



2020 Annual Report

Preserving history
Agriculture Future focused
 Education
 Easy to understand

Preservation Education
 Cultivating the future
Agriculture
 Everything



Strategic Pathway

We believe our strength, and ultimate success, comes from shared values, collective goals, and a common vision.

MISSION

Cultivate agriculture's future with innovative initiatives to advance the Missouri State Fair.

REASONS TO INVEST

Agriculture – Preservation - Education – Innovation

PRIORITIES AND INITIATIVES

EDUCATE TO GROW

- Promote
- Communicate
- Advocate

PARTNER TO GROW

- Membership Development
- Legacy Gifts
- Special Events
- Corporate Giving & Grants

PARTNER TO GROW

- Membership Development
- Legacy Gifts
- Special Events
- Corporate Giving & Grants



Membership Development



AG Unlimited Hospitality Suite



Membership Development



17 new members in March

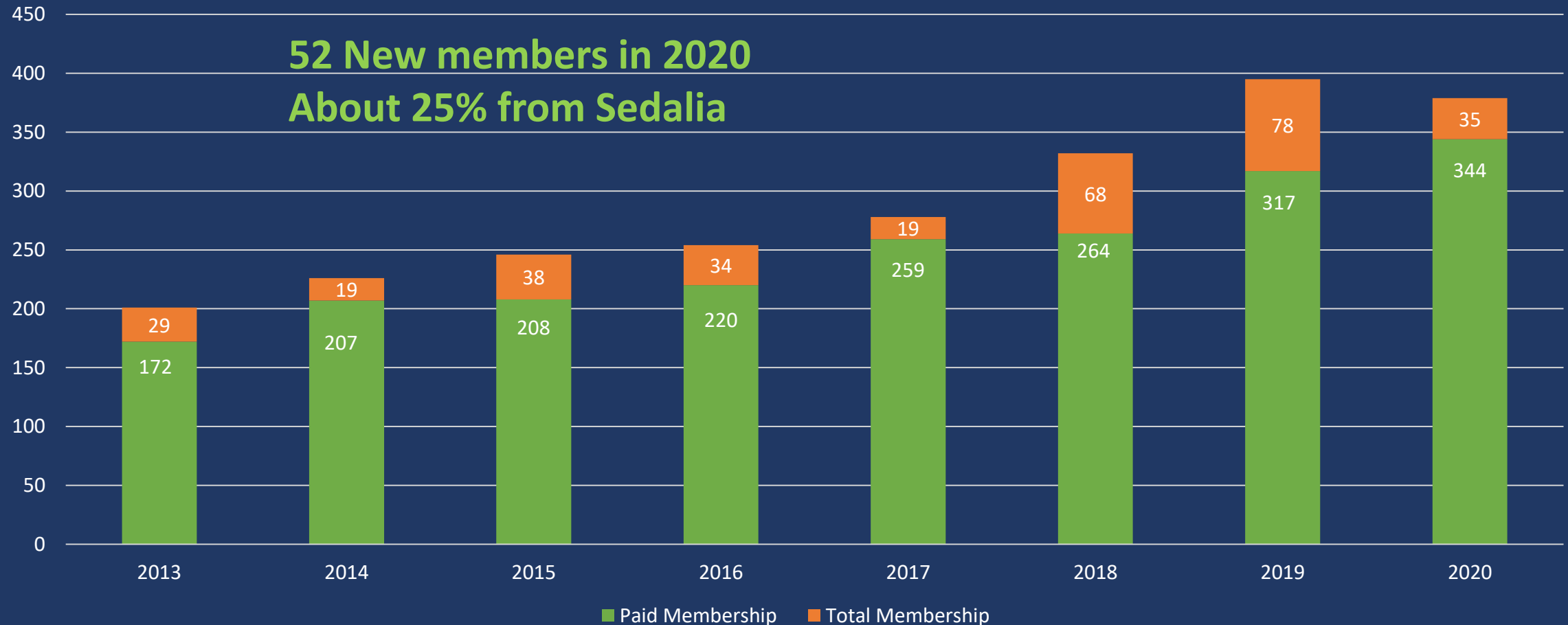
Membership Packet Coupons



Ornaments & Contests



Missouri State Fair Foundation Membership





PARTNER TO GROW - Legacy Gift Development

Legacy Plaza & Flag Dedicated to Robert & Barbara Hayden August 12



"Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. Each man should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver."
2 Corinthians 9:6-7



Robert & Barbara Hayden have lived the American Dream and generously share their blessings so that others may have the same opportunity. This flag pole is dedicated to the Hayden Family in honor of their selfless generosity and shining example of what it means to be an American.



The Future



PARTNER TO GROW - Legacy Gift Development

Estate Planning Workshop - Feb.12, 2020



Imagine If You Could ...

Increase Your Income • Give Less to the IRS • Give More to Your Heirs

**Seminar for Family Members & Friends of
the Missouri State Fair Foundation**

You will learn how to:

- Receive significant income tax reductions
- Protect your IRA from double taxation
- Minimize capital gains taxes
- Maintain your income in retirement
- Redirect taxes to charity and receive an income tax deduction

Seats are free but limited! Call Wendy at (660) 473-4852 today or email Wendy at wendy@mostatefairfoundation.net TODAY to ensure your seat!



- AgriLegacy Planned Giving Brochure
- Rob-Mar Trust = \$306,000

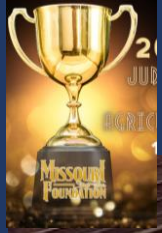
PARTNER TO GROW – Special Events

- **Midwest Buck Goat Camp** = \$1,200
 - First-Time Exhibitors were FREE
- **Cam's Memorial Drive** = \$3,529 = Swine Barn



June 9 & 10, 2020

PARTNER TO GROW — Corporate Giving & Grants



Cattle Barn Improvements: \$75,537

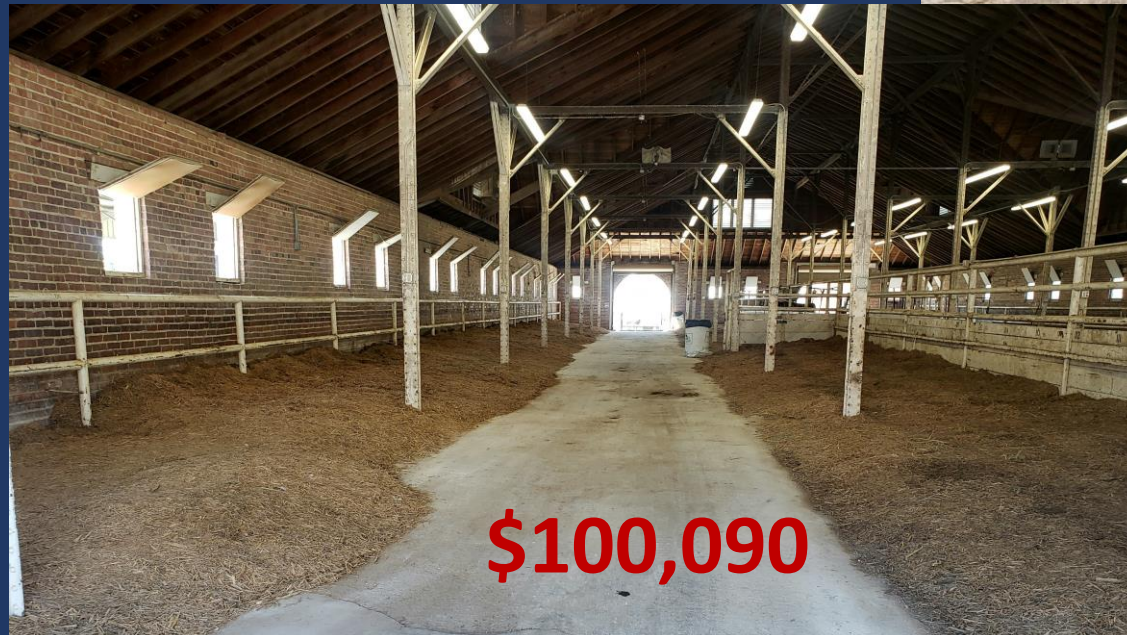
- Facilitated partnership to remove Sand from Cattle Barns and replace with mulch
 - Chad Sayre — Allstate Consultants
 - Bud Summers
 - Kevin Johansen
- Upgrade lighting in 8 historic barns
- Hereford Barn painted & tie rail repairs



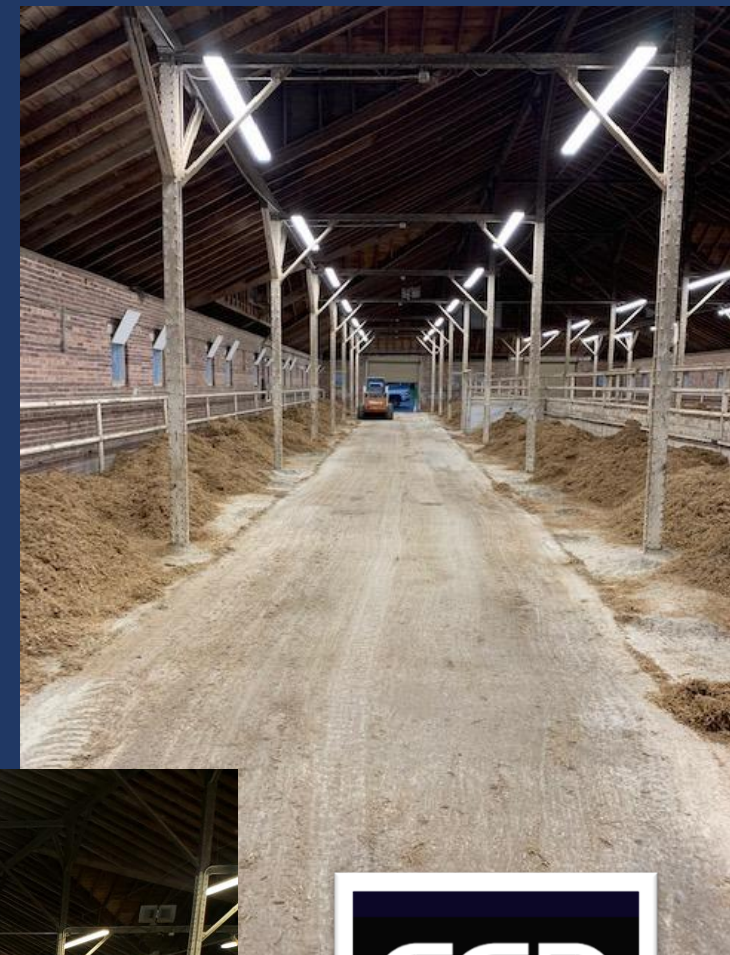
\$11,217



**ALLSTATE
CONSULTANTS**



\$100,090



CED

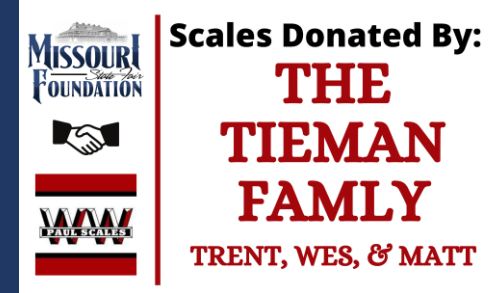
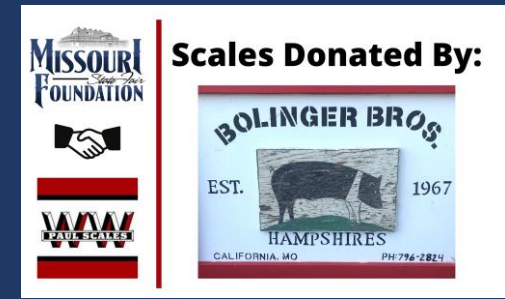
Consolidated Electrical
Distributors, Inc

\$13,336

PARTNER TO GROW — Corporate Giving & Grants



Swine Barn Colored Shavings & Weigh-Back Scales = \$9,000



Chillicothe FFA



PARTNER TO GROW - Corporate Giving & Grants

- Amazon Smile
- American Family Matching Grant ~ J.R. Reid: Swine Barn
- CFM Insurance: Souvenir Shopping Bags & Picnic Party Favors
- Don Weaver: Golf Cart
- Sho-Me Power Electric Matching Grant with CoBank
- Springwater Landscaping: Picnic Table Décor
- County Distributing
- Missouri Wine
- Everyone who donated an auction item.

In Memory of

Ron

Ditzfeld

*A Legend of
Philanthropy*





EDUCATE TO GROW

- Promote
- Communicate
- Advocate

2020 Missouri State Fair Youth Livestock Show



Only youth livestock shows were held at the 2020 MSF. Everything else was canceled.





Online Auction &
Fireworks



SOUVENIRS – WATER - ICE

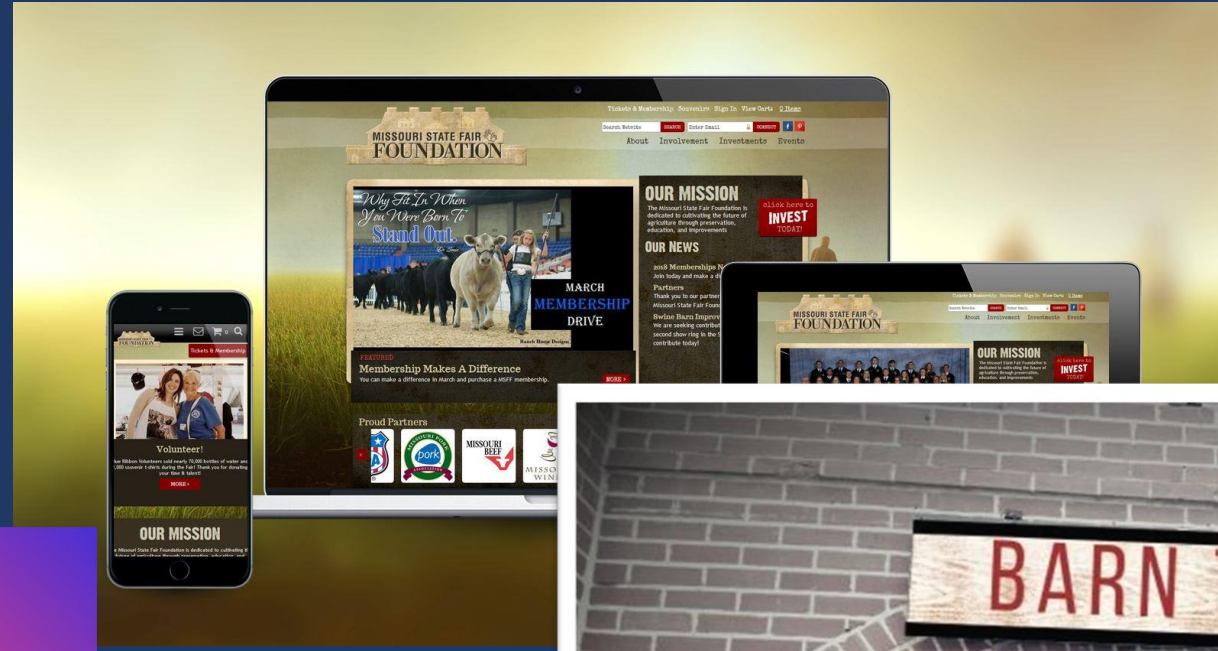


Internet Sales
Doubled = \$2,989



Educate to Grow: Promote, Communicate, Advocate

Weekly “Reach” exceeds 10,000



Barn Talk open rate =
33%-35%
*Exceeds industry
standard



Educate to Grow: Promote, Communicate, Advocate



From the Tail Gate:
- Jamie Johansen

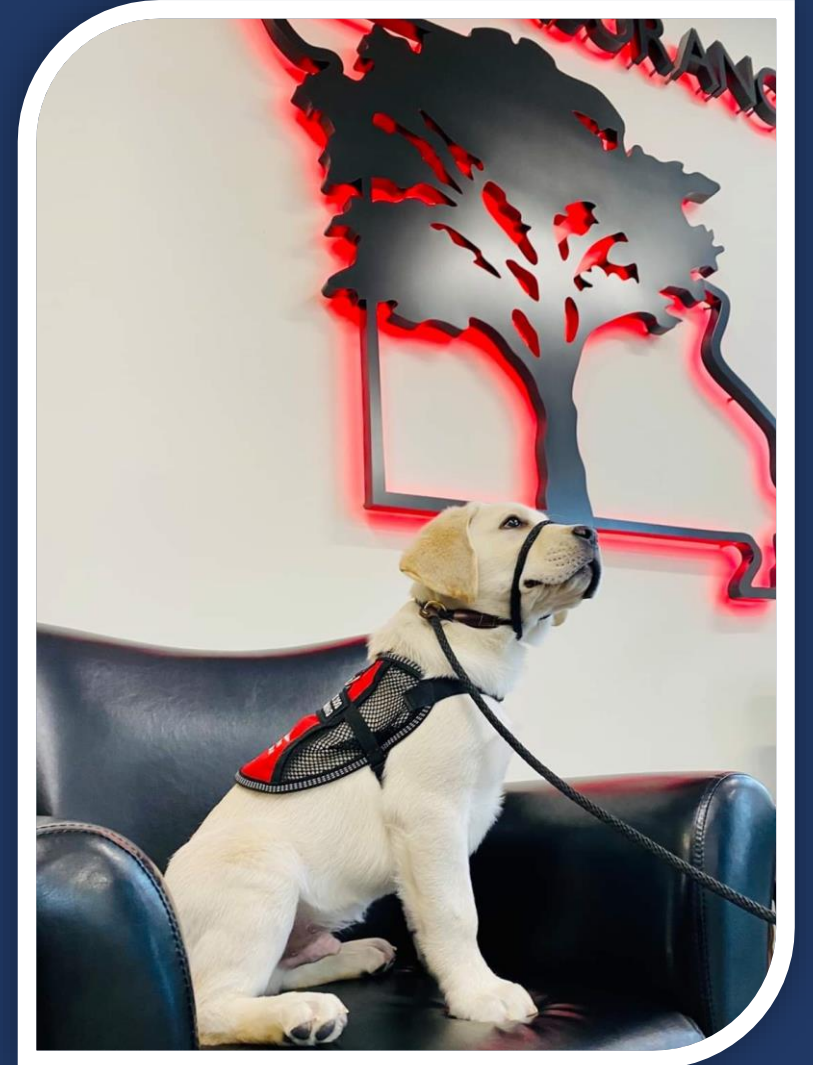
1/25/2021





Partnership to Promote

Chief



Read to Win Program

Lieutenant Governor Mike Kehoe



- Youth Pk – Grade 12
- Read books focused on agriculture &/or fairs
- Win free Fair Admission ticket, IAFE Ribbon & Activity Booklet
- Partnered with *MO Ag Education on the Move* to cross promote



Educate to Grow at Trails End: Dr. Doug Kiburz

Free Little Library: Features books about agriculture, trains, cowboys, western expansion, etc.

- Sedalia Literacy Council provides books when needed
- This library is one of over 100,000 Free Little Libraries world-wide



1/25/2021



Educate to Grow at Trails End: Dr. Doug Kiburz

Cow Chip Toss at 2020 MSF

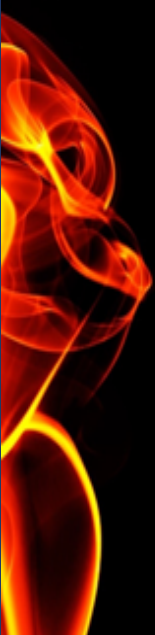


EDUCATE TO GROW

Youth in Agriculture Committee

675 Scholarships

\$766,000



EDUCATION
IS NOT THE
FILLING OF
A PAIL,
BUT THE
LIGHTING OF
A FIRE."

—WILLIAM BUTLER
YEATS



MSFF
=
\$10,000

1st-Time Youth Livestock Exhibitor Grants



- Agriculture is the life-blood of the Missouri State Fair.
- Youth livestock exhibitors are at the core of our existence.
- MSFF Mission: Cultivate the Future of Agriculture





1st-Time Youth Livestock Exhibitor Grants

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?





1st-Time Youth Livestock Exhibitor Grants



1st-Time Youth Livestock Exhibitor Grant

Apply on line at:
mostatefairfoundation.net

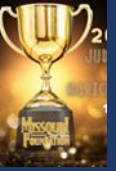
DUE MARCH 20, 2020

For more information:
660-473-4852
wendy@mostatefairfoundation.net

1. Provide more opportunity for *all* youth to exhibit at MSF.
 - Further distance
 - “Freddies” to Fitters
2. Exhibiting is expensive.
3. Reward loyal generational exhibitor families.
4. Recruit new Foundation members/donors.

2019 Cultivating the Future Gala

Fund the Mission



1st Time Youth Livestock Exhibitor Grant Fund the Need

"Agriculture is the lifeblood of the Missouri State Fair. A major component of that is youth exhibiting livestock. We believe in it and understand firsthand how valuable these programs are to leadership development, work ethic and fueling passion for young leaders involved in agriculture. The Foundation's purpose is 100 percent youth and proceeds not only fund scholarships but also renovations on the fairgrounds that ensure we keep facilities in great condition today and for future generations. The late Jerry Litton is a prime example of a kid in agriculture using leadership development tools, such as exhibiting livestock, to the very fullest and became a true legacy in the nation's cattle industry and in the political arena. A favorite quote of Jerry's was 'Happy are those who dream dreams and are ready to pay the price to make them come true.' By supporting the Foundation, we are doing just that." - Mike & Julie Deering.



Mike Brown from B&P Excavating came into the Foundation office to donate \$25,000 towards completion of the MFA Youth Livestock Arena. When I asked Mike about why he wanted to make such a significant contribution, he said let me tell you what happened here on the Fairgrounds last month. We had dozers here doing dirt work for the arena. One Monday morning after a weekend cattle show, Mr. Brown found a hand written note on the seat of his dozer. It read, "I made a mistake and accidentally broke your window. Please send me a bill and I will pay you back." The boy who wrote the note left his address and phone number. Mr. Brown called the boy and had payment for the window by the end of the week (Mr. Brown charged the boy much less than the true cost of the window repair). Mr. Brown said the young man who left the note in his dozer reflects the integrity and work ethic of youth involved in agriculture. "These are the type of young people I want to hire in my business, buy the house next door, and marry one of my grandkids. My contribution to the arena is an investment in our future."



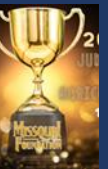
Experiences like those you have heard this evening reflect the value and importance of investing in youth exhibitors. Exhibiting livestock at the Missouri State Fair requires passion, dedication, hard work, and money! It can also be overwhelming to first time exhibitors and their families. The logistics and scheduling can be very stressful. Our goal is create a first time youth livestock exhibiting experience that encourages youth and their families to come back year after year for generations. Working together we will ignite a passion for agriculture that will cultivate the future and sustain the American Dream

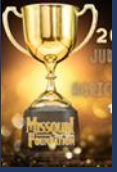
- Quote from President of MO Cattlemen's, Mike Deering.
- Personal story from a Board member, Mike Brown.
- Live storytelling by Lt. Governor Mike Kehoe
 - ❖ Started the bid with \$500

1st-Time Youth Livestock Exhibitor Grants



- Received 129 grant applications
- Awarded 26 grants (\$500each) to 32 exhibitors
 - Some families had multiple 1st-Time Exhibitors
- To receive payment exhibitors had to:
 - Submit monthly FB updates & photos leading up to the Fair
 - Exhibit in a 4-H or FFA class at the 2020 MSF
 - Submit a post-fair “essay” describing their experience





1st-Time Youth Livestock Exhibitors



Darling Family
Leah (12)
Rachel (17)
Sarah (15)
Kirksville, MO

Sponsored by:

Lt Governor Mike Kehoe
&
Doug & Connie Kiburz

2020 1st Time MSF Youth
Livestock Exhibitor



Sponsor/Champions

- Each exhibitor assigned a sponsor/Champion.
 - Name & address of Champion included in award letters.
- Exhibitors were STRONGLY encouraged to write “thank you” notes to their Champion.
 - Youth did great job. Many were savvy enough to put in their Facebook posts.
- Created a “panel” for each exhibitor to use for promotions
 - Name, age, town, Champion
- Website with active logo links to donor businesses
- Facebook (w/tags), Instagram, YouTube



1st-Time Youth Livestock Exhibitors



- Welcome letter
- Personalized name badge & MSFF lanyard
- MSFF face mask
- Map of fairgrounds
- 2020 MSF souvenir shirt
- MSF vendor coupons

“The Family that Shows
Together, Grows
Together”



1st-Time Youth Livestock Exhibitors

Tremendous Positive Public Response

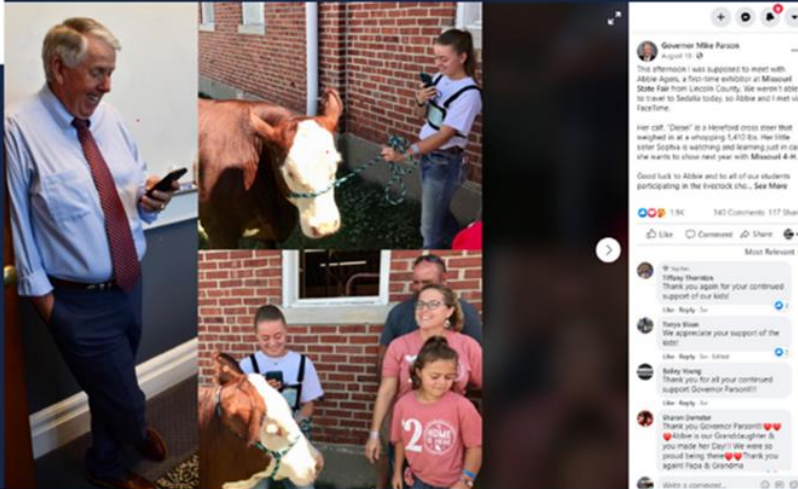


Abigail Agers
Age 15

Sponsored by:



2020 1st Time MSF Youth
Livestock Exhibitor



Hawk Point, MO

- Social Media
- Newspaper & Radio
- Governor Parson
- Congresswoman Hartzler
- Midwest Buck Sale
- Vendors



1st-Time Youth Livestock Exhibitors



Lunch w/ Congresswoman Hartzler & surprise guests Director of Ag Chris Chinn & Fair Director Mark Wolfe.





1st-Time Youth Livestock Exhibitors

Lessons Learned

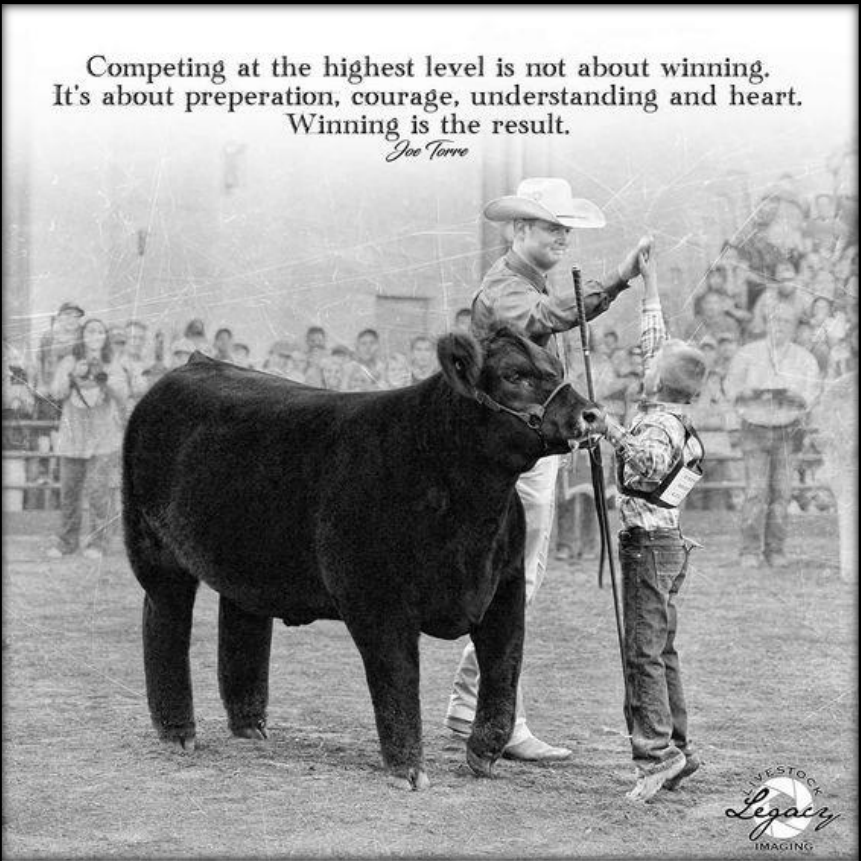


- Multiple youth from one family
- \$500 too much for chickens & rabbits
- Need a mentoring program
- Better organization of social media
- Back up plan for kids who end up not showing

1st-Time Youth Livestock Exhibitors 2020'D

Competing at the highest level is not about winning.
It's about preparation, courage, understanding and heart.
Winning is the result.

Joe Torre



- No June MSF Kick-Off Party
- No Fairground Tour
- No Meet & Greet with Livestock Superintendents, Fair Director & Queen **sent supt. exhibitor info.
- No Admission Tickets
- No Gala ☹️ = No \$ for 2021


Launched Phase I: Peer –to-Peer Fundraising



NATIONAL DAY OF GIVING


16 Youth exhibitors & their families accepted the challenge of raising \$500 each.

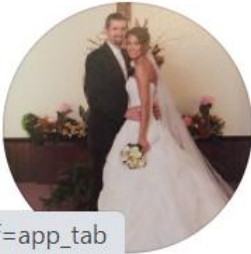
Each exhibitor that raised \$500 would become an official MSFF 2021 Member AND be the sponsor/champion for a 2021 1st-Time Exhibitor.




Marlee's fundraiser for Missouri State Fair Foundation Marketplace Foundation

[Donate](#) [Share](#)





Marlee's fundraiser for Missouri State Fair Foundation

Fundraiser for Missouri State Fair Foundation by Kate Massey • 

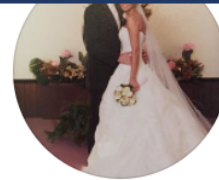
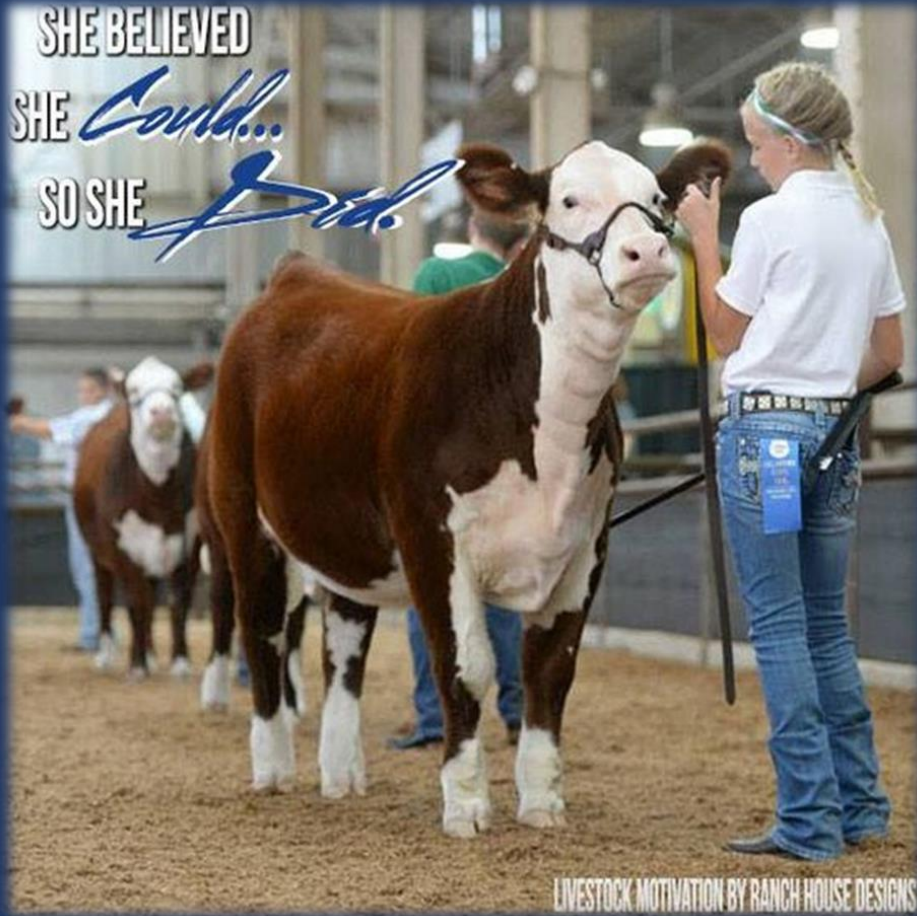
[Donate](#) [Share](#)

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Peer –to-Peer Fundraising

➤ Goals Met = New goals



Missouri State Fair Foundation

Fundraiser for Missouri State Fair Foundation by Kate Massey • 🌐

Donate

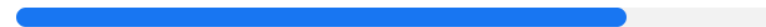
Share

...

Goal

\$150 left to reach \$750 goal ⓘ

10 days left



Raised by 21 people in 10 days

[Donate](#)

Fundraiser Progress

21
donated

91
invited

2
shared

Be the first of your friends to donate!

National Day of Giving



Phase II: Challenge Community to Match \$ raised by youth exhibitors



\$500 Kick-Off



#GIVING
TUESDAY

Dec. 1, 2020

Matched by:
Your Name
Here



1st-Time MSF Exhibitor Challenge

Murphy Fahrmeier - Age 9
Raised \$1,000



We shared posts like
this for every
exhibitor leading up
to the National Day
of Giving.

Phase III: #Giving Tuesday Day of Appeal

#GI♥INGTUESDAY

1st-Time MSF Exhibitor

Grant Challenge

Exhibitors Raised \$10,330!!!!

They challenged you to match their efforts.
We are almost there. **Only \$720 to go.**

Donate.



1st-Time Youth Livestock Exhibitor Challenge



16 Youth Raised \$10,355
12 Member Partners
Matched \$9,635
Total Raised = \$19,990



Mike & Claudia
Kehoe

Rusty & Karie
Black

Dr. Doug &
Connie Kiburz

Michelle
Portell



Mike & Rhonda
Brown





“We can’t always build the future for our youth, but we can build our youth for the future.”

MSF received 18 awards at the International Association of Festivals & Exhibitions



1st Place – **First-time Exhibitor Grant Program.**

1st Place – **Cattle Barn Bedding Project.**

1st Place – *Little Free Library at the Trails End Plaza.*

2nd Place – *Read to Win Program*

3rd Place – **The Weigh-Back scales in the Swine Barn addressed social distancing in the Barn.**

3rd Place – **Legacy Plaza.**

TOTAL LIABILITIES + TOTAL EQUITY

\$1,360,171.71

NOTE:

FUND BALANCE - RESTRICTED **\$739,438.37**

Youth In Agriculture	\$125,411.68
Swine Barn	\$144,735.73
Cattle Barns	\$1,686.00
Sheep Barn	\$4,814.42
Goat Pavilion	\$14,697.66
Womans Building	\$8,182.75
Director's Pavilion	\$3,543.26
Trails End	\$7,446.08
Operating Set Aside	\$110,000.00
Wood & Huston Endow	\$318,920.79

FUND BALANCE - UNRESTRICTED **\$562,030.70**

\$1,301,469.07



Where there is no vision,
people perish.

– Proverbs 29:18

2021 Initiatives:

- Launch & Market Endowment
- Membership Drive like never before
- Seek every opportunity for engagement
- No Limits P.I.G. Show and Hogs For Hunger
- Develop new fundraiser to replace Ham Breakfast
- MSF Commission Strategic Plan
- 4-H Building
- Short Horn Barn

