

GIVE-A-DAY

Industry Employees Contribute To Protect The Future

Would you give up a day of pay to help ensure the future of hunting and shooting — and your job? Over the past year, hundreds of employees have done just that.

The employees of five companies in the hunting and shooting sports industry pledged more than \$40,000 from their regular paychecks to support programs that help protect and grow the industry.

“Give-A-Day For Years To Come” is a program of the Hunting Heritage Trust and is based on a principle of President Theodore Roosevelt. More than a century ago, Roosevelt insisted, “Every man owes a portion of his time and his income to the business or industry in which he earns his living.” Building on this, the folks at the Heritage Trust have developed a program that invites industry employees to pledge one day’s pay over the course of the year to support pro-hunting and shooting initiatives.

Pilot programs at Leupold & Stevens, Hornady Manufacturing and AcuSport Corp. enjoyed strong employee support, with an average of \$13,500 pledged at each program. Even more impressive has been the average employee pledge of more than \$125 each.

Stepping Forward

The industry’s first Give-A-Day event was organized by Leupold & Stevens.

“I am truly proud of the Leupold employees who stepped forward and made this very first program a success,” said Tom Fruechtel, Leupold president and CEO. “These employees showed their long-term commitment to our industry, and they can’t be thanked enough.”

The first Give-A-Day events were an experiment, according to Bob Delfay, president of the Heritage Trust.

“We had little idea how employees would react to the concept

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of pledging a portion of their income to pro-hunting and shooting initiatives. Today, we know these programs have very real potential to inform, unify and energize employees on behalf of pro-hunting and shooting sports efforts,” Delfay said.

Steve Johnson, a marketing executive at Hornady, said, “I am really glad the Hornady family brought this program to the attention of all employees. For me, pledging a day’s pay to fight the anti-hunters and to help protect my livelihood was an easy decision. And it seems a lot of my fellow employees felt the same

way, because I heard we had nearly 70-percent participation. That’s great!”

At AcuSport Corp., Bill Fraim, chairman and CEO, was eager to share the Heritage Trust’s goals and objectives with his employees.

“We believe industry management owes it to their employees to share information that affects their livelihoods. People want to know the issues and then they’ll make informed decisions. We’re obviously proud of our employees’ tremendous response to this program and we encourage other distributors and manufacturers to consider sponsoring a program,” Fraim said.

Other companies holding Give-A-Day events this year were Davidson’s at its headquarters in Prescott, Ariz., and Browning at its facilities in Morgan, Utah and Arnold, Mo.

Several other distributors and manufacturers have expressed inter-



Dale Spantus

Hunting Heritage Trust

When it comes to hunting and shooting sports advocacy groups, the Hunting Heritage Trust is the new kid on the block. In contrast to the 130-year-old NRA or the 45-year-old National Shooting Sports Foundation, the Heritage Trust was created three years ago.

The trust was founded by leaders from industry, conservation and shooting sports organizations to serve as a fund-raising and grant-providing organization.

How does the trust differ from the other organizations already working in defense of hunting and shooting sports? It's the only organization created by many of the existing organizations with a key part of its mission to provide "across the board benefit" for these established groups.

An excellent example of this benefit is the trust's current work on a public television documentary exploring the "cultural history" of hunting in America. When complete, the program will be aired on public television and copies will be made available to school systems and to sportsmen's groups across the nation. Tens of millions of Americans will learn about the contributions made by hunters and hunter-based organizations to the growth of our nation. All hunters and all hunting organizations will benefit.

"To see this new organization already providing grants and delivering on its promise is very exciting ... for all of us who care about the future of our hunting and shooting sports culture."

Additional trust-supported initiatives that promise to win allies from the general public while increasing participation include a project by the Silk and Steel Foundation to develop a museum exhibit featuring women's accomplishments in hunting and shooting; a pilot program by the Outdoor Heritage Education Center (Minn.) for a Hunting Heritage program for public television and support for a documentary of "The Life and Times of Annie Oakley" for PBS. Other Trust grants have benefited hunter education, youth shooting programs and habitat preservation.

Riva Freifeld, producer of the Annie Oakley documentary, is impressed with the Trust's early effectiveness.

"People connected to the shooting sports have always been supportive, but the folks at the Heritage Trust not only realized the value of our project, they realized we couldn't go forward without financial support — and they provided funding at a critical time. For me, that puts the Heritage Trust and its supporters in a very special category."

Mark LaBarbera, Executive Director of the Minnesota Outdoor Heritage Alliance, also likes what he sees from the Trust.

"When I first heard about the Heritage Trust, I thought it was a great concept — an organization whose only mission was to help worthwhile new projects get off the ground. And now, to see this new organization already providing grants and delivering on its promise is very exciting — not just for the Minnesota Outdoor Heritage Alliance, but for all of us who care about the future of our hunting and shooting sports culture," LaBarbera said.

For more information, visit www.hssht.org.

est in holding events in 2006, along with retailers. Winchester and Olin are planning events in East Alton, Ill., and RSR Group has guaranteed a minimum of \$10,000 in contributions from its five distribution centers.

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Give Something Back

The Heritage Trust, now less than three years old, plans to schedule no more than 12 to 15 Give-A-Day programs in 2006.

"We're excited by the interest in this concept, but we want to proceed carefully," Delfay said. "Taking on too many programs would impact our ability to give each program the attention it deserves. While there are basic components that are common to every program, we have carefully avoided a cookie-cutter approach. We work hard at matching the program to the policies, practices and culture of each company."

The events are typically coordinated by the human resources department at the company and usually revolve around a special employee gathering. A representative of the Heritage Trust and/or company management introduces the program, highlights the mission of the trust, shows an 8-minute video and distributes appropriate information, including pledge forms.

Employees may pledge the equivalent of one day's pay, or more or less. They may have their contribution deducted from their paycheck over the course of the year or may make a one-time contribution.

"We understand that asking employees to contribute a part of their pay to the defense of the industry is plowing new ground," Delfay said. "We know some companies will be skeptical. But, without exception, those companies that have sponsored a program have been surprised by the positive employee response."

At events, employees want to know where the Heritage Trust fits into the entire pro-hunting and shooting picture, according to Delfay.

"We address that early in our presentation. We emphasize that the trust was created to compliment and enhance



During a Give-A-Day event at Browning, Arlen Chaney (left), Heritage Trust chairman, and Travis Hall, Browning vice president of sales and marketing, explain the program to employees.

the work of existing organizations and not to conflict with or duplicate the great work that is already being done. For example, we point to the trust's role in the coordination of a public television documentary on the 'cultural history' of hunting in America. This program will benefit all organizations working to defend our hunting heritage. When we explain that this is the type of program their pledges will support, employees quickly recognize how their pledge can make a difference," Delfay said.

The desire "to give something back" seems to be a common theme with employees. After signing her pledge card, Leupold employee Cheri Kanaan, an assembly supervisor said, "My decision to give to the Heritage Trust was a simple one. I have worked for a hunting and



Winchester Ammunition is promoting its upcoming Give-A-Day event via special e-mails and the company's Web site.

shooting sports company for 28 years and I realized it was my duty to support the cause and give a little back."

David Archerd, a quality assurance/product testing technician at Leupold said, "To think that some people want to take the right to hunt away from me and my children is absolutely unacceptable. It's time to do something now and not just sit back and let this precious gift be taken away from us."

Steve Hornady, president and CEO of Hornady and a member of the Heritage Trust board of directors said, "When this idea was proposed at a Heritage Trust Board meeting, I thought to myself, 'This is something our employees would support.' And they proved me right!"

If early reaction to the Give-A-Day program is any indication, it appears many more industry employees will be justifying their employers' confidence by stepping forward to pledge their commitment to the future of the industry.

For additional information on sponsoring a Give-A-Day program, contact Delfay at (203) 264-7390. ©

Youth Programs, Education and Television Projects Benefit From Heritage Trust Grants

The following pro-hunting and shooting sports initiatives have benefited from Hunting Heritage Trust grants in 2004 and 2005.

Public Television Documentary on America's Hunting Heritage

This major project was launched in 2005 and will involve the coordination of funding and production of this long-overdue documentary.

The Good Gun Foundation

This dynamic Arizona-based organization incorporates a positive message about responsible firearms ownership into a broad range of civic programs such as food drives for the hungry.

The Great Rivers Habitat Alliance

The alliance funds the protection of critical wetland habitat in the environmentally sensitive areas surrounding St. Louis.

The Valley Inn (PA) Sportsmen's Club

Heritage funds enabled the club to provide no-cost instruction to more than 250 boys and girls.

The Silk and Steel Foundation

A grant is designed to help launch a series of museum exhibits recognizing the historic and modern achievements of women in hunting and shooting sports.

Delaware Scholastic Clay Target Program

A grant provided funding for a trapshooting league for Delaware school students. Team members won more than 20 trophies and two members were named to the 2005 All-America Team, all resulting in significant positive media coverage.

Michigan Scholastic Clay Target Regional Championships

A Heritage Trust Grant supported the first-ever Michigan Regional Scholastic Clay Target Championships.

Annie Oakley Documentary

A grant provided critical early support for a documentary on "The Life and Times of Annie Oakley" for "The American Experience" on PBS.

Outdoor Heritage Education Center (MN)

A grant fully funded a pilot program for Minnesota Public Television featuring the outdoor sports and recognizing the role of outdoorsman as supporters of conservation and wildlife management.

Austin Film Society

A grant is helping to fund the production of a "Women Who Hunt" television documentary.

The United States Practical Shooting Association

Our grant funded a communications effort to foster public understanding of recreational handgun shooting.

Young Hunter Education Challenge

Provided funding to help support participation in the National Young Hunter Education Challenge.

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