



## ANNUAL REPORT

2020-2021

*SLG2, Inc - P.O. Box 1211, Athens, AL 35612*



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## To Our Corporate Partners

### WHAT DO YOU DO TO RECHARGE?

This year for me, ended in a most spectacular and unexpected way. I was able to reconnect with the very reason that Shoot Like A Girl was ever even an idea in my head. It's a bit of a long story. As you'll see from the contents of this report, Shoot Like A Girl had an amazing year in 2021. We were blessed with opportunities to add six hunts to the already full schedule. We also faced challenges that led to hiring more employees as teammates suffered injuries. To say it was a busy year seems like a giant understatement. To put it frankly, by the end of the year, I found myself tired.

I've been running Shoot Like A Girl for 13 years, and for 8 of those I worked my "real job," too until I retired from civil service with the U.S. Army in 2016. As we get ready for 2022, with more prospects for expansion on the horizon, the "to do" list has grown astronomically. So for December, I had planned on working every day until Christmas to hopefully have all year end tasks completed. However our local Rocky Mountain Elk Foundation chapter was hosting a Veterans' Hunt. Todd, my husband, had volunteered to help, and when he came home from the opening dinner, he asked me, "Why don't you come guide? There is a female veteran, and I'm sure she would rather hunt with you." I weighed my things to do, but honestly I had this inner feeling that I should prioritize others. So I went, knowing my to do list would continue to grow. I'm not going to lie, I was really regretting the decision as I turned my computer off, and left my checklist of work left to do on my desk. Todd continued to encourage me (he always does) and said, "This will be good for you, it's why you started the company in the first place." He was right.

I met Emilee, a young USMC Veteran, who had never shot a deer, despite going multiple times with her dad. We sat the first night, just to have the deer walk in at 3 minutes to dark. We tried, but no ethical shot was presented. I was impressed at her determination to be ethical and control of her trigger finger! The next morning, it was freezing cold. As the sun came up and the morning progressed, she was getting discouraged. "This always happens," she said, "the deer just don't come out for me." I mentioned that if she was more worried about the outcome than the experience she was sure to walk away disappointed. Secretly, I was like, "Come on, Deer". There may have been some expletives in my mind. To pass the time and keep her mind off the outcome, I decided as much as I like being quiet in the blind, we would whisper talk. I found out she was divorced, and about the same age I was when I first got introduced to shooting, and she had two kids who also were roughly my boys age when I was her age.

Was I sitting with my past self? My life was forever impacted the first time I was introduced to shooting. That one experience of being on the back side of Pike's Peak mountain and feeling that pure sense of peace that only comes from being outside in nature or in church, and then of shooting for the first time literally led to where I am today. So Emilee and I sat there in the blind, in that peace, with commonality separated by a few decades. Thankfully, three deer came in. Emilee practiced great patience and when that perfect shot presented itself, she harvested her first deer, and now has meat in the freezer for her young family.

She left feeling accomplished and confident. The whole reason I started Shoot Like A Girl is because I wanted women to feel the confidence I felt when I shot for the first time, and feel the self-

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satisfaction that comes from aiming at a target and hitting it. I left that hunt feeling tremendously recharged, and not so much focused on the outcome but the experience.

I look forward to 2022, and am forever thankful for our partners support of Shoot Like A Girl's mission to empower women and their families with confidence.

Sincerely,



Karen Butler

President/Founder SLG2, Inc.





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## Executive Summary

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The Calendar Year 2021 Home of the Brave Tour ended with a total of 2,815 guests at the trailer, and 56 guests on hunting adventures. Information on firearms and archery statistics from that tour is found in our quarterly reports posted at [Shoot Like A Girl](#).

This annual report represents data from two sources:

1. For Archery, Firearms and Demographics of Guests statistics, data is from guests who visited the trailer from July 1<sup>st</sup> of 2020 to June 30<sup>th</sup> of 2021 were surveyed at least six months from their experience with Shoot Like A Girl. This data has a 95% confidence rate; with a 6% margin of error; and is as of December 17, 2021. This data validates data reported in our quarterly reports, and shows the actual increases in shooting sports and outdoor enthusiasts over time.
2. For Impact at Events and Hunt Like A Girl Statistics, data is from surveys sent to guests in the calendar year 2021, and has a 99% confidence rate, with a 5% margin of error.



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## Demographics of Guests

Over time, Shoot Like A Girl is seeing an increase in the age of attendees. Additional insights are that 7% of attendees were male. There is a continued trend of families experiencing shooting sports together, and both individuals having limited experience.



### GUESTS' AGE:

- 5% - 18 to 24 years old
- 13% - 25 to 34 years old
- 19% - 35 to 44 years old
- 29% - 45 to 54 years old
- 22% - 55 to 64 years old
- 12% - 65 years old or older

### GUESTS' ETHNICITY:

- 78% Caucasian
- 5% African American
- 9% Hispanic or Latino
- 2% Asian or Asian American
- 1% American Indian or Alaska Native
- 5% Multiple ethnicity



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## Firearms Statistics

### GUESTS' EXPERIENCE LEVEL WITH FIREARMS BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 27% Shot Frequently
- 42% Shot Infrequently
- 19% Shot Years Ago
- 12% Had Never Shot



### FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE. GUESTS REPORTED THE FOLLOWING:

- 33% purchased one or more than one firearm
- 29% committed purchases at some point
- 7% committed purchases in next 3 months
- 16% already owned a firearm
- 10% committed purchases in next 6 months
- 5% will not purchase a firearm

### TYPE OF FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE:

- 80% Committed Semi-Automatic Pistol Sales
- 21% Committed Revolver Sales
- 15% Committed Modern Sporting Rifle Sales
- 17% Committed Traditional Rifle Sales
- 22% Committed Shotgun Sales

### INTENDED PURPOSE FOR FIREARM:

- 79% Home Defense
- 62% Target Shooting for Fun
- 34% Concealed Carry in a Purse
- 37% Concealed Carry in a Holster
- 15% Hunting
- 8% Competition



### ATTENDANCE AT SHOOTING COURSE AND/OR BASIC SAFETY COURSE SINCE VISITING THE SHOOT LIKE A GIRL TRAILER:

- 28% Have attended a shooting/safety course
- 27% Plan to attend a shooting/safety course
- 26% of Had previously attended a shooting/safety course



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## Archery Statistics

### GUESTS' EXPERIENCE LEVEL WITH ARCHERY BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 6% Shot Frequently
- 10% Shot Infrequently
- 33% Shot Years Ago
- 51% Had Never Shot

### BOW PURCHASES OR PLANNED PURCHASES, SINCE SHOOTING IN THE SHOOT LIKE A GIRL TRAILER:

- 8% already purchased a bow
- 33% plan to buy a bow(s)
- 8% already owned a bow

### DID YOUR EXPERIENCE AT SHOOT LIKE A GIRL CONTRIBUTE TO YOUR DECISION TO COMMIT TO PURCHASING A BOW?:

- 12% Yes by a lot, I would not have bought a bow without the Shoot Like A Girl Experience
- 22% Yes, Shoot Like A Girl helped me make my decision to start shooting a bow
- 15% No



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## Impact at Events

### REASON FOR VISITING BASS PRO SHOPS AND/OR CABELA'S

- 55% of Shoot Like A Girl's guests visited Bass Pro Shops and/or Cabela's specifically to participate in Shoot Like A Girl's experience
- 86% of Shoot Like A Girl's guests returned to shop at Bass Pro Shops and/or Cabela's since participating in Shoot Like A Girl's experience

### SALES REPORTED BY GUESTS:

- 86% of Shoot Like A Girl's attendees reported purchasing items in Bass Pro Shops/Cabela's while at the event or in the weeks following. The items purchased can be seen on the chart to the right.

Note: Other indicates coffee, home items, toys and pet supplies, gifts and cookware.

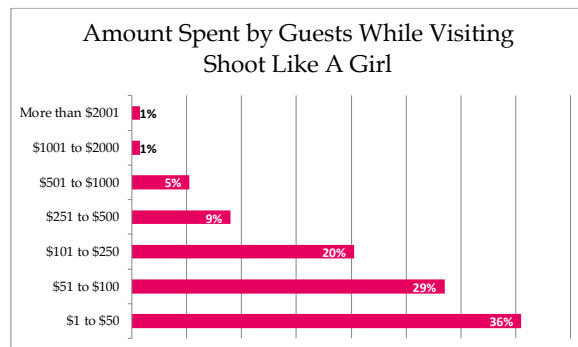


### DOLLAR AMOUNTS SPENT REPORTED BY GUESTS:

- The amount of money spent by Shoot Like's guests who shopped while at attending the event is reported in the chart on the right.

NOTE: Of the managers that replied to our survey:

- 100% saw increased sales while Shoot Like A Girl was at their store



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## Impact to the Industry

### PARTICIPATION SINCE VISITING SHOOT LIKE A GIRL:

- 60% of Shoot Like A Girl's guests **recruited** more people to experience shooting
- 69% spent more time shooting and enjoying the great outdoors



### IMPROVED ATTITUDE OF FIREARMS SINCE VISITING SHOOT LIKE A GIRL:

- 46% of Guests had an improved attitude/opinion of firearms
- 50% of Guests already had a positive attitude towards firearms

### HUNTING:

- 34% of Shoot Like A Girl's guests don't hunt, but want to
- Shoot Like A Girl conducted 6 hunts in 2021 (3 Turkey, 2 Pheasant and 1 Duck Hunt)
- Shoot Like A girl hosted a total of 56 women in all these all female hunting camps
- 100% of the Hunt Like A Girl guests surveyed said they would **recruit** others to hunt, too
- Shoot Like A Girl's founder gave a speech at Rocky Mountain Elk Foundation's Mountain Festival on recruiting new hunters
- Shoot Like A Girl's founder was selected to serve on the Voice of Leadership Hunting Panel



### NEWS:

- Shoot Like A Girl featured on cover of American Shooting Journal's April Issue
- Editorials and Articles from Shoot Like A Girl staff published by multiple outlets
- Shoot Like A Girl's press coverage for 2021 surpassed a reach of 70.5 million



### GIVING BACK:

- Shoot Like A Girl donated \$100 to charity organization at every tour stop location
- Shoot Like A Girl participated in a Bass Pro Shops Veterans Fishing Dreams and a Boy Scouts Outdoor Days events



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## Shoot Like A Girl Trailer Event Guests' Testimonials:

"I will always remember my experience with Shoot Like A Girl!! It **changed** my **mind** about **guns** and helped me to **become** an amazing **shooter**!!"

– Cheryle, Wichita, KS

"I found it to be a **positive, safe, educational** experience that **empowered** me to make a decision about gun ownership."

– Mackenzie, Waco, TX

"I truly **appreciated** that they worked with my limited ability and found modifications to **make** me **successful**"

– Stephanie, Maumelle, AR

"I loved seeing women **empowering** other women in a field otherwise dominated by men. It made it more **comfortable** being shown by a woman how to handle the pepper spray, bow and gun. I left feeling empowered and **happy** that other women also share my passion!"

– Angela, Cape Coral, FL

"I think all women should go through Shoot Like A Girl. It is **empowering** and gives **experiences** that otherwise would not be available. The **gun education** at the counter to find your right fit and hand placement on hand guns was **perfect**. You don't get that at any store we go to."

– Windy, Emporia, VA

"My experience was, **empowering** and **educational**. It helped me feel more **confident** and **knowledgeable**. I really appreciate the experience."

– Brenna, Garner, NC

"What a **great education** opportunity for our entire **family**! Thank you!"

– Liz, Edgerton, KS





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## 2022 Sea To Shining Sea Tour

January 6 – 9:	Dallas Safari Club Expo - Dallas, TX
January 17:	NSSF - Range Day - Boulder City, NV (Restricted Attendance)
February 5 – 6:	Bass Pro Shops/Cabela's – Fort Worth, TX
February 17 – 20:	NWTF Convention- Nashville, TN
March 5 – 6:	Bass Pro Shops - Spanish Fort, AL
March 19 – 20:	Bass Pro Shops - Bossier City, LA
April 2 - 3:	Bass Pro Shops - Little Rock, AR
April 23 - 24:	Bass Pro Shops - Olathe, KS
May 14 - 15:	Cabela's - Grand Junction, CO
June 4 - 5:	Bass Pro Shops - Reno, NV
June 25 - 26:	Cabela's - Springfield, OR
July 9 - 10:	Cabela's - Tulalip, WA
July 21 - 24:	RMEF Mountain Festival- Park City, UT
August 6 - 7:	Bass Pro Shops - Auburn Hills, MI
August 20 - 21:	Cabela's - Columbus, OH
September 3 - 4:	Cabela's - Hamburg, PA
September 15 - 18:	Bristol Motor Speedway - NASCAR Event
October 1 - 2:	Bass Pro Shops - Morgantown, WV
October 15 - 16:	Cabela's - Round Rock, TX
November 5 - 6:	Cabela's - Glendale, AZ





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