



**Mountaineer Athletics Fundraising Initiative**

The 2019-20 academic year was shaping up to be a banner season for App State Athletics. Our football program ascended to the top 20 in all of college football and broke numerous records on its way to a fourth straight Sun Belt Championship and fifth straight bowl victory. Men’s cross country captured another league title. Wrestling set a program record with six entries for the 2020 NCAA Championships. Men’s basketball qualified for two postseason tournaments. Other teams were making great strides. Our student-athletes achieved their 15th and 16th consecutive semesters with a cumulative GPA above 3.0. We shattered a school record for community service hours for the second straight year.

All of that momentum halted abruptly on March 11, 2020 when we last saw any of our teams suit up and take the field.

The COVID-19 pandemic has created a financial crisis that we have not seen in college athletics. We have had to take the unprecedented steps of discontinuing sports programs, furloughing staff and reducing operating expenses by more than 20 percent. We are working through significant revenue losses from reduced NCAA and Sun Belt distributions, football opportunity games being eliminated and projections of reduced capacity for football games.

We want to continue to give our Mountaineer student-athletes, coaches, and staff the best opportunity for sustained success as we navigate these very challenging times.

Our goal is to raise \$1 million or more through the **KEEP CLIMBING** initiative through June 30, 2021 to allow us to sustain our operations and support our student-athletes that wear the Black and Gold. You can help us accomplish this by giving a gift to any of the following areas or programs. Contributions to this initiative are for gifts above and beyond any pledge/gift in 2020. **All gifts will receive priority points.**

| AREA OF NEED                        | WHAT YOUR SUPPORT PROVIDES  |
|-------------------------------------|---|
| Student-Athlete Health & Well-Being | <ul style="list-style-type: none"> <li>- Nutrition for practice/competition</li> <li>- Mental health &amp; wellness</li> <li>- Strength &amp; conditioning</li> <li>- Academic support</li> </ul> |
| Sport-Specific Giving               | <ul style="list-style-type: none"> <li>- Operational support to a current varsity sport of your choice</li> </ul>   |
| Yosef Club Gifts                    | <ul style="list-style-type: none"> <li>- Scholarship assistance for student-athletes (these gifts are philanthropic and do not provide member benefits; 100% tax deductible)</li> </ul>           |
| Capital Gifts                       | <ul style="list-style-type: none"> <li>- Support for facility projects and maintenance (naming rights are available for gifts of \$25,000+)</li> </ul>  |
| Endowments                          | <ul style="list-style-type: none"> <li>- Contribute to the Yosef Club endowment that funds student-athlete scholarships</li> </ul>  |



App State Athletics Charitable Gift Agreement

To assist in securing the goals of App State Athletics and the **KEEP CLIMBING Initiative**, and for other good and valuable consideration, the receipt of which is hereby acknowledged, I/ We commit to contribute to the Appalachian State University Foundation, Inc., hereinafter referred to as "Foundation," a total commitment of \$ \_\_\_\_\_.

**Commitment: As determined by donor**

Fund Number Designation: \_\_\_\_\_.

My/our commitment in support of App State Athletics shall be demonstrated through a one-time gift of \_\_\_\_\_ or a multi-year gift of \_\_\_\_\_ per year for five (5) years beginning in \_\_\_\_\_. Gifts may be made with cash, securities and/or other property deemed to be suitable and acceptable by the Foundation. All gifts shall be payable to Appalachian State University Foundation, Inc.

Notification will be provided to the Foundation in writing should circumstances arise that require cancellation or revocation of this pledge. In the absence of such written notice and in the event of death prior to fulfillment of the pledge stated herein, it is recognized that the commitment is a just obligation of my/our estate.

**Acceptance**

By execution of this pledge agreement by its duly authorized officers, Foundation hereby accepts the pledge as set forth. Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Donor(s) Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

\_\_\_\_\_  
Appalachian State University Foundation, Inc. Representative