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## MEDIA CONTACT

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SECTION 1

# WELCOME LETTER & EXECUTIVE SUMMARY



## Dear Media Partners and Supporters,

Farming feeds America, and much of the world, but it is one of our nation's most hazardous industries. Every day, families in rural communities face preventable tragedies. The Maverick Minute Foundation was born out of a simple, profound desire: **we want to keep the people we love safe.**

We believe that the key to reducing agricultural accidents lies in empowering the next generation and leveraging the industry's existing infrastructure. By partnering with leading agriculture companies and the National Future Farmers of America (FFA) Organization, we can amplify and fuel the outreach of highly successful farm safety campaigns.

We invite journalists to help us tell these vital stories, and we invite donors to join us in providing the critical resources needed to protect rural families. Thank you for helping us champion farm safety across America.

Sincerely,

Stephanie Flinn  
Founder, Maverick Minute Foundation



## SECTION 2

# FACT SHEET: THE REALITY OF FARM SAFETY



## The Scope of the Issue

There are over 200,000 annual injuries and/or fatalities on farms in America.

## The Vulnerability of Youth

Tragically, 33 children are seriously injured or killed every day in farm-related incidents in the U.S.

## Workforce Risk

Agriculture consistently ranks as one of the most dangerous sectors in the U.S. workforce, directly threatening family stability, local economies, and the future of American farming.

## Our Core Solution

Safety isn't about telling people how to do their jobs; it's about building a cultural habit. We advocate for a simple, life-saving behavior: **Pause. Inspect. Protect.**

The Solution: The Maverick Minute Foundation provides resources, funding, and strategic outreach amplification to strengthen the impact of farm safety education and preventative measures in rural America.



## SECTION 3

# CORE INITIATIVES & HOW WE WORK



## Strategic Corporate Partnerships

We collaborate with major agriculture companies to co-sponsor safety campaigns, integrate safety tech education, and distribute lifesaving resources directly to operational farms.

## FFA Member Engagement

Youth are the future of farming. We partner with the FFA to mobilize student chapters, providing them with the toolkits, training, and platforms to lead safety initiatives within their local communities.

## Campaign Fueling

Rather than reinventing the wheel, Maverick Minute identifies existing, highly effective farm safety campaigns that lack the funding or network reach to scale. We provide the “fuel,” like funding, media buying, then distribution of compelling stories, to maximize their impact.

## Paid and Social Media Campaigns

There are compelling stories that need to be told about the dangers of farms. We will tell these stories through film production and media distribution.

## Amplifying the 1.4 Million FFA Members’ Stories

Every farmer, and every FFA member, has a horrific story. It affects everyone on farms. We will amplify the most compelling stories filmed by onsite witnesses through their user-generated content on Meta and TikTok. We will share ongoing practical “how to” educational stories with FFA student members.



## SECTION 4

# BIOGRAPHIES & LEADERSHIP



**Stephanie Flinn**  
**FOUNDER**

Stephanie Flinn founded the Maverick Minute Foundation out of a deeply personal mission to honor her grandson, Maverick, and her mother, Nanny, who were both tragically lost in a farm accident. Raised on a family farm, she balances her deep agricultural roots with decades of corporate marketing expertise and proven nonprofit leadership, currently also serving as the Executive Director of the Schneck Foundation.



**Doster Harper**  
**PRESIDENT OF THE BOARD**

Doster Harper brings a direct connection to the next generation of agriculture, having previously served as the National FFA President (2020-2021). Professionally, he acts as the Director of Sustainability at Rose Acre Farms, the nation's second-largest egg producer, and serves as a commissioned officer in the Army National Guard.



**Tony Wesner**  
**BOARD MEMBER**

Tony Wesner is the Chief Executive Officer of Rose Acre Farms, Inc., where he has dedicated over 40 years of service to the agricultural sector. Raised on an Indiana grain farm, Tony is a renowned agricultural leader who also serves on the boards of the United Egg Producers, the American Egg Board, and HATCH for Hunger.



**Denise W. Connell**  
**BOARD MEMBER**

Denise W. Connell contributes a strong professional background in business and corporate law, having practiced as an attorney since 2000. Currently a partner at Lorenzo, Bevers, Braman & Connell, she is a lifelong "farm kid" whose family actively operates an Indiana farm, fueling her legal dedication to protecting rural families.



**Keith Inman**  
**BOARD MEMBER**

Keith Inman is a seasoned philanthropic leader with extensive expertise in national awareness, fundraising, and organizational efficiency. Having previously helmed Kosair Charities, where he managed large endowments and extensive board operations, Keith provides critical strategic guidance to help scale Maverick Minute's national outreach.



## FREQUENTLY ASKED QUESTIONS (FAQS)



### What is the primary goal of the Maverick Minute Foundation?

Our goal is to drastically reduce the number of agricultural injuries and fatalities in rural America by funding, scaling, and amplifying proven farm safety campaigns.

### How does Maverick Minute use donor contributions?

Donor funds are directly converted into resources that expand the reach of safety campaigns. This includes funding FFA chapter safety projects, producing educational digital media, and distributing physical safety equipment or guidelines to rural communities.

### Why partner with the FFA specifically?

The FFA represents over 1.4 million student members who are deeply embedded in over 9400 agricultural communities. By empowering these youth, we are creating a culture of safety that starts on the family farm and carries into the future of the industry.

### How can agricultural companies get involved?

Companies can partner with us through corporate sponsorships, shared media campaigns, or by providing matching grants for specific safety initiatives.



## SECTION 6

# SUGGESTED STORY ANGLES FOR THE MEDIA



### **The 33 Children A Day Crisis**

A deep dive into the unique hazards children face on family farms, exploring how youth-led FFA campaigns funded by the Maverick Minute Foundation are changing the culture of farm safety.

### **The Maverick Flinn And Nanny Fox Story**

This is the story that launched a national effort to change the culture of farm safety. This foundation was created after the Founder's grandson and mother were killed in the same accident. In her grief, Steph Flinn discovered that this kind of heartbreaking tragedy happens to other farm families every day, and there were no current impactful programs to change the safety culture on farms.

### **Forming The Habit: The Psychology Of The "Pause"**

An exploration of how busy, high-stress, time-pressured seasons on the farm lead to dangerous situations, and how Maverick Minute is working to make a pause to check surroundings as second nature as checking your mirrors before pulling into traffic.

### **National Farm Safety & Health Week Feature**

A ready-to-publish feature or interview opportunity ahead of this annual awareness week (held every September) focusing on systemic solutions rather than just statistics.



## SECTION 7

# OFFICIAL BOILERPLATE AND ASSETS



## Official Boilerplate

About the Maverick Minute Foundation: We want to keep the people we love safe. We partner with agriculture companies and the FFA to fuel the outreach of successful farm safety campaigns. There are over 200,000 annual injuries on farms in America, including 33 children a day who are seriously injured or killed. We provide resources to strengthen the impact of farm safety in rural America. To learn more, get involved, or make a donation, visit [maverickminute.org](http://maverickminute.org).

## Brand Assets & Digital Resources

The following high-resolution assets are available by request for media and partner use at [maverickminute.org](http://maverickminute.org)



### LOGOS

Official Maverick Minute Foundation Logo (PNG, EPS, Vector formats)

### PHOTOS

Approved photography of founders, board members, and youth FFA partners

### VIDEO

B-roll footage of safe farming practices and community outreach events

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