

Support youth shooting sports through the MidwayUSA Foundation.



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LARRY AND BRENDA Potterfield established the MidwayUSA Foundation in 2008 to provide sustainable funding to youth shooting sports teams, offering the same opportunities as youth who participate in other team sports. Five programs are used to accomplish this mission, the Team Endowment Program being the primary method to fund more than 2,800 youth shooting teams. Each participating team, whether it be rifle, pistol, shotgun, or air rifle, has its own earmarked endowment. Through donations and fundraisers, teams can build savings and receive an annual cash grant of 5 percent for team expenses.

The MidwayUSA Foundation and MidwayUSA, the retailer, are separate entities. The Potterfields simply wanted a foundation devoted to supporting the long-term funding of club, high school, and collegiate shooting sports. Endowments have proved to be a successful model for teams, and the Foundation takes 1 percent each year to fund the MidwayUSA Foundation to ensure it also exists forever. To create their own endowment, teams are asked to donate \$100, which is matched. If a supporter wants to donate \$1,000 to a particular team, for example, it's matched dollar-for-dollar. Several teams have a balance exceeding \$1 million.

There are also organizational endowments that assist in funding approximately 80 youth shooting sports organizations, including American Trap Association (ATA), USA Shooting, and the Scholastic Shooting Sports Foundation (SSSF). There are many fundraising incentives and events throughout the year to assist in attracting donations. In 2024, the team that raises the most money earns \$25,000 for their endowment. Every dollar from the nearly 3,000 endowments totals more than \$300 million and is invested



with Goldman Sachs for earnings potential.

Why do teams fundraise? According to Executive Director Scott Reynolds, "We help teams that help themselves. To make it easy, we offer many fundraising options such

as a product grant program. If you look online, there is a menu of product grants including a variety of firearms and outdoor products. We have guns of different value levels, as well as optics and other gear. Teams go online, look at what's available and decide what to use for their community fundraiser. The money raised is donated to their endowment, which we will match. Additional proceeds can be kept locally to cover current needs."

Based in Columbia, Missouri, and having a staff of 15, the MidwayUSA Foundation and its operations will exist forever on its own endowment. It is a 501(c)(3) public charity. Regional managers travel the U.S. to work with teams. Coach training grants and range development grants are also offered. In 2024, the Foundation has \$2.3 million available to pay in range development grants.

At midwayusafoundation.org, there is a button that says "DONATE." You can type in the team's name if you know of one you'd like to support, or a location. Perhaps you'd like to support teams in your state; there's a list to choose from. Not only are donations matched and invested, but MidwayUSA Foundation prides itself on being transparent and has a platinum rating on Candid, with reviews listed on Charity Navigator and Great Nonprofits. The goal is to help Americans appreciate how much interest in shooting sports there is. The firearm industry needs to realize that the youth shooters are future customers, future hunters, and voters. We need to support them while they're young.