

2012-2013 Booster Club Accomplishments

The WCHS Booster Club undertook many activities this year to provide support to Churchill's sports teams. This year the Booster Club:

- Held several fundraising events, including a golf outing, a Pampered Chef event and sports physicals examinations for Churchill and middle school student-athletes.
- Raised an all-time high in fundraising dollars with our stadium banner advertising program.
- Created a new membership level that helped increase revenue in this category above last year while providing a benefits package for Churchill's most generous supporters. These dollars raised are returned to the sports teams.
- Continues to explore partnerships with other groups to bring further financial support to Churchill athletics.
- Put its fundraising dollars to work to purchase and install the new stadium scoreboard. The project brings to Churchill video capability not available anywhere else in the county.
- Introduced new digital technology on the scoreboard to give local businesses the opportunity to advertise, generating further revenue for our sports programs.
- Partnered with MCPS to refinish the main gymnasium's hardwood floor. The use of our funds for this purpose not only benefits student-athletes but also the entire student body and outside community groups—nearly 17 hours a day, 365 days a year.
- Purchased a temporary sound system for the homecoming and is exploring permanent upgrades to the stadium sound system.
- Provided help to our state-champion ice hockey club team with its fees for ice rental.
- To help promote athletics to the school and surrounding community—a priority this year—the Booster Club provided additional funding for the sign on the corner of Tuckerman and Gainsborough.
- Approved funds for new audio/visual equipment to be used by the student-produced Daily Dose program.
- Honored sports team captains by sponsoring seasonal luncheons to foster greater communication and goodwill across our students and athletic programs.
- Promoted a culture of fundraising, incenting teams with matching contributions to undertake their own fundraising initiatives—money that they can then tap easily without athletic department scrutiny. This program helped increase team fundraising participation fundraising dollars.
- Encouraged teams to identify stadium banner advertisers in the community and were rewarded with a portion of the proceeds.