

THE SPORTY'S FOUNDATION

2010 ANNUAL REPORT

Mission: To fund programs to cultivate the next generation of general aviation pilots and the people who design, build and repair the aircraft they fly.



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FOUNDATION



WORKING TOGETHER, we can try to ensure the survival of general aviation

Who could imagine that in 2011 we'd be questioning whether general aviation has a future? At Sporty's, we are dedicated to making sure there will be a robust community of pilots, along with mechanics and technicians to maintain the aircraft they fly, now and in the future.

The Sporty's Foundation was launched to support programs that would help keep general aviation vibrant. Through scholarships and other marketing outreach programs, The Sporty's Foundation has as its goal a growing pilot population with major emphasis on introducing youth to the pleasure and accomplishment of becoming a pilot.

Sporty's Founder/Chairman Hal Shevers likes to use one-liners. One is, "Without a freshman class, in just four years there will be no seniors." Time and again, he has seen other companies and organizations show no interest in protecting and restoring – and growing – the community of pilots. Not so at Sporty's. Bringing new people into aviation is one of Sporty's core values.

In 2009, Sporty's partnered with EAA in the *Next Step* Program whereby all EAA Young Eagles, past, present and future, could access Sporty's Complete Pilot Course free online. This year saw the efforts and investment made for *Next Step* come to fruition with more than 6,000 participants to date. Sporty's Foundation also funds a full-time Youth Programs Manager position at EAA headquarters in Oshkosh, Wisconsin to administer this program. In addition to *Next Step*, The Sporty's Foundation financed other scholarship and outreach programs, all of which look for a bright future for general aviation.



GRANTS for 2010

In addition to The Sporty's Foundation funding EAA's *Next Step*, its major funding project for 2010, the Foundation also funded these important initiatives:

Aviation Exploring **\$5,000**

Purpose: To fund scholarships for active Aviation Explorers interested in pursuing a career in aviation. Scholarships are available for pilots, avionics technicians, aviation maintenance technicians and aviation management (including engineering, design, airport management, etc.)

National Flight Academy **\$1,000**

Purpose: Support The National Flight Academy's mission to teach the principles of science, technology, engineering, and math (STEM) with an immersive, hands-on approach.

Aircraft Electronics Association (AEA) **\$9,000**

Purpose: To provide scholarship funds for avionics technicians to train for a Recreational Pilot certificate.

National Intercollegiate Flying Association (NIFA) **\$1,500**

Purpose: Sponsorship of top two-year school award. The National Intercollegiate Flying Association was formed for the purposes of developing and advancing aviation education.

University of Cincinnati Aviation Scholarships **\$30,000**

Purpose: To fund scholarships for top sophomore students enrolled in the University of Cincinnati Professional Pilot Program. As one of the premier collegiate aviation programs in the world, The Professional Pilot Program from UC combines two years of college general studies and flight training that leads to the issuance of the FAA Commercial Pilot Certificate with an Instrument Rating. In only 2 additional years, graduates can earn a bachelor of business (BBA) from the University of Cincinnati.

Boy Scouts of America **\$19,200**

Purpose: To support the local Boy Scout district including program delivery and funds dedicated to Scout camp for scouts from across the Midwest.

Women in Aviation, International **\$5,000**

Purpose: To fund a scholarship for a Recreational Pilot certificate for a WAI member whose profession is in aviation maintenance.

International Women's Air & Space Museum **\$100**

Purpose: Donation to general operating fund to support IWASM mission of preserving the history of women in aviation & space.

Purdue University Aviation Department **\$10,000**

Purpose: This is the fourth of five payments toward sponsorship of a room in a new on-campus aviation building.

The Sporty's Foundation Sponsors Aviation Merit Badge at Boy Scout Jamboree

Last summer's Boy Scout Jamboree featured a Merit Badge Midway where Scouts could earn a merit badge on site. Quite popular was the Aviation Merit Badge, featuring the SR-71 Blackbird. Major John F. Paterson (USAF, Retired) taught the class for this badge and he reported, "Scouts who earned the aviation merit badge at the Jamboree received our patch that was made possible only by the generous contribution from Sporty's. Once word came out about this patch, lots of boys came to earn it."



Funding Requests

Initial funding requests to The Sporty's Foundation must be made in writing to the address below. The Sporty's Foundation funds projects and initiatives related to youth involvement in aviation, scholarships and training for both pilots and technicians.

The Sporty's Foundation
Clermont County/Sporty's Airport
2001 Sportys Dr.
Batavia, OH 45103
www.SportysFoundation.org
(513) 735-9100 – telephone



THANK YOU TO OUR DONORS

Sporty's Pilot Shop remains the primary financial sponsor of The Sporty's Foundation. Initial and continued funding originates with Sporty's as do all administrative costs associated with operating the Foundation including fundraising, analysis of needs, and disbursement and oversight of funding.

These organizations and individuals augmented the Foundation's funds during the year with their generous support of the projects the Foundation supports.

INDIVIDUALS

Robert M. Andel
William H. Anderson
Richard S. "Sam" Beitler
Leonard Berbee
Phil Boyer
Joseph Braddock
Katrina B. Bradshaw*
Paul Bresser
Jim Brightbill
Steven Buss*
Lucien Capone
Will Casavan
Ralph E. Cornett
David Cummings
Richard S. Dalgewicz
Lisa DeFrees
Shawn Donovan
Ve and Don Ewers
Joseph Feiler
Andrea and Charles Gallagher*
Mark Glassmeyer
Dave and Donna Henson*
Rod Hoskins
Deborah J. Huffman
Richard Hunt
Richard Kennett
Ken Kloet
Bret Koebbe
Marc Liggett

Patricia Luebke*

Jack Lynch
Barry McDonald
Robert Milsop
Mary Moylan
Russell Munson
James Naeve
Rex Niver
Brian O'Lena
Carl Orton
Eric Radtke
Calvin Roth
Walter Rye
George E. Schultz
Sandy and Hal Shevers
S. Arthur Spiegel
Linda Street-Ely
Jeremy Werderman
Mark Wiesenhahn*
Michael Wolf
Bruce A. Ziegler
John Zimmerman

ORGANIZATIONS

EAA Aviation Foundation*
Hiller Group
Sporty's

*These donations were made in memory of Bob Wolf, long-time Sporty's employee and the father of Sporty's President Michael Wolf.

You can help build a **BRIGHT FUTURE** for general aviation

Sporty's Pilot Shop continues to be the major donor to The Sporty's Foundation. Sporty's headquarters accommodates all administrative functions for the Foundation, including accounting, legal, fundraising and management.

As part of the general aviation community, your donation will help attract new pilots to help build a stronger base and train mechanics and technicians to keep our airplanes active and flying.

Donors can be assured of two things: Every dollar goes directly to fund programs—no overhead. Secondly, the staff of Sporty's Pilot Shop, including its chairman, personally watches the disbursement of each dollar to make sure that programs are professionally and effectively delivered. Site visits of funded programs are part of the Foundation's oversight responsibilities.

In addition to cash donations, The Sporty's Foundation accepts donations of aircraft, stock or other securities. When you transfer aircraft, stocks or other securities to The Sporty's Foundation, you may receive a tax deduction for the fair market value.



Please make checks payable to The Sporty's Foundation.
Donations may also be made via Visa or Mastercard.
Contributions to The Sporty's Foundation should be directed to:

The Sporty's Foundation
2001 Sportys Drive
Batavia, OH 45103
Donations are also accepted online at
SportysFoundation.org

As a 501 (C)3 organization, all contributions to The Sporty's Foundation are tax deductible to the maximum amount allowed by law.





NEXT STEP: Getting stronger each year

Next Step is a partnership with EAA that solved the dilemma of what the general aviation community can offer a Young Eagle who wants to take his or her interest in flight beyond an initial introductory flight. In the past these young people had to rely on a volunteer to mentor them and guide them in the right direction when it came to pursuing flight training.

No longer. Now Young Eagles (past, present and future) who have completed an introductory flight have a path outlined for them. Thanks to support from The Sporty's Foundation, Young Eagles receive their own logbook to record the introductory and future flights. Even better, these young people are given free access to Sporty's Complete Pilot Training Course.

A \$215 retail value, Sporty's Complete Pilot Training Course can be used to expand their knowledge base and even prepare for their FAA Written and Flight Tests. *Next Step* removes a giant barrier for young, aspiring pilots.

Now entering its third year, *Next Step* has provided access to Sporty's Pilot Training Course for over 6,000 Young Eagles. What's more, 2010 saw "graduates" of *Next Step*: where young people used the program to become full-fledged recreational and private pilots.

Thus, the goal of moving Young Eagles from the right seat to the left seat is being fulfilled.

The coming year will bring even more enhancements to *Next Step*. Introductory flight lessons and flight training scholarships will be provided to qualified Young Eagles. As a program, *Next Step* is working and The Sporty's Foundation is dedicated to ensuring its continuation.



EAA Young Eagles Award Dinner, AirVenture 2010
Young Eagle Co-chairmen "Sully" Sullenberger and Jeff Skiles, Sandy and Hal Shevers (Sporty's) along with *Next Step* participant Tyler Whitney

A Message from EAA Chairman Tom Poberezny

With the financial support of The Sporty's Foundation, we have been able to take the highly successful Young Eagles program and make it even more effective. More than one and a half million Young Eagles now have access to a complete course of study should they decide to pursue their interest in aviation.

We are delighted to partner with Sporty's since we know they share our goal of attracting and retaining young people to the ranks of pilots. For many of us, including Hal Shevers and me, aviation has provided fascinating careers and provided opportunities that no other career could. Along with Hal, we are determined to share our passion for aviation with young people worldwide.

Next Step allows young people to move forward, at their own pace, without depending on an adult. This past year's success of *Next Step* speaks to the effectiveness of this program. As we look forward, I am sure that *Next Step* will become a permanent part of our youth outreach.





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