



**Mountaineers**  
**ATHLETIC FUND**

2021 MEMBERSHIP INFORMATION

# MESSAGE FROM THE AD



Dear App Family,

On behalf of our student-athletes, coaches and staff, I would like to thank you for your loyal support of App State Athletics.

Since March 2020, we have experienced the biggest challenges many of us have ever faced. Your support has been crucial to helping us sustain our operations, provide for student-athlete scholarships and continue to achieve comprehensive excellence across App State Athletics.

Last fall, our student-athletes achieved a 3.0 cumulative grade point average for the 17th straight semester. With all the challenges of online learning and changes to their daily environment, our Mountaineers showed tremendous resilience in earning App State's best student-athlete cumulative and semester GPAs on record. We could not be prouder of our student-athletes, coaches and staff in their continued efforts to compete in the classroom.

Our fall sports (with the exception of field hockey) were able to compete, and the football team won its sixth straight bowl game – something no other FBS program has accomplished in its first six years of bowl eligibility. Shawn Clark had the most wins of any first-year FBS head coach, and App State's 63-15 record over the last six years trails only Alabama, Clemson, Ohio State and Oklahoma.

Our student-athletes have really stepped up in the face of adversity, and I'm so proud of their dedication to doing things the right way and their perseverance to strive for success.

In September, we launched the Keep Climbing initiative to raise additional resources to help us fulfill student-athlete scholarships and sustain our operations through our current financial situation. We still need your support, as expenses related to COVID-19 testing, scholarships for returning student-athletes and other areas continue, while uncertainty remains with traditional revenue streams.

Thank you to everyone for your continued support. Your annual Yosef Club donations, ticket contributions, major gifts and giving to our Keep Climbing initiative has helped ease some of the financial burden.

We have the university leadership, dedicated fans, supporters, coaches, staff and student-athletes to rise to the moment and keep climbing. Our vision is to come out of this time positioned for even greater success in the classroom and competitively.

Go App!

Doug Gillin  
Director of Athletics

# 2021-2022 YEAR

## What is the Mountaineers Athletic Fund?

The Mountaineers Athletic Fund is the primary fundraising organization for App State Athletics and supports all student-athletes across 17 intercollegiate sports.

The Yosef Club has been in existence for over 45 years. Our primary purpose will always be to provide scholarships for App State student-athletes. The Yosef Club also provides additional resources that enhance and provide opportunities and world-class experiences.

## Our Mission

Our mission is to provide material support to enhance educational and athletic experiences, opportunities, and the overall wellness of Mountaineer student-athletes. Preparing champions for life.



**Mountaineers**  
**ATHLETIC FUND**

## COST OF ATTENDANCE

### In-State

**Tuition and fees:** \$7,722

**Standard meal plan:** \$2,892

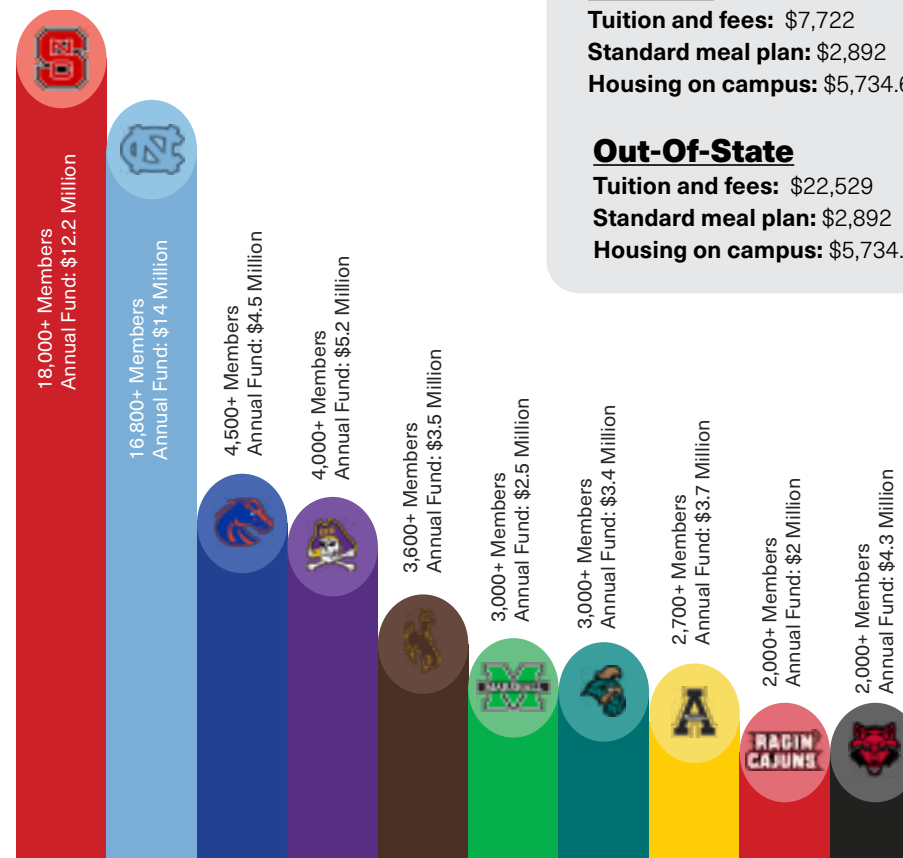
**Housing on campus:** \$5,734.60

### Out-Of-State

**Tuition and fees:** \$22,529

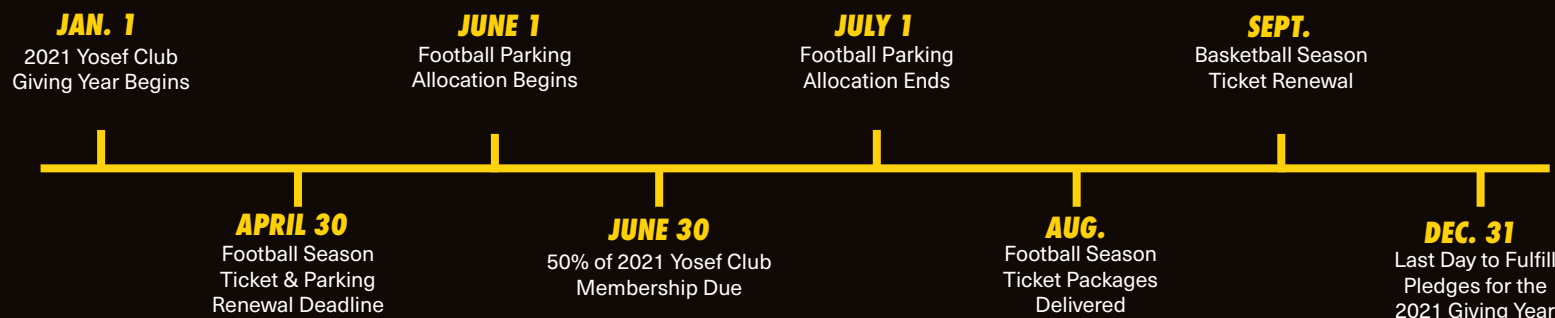
**Standard meal plan:** \$2,892

**Housing on campus:** \$5,734.60



**Donor Comparison Chart**

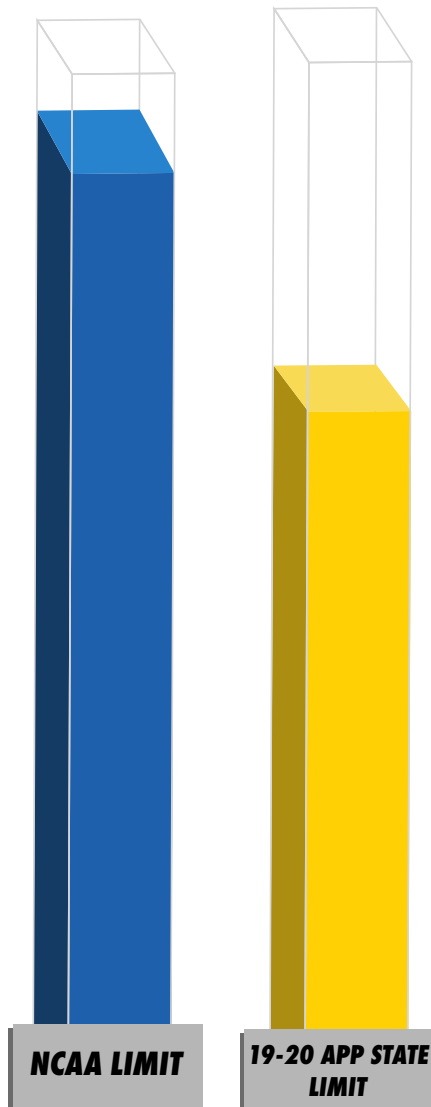
## 2021 IMPORTANT DATES



# MAKE IT HAPPEN

## Scholarship Gap

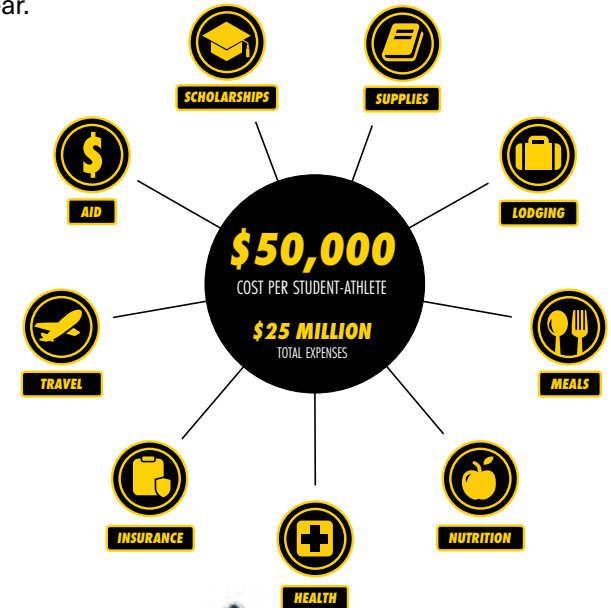
The graphic below shows the amount of scholarships the NCAA allows, compared to the amount App State Athletics provide. Closing this scholarship gap and competitively funding all sports will better position our student-athletes to compete for championships. This will also provide more opportunities for future student-athletes at App State! Help us close the gap!!



<b>233.70</b> NCAA Limit	<b>28.83</b> Scholarship Difference
<b>204.87</b> 19-20 App State Limit	<b>\$175,925.22</b> In-State
<b>28.83</b> Scholarship Difference	<b>\$749,407.02</b> Out-of-State

## Student-Athlete Expenses

All contributions given to the Yosef Club provide financial support toward App State student-athletes. Below are areas that are included in each student-athlete's expenses for the 2020-21 academic year.



Thank you for all you do for us and the support you continue to give our programs each and every year. We greatly appreciate all of the generosity and are continuing to work to make the Yosef Club proud!

**Kendall McGowan**

Baseball  
Senior



# ACCOMPLISHMENTS

**3.0**

GPA FOR 17  
CONSECUTIVE  
SEMESTERS

**45 GRADUATES**

(IN SPRING 2020)

**10 TEAMS**

ACHIEVED A PERFECT 1,000  
SINGLE-YEAR APR SCORE

**3.33**

SCHOOL-RECORD CUMULATIVE  
GPA AFTER THE 2019-20  
ACADEMIC YEAR

**8,000+**

VOLUNTEER HOURS FROM THE  
FOOTBALL TEAM TO RANK FIRST  
AMONG FBS PROGRAMS

**14,460**

VOLUNTEER HOURS IN THE  
COMMUNITY DURING THE  
2019-20 ACADEMIC YEAR

**100%**

PARTICIPATION FROM  
MEMBERS OF THE APP  
STATE FOOTBALL TEAM

**8**

PROGRAMS RANKING IN THE TOP 10 OF THEIR  
RESPECTIVE SPORTS

App State student-athletes pride themselves in giving back to the community of Boone and outside of it since they are endlessly devoted to the success of the university and its athletics programs.

In setting a community service hours record for a second straight year, App State Athletics finished second overall in the NCAA Division I Team Works Community Service competition for 2019-20, highlighted by eight programs finishing in the top 10 of that sport.

At 14,460 total hours, the Mountaineers led the Sun Belt for the second year in a row, with women's basketball holding the top spot among all women's Division I sports. Football ranked No. 1 nationally among all Division I football programs and second among all men's sports.

App State student-athletes found many different ways to get involved in the High Country community.

They volunteered at the Hardin Park School, assisted in building homes for Habitat for Humanity, participated in canned food drives, packed shoeboxes for Samaritan's Purse and visited seniors in assisted living facilities. Other examples included working with the High Country Breast Cancer Foundation and partnering with Toys for Tots.

The other sports ranked in their respective top 10s were men's basketball, wrestling, men's tennis, men's track and field, field hockey and women's tennis.

I am thankful for the Yosef Club members for supporting the Mountaineers. I am honored to be a student-athlete and have truly enjoyed my time as an athlete here at App State. The Yosef Club has gifted me the opportunity to pursue the sport I love. I will be forever grateful for that.

**Dylan Lukes**

Men's Golf  
Senior



# WAYS TO GIVE

## Cash Gifts

The Yosef Club supports the pledge program in an effort to make giving annually easier and more convenient. This type of gift provides immediate help for the entire App State Athletics program through the support of student-athlete scholarships. Payment may be made with cash, check, credit card, bank draft or payroll deduction (App State employees only). Contact the Yosef Club office for more information.

## Matching Gifts

Many companies have a matching gift program that increases the value of your gift at no additional cost to you. Ask your employer for information regarding matching gifts to support athletic scholarships.

## Stock Transfers

Philanthropic gifts to the Yosef Club and App State Athletics can be made in the form of a stock transfer. Please contact your Yosef Club Representative or our office for more details.

## Honorary and Memorial Gifts

Honor the life and accomplishments of a loved one by strengthening App State Athletics programs.

## Planned Giving and Special Gifts

Considering App State Athletics when planning your estate can make a tremendous difference in the lives of our student-athletes. The Yosef Club can assist you in making planned gifts and special gifts, including bequests, real estate and stocks.

## Gifts in Kind

Gifts of goods and services reduce expenses for our athletics programs and make a big “bottom line” impact.

## PRIORITY POINTS

A donor's point rank is determined based on total giving to App State Athletics. This includes giving to the Yosef Club, athletic scholarships and the Athletics Facilities Enhancement Campaign. A donor's membership level and then their point total within their membership level determines their priority rank for parking location, away and post-season tickets, and premium seating options. Each donor can access their athletic giving record by logging into their “Paciolan” account. This will allow each current donor to check their rank and athletics giving record at any time.

If you have ever contributed to the Yosef Club, you likely have an existing account and should log in using that information. Please do not create an additional account to avoid duplicating efforts. If you are unsure of your account status, need your login information, or would like additional information about the priority points system, please contact the Yosef Club at (828) 262-3108.

Annual Items	Point Value	Denominator
Cumulative Giving (Yosef Club & Leadership Society)	1	\$100.00
Leadership Society (Capital/ Endowment-current year)	2	\$100.00
Planned Giving	2	\$300.00
Yosef Club (annual-current year)	3	\$100.00
Consecutive Years Giving (every consecutive 5 years)	5	1
MSI (increase from previous year)	6	\$100.00

## MOUNTAINEER SCHOLARSHIP INCENTIVE (MSI)

### Want to Boost your Points!

A Mountaineer Scholarship Incentive (MSI) aims to increase scholarship revenue for App State student-athletes. All Yosef Club members who increase their pledge from 2020 will receive double points on the increased amount.

### EXAMPLE:

2020 Yosef Club Contribution = \$1,000

2021 Yosef Club Contribution = \$5,000

Regular Points for the \$1,000

Double Points for the additional \$4,000



# LEVELS & BENEFITS

Your annual gift to the Yosef Club directly supports our 415+ student-athletes via scholarship, athletic facility enhancement, and programmatic needs support. Annual Yosef Club memberships can be paid online, in person, or by phone via cash, check, credit card, bank draft, or payroll deduction (App State employees only).

BENEFITS	GIVING LEVEL	CIRCLE OF EXCELLENCE												
		FRIENDS OF YOSEF \$50-\$99	YOSEF \$100	BLACK & GOLD \$250	ATHLETIC DIRECTOR \$500	CHANCELLOR'S LEVEL \$1,000	GOLDEN MOUNTAINEER \$1,500	BIG A \$2,500	OLD MOUNTAIN JUG \$3,500	THE ROCK \$5,000	CHAMPIONS \$10,000	ALL-AMERICAN \$15,000	BENEFACTOR \$25,000	LEADERSHIP \$50,000
WELCOME LETTER		A	A	A	A	A	A	A	A	A	A	A	A	A
DONOR PACKET & NEWSLETTER		A	A	A	A	A	A	A	A	A	A	A	A	A
FOOTBALL PARKING*			A	A	A	A	A	A	A	A	A	A	A	A
BLACK & GOLD NEWSLETTER			A	A	A	A	A	A	A	A	A	A	A	A
SPECIAL FOOTBALL EVENT(S) INVITE							A	A	A	A	A	A	A	A
BASKETBALL PARKING*							A	A	A	A	A	A	A	A
BASKETBALL HOSPITALITY ROOM								A	A	A	A	A	A	A
SPECIAL EVENT INVITE									A	A	A	A	A	A
CIRCLE OF EXCELLENCE BENEFITS												A	A	A

\* Football and basketball parking limited to season ticket holders only.

\*\* The Yosef Club and App State Athletics reserve the right to make necessary changes to the benefits program. Be advised benefits are subject to change in 2022.

## FREQUENTLY ASKED QUESTIONS

### What does my Yosef Club contribution support?

Your annual donation to the Yosef Club directly supports scholarships for more than 415 student-athletes.

### Does the Yosef Club offer a payment plan?

Yes, payment options are available for season tickets and Yosef Club donations. Call the Yosef Club at (828) 262-3108.

### My company offers a matching gift program. Can I apply this to my membership?

Yes, the Yosef Club accepts matching gifts toward your membership. Please contact your company's benefits specialist for more information.

### What are special Football Events?

Depending on your giving level, we will be hosting either pregame or postgame events for our Yosef Club members.

### How do I qualify for football parking?

To qualify for parking during the 2021 football season, you will need to be a Yosef Club member at the \$100 level or higher and also be a football season ticket holder.

### Will there be a Hospitality Room during Football season in 2021?

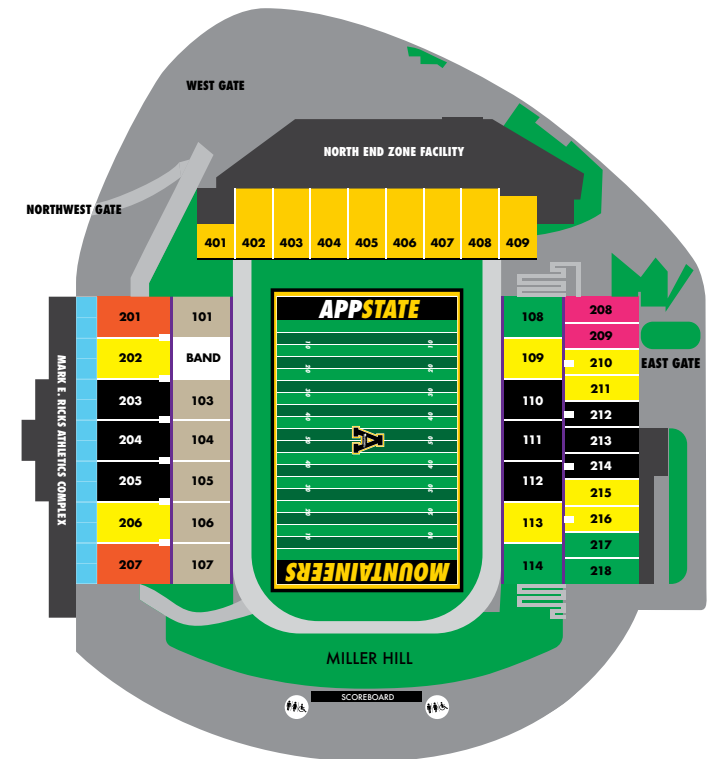
No, we will not be able to have the Yosef Club Hospitality Room due to the uncertainty of COVID-19 and high cost of operation.

# FOOTBALL



AREA	SECTIONS
\$500+ Yosef Club Member	110, 111, 112 203, 204, 205 212, 213, 214
\$250+ Yosef Club Member	109, 113, 202 206, 210, 211 215, 216
\$100+ Yosef Club Member	201, 207
Public	108, 114 217, 218
Students	101, 103, 104 105, 106, 107
Visiting Team	208, 209
Band	
Club Seating	
Handicap Seating	
Miller Hill Grass	

SEASON TICKET TYPES	
ADULT	\$215
SENIOR Ages 60+, Limit 2	\$180
FACULTY, STAFF Limit 2	\$180
YOUTH Ages 3-12	\$180
GOLD \$1000+ Yosef Club Members	\$385
EAST VIP \$1000+ Yosef Club Members	\$330



## FOOTBALL PARKING

The Yosef Club projects the following minimum donation thresholds for each parking lot in 2021. Availability is limited, and requests for specific lots cannot be guaranteed. **Season tickets are also required to qualify for football parking.**

**\*Parking requests and allocations are based on your 2021 Yosef Club membership level first and then points within that level.**

**\*Justice Lot will not be available for parking requests due to the construction**

\* Giving level only qualifies you for the parking lot. This does not guarantee any spot in the designated lot.

\*\* Championship Game parking is not included in the price of season tickets.

## FOOTBALL SEATING

Giving level only qualifies you for the seating section. This does not guarantee any seat in the designated section.

\*Championship Game seating is not included in the price of season tickets.



# PREMIUM SEATING

## North End Zone Premium Seating

Please visit [MountaineerImpact.com](http://MountaineerImpact.com) for updated photos and videos of the North End Zone. For more information on the North End Zone or Mark E. Ricks Athletics Complex Premium Seating, please contact D'minia Stokes at (828) 262-8075 or [stokesd@appstate.edu](mailto:stokesd@appstate.edu).



## LOGE BOXES (contracts for 3,5,7 years)

One-time deposit: \$1,000/seat  
Annual seat cost: \$2,500/seat  
Loge Box seat options: 4 and 6-seat boxes only  
Minimum \$500 Yosef Club Membership required to purchase seats

### AMENITIES:

- Personal loge box with swivel chairs
- In-seat service
- Mini-fridge
- Access to indoor club area
- Food and beverages available for purchase
- Field level/patio access



## CLUB SEATS (contracts for 3,5,7 years)

One-time deposit: \$1,000/seat  
Annual seat cost: \$1,000/seat  
Minimum \$500 Yosef Club Membership required to purchase seats

### AMENITIES:

- Pull-down cushioned seats
- Access to indoor club area
- Food and beverages available for purchase
- Field level/patio access



## WEST SIDE PREMIUM SEATING

Capital contributions are required in order to be eligible for seats in the West Club. Contributions start at \$25,000 and can be paid over a period of 5 years. Minimum Yosef Club donation of \$1,500 required as well. Capital contributions and Yosef Club membership prices vary depending on location and number of seats.

### Blue Ridge Electric VIP Suite Level

Luxury suites are located on the 6th floor of the Mark E. Ricks Athletics Complex. Includes:

- 20 suite tickets
- Food & drink catering menu
- Wet bar
- Mini-fridge
- Floor-level restrooms

Term Requirements: Please call for more information



### Don & Pat Phillips and Thomas E. Chandler Sr. VIP Club Level

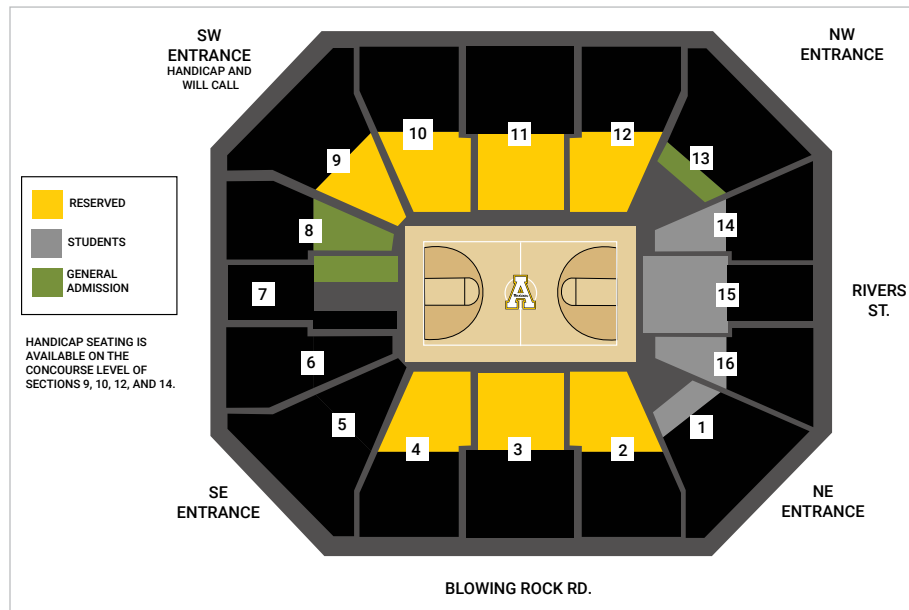
Club-level seats are located on the 5th floor of the Mark E. Ricks Athletics Complex. Includes:

- Access to indoor club space
- Food and drink concessions
- Outdoor cover with heaters
- Floor-level restrooms

Term Requirements: Please call for more information



# BASKETBALL

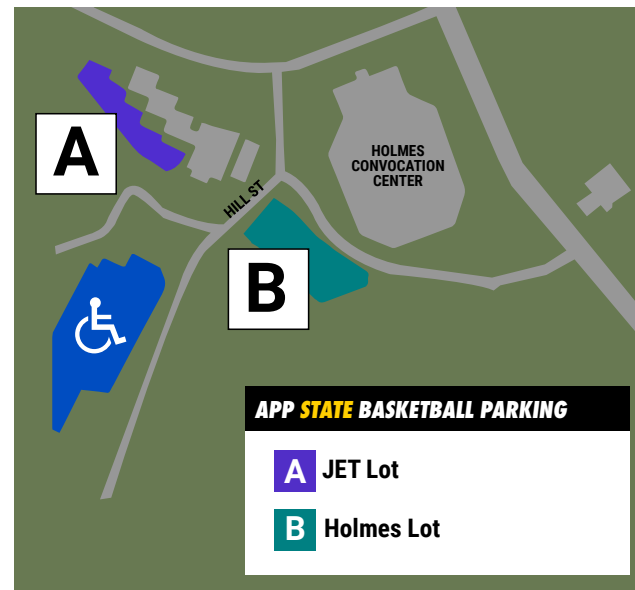


## MEN'S BASKETBALL SEASON

- There are Reserved and General Admission seating options
- For reserved seating options for Yosef Club donors, contact the Yosef Club or the Ticket Office
- Courtside seating: Yosef Club contribution of \$2,500 and above, plus ticket cost
- Contact the Yosef Club or the App State Ticket Office for more information

## WOMEN'S BASKETBALL SEASON

- All seating is General Admission
- Courtside seating: Yosef Club contribution of \$1,000 and above, plus ticket cost
- Contact the Yosef Club or the App State Ticket Office for more information



## BASKETBALL PARKING

- Parking is included with a \$1,500 or above giving level for the men's basketball season.
- Parking is included with a \$500 or above giving level for the women's basketball season.

**\*\*MUST BE A BASKETBALL SEASON TICKET HOLDER TO RECEIVE PARKING\*\***

I want to take this time to shout out the members of the Yosef Club! I greatly appreciate the continued support that you guys give us. Please know your love does not go unnoticed. Thanks for everything you do for us!

**Janay Sanders**  
Women's Basketball  
Junior

# MOUNTAINEER IMPACT

## KEEP CLIMBING INITIATIVE

The COVID-19 pandemic has created a financial crisis that we have not seen in college athletics. 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. Contributions to this initiative are for gifts above and beyond any pledge/gift in 2020 and 2021.



## A MOUNTAINEER IMPACT

A DRIVE FOR EXCELLENCE

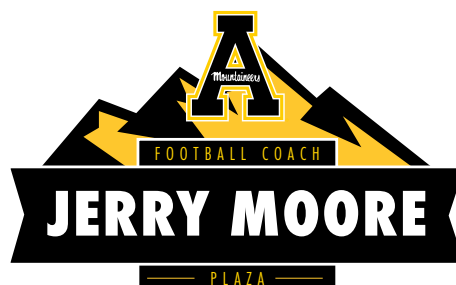
## A MOUNTAINEER IMPACT

A Mountaineer Impact provides essential resources for App State Athletics. Our vision is to build upon the solid foundation of championship traditions at App State. The ultimate goal of this pursuit is to provide current and future Mountaineer student-athletes opportunities for success in everything they do.

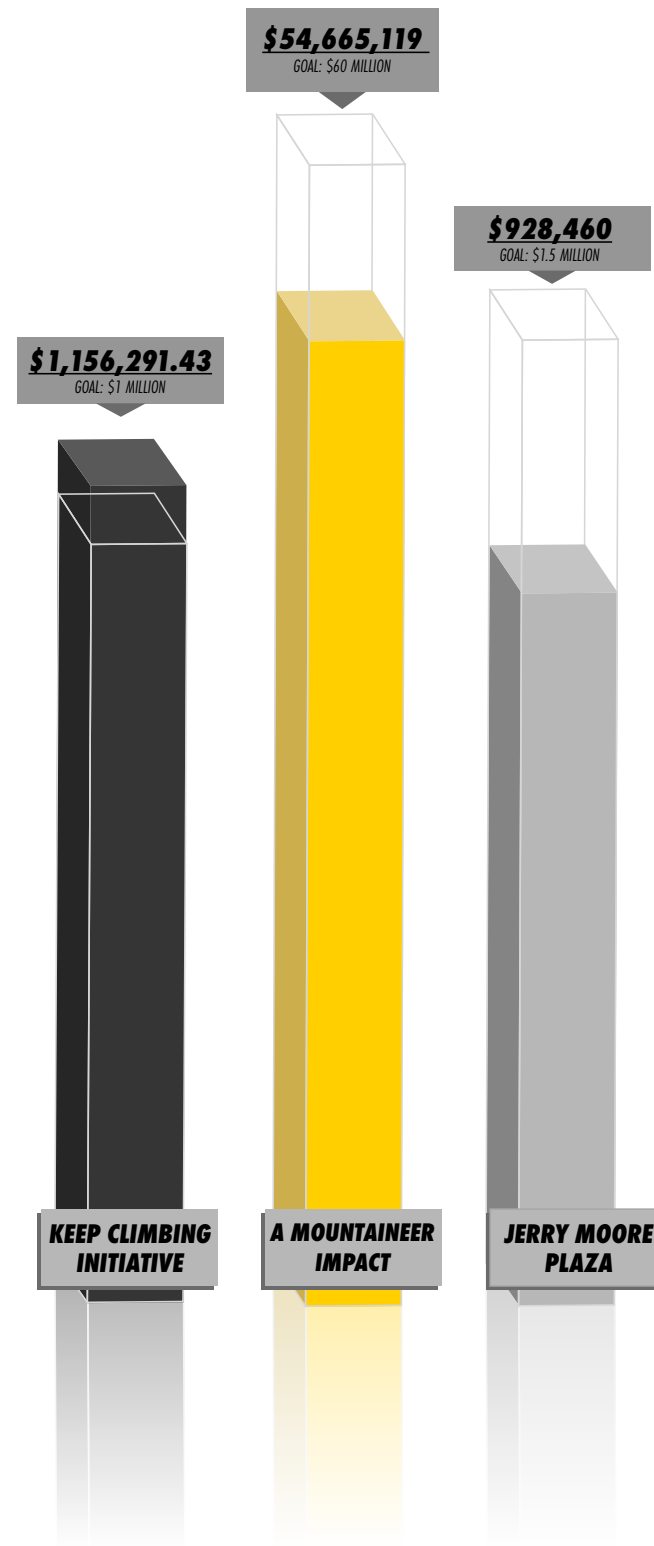
## JERRY MOORE PLAZA

App State Athletics is excited to announce plans to honor Hall of Fame football coach Jerry Moore with a plaza and statue in his name outside the Kidd Brewer Stadium North End Zone facility.

The 2020 season marked the 31st anniversary of Moore's arrival at App State. A 2014 inductee into the College Football Hall of Fame, he led the Mountaineers to a 215-87 record, 10 Southern Conference championships and three FCS national championships in his 24 seasons. So far, the Yosef club has raised \$900,000+ out of the \$1.5 million goal. For more information, call the Yosef Club at (828) 262-3108. Buy a brick today in support of the Jerry Moore Plaza!  
<https://frsengraving.com/jerry Moore plaza/#/>



To assist with these goals, we ask that you consider making an investment in our future. Through your leadership support, you can assist App State Athletics and its drive for excellence.  
\*The data shown is as of January 5, 2021





# CIRCLE OF EXCELLENCE

The Yosef Club Circle of Excellence Society (YCE) serves as a leadership fundraising entity under App State Athletics' Yosef Club. This organization is philanthropic in nature with its members invested in the success of App State Athletics.

Established in 2013, the Circle of Excellence Society was created to recognize App State Athletics' most prominent benefactors who provide annual philanthropic support at the highest levels. Since the inception of the program, 48 individuals have committed more than \$5.4 million.

The Circle of Excellence Society funds are distributed to the Yosef Club scholarship budget and a Competitive Excellence fund. Scholarship support is critical to providing our coaches the funding they need to recruit talented student-athletes. In addition, App State Athletics is committed to hiring and retaining outstanding individuals who impact the lives of our student-athletes and serve our constituents with pride.

Through their generosity, YCE members help advance App State Athletics exponentially.



I am grateful for the valuable experiences and relationships I have made at App State. None of this would be possible without the support of the Yosef Club. The friends I have made on my team and throughout App State Athletics have impacted my life greatly and I hope to maintain lifelong relationships with them. I will cherish all the fun memories of traveling as a college athlete with my teammates for the rest of my life. Thank you for being a Yosef Club member and everything you have done to contribute to App State Athletics. It is greatly appreciated.

**Abby Bolt**

Women's Golf  
Senior

Thank you to the Yosef Club members for making dream chasing a reality and thank you for the continuous support of me and my family. I wouldn't be as far along as an adult or athlete without the support of the Appalachian Community.

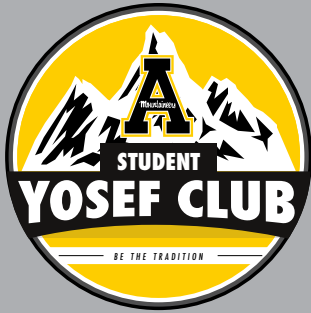
**Jonathan Millner**

Wrestling  
Redshirt Junior



# SYC, YA & FAA

## STUDENT YOSEF CLUB



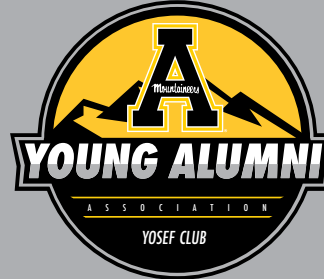
The Student Yosef Club (SYC) is a membership-based booster organization whose mission is to support App State student-athletes, maintain an electric game day atmosphere and fuel the Mountaineer spirit.

### BENEFITS OF SYC

- 15 minutes early admission to Football & Basketball Events
- 50-yard line Student Section reserved for SYC only (Section 104)
- Exclusive T-Shirt and Sticker
- Special Event Invites
- Special Gifts
- Build Priority Points as a Student

SYC members have the privilege of entering the gates at home football and basketball games 15 minutes prior to the gates opening to the public, giving all SYC members an opportunity for the best seats in the house every game. Members must present their App State ID card at the gate with the current year's SYC membership ID decal in order to enter the gates early.

## YOUNG ALUMNI PROGRAM



New graduates from an undergraduate and graduate program can join at any giving level or amount and we will double your membership! For example, you can join the Yosef Club at \$500 and we will double your membership placing you at the \$1,000 level. You are eligible to receive this benefit 4 years post-graduation for undergrad and 2 years post-graduation for graduate! Contact the Yosef Club for information on parking and seating allocation.

### \*Non-traditional students can receive the same benefit for 2 years post-graduation\*

#### Includes:

- Parking in an exclusive Young Alum parking area\*
- Exclusive Young Alum gift
- \$100 GA season ticket

\*season ticket holders only

### PREMIUM SEATING OPTION

- Section 309 of the North End Zone as an exclusive Young Alum area (limited amount)
- Price: 1st year- \$500 one-time deposit & \$500/seat, 2nd year- \$750/seat, 3rd year- \$1000/seat and option to change seat location
- Amenities: access to indoor club and field level patio area

## FORMER ATHLETES ASSOCIATION



The App State Former Athletes Association was chartered in 1984 and is made up of former student-athletes who join the Yosef Club at the \$100 level.

A portion of the \$100 pays a Former Athlete's yearly dues and allows the FAA to sponsor the following:

- The App State Athletics Hall of Fame induction weekend
- The annual Student Athletic Council Awards Banquet
- Awarding letter jackets, backpacks and duffle bags to deserving student-athletes
- A luncheon for graduating seniors and their parents.

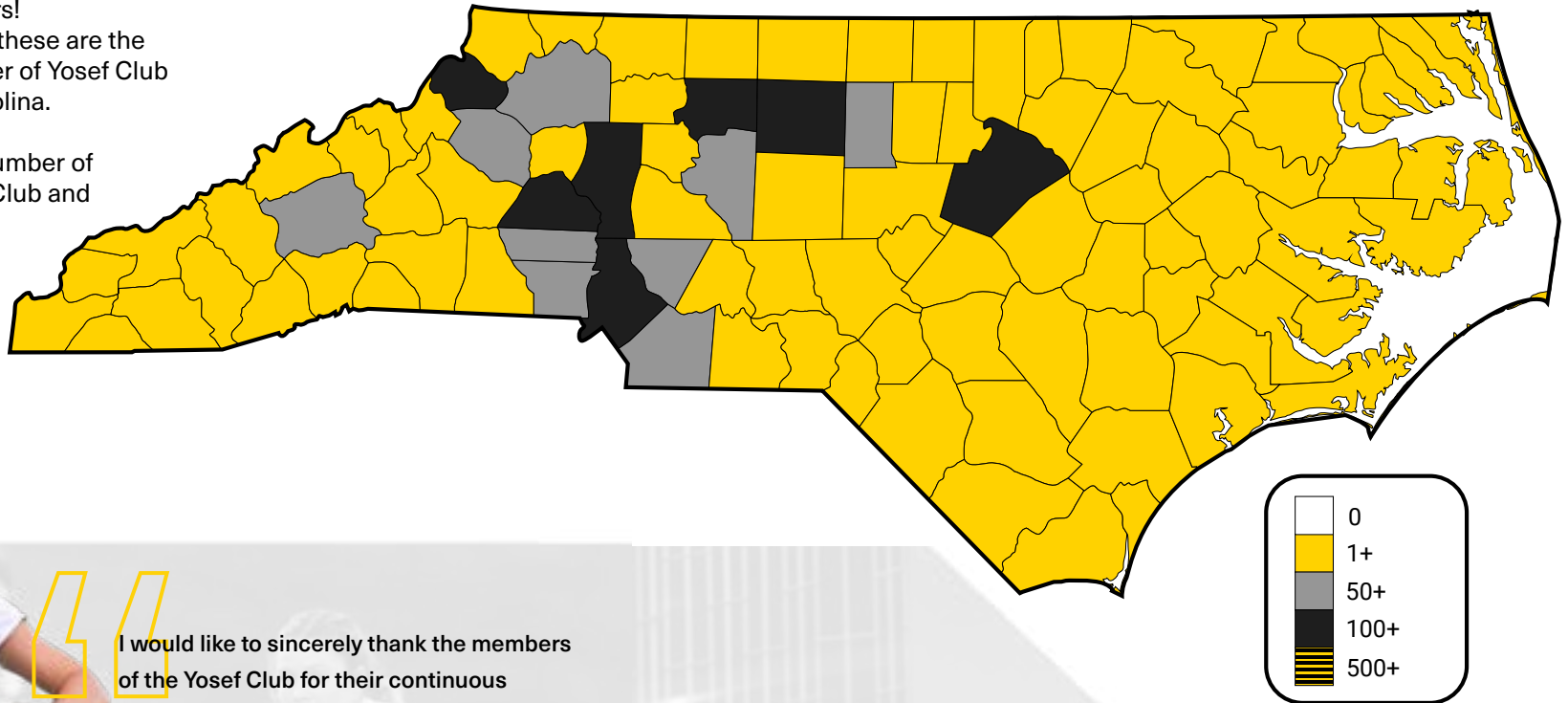
### The FAA has an annual Raffle Fundraiser that helps fund the above projects.

Three hundred \$100 tickets are sold, and three winners are drawn at the last home game. The first ticket drawn receives \$2,000, the second receives \$3,000, and the third receives \$5,000. The balance (\$20,000) is put in the coffers and allows the FAA to fund the above projects for our athletes.

# MEMBERSHIP MAP

Calling all Mountaineers!  
As of December 2020, these are the statistics for the number of Yosef Club members in North Carolina.

Help us increase the number of members in the Yosef Club and strengthen our teams.  
Help color the map!



I would like to sincerely thank the members of the Yosef Club for their continuous support of App State Athletics. You make possible the dreams of so many student athletes here at App. With your support, I have been able to accomplish so much in my time here and I will be forever grateful. The Yosef Club also made it possible for our team to meet with Dr. Cooper and the sports psychology team, which has made such a huge impact on our team's mental fitness. Again, I thank you so much and go App!

**Tess Cairney**  
Women's Soccer  
Senior

I would like to thank the Yosef Club for helping me continue to achieve my goals in the sport I love. The Yosef Club has allowed me to have security in such uncertain times. I thank the Yosef Club for giving me the ability to run every day and create memories I will carry for the rest of my life. Thank You.

**Tyler Lewis**  
Men's Track & Field  
Junior



# THE TEAM



**Suzette Mauney**

Associate AD,  
Development



**Doug Banks**

Associate AD,  
Development



**James Frey**

Senior Director  
of Major Gifts



**D'minia Stokes**

Director of Major Gifts  
& Premium Seating



**Dominic Parisi**

Assistant Director of  
Annual Giving



**Chase Cross**

Development Assistant



**Julia Adams**

Yosef Club Volunteer



**Gerald Adams**

Yosef Club Director: In Memory



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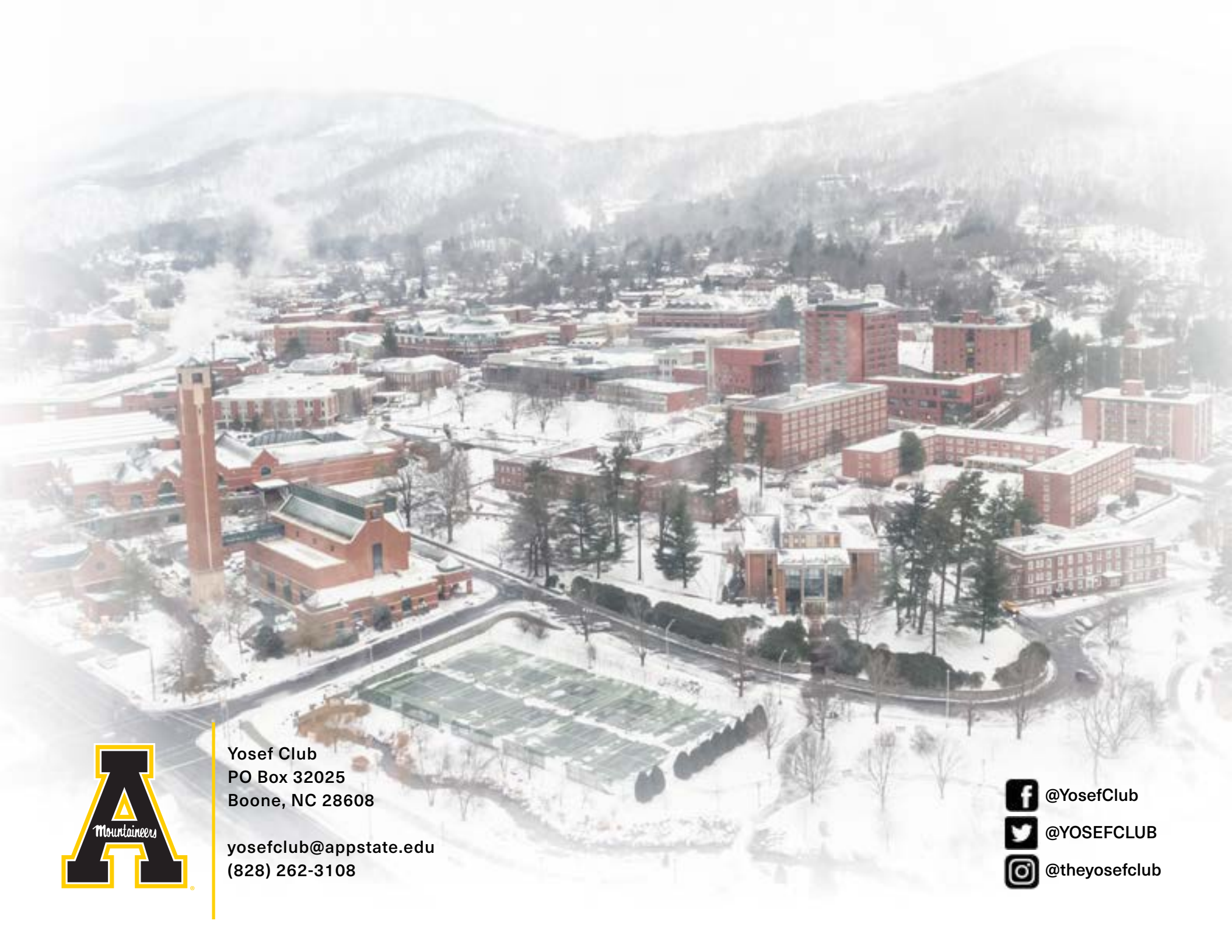
I have so much gratitude in my heart for the Yosef Club members for their blessings both on and off the field for me and my teammates. With your help, I have created some of the best memories and relationships of a lifetime. Your support means a lot to me. Thank you!

”

**Brendan Harrington**

Football  
Junior





Yosef Club  
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yosefclub@appstate.edu  
(828) 262-3108



@YosefClub



@YOSEFCLUB



@theyosefclub