"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 entries.

1 FOR $20
3 FOR $50

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

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

ROTATE EVERY
90 SECONDS
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.
"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."

Dani Farris
Marketing Manager
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

$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

“Our endowment has helped keep costs down and participation up!”

Our endowment has helped keep costs down and participation up!
• 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.

"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.
HOW DO WE DOUBLE SHOOTING SPORTS IN 5 YEARS?
"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."
YOUTH SHOOTING SPORTS CONTRIBUTION TO THE INDUSTRY

MidwayUSAFoundation.org
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
TIMES ARE CHANGING...

Youth Shooting Sports is mainstream
Lifelong Skills - Very Safe - Everyone Can Participate
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)
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

Firearm and Ammunition Manufacturers Have Provided

More Than $15 Billion

For Conservation So Far

NSSF.ORG
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.

- Firearm Sales: 59.9%
- Ammunition Sales: 33.9%
- Archery Sales: 6.2%

As of 2020 - Percentage of sales impacting the Wildlife Restoration program

*Source: Southwick and Associates*
Shooting Sports also contribute to the Wildlife Restoration program. Wildlife Restoration excise taxes generated by non-hunting-related and hunting-related activities.

The primary purpose of all Firearms and Ammunition retail sales:

- **All Firearms**: 78% intended for non-hunting, 22% intended for hunting.
- **All Ammunition**: 67.7% intended for non-hunting, 32.3% intended for hunting.
- **Combined**: 74.2% intended for non-hunting, 25.8% intended for hunting.

*Source: Southwick and Associates*
At what age did participants start shooting sports?*

74% participated in shooting sports before the age of 24
What ages were the shooting sports participants?*

<table>
<thead>
<tr>
<th>Age of participants</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-24</td>
<td>29%</td>
</tr>
<tr>
<td>25-34</td>
<td>19%</td>
</tr>
<tr>
<td>35-44</td>
<td>13%</td>
</tr>
<tr>
<td>45-54</td>
<td>17%</td>
</tr>
<tr>
<td>55-64</td>
<td>12%</td>
</tr>
<tr>
<td>65+</td>
<td>10%</td>
</tr>
</tbody>
</table>

* Source: 2022 SPECIAL REPORT ON HUNTING & THE SHOOTING SPORTS
Where do shooting sports participants live?

- Mountain: 10%
- West North Central: 8%
- East North Central: 14%
- East South Central: 7%
- West South Central: 13%
- New England: 3%
- Middle Atlantic: 11%
- Pacific: 14%
- South Atlantic: 21%

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

*Source: Southwick and Associates*
Interesting nugget about shooting sports athletes:

**Which shooting sports do you currently participate in?**

*The n= values vary, see participation tables on page 4.*

<table>
<thead>
<tr>
<th>PARTICIPANT</th>
<th>PARENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trap</td>
<td>87%</td>
</tr>
<tr>
<td>Hunting (small game)</td>
<td>72%</td>
</tr>
<tr>
<td>Hunting (big game)</td>
<td>66%</td>
</tr>
<tr>
<td>Sporting clays</td>
<td>57%</td>
</tr>
<tr>
<td>Skeet</td>
<td>54%</td>
</tr>
<tr>
<td>Archery</td>
<td>53%</td>
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<tr>
<td>Handgun target shooting</td>
<td>52%</td>
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<tr>
<td>Rifle target shooting</td>
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<tr>
<td>Airgun target shooting</td>
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<tr>
<td>Trap</td>
<td>80%</td>
</tr>
<tr>
<td>Hunting (small game)</td>
<td>79%</td>
</tr>
<tr>
<td>Hunting (big game)</td>
<td>72%</td>
</tr>
<tr>
<td>Sporting clays</td>
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</tr>
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<td>Handgun target shooting</td>
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<td>Rifle target shooting</td>
<td>60%</td>
</tr>
<tr>
<td>Archery</td>
<td>54%</td>
</tr>
<tr>
<td>Skeet</td>
<td>52%</td>
</tr>
<tr>
<td>Airgun target shooting</td>
<td>18%</td>
</tr>
</tbody>
</table>

**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%.

**Have you ever taken a hunter education course? (n=114)**

YES 84%

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

YES 42%
"Does the future of hunting lay in youth shooting sports?"
SHOOTING SPORTS DRIVES
PITTMAN-Robertson Dollars
JENNA STIEK

Conservation Educator
Missouri Department of Conservation

UNIQUE EDUCATION PROGRAMS
BRANDON BUTLER

MARKETING YOUR ORGANIZATION

NATHAN 'SHAGS' MCLEOD

Driftwood Outdoors

Check out the Driftwood Outdoors podcast!
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

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?

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

APPLICATION DETAILS

Apply: February 1 - April 1
Apply Online: SurveyMonkey Apply

Applications are reviewed by the MUSAF Range Development Committee
Our Range Development Grant Program is building better environments for our youth shooting teams.

**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
RANGE GRANTS: NRA

Director - Hunters' Leadership Forum

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

Peter Novotny
Peter Churchbourne
Jenna Stiek
Swanny Evans
Zack Snow
Hank Garvey
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

WIN prizes!
ATHLETE TESTIMONIAL

SHANE THEISSEN

4-H Shooting Sports Ambassador
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."
There are a variety of endowments that make our program possible. All of these endowments receive annual cash grants.

midwayusafoundation.org/grants

- Team
  - High School and College

- Agency
  - Mission Aligned

- Donor Designated
  - Program Aligned

- Donor Advised Funds
  - Donor Guided Grants
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

midwayusaafoundation.org/grants
Ammunition
Travel
Uniforms
Range and Entry Fees
Targets
Training

"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!"

20th Junior Skeet and Clays

"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."

HOW FUNDS ARE USED

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

EXPENSES NOT COVERED
- Firearms
- Individual Scholarships
- Political Lobbying
- Club/HS/Collegiate Indirect Costs

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

ORGANIZATIONAL GRANTS
TOTAL Organizational Cash Grants: Over $6 Million

THEN

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>2014: 6 recipients</th>
<th>2022: 29 recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$142,000</td>
<td>$730,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DONOR DESIGNATED</th>
<th>2017: 3 recipients</th>
<th>2022: 13 recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>$133,000</td>
<td>$320,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DONOR ADVISED FUNDS</th>
<th>2021: 2 recipients</th>
<th>2022: 3 recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12,000</td>
<td>$17,000</td>
<td></td>
</tr>
</tbody>
</table>

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

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

60% of our youth shooters tell us they are also participating in hunting or conservation activities.

On average, our cash grant support

60,000 of youth shooters and

4,000 coach volunteers each year.
“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

OVERALL EXPENSES REPORTED BY TEAMS
$200 MILLION

SHOOTING TEAM EXPENSES

2015 - 2022

OVERALL EXPENSES
70% OF A SHOOTING TEAM’S BUDGET INCLUDES AMMO, TARGETS, TRAVEL, AND ENTRY FEES
<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athlete Out-of-Pocket</td>
<td>28%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>24%</td>
</tr>
<tr>
<td>Foundation Grant</td>
<td>17%</td>
</tr>
<tr>
<td>School Grants/Support</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Alumni/Booster Support</td>
<td>5%</td>
</tr>
<tr>
<td>Other Grants</td>
<td>2%</td>
</tr>
</tbody>
</table>

**FUND FACT**

Only 1 grant cycle (2017) has had an overall revenue higher than expenses.
"Life's most persistent and urgent question is, what are you doing for others?"

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
- AFTER GRANT: $17,500
“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

Dana Lynd
Assistant Programs Chief
Civilian Marksmanship Program

Rick Leach
National Director
Scholastic Action Shooting Program

Brian Beard
President
USA Youth Education in Shooting Sports

Robbi Vincent
President
FutureU Sports Corp
OTHER FUNDING SOURCES FOR YOUTH SHOOTING SPORTS

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
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
CONNECTING YOUTH SHOOTING SPORTS TO HUNTERS

Director of Research and Partnerships
Council to Advance Hunting and Shooting Sports
GROWTH OF YOUTH SHOOTING SPORTS WITH STATE AGENCY INFLUENCE

Shooting Sports and Range Coordinator
Iowa DNR

CHRIS VAN GORP
"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
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

ADVANCED COACH CLASSES

Owner
3GE, LLC
LUNCH NATIONAL YOUTH SHOOTING SPORTS CONFERENCE

MidwayUSAFoundation.org
MIDWAYUSA FOUNDATION PROGRAMS AND FUNDRAISING RESOURCES

Sarah Hall
Project and Events Manager

Joey Adams
Logistics Coordinator

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS
MIDWAYUSA FOUNDATION PROGRAMS AND FUNDRAISING RESOURCES

Sarah Hall
Project and Events Manager

Joey Adams
Logistics Coordinator

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

confidence

RESPECT

Comradery

COMMUNITY

Purpose

OLYMPICS

grateful

smell of gun powder

RESPECT

Community

Building trust

purpose

confidence

smiling faces of kids

hard work

building trust

travel

Opportunity

4-H pride

Comradery

passion

hard work

4-H

pride

4-H

pride

LIFE LONG

skill building

family

part of a team

LIFE LONG
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
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
Hometown Challenge

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

Giving Tuesday

2017 - $75,306.42
2021 - $221,313.67

Online Donation Drive

2022 - $259,532 (April)

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.
FREE
CZ-USA 1012 CUSTOM BRONZE SHOTGUN

MINIMUM ENDOWMENT DONATION: $875

Matched*  Keep additional proceeds in your community for immediate expenses.

ENDOWMENT IMPACT: $1837.50

*2021 AVG MATCH: $1.10

MidwayUSAFoundation.org/fundraising
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

FEBRUARY
TARGET CAMERA SYSTEM

MARCH
RUGer MAX-9

APRIL
NASCAR TRIP

MAY
CZ TS 2

JUNE
BETTINSOLI OMEGA 20 GA

JULY
BUCKMARK AMERICANA

AUGUST
COLT PYTHON

SEPTEMBER
IOWA PHEASANT HUNT

OCTOBER
IFG CARRERA ONE

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

What barriers are we still facing?

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
BREAK NATIONAL YOUTH SHOOTING SPORTS CONFERENCE
MidwayUSAFoundation.org
"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

INDUSTRY SUPPORT

<table>
<thead>
<tr>
<th>SKB</th>
<th>FEDERAL</th>
<th>UMBREXUSA</th>
<th>BCONE-DRI</th>
<th>IPG</th>
<th>EYEWEAR</th>
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<td>Outdoorsman Group</td>
<td>Walther</td>
<td>Vortex Optics</td>
<td>Remington</td>
<td>CZ-USA</td>
<td>Redding Reloading Equipment</td>
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<td>Timney</td>
<td>Hodgdon</td>
<td>BIG FRIG</td>
<td>Savage</td>
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<td>Berry's Bullets</td>
<td>Hotchkiss</td>
<td>Volquartsen Firearms</td>
<td>Gnosis</td>
<td></td>
</tr>
<tr>
<td>Garmin</td>
<td>OTIS</td>
<td>Mec</td>
<td>Bettinsoli USA</td>
<td>GSM Outdoors</td>
<td></td>
</tr>
<tr>
<td>Tippmann Arms</td>
<td>Colt</td>
<td>Faxon</td>
<td>Reeds Family Outdoor Outfitters</td>
<td>Walker's</td>
<td></td>
</tr>
<tr>
<td>Barepelt</td>
<td>Mantis</td>
<td>Southwick Associates</td>
<td>80 Below Sports</td>
<td>Everest</td>
<td></td>
</tr>
<tr>
<td>Wilson</td>
<td>Tool Gage</td>
<td>Everest</td>
<td>For Accurate Uniform Round Loads</td>
<td>Eventgroove</td>
<td>formerly TicketPrinting.com</td>
</tr>
</tbody>
</table>
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

WHY DO WE CONNECT WITH THE INDUSTRY?

IT TAKES A VILLAGE

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!
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.
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
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
“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
THE OLYMPIC PATH

Chief Operating Officer
USA Shooting
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!

Midway Foundation
CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS
WRAP UP

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Take the survey!

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