



# COUGAR ATHLETIC BOOSTERS

*Supporting athletes  
Promoting school spirit  
Building community*

## Mission

- Support AHS/SILSA athletic programs both financially and as volunteers.
- Enrich every student's high school experience by promoting school spirit.
- Eliminate financial barriers to athletic participation.

## Who we are

- Cougar Athletic Boosters is a registered 501c(3) non-profit organization managed by a volunteer Board of Directors and supported by AHS/SILSA parents, staff, alumni and friends.

## What we do

- Raise funds for the Athletic Department to cover expenses that are not fully covered by the school. Expenses include: repairing or replacing equipment, conference travel and awards, major purchase for the sports and capital improvements to athletic facilities.
- Build school spirit through the sale of Cougar Wear
- Encourage attendance at all athletic events through the sale of booster passes and concessions.

## Who we serve

- Over 800 student-athletes participating on 24 school sponsored sports teams (in 2021)
- Over 1,500 students currently enrolled at Asheville High School and SILSA – the two public high schools in the Asheville City Schools District
- A student population that is 31% minority and 25% economically disadvantaged
- Family, friends, Alumni and the Asheville Community

## Why sports matter

- Students who participate in high school sports have greater well-being, higher grades and are more likely to attend college.
- High school athletics benefits everyone by building relationships among the student body, coaches, staff, parents and the community.

## 2022-2023 Goals

- Raise \$100,000 to support Cougar Athletics
- Increase student participation in and community support for Cougar Athletics

## Ways to help

- [Make a one-time donation](#)
- [Become a business sponsor](#)
- [Purchase Booster Passes](#)
- [Volunteer to sell concessions at a home game](#)

## CONNECT WITH US

Lisa Bishop and Tiffany Burnette-Payne, Presidents

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