



# Key Communities

We define our key communities as those communities that depend on us and upon whom we depend. At MidwayUSA, supporting and strengthening these communities is an important part of our Culture. We have identified the following as our key communities:

- ★ **NRA - The National Rifle Association** supported through\*:
  - Founding and continued support of the NRA Round-Up Program (2nd Amendment)
  - Founding and continued support of the Friends of the NRA Program
  - Sponsoring annual convention
  - Financial contributions
  - Encouraging Employee NRA membership
  - Conducting national membership drives
- ★ **Shooting Sports Industry** supported through\*:
  - Founding and continued support of the MidwayUSA Foundation
  - Donating to 4-H Group shooting events
  - Sponsoring Boy Scouts sporting clays events
  - Sponsoring state youth shooting programs
  - Donating to Scholastic Clay Target Program
  - Sponsoring and donating to local and regional shooting events
- ★ **Key Conservation Groups** supported through\*:
  - Supporting and attending local and national key conservation groups: National Wild Turkey Federation, Rocky Mountain Elk Foundation, Dallas Safari Club, Safari Club International, Pheasants Forever, and Ducks Unlimited
- ★ **Baldrige** supported through\*:
  - Sponsoring Missouri Quality Award examiners
  - Conducting Baldrige Sharing Days
  - Providing resources on [AmericaNeedsBaldrige.com](http://AmericaNeedsBaldrige.com)
  - Conducting presentations for national, regional and state quality award programs
- ★ **Local Area** supported through\*:
  - Donating \$1 million to the Baldrige Foundation for the first Missouri public school district to receive a Baldrige award
  - Conducting and supporting local charity drives
  - Hosting blood donation drives