



Welcome to

MISSOURI
State Fair
FOUNDATION

Friendsgiving



Friendsgiving Annual Membership Report

November 11, 2022

Missouri State
Fairgrounds

Membership

A promotional graphic for the Missouri State Fair Foundation's March Madness Membership. The background features a close-up of a basketball. Overlaid on the basketball is a dark, stylized banner with the text "Join MARCH Membership MADNESS". The word "Join" is in yellow, "MARCH" is in white, "Membership" is in blue, and "MADNESS" is in white with a black outline. Below the banner is a circular logo for the Missouri State Fair Foundation. At the bottom of the graphic, a dark blue box contains the text "It's as easy as . . . 1, 2, 3" followed by a numbered list: "1. Renew your membership.", "2. Recruit one new member.", and "3. Move up one Membership level!".

Join **MARCH** Membership **MADNESS**

MISSOURI
State Fair
FOUNDATION

It's as easy as . . . 1, 2, 3

1. Renew your membership.
2. Recruit one new member.
3. Move up one Membership level!



- 21 members recruited new members
- 90 Brand new members joined in 2022
- **Total of 453 Members**
 - 3,650 Admission Tickets
 - 915 Parking Passes
- Exclusive offers from our members
 - MC Power
 - Super Saver Discount Cards
 - MO Pork Association
 - MO Cattle Association
 - LAG Industries
 - Mid Missouri Feed
 - Talagios (Table of 5)
 - Jackson's
 - Truck's Place

For 2023 working on new ways to give and to support a potential youth membership.



Re-new your membership
or join as a new member
before Jan. 1, 2022
for chance to win

**Win \$1,000
Champion
Membership**

mostatefairfoundation.net/membership

Board of Directors

- Elected by the members
 - 84 Ballots returned for 2023 election
- Newly Elected Board Members
- Ed Adams- Kansas City, MO
 - Joe Eddy- Rocheport, MO



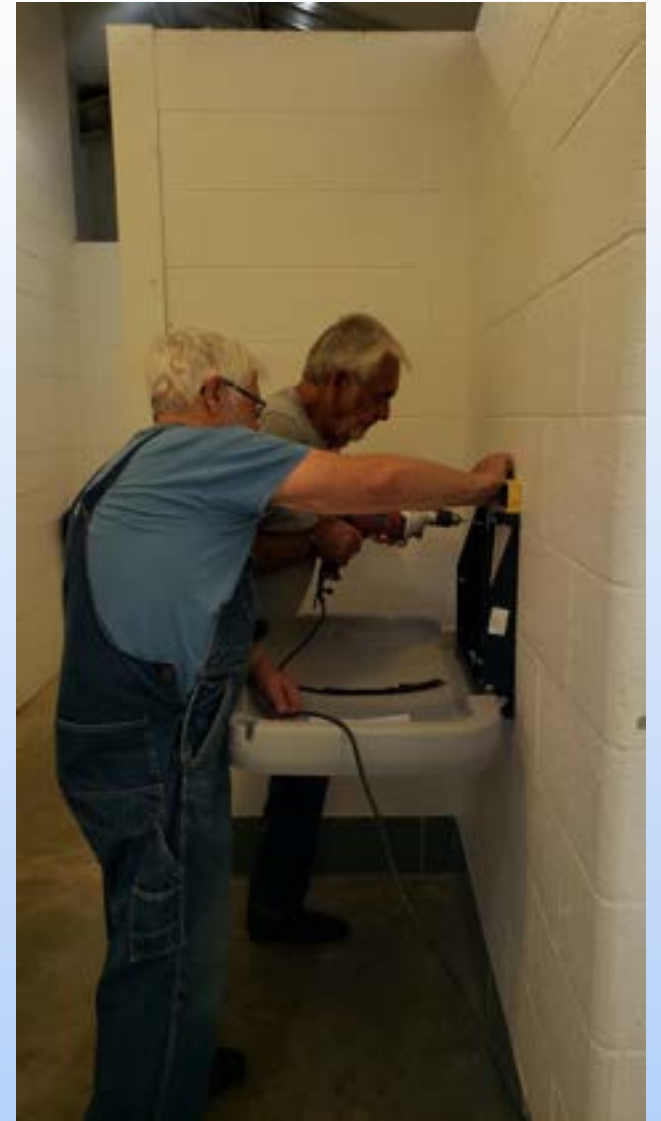
Read to Win Initiative



- 198 participated (74 in 2021)- Exponential Growth
 - Received free admission, ribbon & coloring book
- Over 3,000 books about agriculture and fairs were read
- Bayer Community Grant- Amanda Radke, Missouri Cattlewomen, Farm Credit and CASA Partnership



Brackman Family
Larry Wilson
Larry Cloud
Dean Manuel
New bathrooms on grounds with more
changing tables.



MISSOURI State Fair FOUNDATION

- Raised record \$153,428.58 and increase of 31% from 2021
- Golf Cart raffle huge success = \$11,700
- First-Time Exhibitor Grants = \$59,275.00 Record by almost \$30,000
- New levels of table sponsorship = new opportunities with CFM Insurance and Missouri Soybean
- Added Brian Sowers as MC
- Online “Silent” auction worked out well
- **Springwater** donated centerpieces & decorating; **St. James** donated Wine, **County Distributing** donated Beer
- **Numerous Generous Donations**
- **Clydsdale Appearance**
- **Pearl Walthall provided photography**



Purple Ribbon Gala



FIRST-TIME MSF YOUTH LIVESTOCK

EXHIBITOR GRANTS

1. Exhibiting is expensive.
2. Reward loyal, generational exhibitor families.
3. Recruit new exhibitors *AND* their families.
4. Increase exhibitor #s and attendance #s
 - Every exhibitor brings their tribe
5. **Bring our mission to life!**

First-Time Exhibitor Grants = Great impact!
A dream and a goal ...

2022

- 109 Applications
- Awarded \$21,750
- 100 Exhibitors





Show Mom Social

- Sponsored by CFM Insurance in partnership with Missouri Cattlemen/women and County Distributing
- First 50 moms received a FREE swag bag provided by CFM & included Free drink
- Door prizes!
- Over 50 moms attended



No Limits P.I.G. Show

Pigs Ignite Greatness

- 20 exhibitors
- 20 ambassadors plus MORE
- Organic out-pouring of support
 - provided swag bags filled with items he collected from other vendors
 - First Lady Challenge Coins



No Limits P.I.G. Show

Pigs Ignite Greatness



- Passionate committee of volunteers
- Don Weaver provided lunch site
- Bud Summers provided lunch
- MSF Tram Rides

No Limits P.I.G. Show

Pigs Ignite Greatness



Hogs for Hunger

- Partnership with Missouri Farmers Care & Drive to Feed Kids
 - 10 hogs
 - Exhibitors fed 5250 food insecure Missourians



Callie & Clayton Jennings



Youth in agriculture



- Awarded 40 Scholarships in 2022 = \$68,500
 - Foundation provides \$10,000 for 4 scholarships
- 2022 Sale of Champions Raised \$278,001 Record
- Youth in AG Dance during the Fair – Bud Summers
- New chairmen are Rodney Heimer & Chuck Miller
- New Secretary/Treasurer is Caroline Sicht

Water Sales

- 338 Water volunteers worked 1,352 hours in 11 days
- **6 volunteers** delivered ice & water 13 hours a day for 11 days = 858 hrs.
- Sold **67,000** bottles of water
- Donated water to:
 - Military Appreciation Day Event
 - Drive to Feed Kids
 - No Limits P.I.G. Show
 - Youth in AG Dance



- 131 Souvenir volunteers worked 524 hours in 11 days
- Record Sales = \$80,000
 - Up 13% from previous year
- 3 Souvenir Locations
- Over 3,000 t-shirts



➤ Non-fair souvenir sales up 60%

Volunteer Groups

- **Whiteman Air Force Base Community Council**
- MO Civil Air Patrol
- Cedarhurst Living
- Coldwell Banker Monsees Realty
- Kohls
- Bayer Soybean Plant - Marshall
- CFM Insurance
- **FFA Chapters**
 - **Grundy FFA**
 - **Fayette FFA**
 - **Audrain Country FFA**
 - **Couch FFA**
 - **Concordia FFA**
 - **Crocker FFA**
- **Bothwell Regional Health Center**
- Liberty/Tambo Apartments
- MC Power
- Liberty Utilities
- Sedalia Lions Club
- 1st United Methodist Church – Sedalia
- **Sedalia Rotary**

- Water volunteers worked total of 2,210 hours
- Souvenir volunteers worked total of 524 hours
- 28 volunteers for the Gala x 4 hrs. = 112 hours
- 2 office volunteers x 10 days x 4 hrs. per day = 80 hours
- 1 volunteer coordinator volunteered 11 days for 12 hours per day = 132 hrs.
- **Total volunteer hours over 11 day fair = 3,058**



#PeopleLikeUsDoThingsLikeThis

Swine Barn Improvements- Moving Forward!



Bayer Grant
Thank you to the
Gregory Family!





Missouri State Fair
GRAND CHAMPION MARKET BARN
BIRMINGHAM, STAFFS COPENHAGEN
NORTON, LEAMINGTON
PARADE, CINDY GARDNER COPENHAGEN
CHAMPION, BRADLEY
BARNES, DANA CHRISTENSEN
WEIGHT, 275 LBS.
2022

















What else can we do to:

1. Meet a real need of youth exhibitors?
2. Seed the next generation of loyal MSF exhibitors?
3. Further demonstrate our mission to the public?



#Giving Tuesday

November 29th

Invest online at:
Mostatefairfoundation.net

