



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

# NATIONAL YOUTH SHOOTING SPORTS CONFERENCE

OCTOBER 6-7  
2023





CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

**WELCOME**

**G. Scott Reynolds**  
Executive Director





## IMPORTANT STUFF

Meals are served in Salon C.

Visit our sponsor tables.

Win a gun safe!

Complete the survey!

Bid on silent auction items!



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

**1 FOR \$20**

**3 FOR \$50**

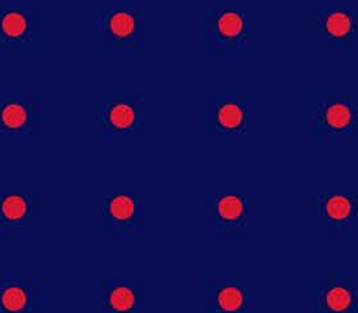
**Remington**

Donated by:  
SA Consumer Prodcuts



**YAY!**

**YOU'RE  
HERE!**







CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

## LARRY & BRENDA POTTERFIELD

Co-Founders of MidwayUSA  
Founders of MidwayUSA Foundation

---





CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

## BEHIND THE MIC

**Jeff McClure**

Program Manager - Southeast





# SPEED ~~DATING~~ MEETING

MEET  
LEARN  
CONNECT

- STAND UP
- PUSH IN CHAIRS
- ROTATE EVERY 90 SECONDS





**CHARLES  
HILTUNEN**



Principal & Chief Development Officer  
Sextons Creek  
NRA Board Member

# INVEST (BY BEING VESTED) IN YOUTH SHOOTING SPORTS

Charles Hiltunen is a seasoned veteran with a deep understanding of both the people and process side of regulatory, legislative, and business affairs. He is a Christian, father, community volunteer, attorney, lobbyist, and strategic business advisor who has been active in government and business affairs for over 35 years. He also is a Certified Pistol Coach for the Scholastic Action Shooting Program and holds various firearm instruction certifications. Mr. Hiltunen has served on numerous boards, including Volunteers of America, Immaculate Heart of Mary Parish Council, National Guard Foundation of Indiana, Indiana Youth Shooting Sports Foundation, and the Indiana State Rifle and Pistol Association.



**SPONSORED BY:  
SSP EYEWEAR**



**STAY FOCUSED**

BREAK

**SSPEYEWEAR.COM**





CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

# INTRODUCTION TO MIDWAYUSA FOUNDATION

**Dani Farris**  
Marketing Manager





THE MIDWAYUSA FOUNDATION IS  
A 501(C)(3) PUBLIC CHARITY  
WORKING TO SUSTAIN AND GROW  
YOUTH SHOOTING SPORTS BY  
PROVIDING **LONG-TERM FUNDING**  
TO YOUTH SHOOTING TEAMS  
THROUGH ANNUAL CASH GRANTS.

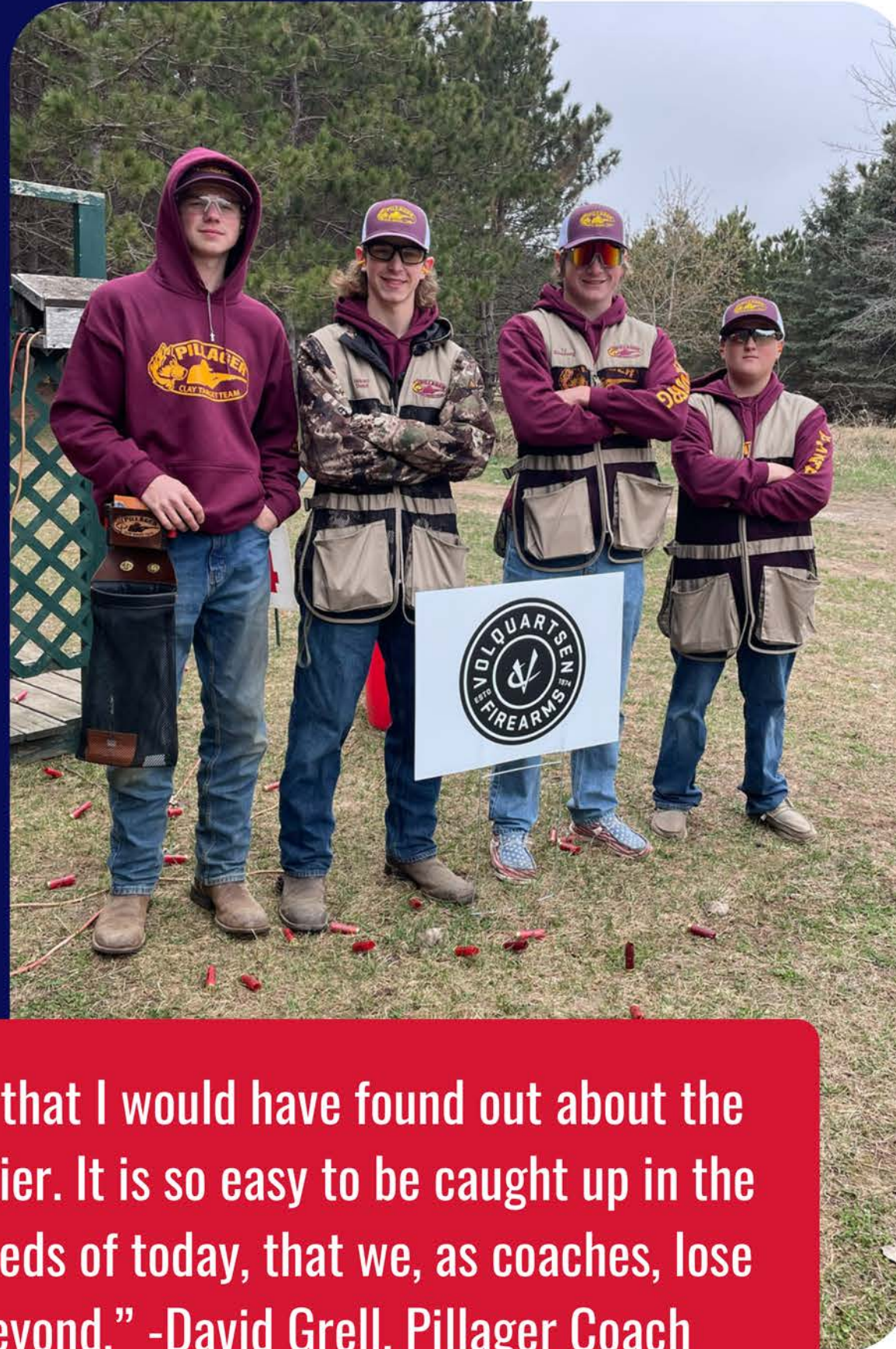


## Endowed Funds



**WHAT  
WE'VE  
DONE**

# **REAL MONEY TO YOUTH SHOOTING SPORTS**



**“If I’m being honest, I wish that I would have found out about the MidwayUSA Foundation earlier. It is so easy to be caught up in the moment and address the needs of today, that we, as coaches, lose sight of tomorrow and beyond.” -David Grell, Pillager Coach**

**\$54.5+ Million**

cash grants paid

**\$9+ Million**

product grants provided

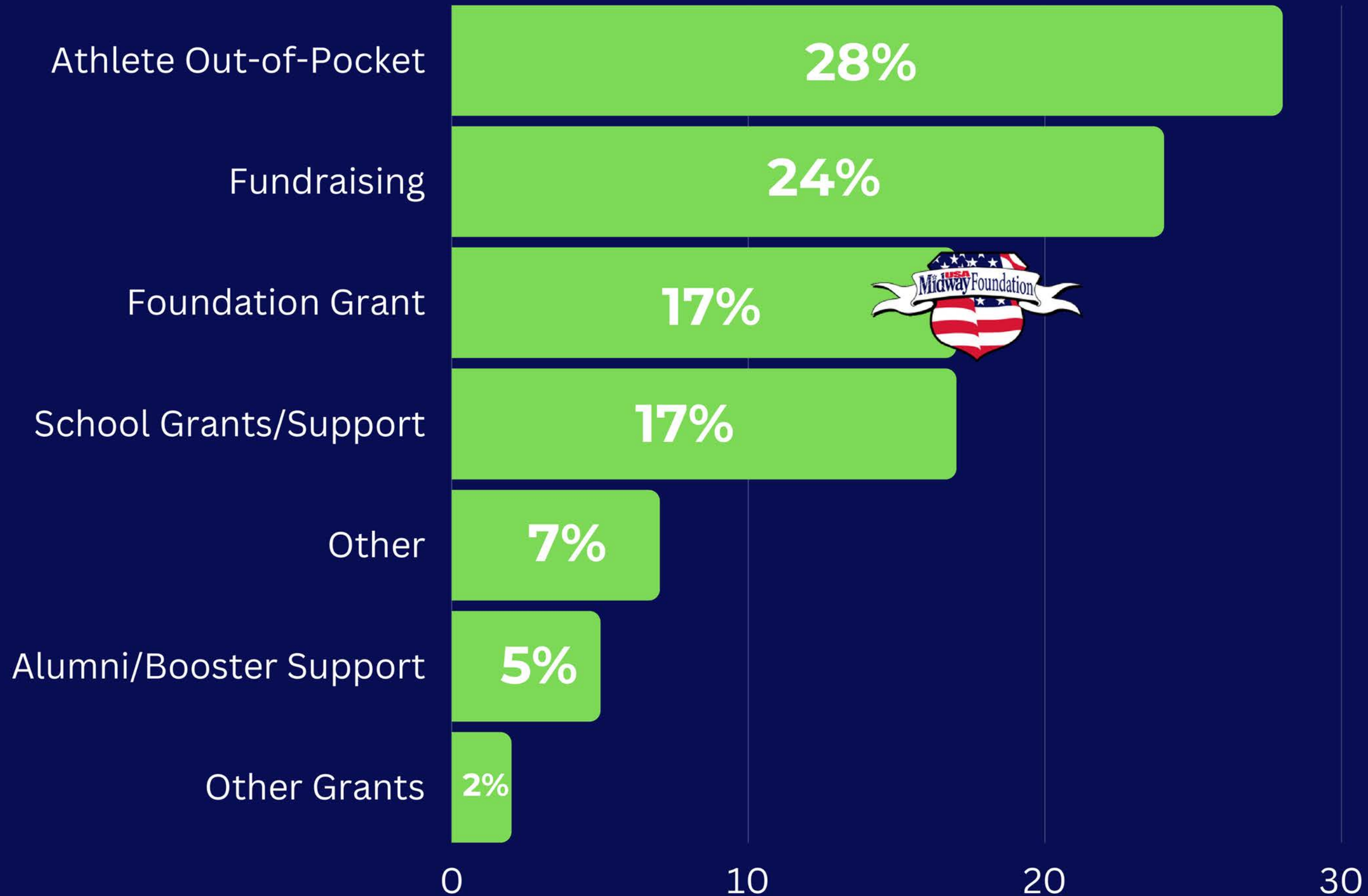
**\$63+ Million**

grants provided





## TEAM'S FUNDING SOURCES



\*Data compiled from MidwayUSA Foundation Team Cash Grant applications.



# KEYS TO SUCCESS



- SPECIFIC FUNDRAISERS
- SETS GOALS
- EVENTS
- REGIONAL SPONSOR SUPPORT
- INCENTIVE PARTICIPATION
- DIRECT LINK TO ENDOWMENT PAGE

ENDOWMENT BALANCE:  
\$109,984.44



Presented by: **REEDS**  
Family Outdoor Outfitters



## PILLAGER CLAY TARGET TEAM



“ —  
If you don't utilize  
the Foundation you  
are failing to  
preserve the very  
program you donate  
your time to build.”

-David Grell

“The Foundation offers a way to preserve our shooting program for the future. It funds the program long term, allowing us to collect a small portion for immediate needs. In most cases, every little bit of effort we pour into this is matched by the Potterfields.”

-David Grell, Pillager Coach



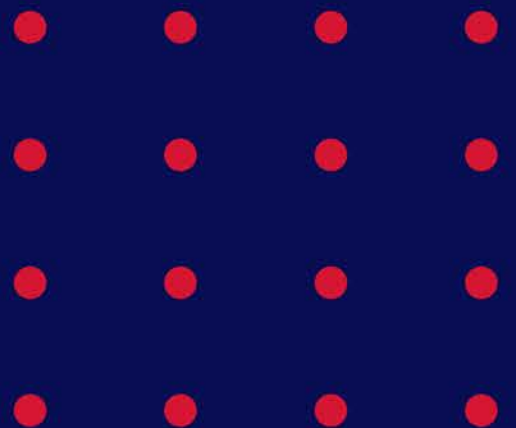
**KEVIN  
KOZEL**



Director, Business  
Development/Strategic Projects

Italian Firearms Group USA

# INDUSTRY AWARENESS OF YOUTH SHOOTING SPORTS IMPACT





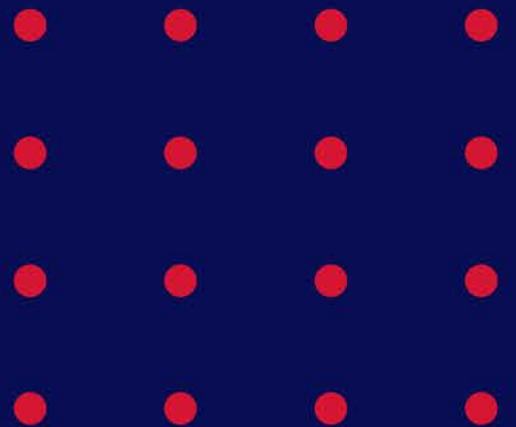
ZACH  
SNOW



Director - Member  
Development

National Shooting Sports  
Foundation

# NATIONAL SHOOTING SPORTS FOUNDATION'S +ONE & WHERE TO SHOOT PROGRAMS





**SPONSORED  
BY:  
MILLER  
SHOOTING  
SPORTS**

**LUNCH**

 **milller**  
shooting sports

[MillerShootingSports.com](http://MillerShootingSports.com)



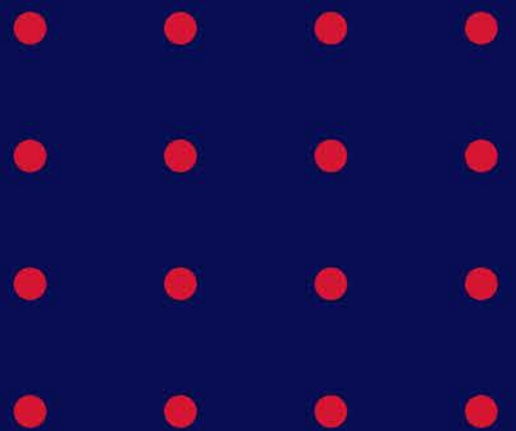
**JIMMY SELF**



Youth Shooting Sports  
Coordinator

Arkansas Game and Fish  
Foundation

# ARKANSAS' ROAD TO YOUTH SHOOTING SPORTS FUNDING







Grayson Stuart



Kyleigh Kozel



Abby Jackley



Zach Abbott

**Mediated by:  
Jon Zinnel**

Conservation & Youth Shooting  
Sports Sr. Manager  
Federal, CCI, Remington, &  
HEVI-Shot Ammunition

**YOUTH PANEL DISCUSSION:  
ATHLETES WORKING IN THE INDUSTRY**





**SPONSORED BY:  
SSP EYEWEAR**



**STAY FOCUSED**

**BREAK**

**SSPEYEWEAR.COM**



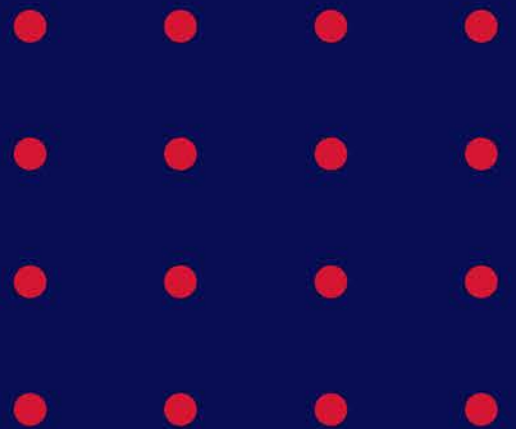
**MICHELLE  
CUSTER**



Advancement Director

University of Missouri  
College of Health Sciences

# **BEST PRACTICES IN FUNDRAISING**







**ABBY JACKLEY  
YOUTH SHOOTER**

# **BUILDING YOUR BRAND: SOCIAL MEDIA FOR SHOOTERS**



Instagram

**@AbbyJackleyOutdoors**



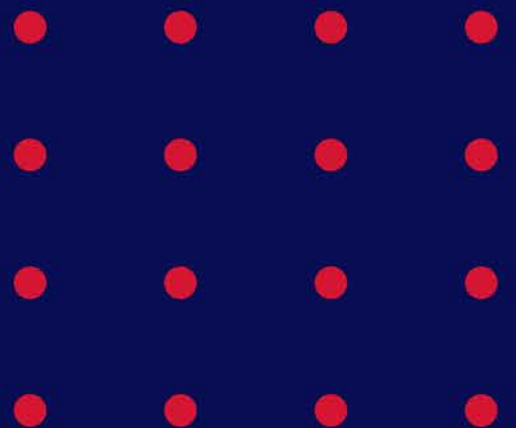
**CHARLES  
'SWANNY'  
EVANS**



Director of Research and  
Partnerships

Council to Advance Hunting  
and Shooting Sports

# **COUNCIL TO ADVANCE HUNTING AND SHOOTING SPORTS UPDATE**





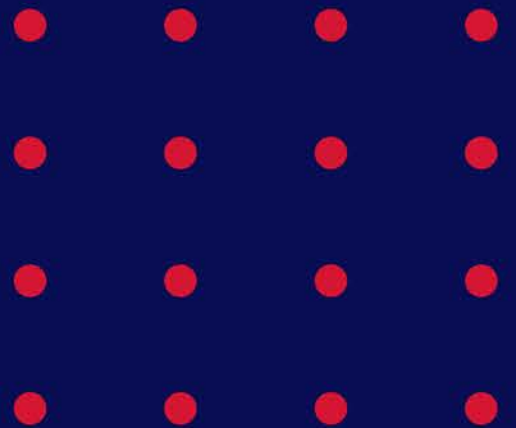
**SHAYLENE  
KEINER**



President

Headhunters NW

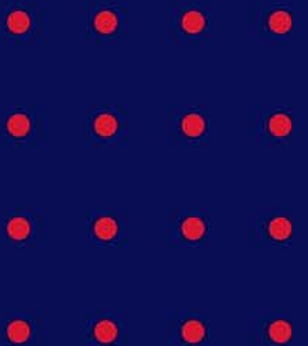
# OUTDOOR INDUSTRY CAREER PATH







# USAYESS UPDATE : BRIAN BEARD



USAYESS is a non-profit organization and the nation's premier and only all-inclusive youth program which introduces, grows, supports, and educates youth, and their families to firearm safety, shooting sports and wildlife conservation and habitat.



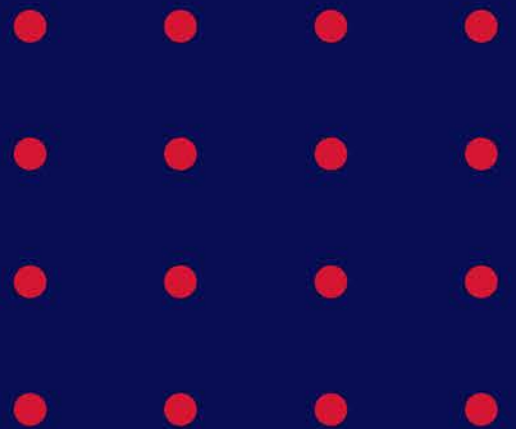
**GREG  
LAM**



Partner

Copilevitz, Lam & Raney, P.C.

# LEGAL ISSUES ACROSS SHOOTING SPORTS







## WRAP UP

Silent Auction

Dinner in Salon C - 6:00 p.m.

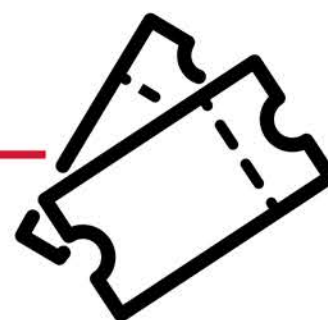
Complete the survey!

Win a gun safe full of prizes!

Saturday start time

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

1 FOR \$20  
3 FOR \$50



HAPPY HOUR  
SPONSORED BY:

**OTIS**  
SMART GUN CARE



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS





CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

# NATIONAL YOUTH SHOOTING SPORTS CONFERENCE

OCTOBER 6-7  
2023





## WELCOME

Friday synopsis

Visit our sponsor tables.

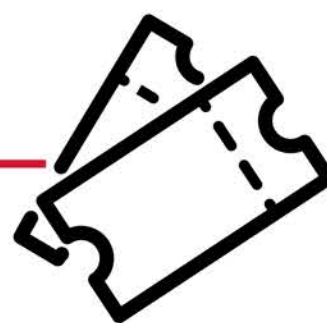
Complete the survey.

Win a gun safe full of prizes!

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

1 FOR \$20

3 FOR \$50



*Remington*

Donated by:



CONSUMER  
PRODUCTS



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

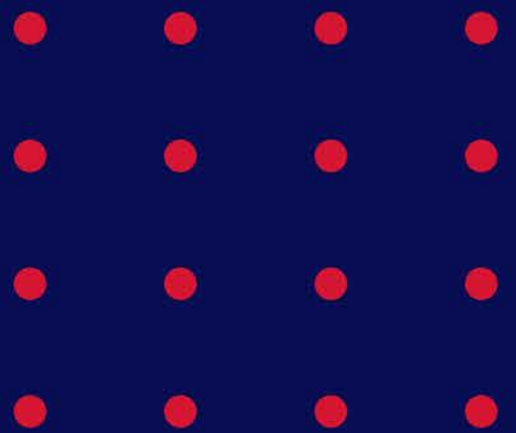


CARTER  
TAYLOR

4-H Shooting Sports  
Ambassador



# ATHLETE TESTIMONIAL







CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

## MIDWAYUSA FOUNDATION COACH TRAINING GRANTS

**Yim Szeto**

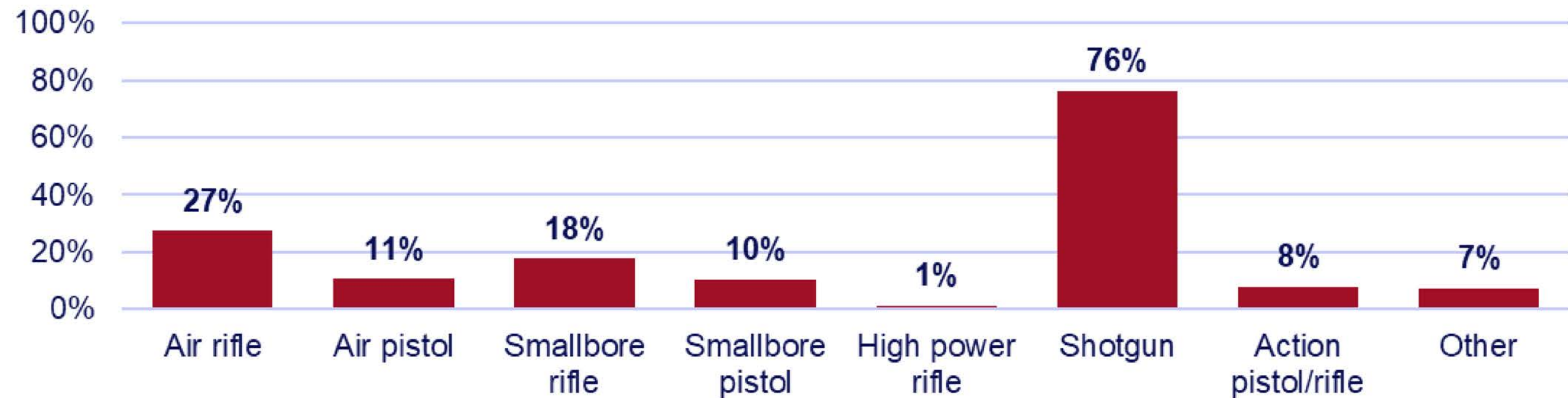
Program Manager - Southwest





# COACH TRAINING GRANT SURVEY

- Conducted December 2022
- Over 75% shotgun discipline



\*Based on survey conducted with MidwayUSA Foundation endowment holders.





## TEAM TO COACH AVAILABILITY VS NEEDS



### 10% shortage on **CURRENT** coaching needs

- Total Number Head/Assistant Coaches reported – **2,159**
- Ideal Number of Head/Assistant Coaches needed – **2,371**

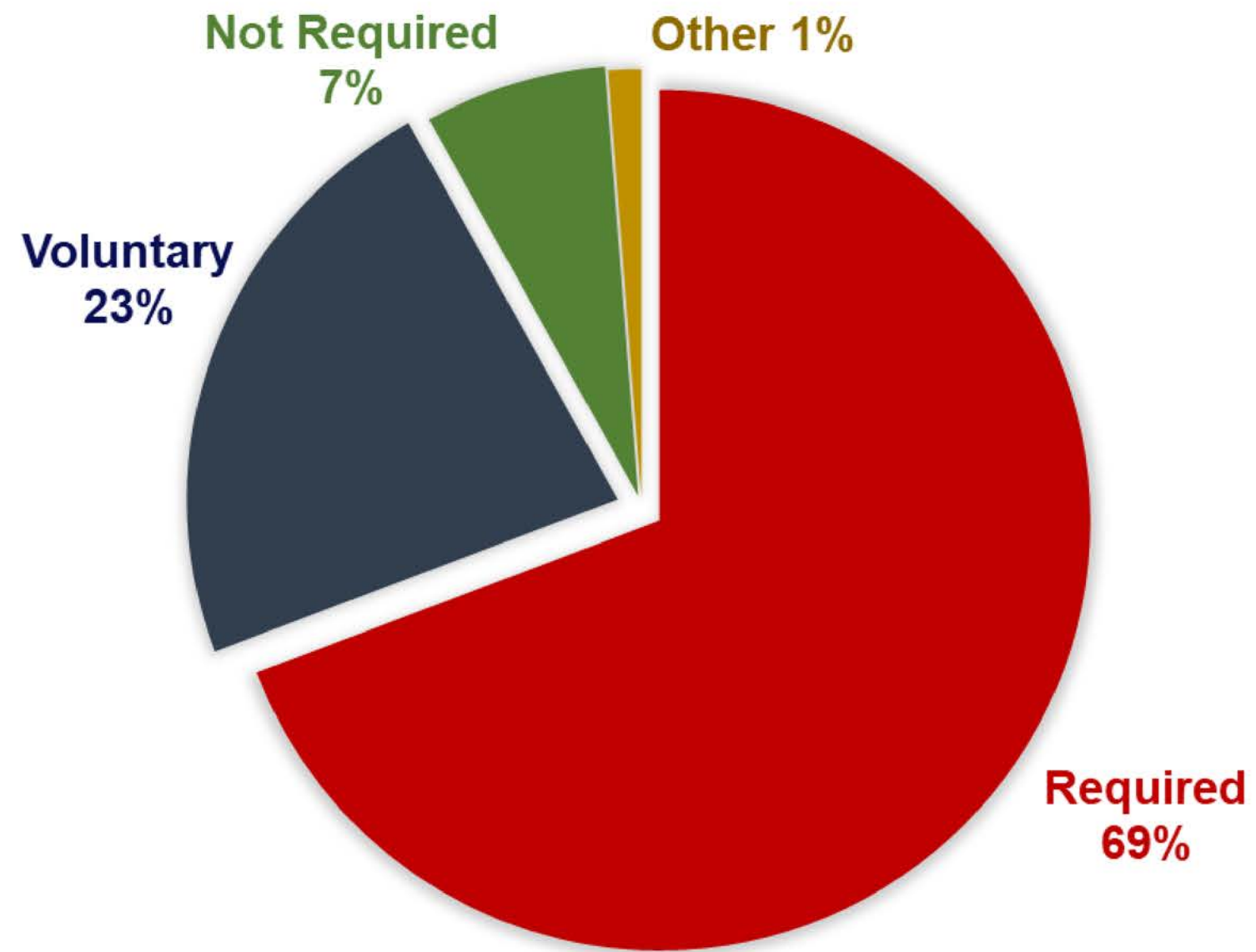
### 66% of responding teams expect an athlete increase

- Teams with 30 or fewer athletes expect a 47.5% increase
- Teams with 31 or more athletes expect a 18.6% increase

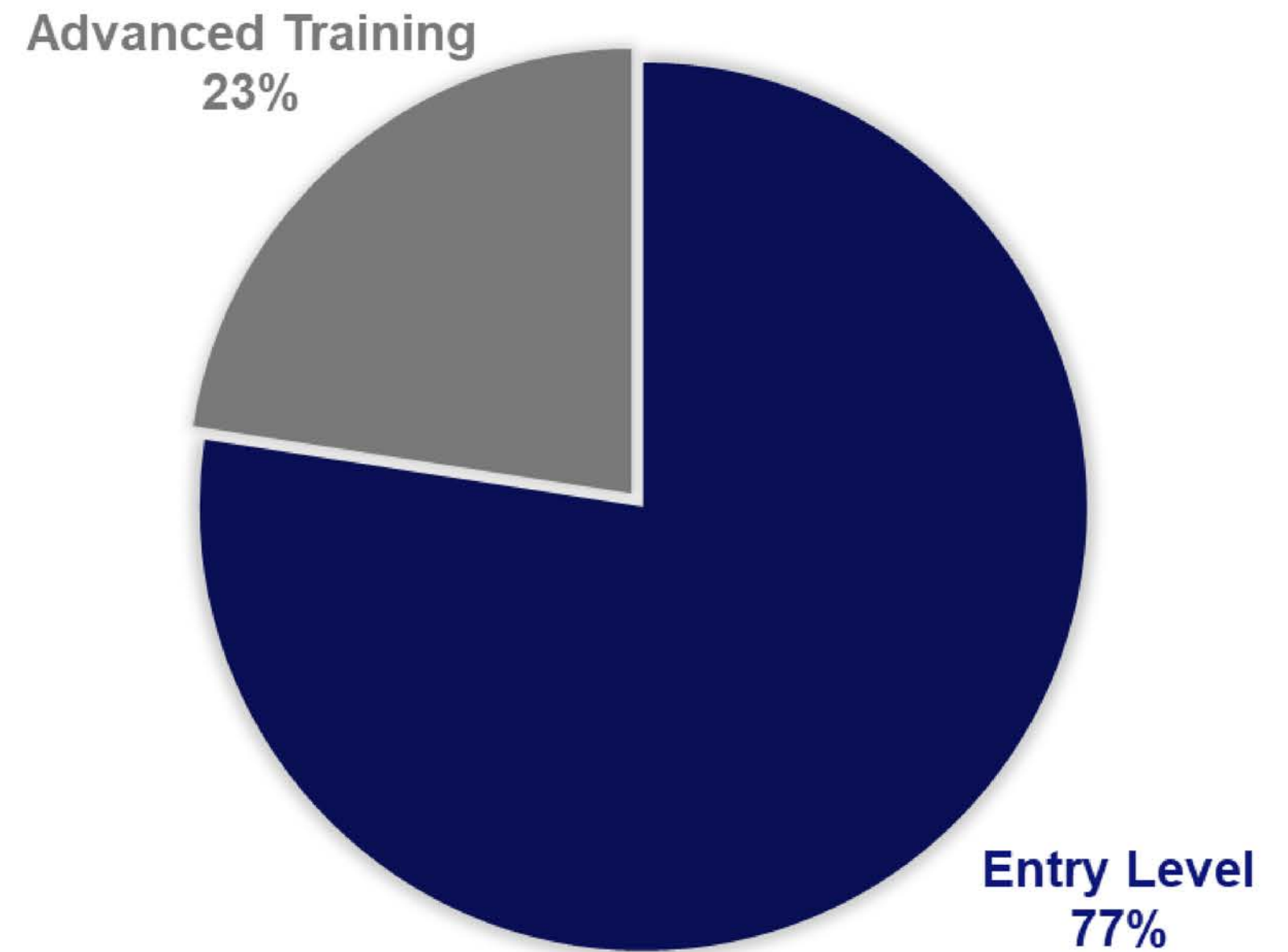


**TOTAL COACHES TRAINED: 2,082**

## USE OF FORMAL TRAINING

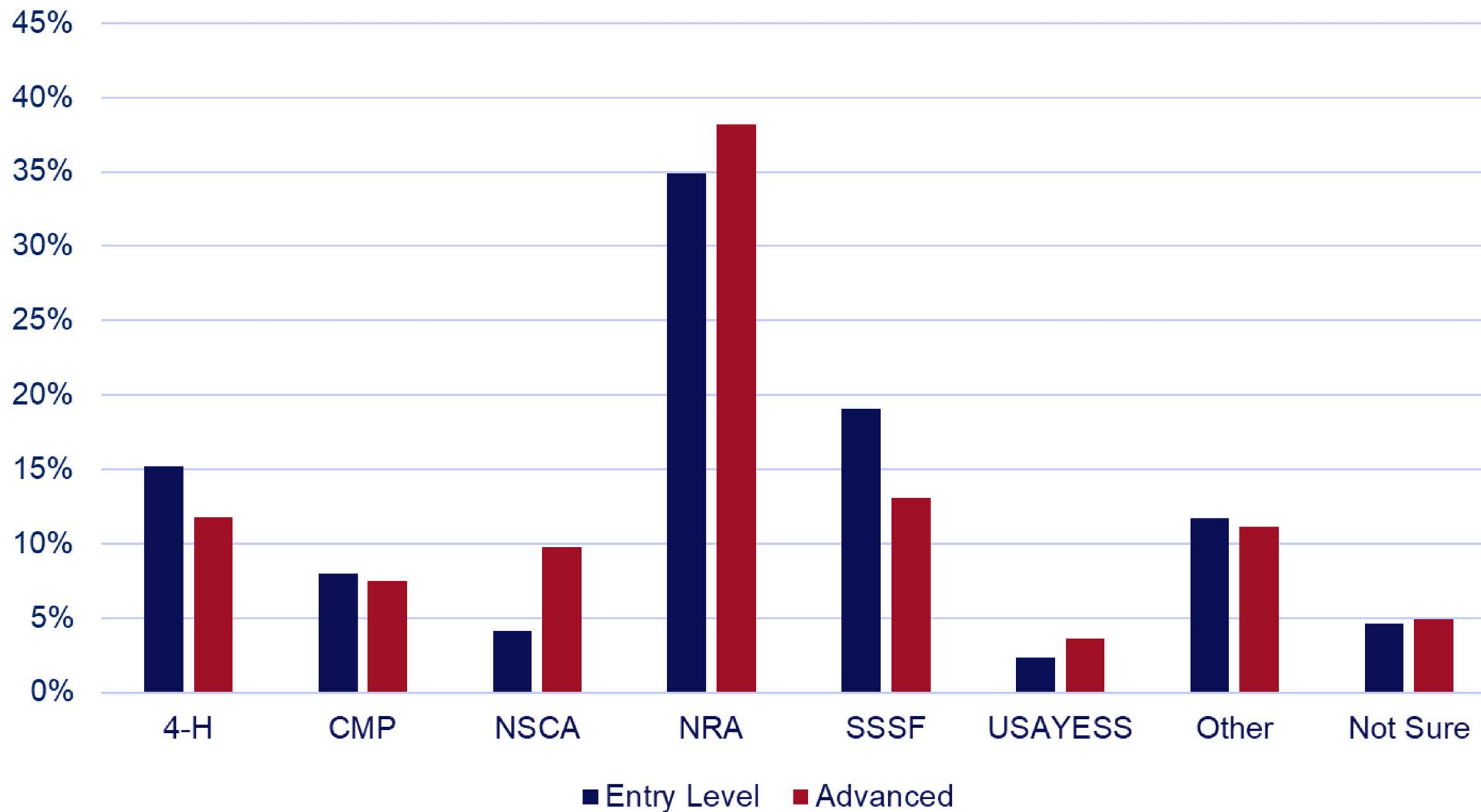


## CURRENT TRAINING LEVELS





## SOURCE OF COACH TRAINING





## WHY AREN'T COACHES TRAINED?

Reason for non-certified coaches	Percentage of participants
Lack of training classes	18%
Coach/volunteer turnover	16%
Time away from work/home	15%
Cost of Certification	12%
Cost of Travel	12%
Distance to training	8%
Don't know where to start	5%
Didn't know there were coach training certifications	4%
Don't feel they need a certificate	4%
Other	4%
Certification Expired	3%



## COACH TRAINING GRANTS



### Who is eligible?

- Applicants – Agency and Donor-Designated endowments
- Benefactors – Coach candidates affiliated with an endowment-holding team

### When is the grant cycle?

- February 1 – March 1
  - Disbursement in the month of May

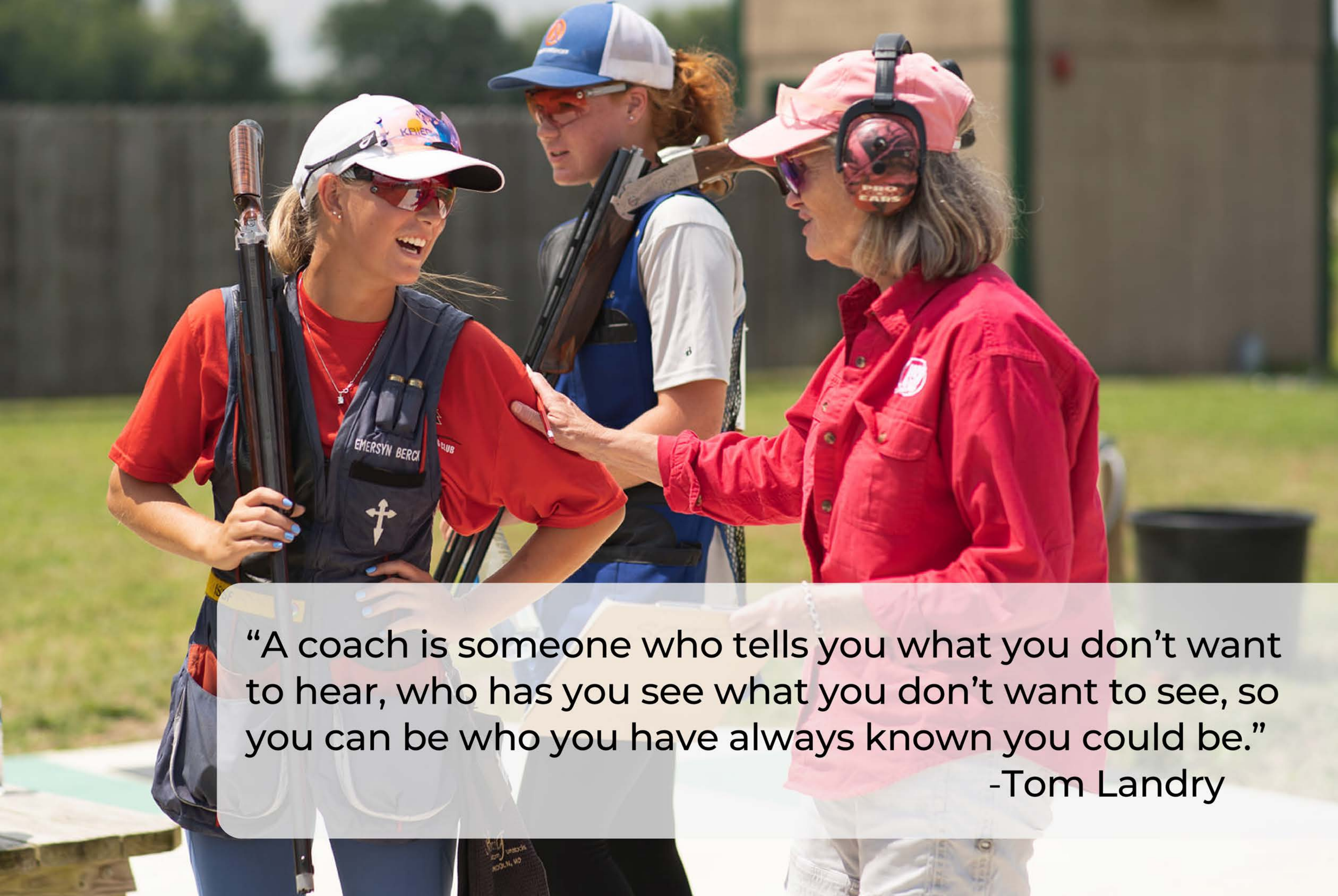
### Where is the grant application?

- SMAApply grant portal
- [midwayusafoundation.org/grants](https://midwayusafoundation.org/grants)

**\$250,000 AVAILABLE**







“A coach is someone who tells you what you don’t want to hear, who has you see what you don’t want to see, so you can be who you have always known you could be.”

-Tom Landry



## PANEL DISCUSSION: COACH TRAINING



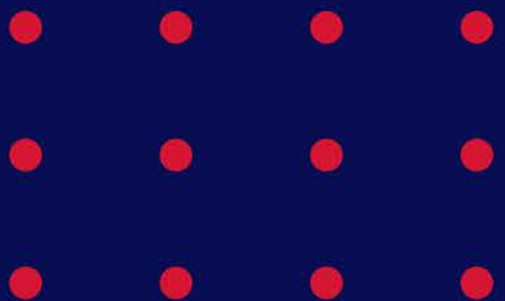
**Hank Garvey**  
NEIJSS



**Dave Miller**  
Miller Shooting Sports



**Rick Leach**  
SASP





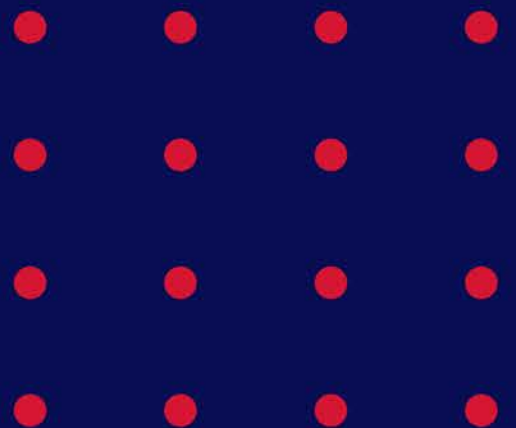
MATT GAY



Managing Editor / Editor in Chief

Outdoor Lifestyle's Media Group  
The Sporting Life

# MEDIA'S ROLE IN YOUTH SHOOTING SPORTS





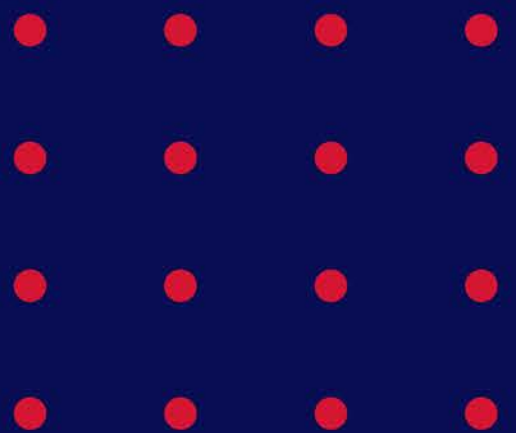
**DANA LYND**



Assistant Programs Chief

Civilian Marksmanship Program

# **CMP RANGE DEVELOPMENT IN MISSOURI**





**SPONSORED  
BY:  
VORTEX  
OPTICS**



**BREAK**

[VortexOptics.com](https://VortexOptics.com)



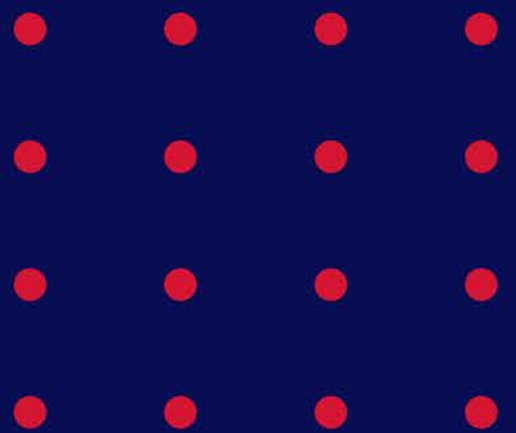
DAVID O'NEILL



Sr. Associate Director of Camping

Philmont Scout Ranch

# BOY SCOUTS SHOOTING SPORTS PROGRAM





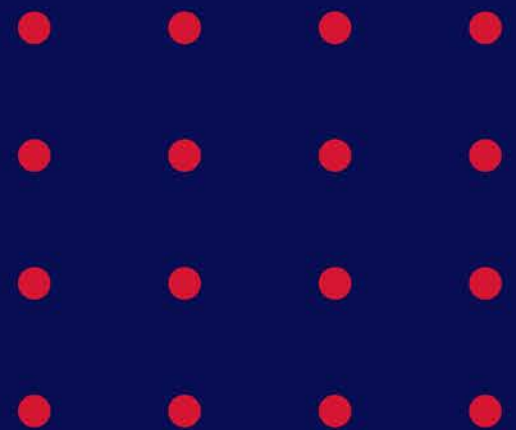
**SAWYER BRIEL**



Brand and Communications  
Manager

Vortex Optics

# **VORTEX OPTICS EMPLOYEE MENTOR PROGRAM**



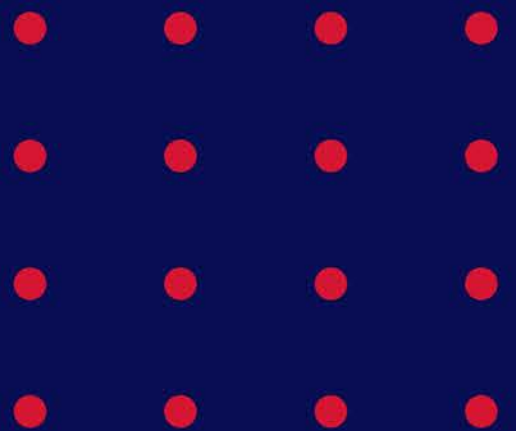


**TARI GARNER**



Outdoor Adventures Coordinator  
Outdoors Tomorrow Foundation

# **OUTDOOR ADVENTURES IMPACT ON SHOOTING SPORTS**







# SSSF UPDATE: RICK LEACH



The SSSF manages clay target and action shooting youth development programs in which adult coaches and other volunteers use shooting sports to teach and demonstrate sportsmanship, responsibility, honesty, ethics, integrity, teamwork, and other positive life skills. Athletes compete in team-based shooting sports where there is no such thing as being “benched,” offering a truly level playing field to all.





## BREAK OUT SESSIONS



### SPONSORS ONLY: TIGER'S DEN

How to expand into youth shooting sports.

### OTHER ATTENDEES: SALON A/B

Creating a local marketing feel and additional marketing assistance.



John Linquist  
Relationship Manager



Dani Farris  
Marketing Manager



Zach Abbott  
Marketing Specialist



**SPONSORED  
BY:  
WALTHER  
ARMS**

**UMAREX®**

**WALTHER®**

**WALTHER®**

POWERED PERFORMANCE.

**LUNCH**

[WaltherArms.com](http://WaltherArms.com)





## BREAK OUT SESSIONS



### SPONSORS ONLY: TIGER'S DEN

How to expand into youth shooting sports.

### OTHER ATTENDEES: SALON A/B

Creating a local marketing feel and additional marketing assistance.



John Linquist  
Relationship Manager



Dani Farris  
Marketing Manager



Zach Abbott  
Marketing Specialist



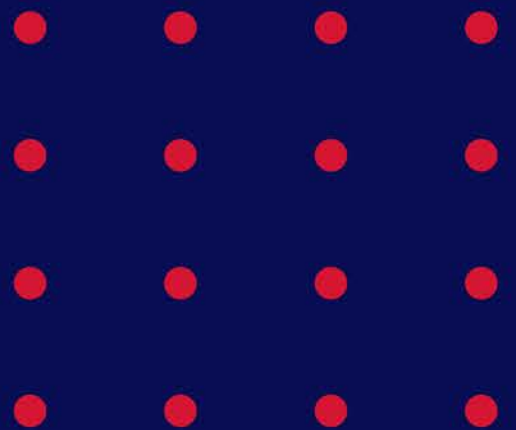
DAVE MILLER



Product Training, Events, &  
Shotgun Expert

CZ-USA

# HOW TO CONDUCT A PROPER GUN FITTING





**SPONSORED  
BY:  
VORTEX  
OPTICS**



**BREAK**

[VortexOptics.com](https://VortexOptics.com)



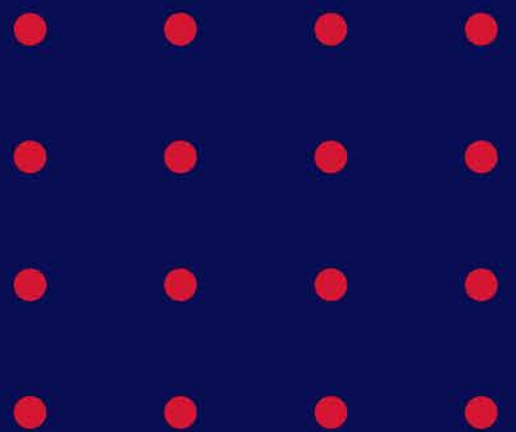
TERESA CARROLL



Education & Outreach Program  
Coordinator

National Wild Turkey Federation

# SHOOTING SPORTS AND THE SEGUE TO HUNTING







CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

## MIDWAYUSA FOUNDATION RANGE DEVELOPMENT GRANTS

**Mandy Stallo**

Program Coordination Manager

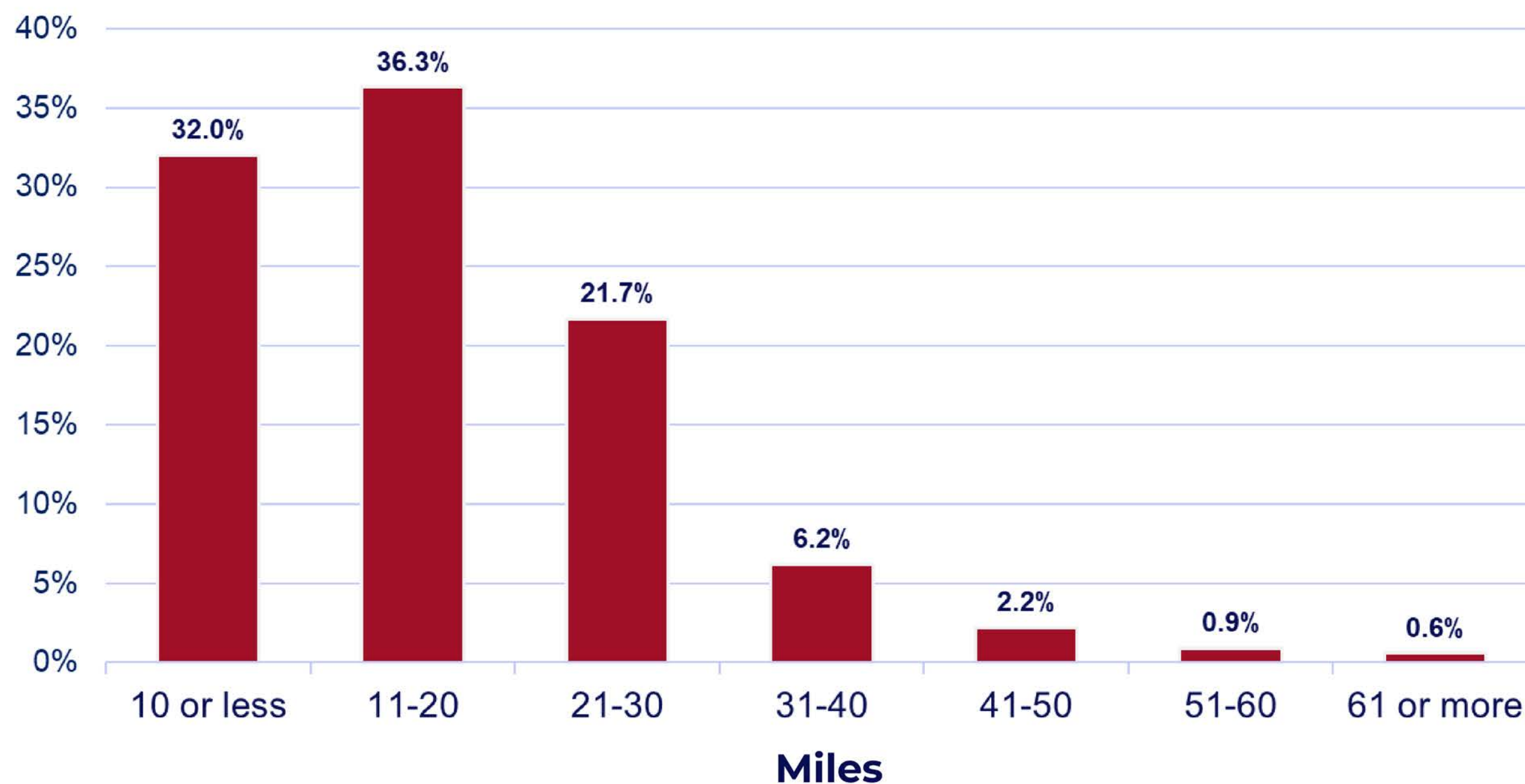






# RANGE DEVELOPMENT TEAM SURVEY

## DISTANCE ATHLETES TRAVEL TO PRACTICE



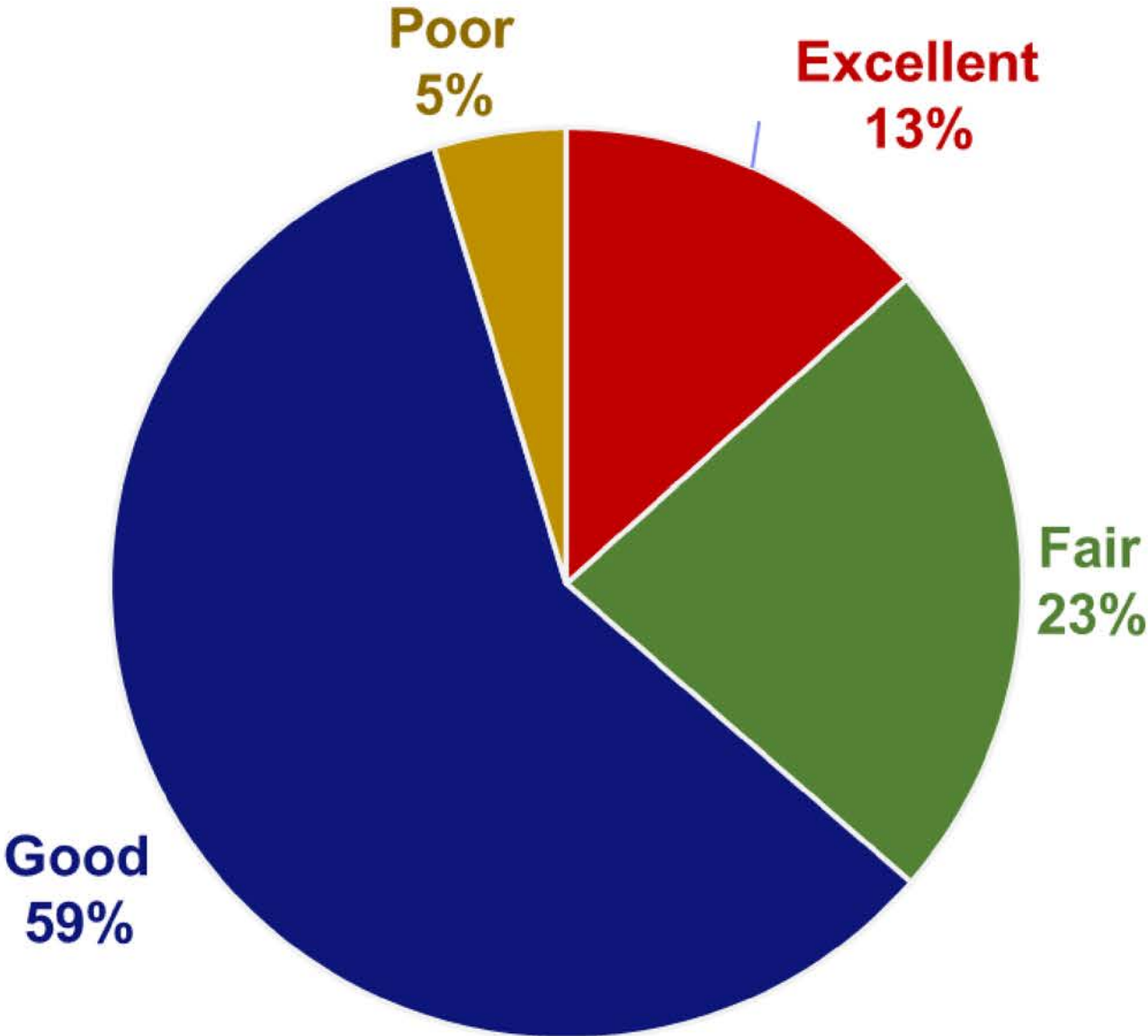
\*Based on survey conducted with MidwayUSA Foundation endowment holders.





# RANGE DEVELOPMENT TEAM SURVEY

## RANGE INFRASTRUCTURE AND TARGETS



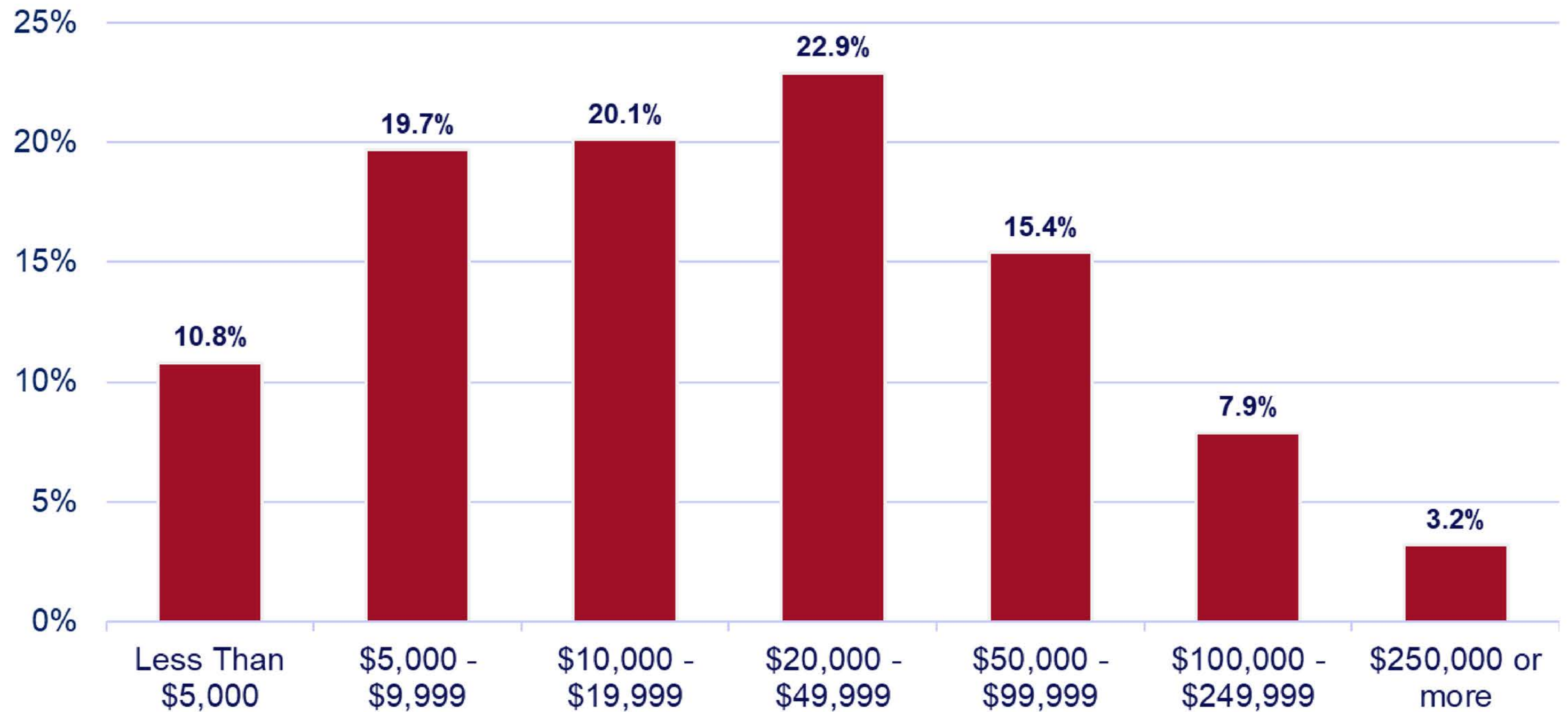
OVERALL CONDITION OF PRACTICE RANGE

Repairs Needed to Upgrade (Of those not reporting Excellent condition)	%
Equipment modernization	62%
Infrastructure enhancements	60%
Capacity expansion	37%
Add new shooting discipline	28%
Quality of experience	15%
Other	7%



# RANGE DEVELOPMENT TEAM SURVEY

## RANGE INFRASTRUCTURE ONLY

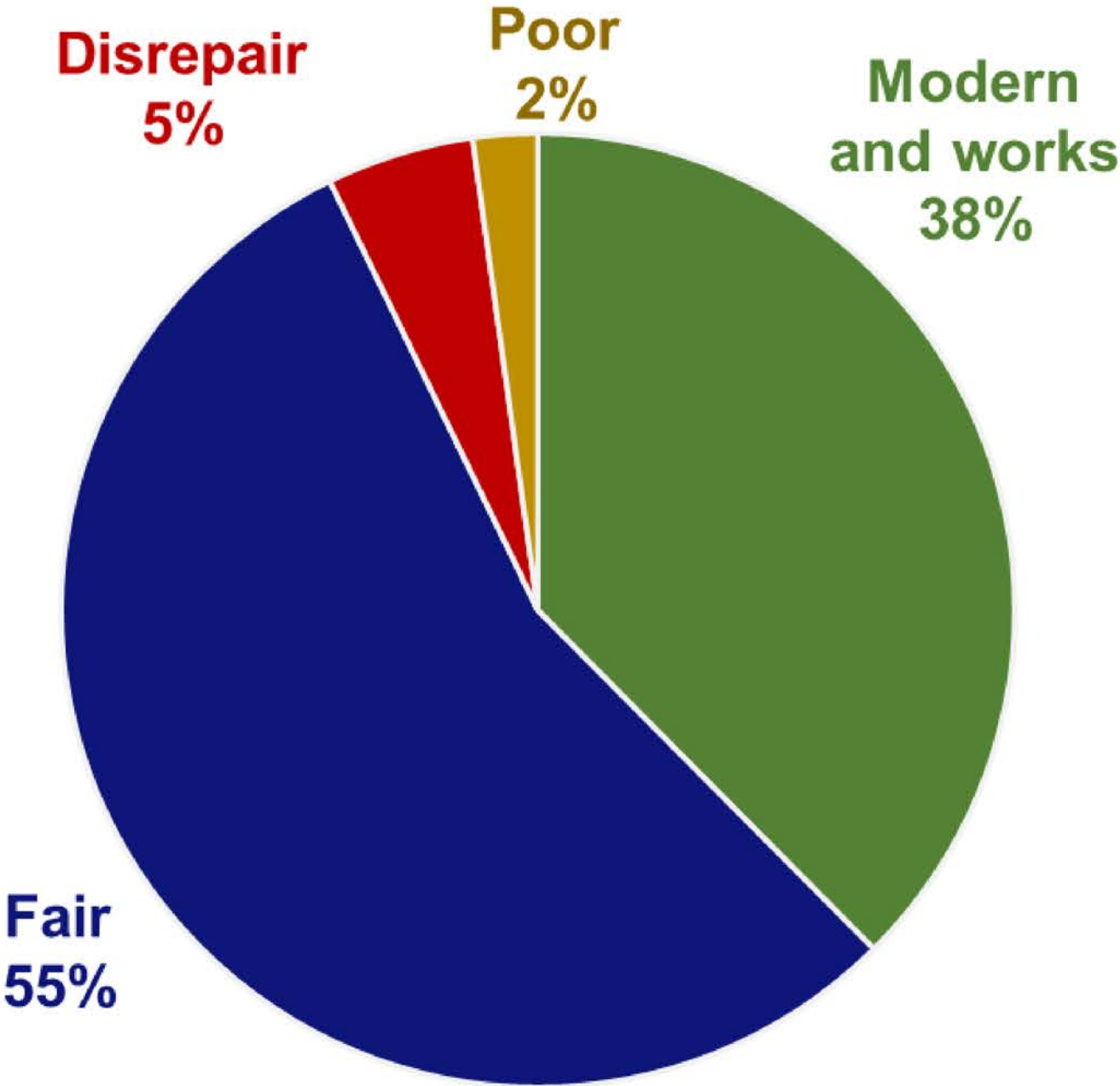


Approximate Cost to Upgrade Range Infrastructure  
(excluding target equipment)



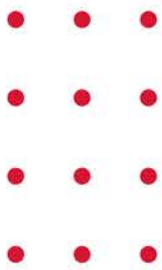
# RANGE DEVELOPMENT TEAM SURVEY

## TARGET EQUIPMENT ONLY



OVERALL CONDITION  
OF EQUIPMENT

Approximate Cost to Upgrade (Of those not reporting Modern Equipment)	%
\$100,000 or more	4%
\$50,000 - \$99,999	8%
\$20,000 - \$49,999	22%
\$10,000 - \$19,999	31%
\$5,000 - \$9,999	25%
Less than \$5,000	10%







## STUDY HIGHLIGHTS

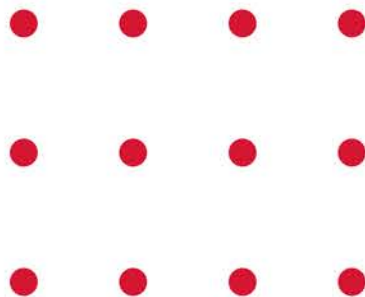
- 90% of athletes live within 30 miles or less of their practice range
- 28% of ranges are in fair or poor condition
  - 63% of teams requiring upgrades need \$5,000 - \$50,000 in funding to upgrade their range to excellent
- 62% of teams say their ranges need upgraded equipment (target stands, throwers, etc.)



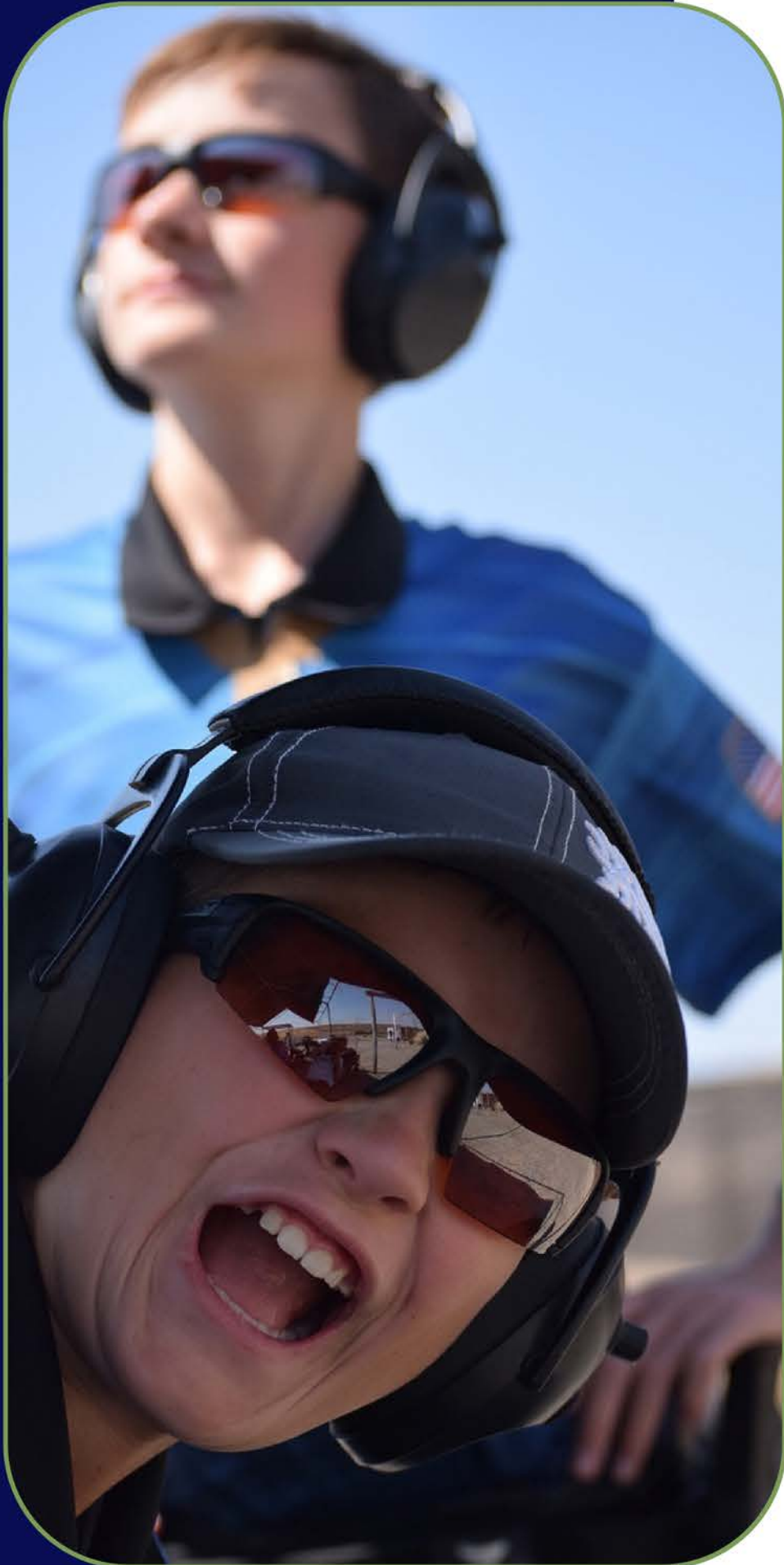


# RANGE DEVELOPMENT GRANT ANNUAL REQUESTS

Year	Total Dollars Requested	Grant Applications
2021	\$3.8 Million	151
2022	\$3 Million	133
2023	\$3.9 Million	148

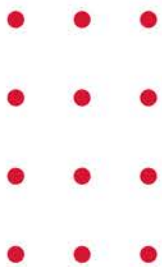






# ANNUAL PAYOUT

Year	Dollars Granted	Grants Paid
2021	\$750,000	25
2022	\$750,000	52
2023	\$900,000	45





RANGE IMPROVEMENTS  
FUNDED IN PART BY



## IN CONCLUSION

- Over the past three years, MidwayUSA Foundation has paid \$2,150,000 toward range improvements across 38 states/DoD schools.
- This funding has helped 122 grant recipients improve their overall range experience. Quality ranges have, and will continue to provide additional opportunities for young shooting athletes and their supporters.



**SPECIAL ANNOUNCEMENT**



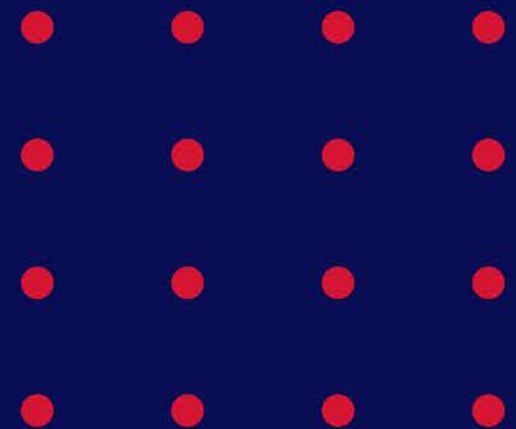
MATT GAY



Managing Editor / Editor in Chief

Outdoor Lifestyle's Media Group  
The Sporting Life

# INNOVATIVE RANGE SOLUTIONS: MICHIGAN TRAP ASSOCIATION





# MIDWAYUSA FOUNDATION PROGRAMS AND FUNDRAISING RESOURCES

---

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS



**Sarah Hall**

Project and Events Manager

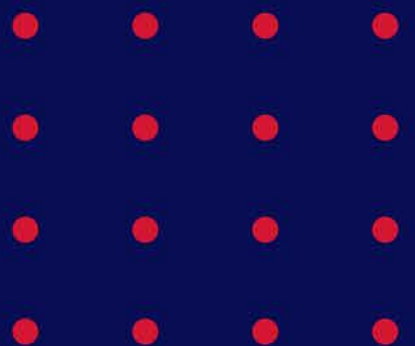
---



**Joey Adams**

Logistics Coordinator

---





## VIRTUAL EVENTS

### Online Donation Drive

2022 - \$259,532 (April)

2023 - \$236,595 (April)

### Hometown Challenge

- Virtual Shoot
- Sweepstakes: Over 100 prizes
- Team Awards
- 2022 : \$210,613

### Giving Tuesday

2017 - \$ 75,306

2022 - \$275,749



2023 Donations  
Matched 1:1



Save the Date: Giving Tuesday 2023  
November 28





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



**JANUARY**  
**REMINGTON 700BDL**  
**VORTEX OPTIC**



**FEBRUARY**  
**REMINGTON V3 FIELD SPORT**



**MARCH**  
**WEATHERBY 270**  
**VORTEX OPTIC**



**APRIL**  
**VOLQUARTSEN BLACK**  
**MAMBA (CAMO)**



**MAY**  
**F.A.I.R. CARRERA**  
**ONE 12 GA**



**JUNE**  
**TIPPMANN ARMS**  
**M4-22**



**JULY**  
**CZ-USA 612**  
**SHOTGUN**

**AUGUST**  
**BIG FRIG NASCAR EXPERIENCE**  
**BETTINSOLI OVERLAND**  
**IA PHEASANT HUNT**  
**IFG SLX 600**

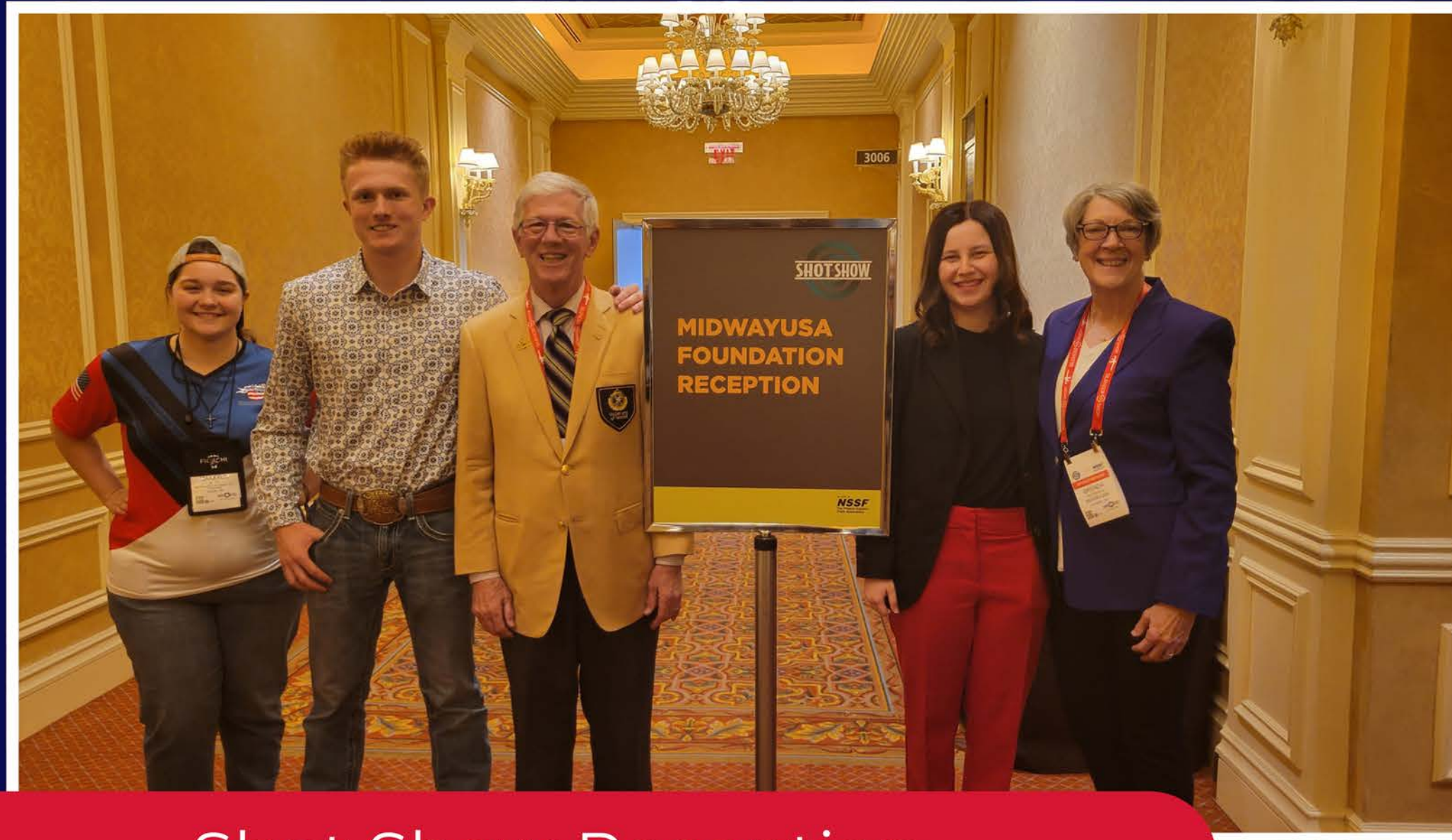


**SEPTEMBER**  
**SAVAGE ARMS**  
**MARK II**

**SEE CURRENT AUCTION IN THE**  
**PROGRAM & BID NOW!**



# MIDWAYUSA FOUNDATION HOSTED EVENTS



Shot Show Reception



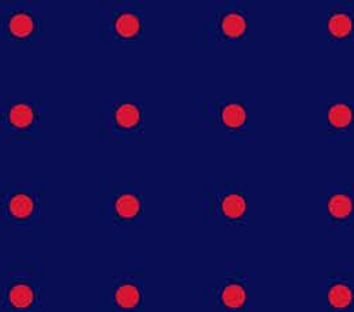


# MIDWAYUSA FOUNDATION HOSTED EVENTS

- DOWNTON DAY



Classic British Driven Shoot with Clays





# MIDWAYUSA FOUNDATION HOSTED EVENTS



- SPORTING CLAYS SHOOTS



Day of Clays | MN, SC, NE





# MIDWAYUSA FOUNDATION HOSTED EVENTS

- ACTION SHOOTING CONTEST



SSSF Nationals





# MIDWAYUSA FOUNDATION HOSTED EVENTS

- WALTHER EXPERIENCE



Fort Smith, AR



POWERED PERFORMANCE.





# MIDWAYUSA FOUNDATION HOSTED EVENTS

- WILD AND WONDERFUL OUTDOOR EXPO



Day of Clays WV





# EVENT IMPACT

---

Dollars Raised: \$137K+

Total Impact: \$265K+

Benefiting Endowments: 230+





## UPCOMING EVENTS

**2023**

### **OTC Training Camp**

November 10-12  
Olympic Training Center  
Colorado Springs, CO



**2024**

### **SHOT Show Reception**

### **Blaser Experience**

### **Day of Clays MN**

May 4  
Rice Creek  
Little Falls, MN

### **Day of Clays SC**

May 18  
Moree's Sportsman's Preserve  
Society Hill, SC



**MIDWAYUSAFOUNDATION.ORG/EVENTS**



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.



Proceeds from online auctions donated to MUSAF's mission.



**\$9 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.



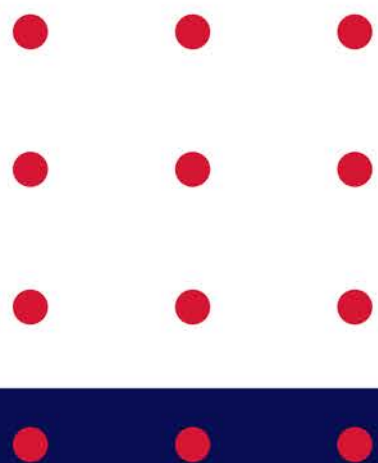
**CAMP  CHEF**





# PRODUCT GRANT PROGRAM

DONATION  
MATCH 1:1



# FREE

[MidwayUSAFoundation.org/fundraising](https://MidwayUSAFoundation.org/fundraising)

## MILWAUKEE M18 4-TOOL SET



### MINIMUM ENDOWMENT DONATION: \$675

Matched\*

Keep additional proceeds in your community for immediate expenses.

## ENDOWMENT IMPACT: \$1,350



## TEAM RESOURCES

### Tool Kit:

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



## EVENTGROOVE

**Ticket Templates**

**Ticket & Flyer Printing**

**Auctions**





## WRAP UP

Q & A

Take the survey

Appetizers

Youth Shooting Sports Study

Gun Safe Drawing



*Remington*

Donated by:  
 CONSUMER  
PRODUCTS



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS





CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

# NATIONAL YOUTH SHOOTING SPORTS CONFERENCE



[MidwayUSAFoundation.org](https://MidwayUSAFoundation.org)