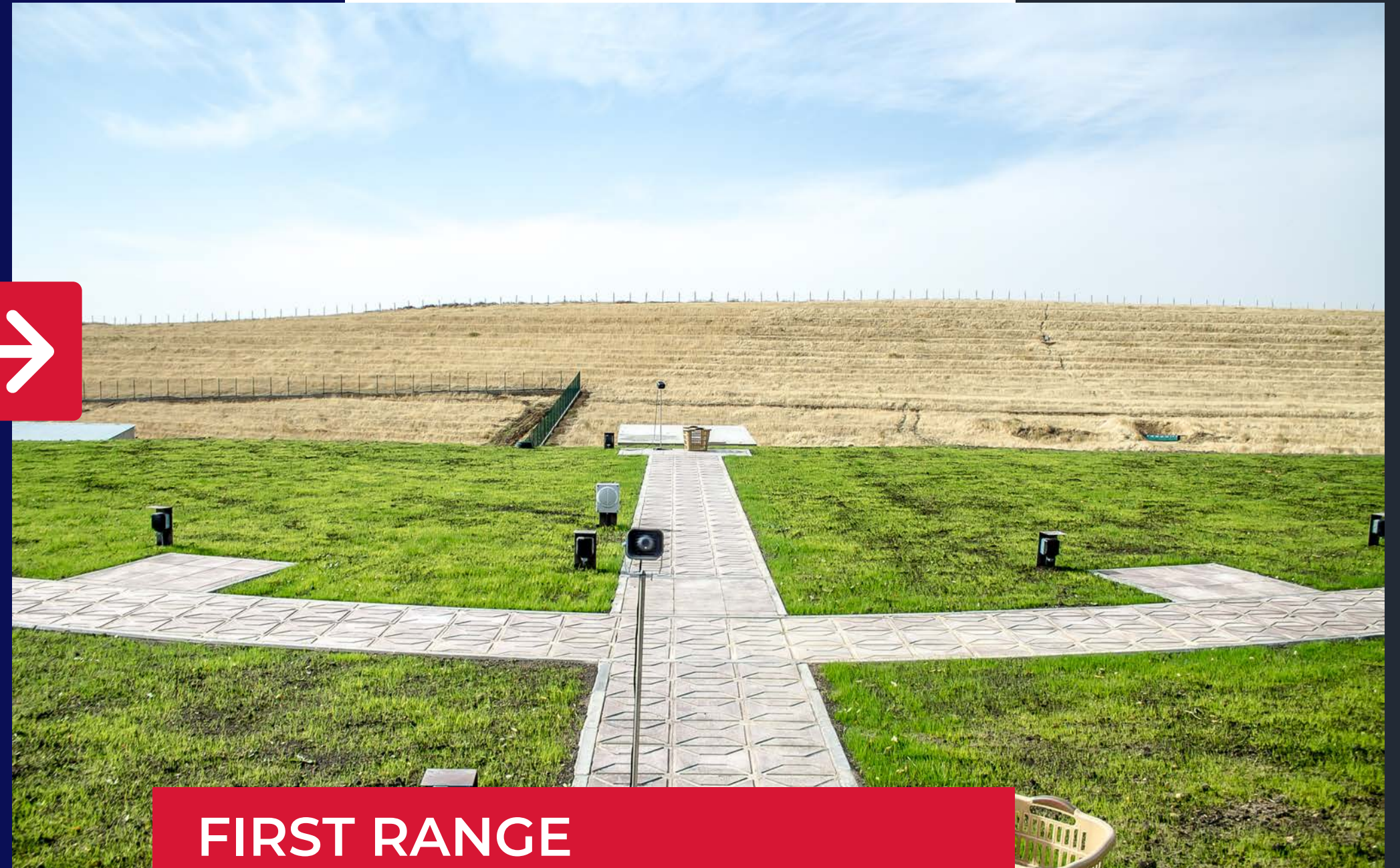
A fundamental need of a shooting team is a place to shoot.

IMPROVE

Many ranges can only accommodate a limited number of participants

GROW

Developing existing ranges allow more youth shooters to be on the line



FIRST RANGE
DEVELOPMENT GRANTS
PAID IN 2021

ELIGIBILITY DETAILS

- Funded Team or Agency Endowment holder OR a range connected with an endowment holder

- Payout Minimum: \$2,500
- Payout Maximum: \$75,000

*Requested amount cannot exceed 50% of the total project budget.

- Grant funds MUST improve or expand a range
 - Infrastructure and Safety
 - Equipment
 - Capacity
- NOT eligible
 - Land purchase
 - Funding of a new facility
 - Indirect project costs

COMPETITIVE GRANTS



Apply: February 1 - April 1

Apply Online: SurveyMonkey Apply

Applications are reviewed
by the MUSAF Range
Development Committee

APPLICATION DETAILS



PROGRAM STATS



2021:

Payout: \$500,000
25 Awarded [17 states impacted]

2022:

Payout: \$750,000
47 Awarded [26 states impacted]

DISCIPLINES: AIR RIFLE, AIR PISTOL, SHOTGUN, SMALL BORE

Our Range Development Grant Program is building better environments for our youth shooting teams.

Quick Video



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YOUTH SHOOTING SPORTS

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**PETER
CHURCHBOURNE**



Director - Hunters' Leadership
Forum

NRA

RANGE GRANTS: NRA



**PETER
NOVOTNY**



Assistant Chief

Ohio DNR Division of Wildlife

RANGE GRANTS: PITTMAN-ROBERTSON ACT FUNDING



ZACH
SNOW



Director - Member
Development

NSSF

R3 INITIATIVES FOR YOUTH PROGRAMS



**HANK
GARVEY**



Owner

3GE, LLC

BUILDING BUNKER AND TRAP FIELDS





PANEL DISCUSSION: RANGES

A fundamental need of a shooting team is a place to shoot.

Peter Novotny

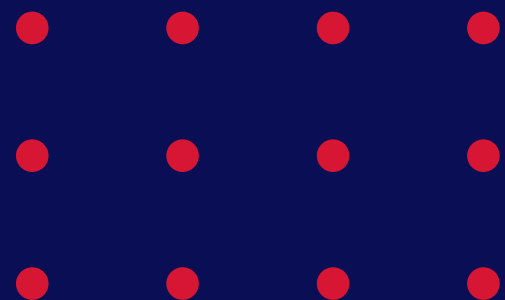
Jenna Stiek

Zack Snow

Peter Churchbourne

Swanny Evans

Hank Garvey



**GREG
LAM**



Partner

Copilevitz, Lam & Raney, P.C.

LEGAL ISSUES ACROSS SHOOTING SPORTS: CA LAW





WRAP UP

Try the SASP Range.

WIN prizes! BONE-DRI Rifle Sleeve
OTIS Cleaning Kit
\$150 in Timney Trigger Gift Cards

Dinner in Salon C - 6:30p.m.

Visit our sponsor tables.

Win an M1 Garand!



Find a staff member anytime
to make your donation to enter.

1 FOR \$20

3 FOR \$50



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YOUTH SHOOTING SPORTS



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OCTOBER 7-8
2022

SHANE
THEISSEN

4-H Shooting Sports
Ambassador

ATHLETE TESTIMONIAL



MIDWAYUSA FOUNDATION: TEAM AND ORGANIZATIONAL GRANTS

"TEAMWORK DIVIDES THE TASK
AND MULTIPLIES THE SUCCESS."



Mandy Stallo

Program Coordination Manager

"Since my youth, sports and team activities have always played a crucial role in my life. I credit my character, work ethic, and team mindset to these experiences, and know that without those opportunities, I wouldn't be where I am today. How fitting that now, over the last 10 years, I've been put in a position where I'm able to create these life-changing opportunities for youth shooters across the country."



Heather Laws

Senior Program Coordinator

"I work with a great team that is caring and hardworking. We have many laughs and support each other professionally and personally. I also believe in our mission and know we are making the world a better place by helping the youth of shooting sports."

HOW WE DO IT

There are a variety of endowments that make our program possible. All of these endowments receive annual cash grants.



midwayusaoundation.org/grants

Team

High School
and College

Agency

Mission
Aligned

Donor Designated

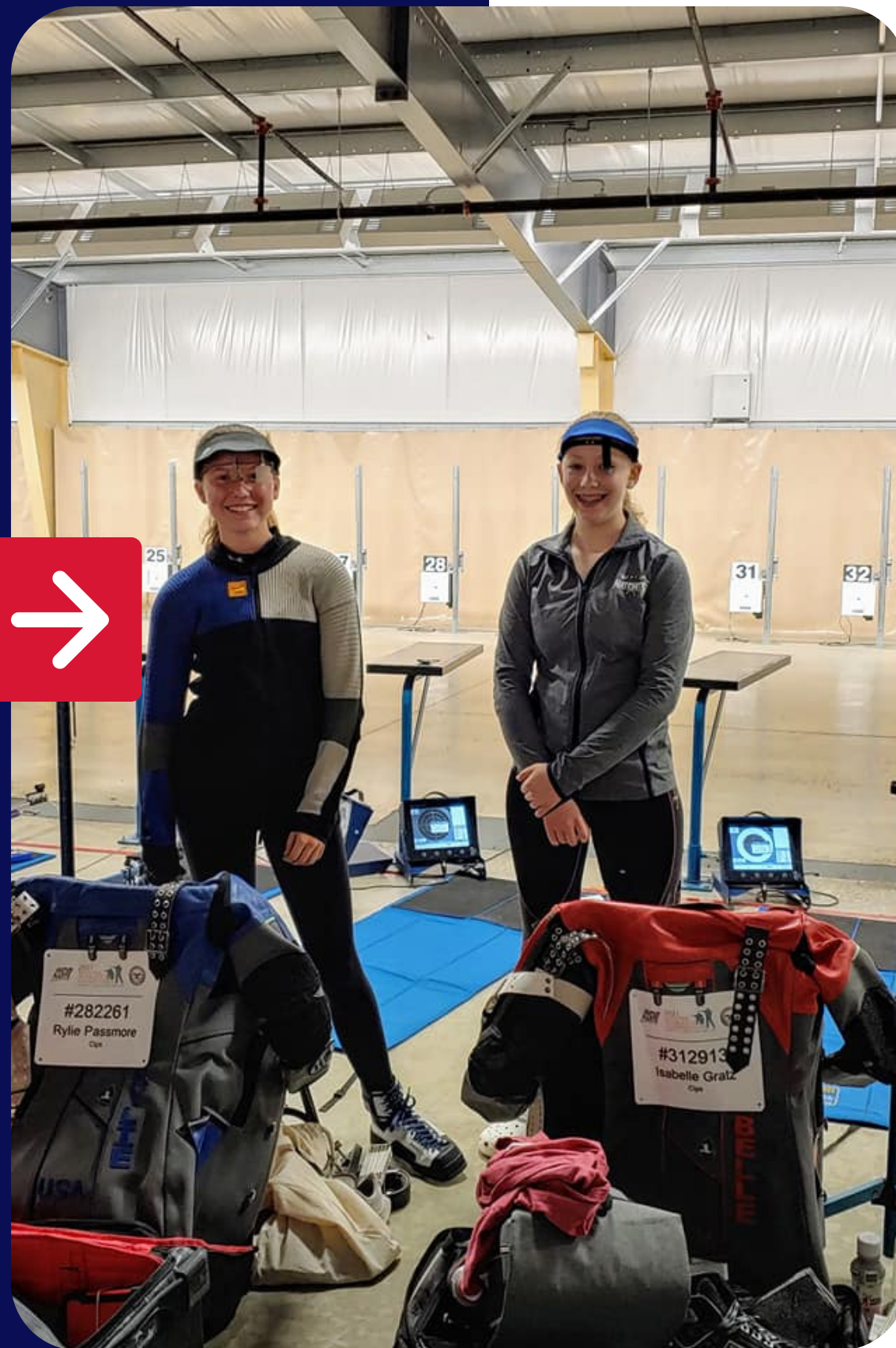
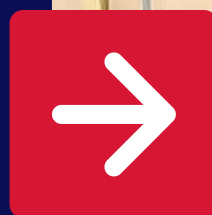
Program
Aligned

Donor Advised Funds

Donor Guided
Grants

HOW WE DO IT

Endowment holders are eligible to receive 5% of their endowment balance, each year.



2 CASH Grant Cycles

April 15 - June 15

Funds Paid: August

October 15 - December 15

Funds Paid: February

- > \$2,000 to apply
- NOT competitive grants
- Must apply online

midwayusafoundation.org/grants

EXPENSES COVERED

- Ammunition
- Travel
- Uniforms
- Range and Entry Fees
- Targets
- Training

EXPENSES NOT COVERED

- Firearms
- Individual Scholarships
- Political Lobbying
- Club/HS/Collegiate Indirect Costs



HOW FUNDS ARE USED

20th Junior Skeet and Clays

"Also, we were able to have an end of the year team party. It was an awesome day of food, yard games, and card games. With the grant money we wouldn't have had enough cash to do this great team building event!"

500 Flyers Youth Trapshooting Club

"We were able to participate in 13 events and hold practice with registered targets. We also purchased new team shirts, shooting pouches, and ear plugs! We were even able to have some parents learn to shoot a few times."



TEAM GRANTS

TOTAL Team Cash Grants: Over \$38 Million

THEN

2012: < 100 recipients
2012: < \$175,000 paid

NOW

2022: 1,400 recipients
2022: \$6.5 million paid

"THE ACCOMPLISHMENT OF ANY GOAL IS THE PROGRESSIVE ACCUMULATION OR COMPOUND EFFECT OF SMALL STEPS TAKEN CONSISTENTLY OVER TIME."

ORGANIZATIONAL GRANTS

TOTAL Organizational Cash Grants: Over \$6 Million

THEN

NOW

AGENCY

2014: 6 recipients \$142,000	2022: 29 recipients \$730,000
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DONOR DESIGNATED

2017: 3 recipients \$133,000	2022: 13 recipients \$320,000
---------------------------------	----------------------------------

DONOR ADVISED FUNDS

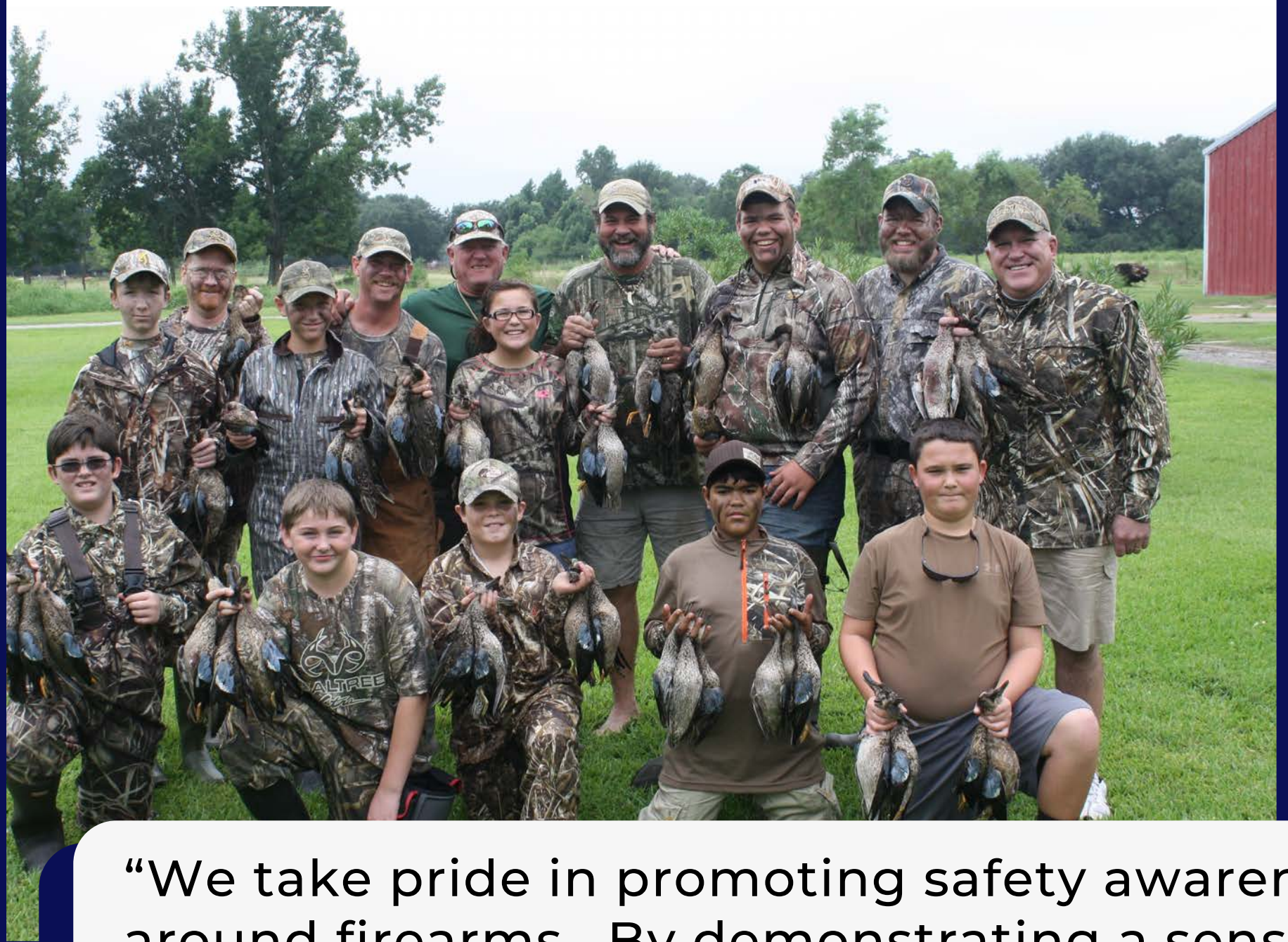
2021: 2 recipients \$12,000	2022: 3 recipients \$17,000
--------------------------------	--------------------------------

"BY WORKING TOGETHER POOLING OUR RESOURCES AND BUILDING ON OUR STRENGTHS, WE CAN ACCOMPLISH GREAT THINGS."



60%

of our youth shooters tell us they are also participating in hunting or conservation activities.



“We take pride in promoting safety awareness around firearms. By demonstrating a sense of responsibility and ethical behavior in shooting sports, it ultimately leads into an interest in, and an appreciation for, small and big game hunting.”

On average,
our cash
grant
support

60,000

of youth
shooters and

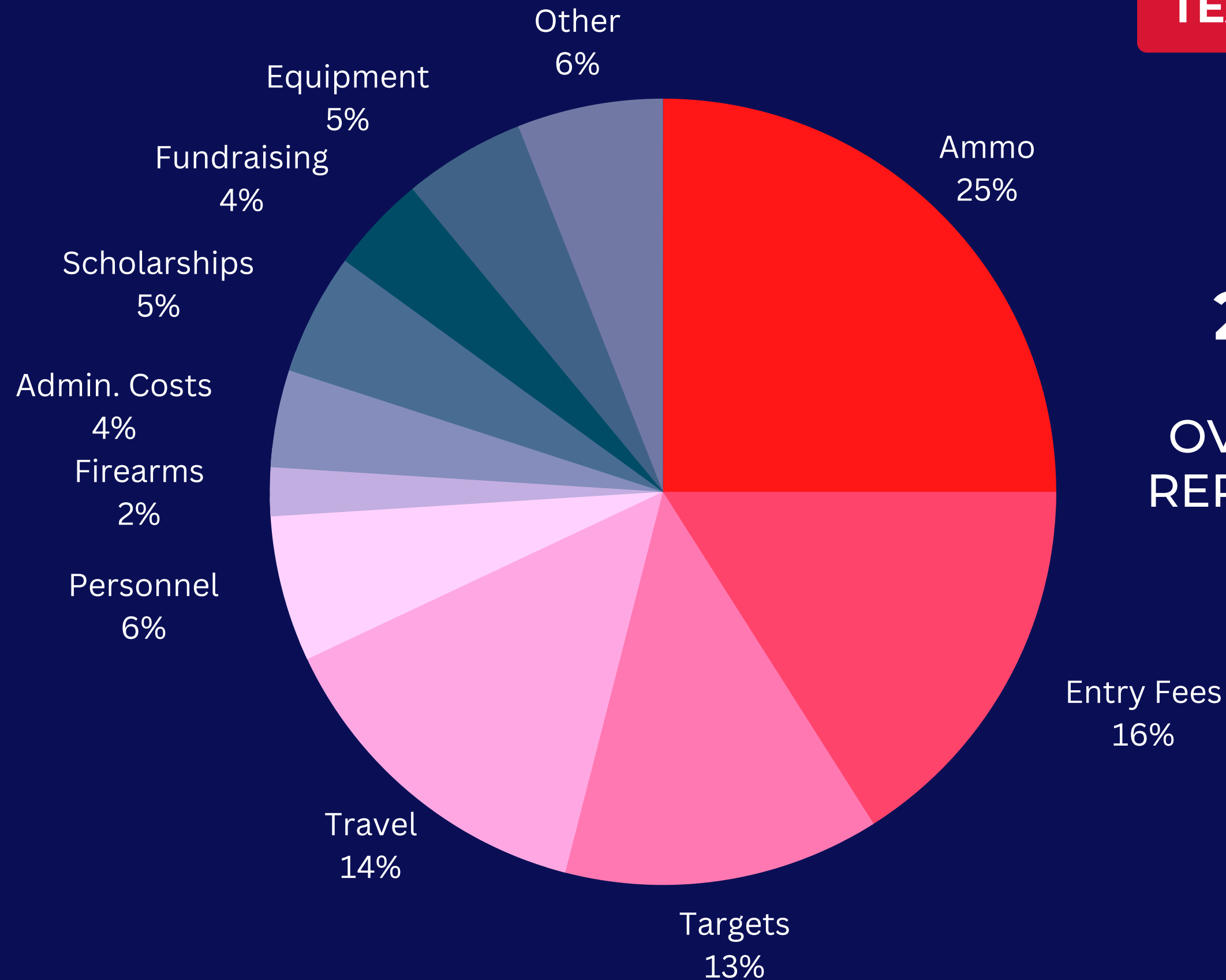
4,000

coach
volunteers
each year.

SHOOTING TEAM EXPENSES

2015 - 2022

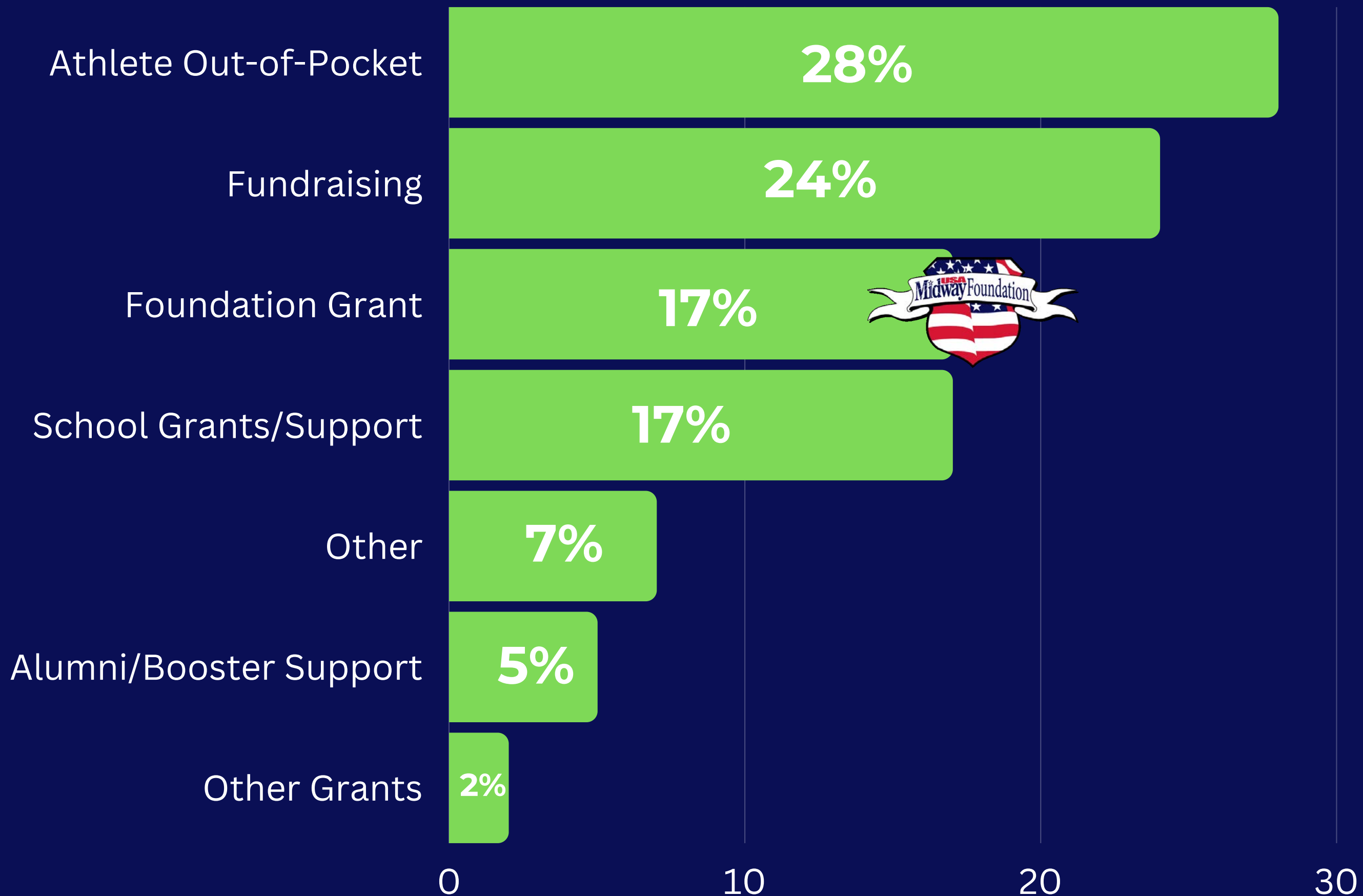
**OVERALL EXPENSES
REPORTED BY TEAMS
\$200 MILLION**



“The goal of the Ida Trap Shooting Team is for every shooter to participate for free. Besides a \$125 sign-up fee that pays for the shooters jersey, sweatshirt, hat and membership fees; every other cost is covered by the team. This includes all ammunition for events and practices, entry fees, range fees and targets.”

**70% OF A SHOOTING TEAM'S BUDGET INCLUDES
AMMO, TARGETS, TRAVEL, AND ENTRY FEES**

TEAM'S FUNDING SOURCES



FUND FACT

ONLY 1 GRANT
CYCLE (2017)
HAS HAD AN
OVERALL
REVENUE
HIGHER THAN
EXPENSES



HOW WE ARE HELPING



ONLY 17% OF EXPENSES ARE COVERED BY A MIDWAYUSA FOUNDATION CASH GRANT



ON AVERAGE, PER TEAM:

TOTAL EXPENSES \$21,000

FOUNDATION CASH GRANT -\$3,500



\$17,500

"Life's most persistent and urgent question is, what are you doing for others?"



"This program isn't just about shooting, it's about building the character of these kids. We hope to never turn away a child or family from our program because they cannot afford the cost." -Cody Clay Crushers [WY]

OTHER FUNDING SOURCES FOR YOUTH SHOOTING SPORTS

SCHOLARSHIPS



Dana Lynd

Assistant Programs Chief
Civilian Marksmanship
Program



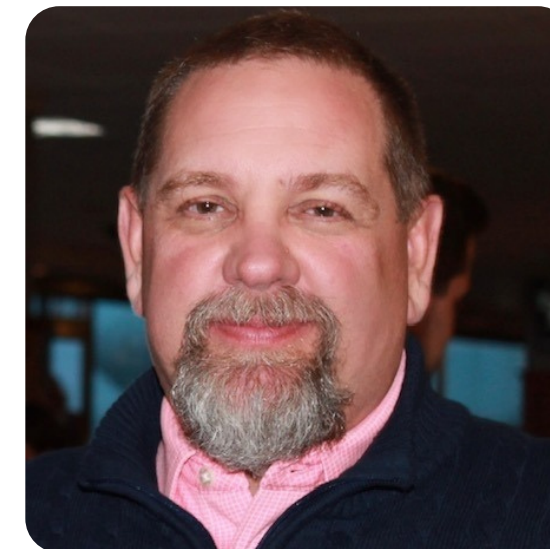
Brian Beard

President
USA Youth Education in
Shooting Sports



Rick Leach

National Director
Scholastic Action
Shooting Program



Robbi Vincent

President
FutureU Sports Corp



OTHER FUNDING SOURCES FOR YOUTH SHOOTING SPORTS

EQUIPMENT



Peter Churchbourne

NRA Grants



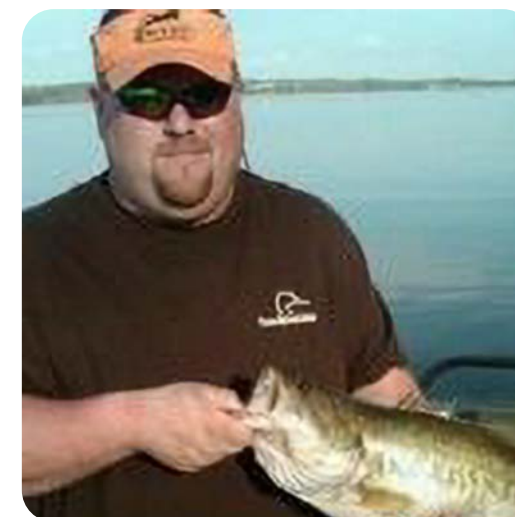
Cynthia Flannigan

Youth Shooting Sports
Alliance: Equipment
Resource



Jon Zinnel

Federal and Remington
Ammunition Assistance
Program



Justin Aycock

Ducks Unlimited:
Team Resource
Assistance Program





PANEL DISCUSSION: ADDITIONAL SUPPORT PROGRAMS

Connecting youth shooting teams to additional funding is critical.

Dana Lynd

Brian Beard

Cyndi Flannigan

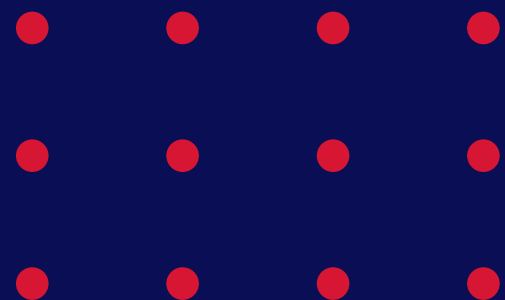
Justin Aycock

Rick Leach

Peter Churchbourne

Jon Zinnel

Robbi Vincent





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YOUTH SHOOTING SPORTS

BREAK

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MidwayUSAFoundation.org

CHARLES
'SWANNY'
EVANS



Director of Research and
Partnerships

Council to Advance Hunting
and Shooting Sports

CONNECTING YOUTH SHOOTING SPORTS TO HUNTERS



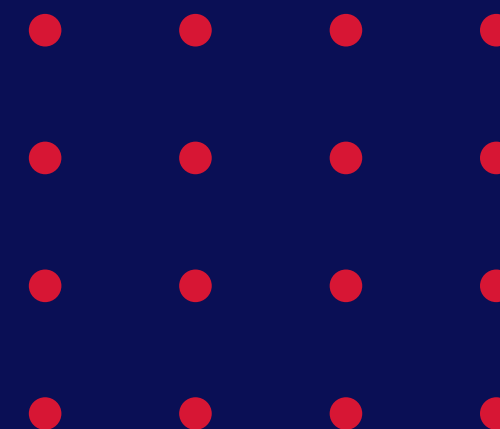
**CHRIS
VAN GORP**



Shooting Sports and Range
Coordinator

Iowa DNR

GROWTH OF YOUTH SHOOTING SPORTS WITH STATE AGENCY INFLUENCE



MIDWAYUSA FOUNDATION COACH TRAINING GRANTS

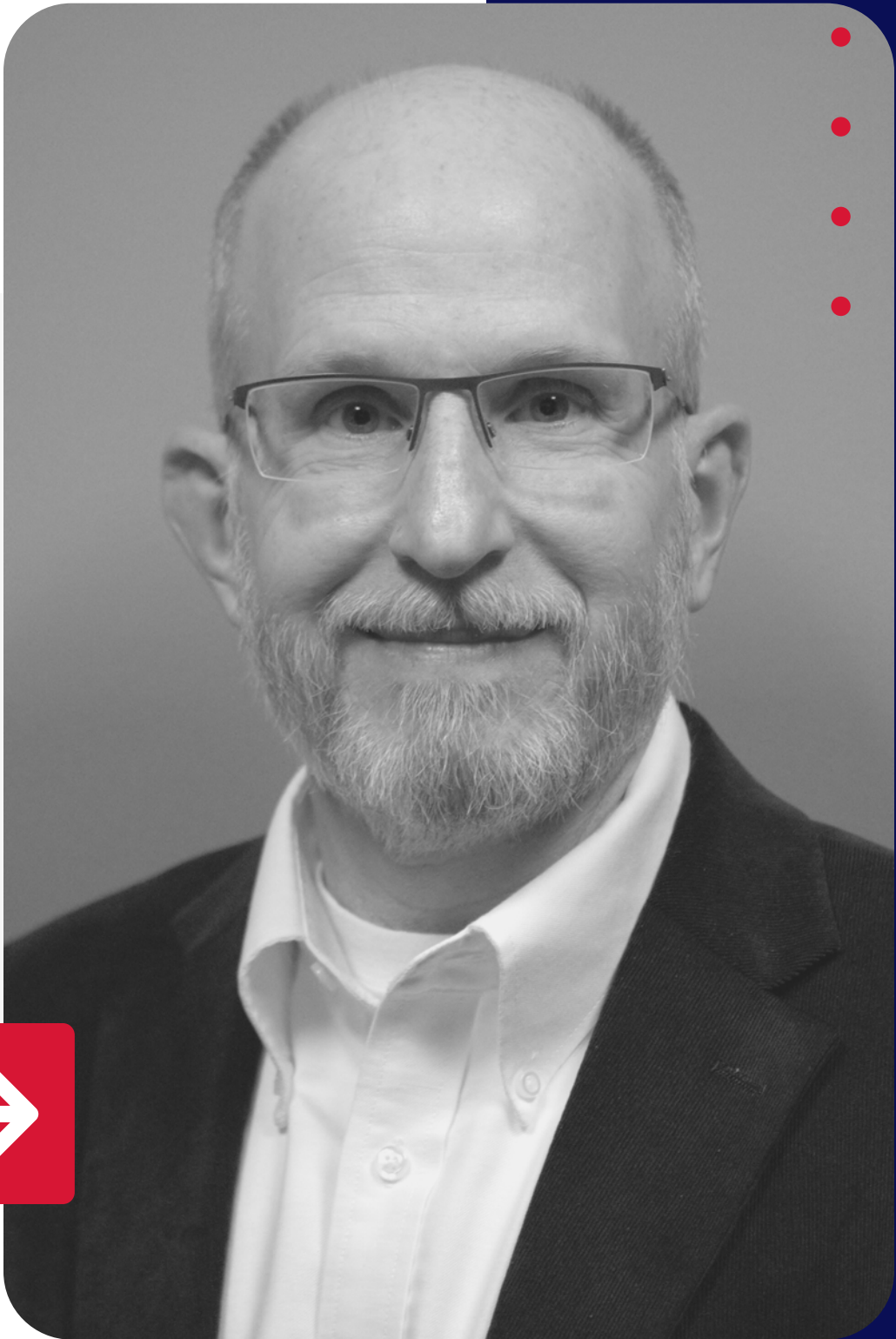
CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Jay McClatchey
Program Manager



"I co-founded a high school varsity smallbore rifle league with four other coaches in 2002. In the past twenty years, that league has grown from two teams to seventeen teams representing over twenty school districts. I've had the pleasure of handing marksmanship awards and varsity letters to students who could never earn them in a traditional high school sport.

I've also experienced first-hand the positive interaction, respect earned and given, and growth of male, female, disabled, etc. athletes as they learned and competed shoulder to shoulder on the level playing field provided by shooting sports.
This is a dream job for me."





COACH TRAINING GRANTS

GRANTS REDUCE THE BARRIER TO ENTRY FOR COACHES

2021: \$ 112,000 25 Recipients

2022: \$250,000 54 Recipients

Future Coach Training Grants:

\$5,000,000 Endowment

\$ 250,000 Paid Annually

Grants: \$1,000 - \$5,000

HOW DO BETTER TRAINED COACHES HELP OUR YOUTH?

- Qualified coaches make more competitive athletes
- Confidence
- Increase coach longevity through success
- Improves collegiate and Olympic path
- Elevates the entire sport



"NOT HAVING TO SPEND TIME WORRYING ABOUT
FUNDING SURE MAKES COACHING A LOT MORE FUN."
- ALEXANDRIA AREA HIGH SCHOOL

**CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS**

TRAINING COVERED

- Basic or advanced level training
- Skills training
- Clinics (practical application of training)
- Train-the-Trainer
- Unsure? Ask us!



WHY GRANTS THROUGH PARTNERS?

**HANK
GARVEY**



Owner

3GE, LLC

ADVANCED COACH CLASSES





CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

LUNCH

NATIONAL YOUTH SHOOTING SPORTS CONFERENCE

MidwayUSAFoundation.org

MIDWAYUSA FOUNDATION PROGAMS AND FUNDRAISING RESOURCES

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS



Sarah Hall

Project and Events Manager



Joey Adams

Logistics Coordinator

MIDWAYUSA FOUNDATION PROGAMS AND FUNDRAISING RESOURCES

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS



Sarah Hall

Project and Events Manager



OLYMPICS grateful
SMELL OF GUN POWDER RESPECT
COMMUNITY smiling faces of kids
PURPOSE CONFIDENCE
Comradery
life long BUILDING TRUST
PASSION travel
DISCIPLINE Opportunity
Mentor HARD WORK
4-H building trust FUN
PRIDE skill building
part of a team COMPETITION
LIFE LONG family



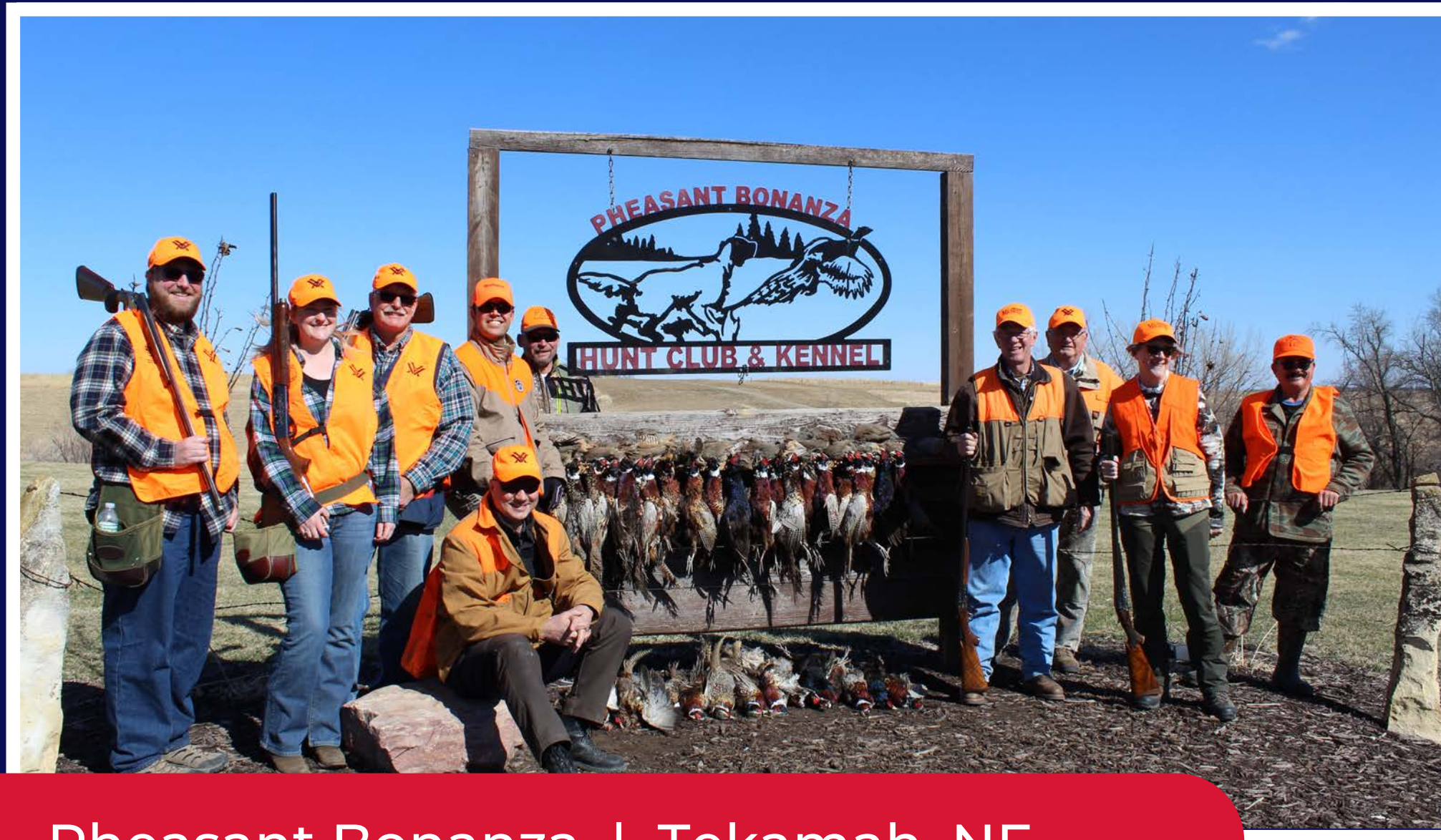
Joey Adams

Logistics Coordinator

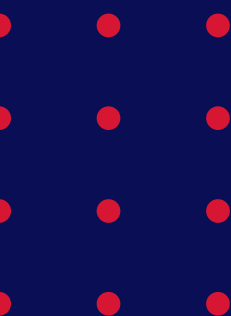


MIDWAYUSA FOUNDATION HOSTED EVENTS

- HUNTS



Pheasant Bonanza | Tekamah, NE



MIDWAYUSA FOUNDATION HOSTED EVENTS



- SPORTING CLAYS SHOOTS



Day of Clays | AL, NE, MN



MIDWAYUSA FOUNDATION HOSTED EVENTS

- DOWNTON DAY



Classic British Driven Shoot with Clays



MIDWAYUSA FOUNDATION HOSTED EVENTS

- PARTNER EVENTS



Scavenger Hunts | Lucas Hoge Concert

MIDWAYUSA FOUNDATION HOSTED EVENTS

- TRAINING CLINIC



Air Gun Training Camp with Olympians

EVENT IMPACT

Dollars Raised: \$175,000

**AVERAGE
DONATION
MATCH: \$1.10**

Endowment Impact: \$367,500



UPCOMING EVENTS

2022

DuckHorn Outdoors Adventures

November 19
Continental Pheasant Hunt
Duck Hunt
Urich, Missouri



2023

SHOT Show Reception

January 18
Venetian Expo Center
Lido Ballrooms

Day of Clays SC

May 20
Moree's Sportsman's Preserve
Society Hill, SC

Day of Clays AR

MIDWAYUSAFOUNDATION.ORG/EVENTS

VIRTUAL EVENTS

Hometown Challenge

- Virtual Shoot
- Sweepstakes: Over 100 prizes
- Team Awards

2022
\$207,293

Giving Tuesday

2017 - \$75,306.42

2021 - \$221,313.67

Online Donation Drive

2022 - \$259,532 (April)



MIDWAYUSAFOUNDATION.ORG

Save the Date: Giving Tuesday 2022
November 29

**\$8.6 MILLION
IN PRODUCTS
PROVIDED TO
YOUTH
SHOOTING
SPORTS
PROGRAMS**

FUNDRAISING PRODUCTS

Quality products offered to our teams and organizations at no cost to fundraise in their local community.



PRODUCT
GRANT
PROGRAM

FREE
CZ-USA 1012 CUSTOM
BRONZE SHOTGUN

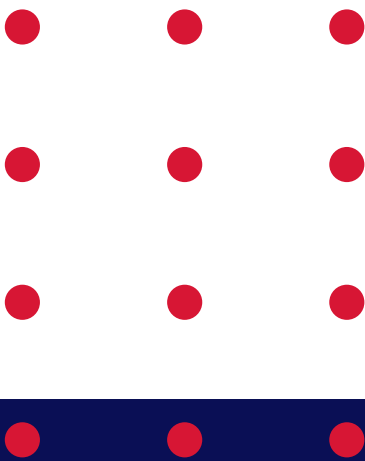


MINIMUM ENDOWMENT DONATION: \$875

Matched*

Keep additional proceeds in your
community for immediate expenses.

*2021 AVG
MATCH: \$1.10



ENDOWMENT
IMPACT: \$1837.50

TEAM RESOURCES

Tool Kit:

- QR Code
- Social Media Images
- Printable Flyers
- Ticket Printing



EVENTGROOVE

Ticket Templates

Ticket & Flyer Printing

Auctions



2022 ONLINE AUCTIONS

Every winning bid is a donation to the youth shooting endowment of the winner's choice.

JANUARY
WALTHER P22



APRIL
NASCAR TRIP



JULY
BUCKMARK AMERICANA



FEBRUARY
TARGET CAMERA SYSTEM



MAY
CZ TS 2



AUGUST
COLT PYTHON



MARCH
RUGER MAX-9



JUNE
BETTINSOLI OMEGA 20 GA

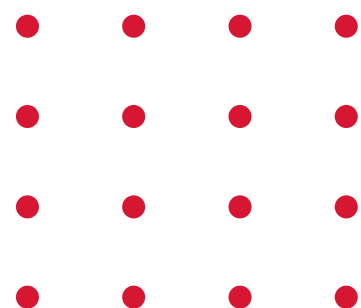


SEPTEMBER
IOWA PHEASANT HUNT



OCTOBER
IFG CARRERA ONE

BID NOW!





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.

PROGRAM MANAGER ROUND TABLE

Ashley Petersen - Northwest

Yim Szeto - Southwest

Jay McClatchey - Northeast

Jeff McClure - Southeast



What can YOU/YOUR ORGANIZATION do to help change the future of youth shooting sports?

What barriers are we still facing?



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

BREAK

NATIONAL YOUTH SHOOTING SPORTS CONFERENCE

MidwayUSAFoundation.org

MIDWAYUSA FOUNDATION: INDUSTRY CONNECTION

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

John Linquist

Relationship Manager



"Some of my best memories in life involved shooting sports at the range with family and friends. I believe shooting sports promotes life skills that build confidence, leadership, and teamwork. They shape each person in a positive way, all of which build better citizens and community leaders."



INDUSTRY SUPPORT

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS



WHY DO WE CONNECT WITH THE INDUSTRY?

IT TAKES A VILLAGE

- Schools rarely fund shooting sports programs
 - It is OUR responsibility to pass along this heritage
 - Industry leaders have an opportunity to work with us in cultivating the next generation
 - MidwayUSA Foundation is the pipeline
- We all stand to benefit from growing the shooting sports industry
 - Pittman-Robertson excise taxes adds:
 - Conservation and open spaces
 - Safe ranges for communities
 - Education opportunities
- Educate the general public about the benefits of youth shooting sports
 - Creates a foundation to become successful young adults and productive citizens
 - Lifelong activity



HOW CAN INDUSTRY LEADERS SUPPORT THE FOUNDATION?

PRODUCT GRANT SUPPORT

Our most successful fundraising program for youth shooting programs.

Participating teams and organizations use these products in local fundraisers!



DONATE TO MONTHLY AUCTIONS

Types of products used in the past year

- Exclusive Hunts
- Shooting Accessories
- Special Experiences
- Firearms
 - Carrera One HR, donated by Italian Firearms Group

Attracts a new audience to our mission

**CHECK OUT OUR PRODUCT
GRANT TABLE!**

**BID ON OUR CURRENT
AUCTION TODAY!**

HOW CAN INDUSTRY LEADERS SUPPORT THE FOUNDATION?

SPONSOR A SHOOT OR TRAINING CLINIC

- All entries are a donation to the team endowment of the participant's choice
- Fun time at the range while improving skills
- Anyone can participate



SUPPORT DONOR CULTIVATION EVENTS

Event examples:

- Downton Day
- Exclusive Hunts
- Donor Reception
- SHOT Show Reception

OTHER
CREATIVE
EXAMPLES



Donates 5% of all parts and accessory sales to MUSAF's mission.



10% of all team orders benefit the team's endowment.



10% discount, and 10% of the team's order benefits their team endowment.



Promo code: 20% off, and 10% of the order is given to MUSAF's mission.

ADDITIONAL SUPPORT PROGRAMS



Reeds Family Outdoor Outfitter

- Hosted Day of Clays - Minnesota
- Provided all underwriting and sponsorships



Remington Ammo

- Hosting Day of Clays - Arkansas in 2023
- Providing facility, range, VIP tours, promo support



Walther Arms

- Special fundraiser experience in 2023
 - Walther Arms training - Armorer's Class
 - Walther Arms gun building experience
 - Walther Arms VIP Tour

HOW CAN YOU HELP?

- Share our story
 - Podcasts
 - Newsletters
 - Social Media
 - Websites
 - Videos Testimonials
 - General Conversations
 - Distribute our material with your products (Umarex)
- Help a local team open an endowment
- Connect us to like-minded industry leaders or high value donors
- Host a special event with us or a local team
- Recommend facilities to host events



MIDWAYUSA FOUNDATION: GETTING INVOLVED TO SUPPORT YOUTH SHOOTING SPORTS

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Ashley Petersen

Program Manager



"As a former NCAA rifle athlete, it's important to me that I give back to this sport that I love and allow the youth of today the opportunity to grow through shooting sports as I have done."





GET INVOLVED

Inputs

Donations

Outputs

Cash Grants

Range Development Grants

Coach Training Grants

Product Grants

Interaction

Attendance at events

Bidding on auctions

Support your local youth shooting program

Volunteer mindset

Communicating and asking questions

We appreciate all you do to help keep teams going!" - Riverside Shooting Club

**WE CAN'T
ACHIEVE THIS
ALONE**



Pennies per clay



Membership
Registrations



Links on website



Distribution of
Foundation material

GETTING INVOLVED TO SUPPORT YOUTH SHOOTING SPORTS - WRAP UP

“

We take our grant in the fall, which helps us start our new season with much needed funds. This year, that was especially the case as we just received an invoice for ammo that we were able to pay only because we received our grant check.”

-Bernie Till, Mid Carolina 4H Head Coach, Orangeburg, SC



**BRENT
MCPHERSON**



Chief Operating Officer

USA Shooting

THE OLYMPIC PATH



**ROBBI
VINCENT**



President

FutureU Sports Corp

THE YOUTH SHOOTING SPORTS PIPELINE

YOUTH TEAM - COLLEGE - OUTDOOR INDUSTRY





WRAP UP

Q & A

Growth in Columbia, MO

Non-Profit Campus

Take the survey!

M1 Garand Winner!

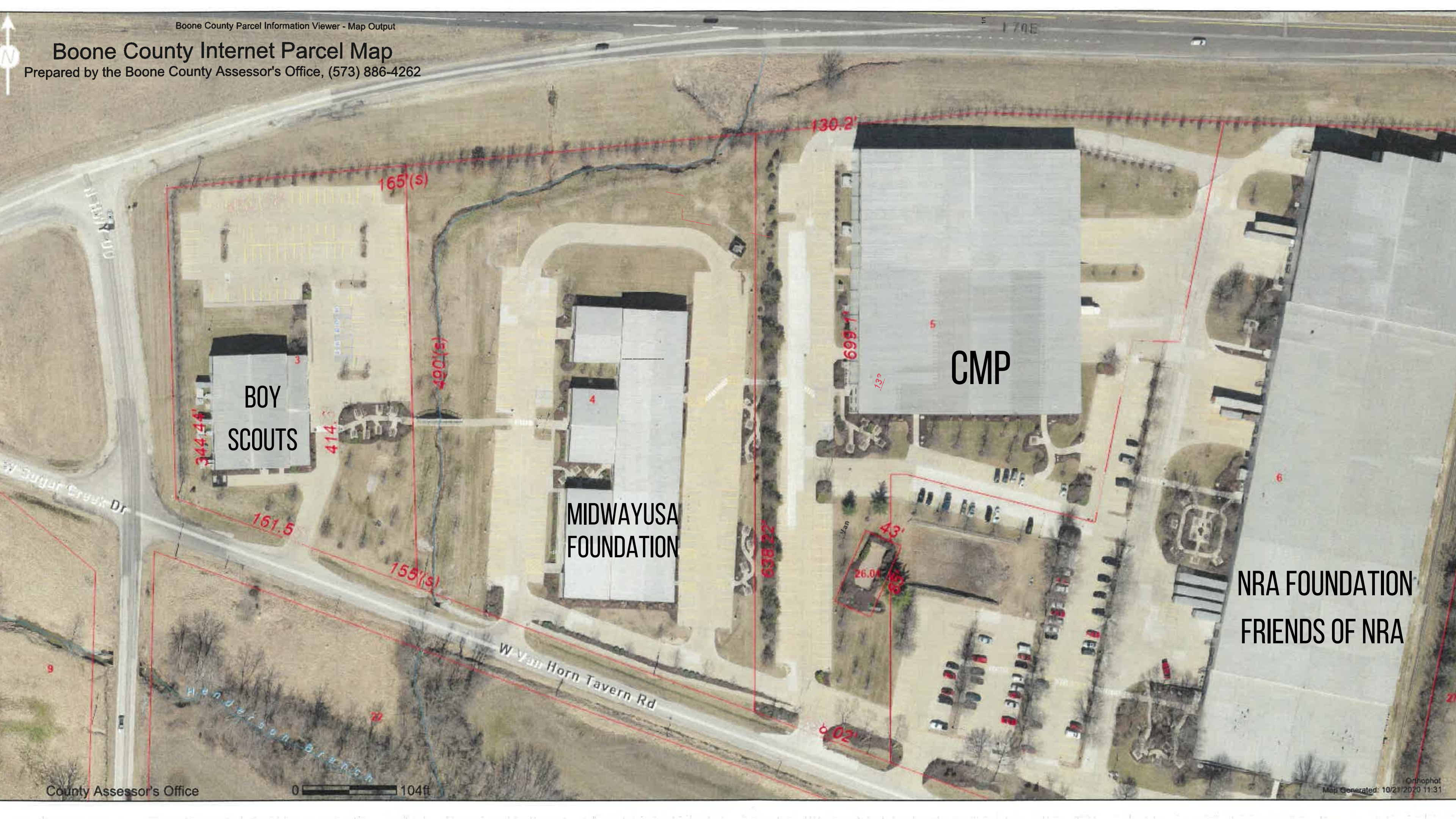


CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS



Boone County Internet Parcel Map

Prepared by the Boone County Assessor's Office, (573) 886-4262



BOY
SCOUTS

MIDWAYUSA
FOUNDATION

CMP

NRA FOUNDATION
FRIENDS OF NRA



WRAP UP

Q & A

Growth in Columbia, MO

Non-Profit Campus

Take the survey!

M1 Garand Winner!



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

NATIONAL YOUTH SHOOTING SPORTS CONFERENCE

October 7-8, 2022



MidwayUSAFoundation.org