

Full History:

As recorded by Al Peavy from old records, scrap books and accounts from members.

Records indicate that the MAFY was organized during the mid-1940s and early records reflect that the money was raised mainly through donations and a few small fundraisers. The amount raised during the 1940s and 1950s averaged about \$1,500 to \$3,000 per year. While that was good, it wasn't much compared to the needs of the student athletes.

High school budgets and especially athletic budgets were tight during these years due to the rising costs and an increasing number of students. This was the continuing situation through the '60s and '70s. The short supply of funds forced the athletic director to use most of the available money on high priority safety equipment (mostly football), and there just was not much left for other sports teams. This was a common problem with all the schools in our conference and statewide.

In 1972 the government passed Title 9, in order to establish equality for girls' sports. This meant that for any current teams, or any added teams to the program, they were now going to be available to the girls. This was a long needed and groundbreaking event, but the government failed to supply the money to the schools to make this happen. The athletic department estimated that over the following 10-15 years, the average of 7 or 8 teams advanced to 18-19 teams. This added a tremendous burden to an already underfunded sports program. They now had to find ways to provide the necessary equipment, uniforms, facilities, etc., to handle the added expenses.

In the late 1970s and early 1980s the MAYF activities increased due mostly to the efforts of Byron Cooke, Bob Hodgins and a few new directors Frank Lowry and Al Peavy. The extra funds were very helpful, but not nearly enough. During this time, the MAYF was having all kinds of fundraisers including the usual hamburger/hot dog cookouts, BBQ suppers, and advertising on fans, basketballs, footballs, megaphones, etc. We raised some good money; but again, not nearly enough to cover the shortages.

At the beginning of the 1984-1985 season, the high school athletic department was in dire financial trouble. They were in debt to a major sporting goods company for approximately \$9,300 and had not ordered their needs for the coming year. In searching all possibilities, the high school officials asked the MAYF if we could increase our assistance in any way to help. In response, the MAYF directors had several "brain-storming" sessions about this situation; and it was mentioned that the North Main Bears, a local little league team during the 1982-1983 season, had great equipment and clothing which rivaled the high schools. As it turned out, several of the current youth foundation directors were also the main parents who had raised all the money for the North Main Bears, they were Frank Lowery, Al Peavy, and

Byron Cooke. After more discussion on this subject, Byron nominated Al and Frank to head up this new initiative and a couple weeks later.

They made the following recommendations to the MAYF directors.

- (1) Set the total number of directors to 18 in order to reflect the Marine Corp's Mottos of, "A Few good men".
- (2) Commit to operate under our re-defined Mission Statement as recommended on our opening page.
- (3) MAYF would maintain our own bank accounts, all financial records of income, expenses and be able to show distribution of money by event and teams.
- (4) The money raised by MAYF would not go thru the school's general fund; but will be distributed to projects approved by the MAYF in coordination with the athletic director.

The MAYF directors approved these recommendations, but before trying to proceed, felt it was necessary to meet with school officials to clarify and agree on our position and intentions. Frank and Al, who at this time were well known for their fundraising success, met with the school superintendent, high school principle, the athletic director and football coach.

The following items were discussed and approved at this meeting:

The MAYF would be the official fund raising and advertising arm of MASH. All booster clubs will cease any activity that directly competed with the programs the MAYF were planning.

The MAYF will not be a part of the Mt. Airy School System, but would work closely with superintendent, principle, and the athletic director on any and all of our procedures and intended fundraisers.

No action will be taken without their permission and in return, the superintendent and principals of MASH, Mt. Airy Middle School, Jones and Tharrington would agree to submit any fundraising events they want to have, to the superintendent's office for approval, in order to avoid any conflicts with MAYF programs.

In general, the meeting went well, though it certainly took a lot to convince them that the MAYF must retain control and distribution of all money raised, i.e., the money would not go into the school's "general fund". In this way, the MAYF could show our benefactors, at any time, exactly how much money was raised and how it was allocated.

Our first challenge was to tackle the \$9,300 debt, which was past due, with Cook's Sporting Store in North Wilkesboro, NC. At that point, MASH had not ordered for the upcoming season because of this debt. When Al and Frank went to meet with them in August 1984, they were pleasantly surprised to find that their main salesman, Steve Mastin, was the representative they had worked with a few years before with the little league teams! Their good relationship and track record with him helped them work out not only terms for the \$9,300, but also let them get the additional equipment needed for the upcoming football season. The MAYF agreed to pay the \$9,300 off by March of 1986 and get totally current before time to order for next season.

As openings became available, the following candidates were added as directors:

Jim Andrews, Philip Vaughn, Wesley Surratt, Tommy Brannock, Dale Manual, Robert Isaacs, N.A. Barnes, John Priddy, Jim Cowles, Dr. Bill Barham, Ron Shelton and David Taylor.

We continued with our previously set up cookouts, dinners, etc., as planned and had our first big fundraiser on August 24, 1985; a massive Pig Picking Party at Veterans Park!

At this event we started our "season ticket pass" program with two passes: One ticket for \$50 to get you into all sport games at MASH and at the middle school (M/S). We also sold one ticket for \$100 to get into all the sport games at MASH and M/S along with reserved parking near the main gate for all football games! One exception, conference rules will not allow passes to be used at endowment games and play-off games.

Frank and Al talked to Principle Steigal, and assured her that the school would receive \$50 for each pass sold. This money would belong to the school as "game ticket sales". Then we convinced her that the extra \$50 for parking, which the MAYF came up with and would supervise, should go to the MAYF. That year, we sold 80 parking passes and deposited \$4000.

Our next big project was in Feb, 1986. Byron Cooke and Wesley Surratt suggested that we do a car give a way. We voted to do the event, and it turned out to be very good. We made about \$7000 profit! The director immediately voted to set up "Season Passes" and a "Car Give-A-Way" as the First and Second Annual Fundraisers.

With money from the two fundraisers, we paid Cooks Sporting Goods the \$9,300 in the first week in March 1986 as we had promised, and also paid for the equipment bought for that season! We were debt free and the "re-organized "MOUNT AIRY YOUTH FOUNDATION" was off and running! The MAYF was originally set up to only support the Mt Airy High School, but after reorganization, we decided to always try to help the middle school, and elementary schools when we could.

We also decided that future candidates would work with MAYF through a couple of events and activities. After this time, candidates will be voted on by majority of current directors. Votes do not have to be unanimous, but three "No" votes will prevent a candidate from becoming a director.

During the ensuing thirty years, the MAYF has been involved in providing uniforms, equipment, and misc. supplies for all sports (boys/girls). We have also been directly or indirectly responsible for the following events and projects.

1986-1990

Al Peavy was elected President in 1988 and remained in office until 2002. Since our policy included full disclosure on projects and money, one of the most important positions to be filled was secretary and treasurer. Dale Manual had become a director by then. He had a great background in accounting and finance, and was quickly voted secretary and treasurer. He served until 1993.

We had another well qualified Director in Ronnie Wheeler. He was elected and served until 2009. We have both Dale and Ronnie to thank for a great job. Creation of the event expenses sales profit distribution of funds, resurfaced MASH track and purchased new equipment and purchased a new 15-passenger van for the athletic dept. Jim Andrews got us involved in the Autumn Leaves Festival and worked it out so that the MAYF could run the ham biscuit and BBQ stands. Also there was the creation of the "PLAY-OFF" travel fund to help with food and lodging expenses.

1990-1995

In 1990-1991 the following candidates became Directors: Jimmy Harbour, Wilburn Rives, Mike Hiatt, Ronnie Wheeler, Nick Freitag, Mike Bowman, Tommy Hill, Joe Hughe, Steve Royster, Mike Hall and Dennis Moore.

Byron Cooke got the MAYF involved with ACC basketball All Stars including UNC-Chapel-Hill, Duke, Wake Forest and NC State! We had the ACC All Stars play one game in Mt Airy a year for the next four years. We met stars such as Rick Fox, King Rice, Rodney Monroe, Pete Chilcutt, Bobby Hurley and two-time national player of the year Christian Laettner!

Al Peavy, who was constantly striving to get students free passes, convinced the school to let MAYF sell students \$10 season passes. This would allow a great many more students to go and get into "the spirit of school sports." The school was afraid of losing gate money. Al finally convinced them that if the kids came a lot of the parents would join them adding more adult tickets and concession sales. Al also said the MAYF would figure out a way to subsidize any loss.

Jim Andrews (who did such a super job with our Autumn Leaves project) was elected Vice President in 1993. Al asked Jim what they could do to cover the \$10 passes. He said no problem and spearheaded the development of the MAYF golf tournament at Cross Creek Country Club, and it was so successful that it became the THIRD ANNUAL EVENT. Proceeds were given to the school to offset any gate receipts decline due to the \$10 student pass, Jim served as Vice President until 1999.

Ronnie Wheeler volunteered to tackle our baseball problems, which were many. We had a good team, but the facility was lacking in every way. He had the field completely overhauled: leveled the outfield, put in the grass infield with new baseline and bases, installed a scoreboard, erected a perimeter fencing, and somehow convinced the superintendent to put up \$20,000 to go with MAYF 's \$10,000 to install stadium lighting for the first time in MT Airy baseball history!

Following candidates voted as directors: Dr. Dean Simmons, John Moore, Allen Burton, Hank Spires, Todd Frye, Bob Demcio, Jim Jackson, Steve Belton, and Bill Johnson

started the boys soccer team (1990) and girls team (1999)

Al made a motion that the MAYF pay for and present a championship ring to any athlete winning a state championship. He felt that any athlete that put in the time and effort to win this award should NOT have to pay for his/her own ring. The director's vote was "Yes" and was unanimous.

Ronnie and Al were inspecting the field after the fence was installed and also brainstorming for additional ways to help cover the \$10,000 deal on the lights. They had noticed that major league baseball teams were advertising on their fences and wondered if we could do it! Ronnie went to a local sign company and worked out the signs, and Al did a sampling of our sponsors. There was some resistance from the school board about putting signs on the fences, but Al convinced them that we were not going to the field with "cardboard and crayons"- but with attractive metal signs. Most everyone

liked the presentation, and they were able to establish the first advertising program for the high school. This program also included banners in the gym, and golf hole sponsor signs. This was a ground breaking program, and allowed a great avenue for raising money. And this was MAYF's Fourth Annual Event.

In retrospect, the advertising program has grown to the point of representing 50% of our annual income and virtually doubled the contributions to the athletic department! This came at a pivotal time as costs were rising faster than the school could keep pace. In 1994, with the MAYF as the "Vehicle", and John S. Clark Co. (aka Richard Vaughn) as the "Engine"; a new athletic facility (with weight room and storage area) was constructed at the south end of the football field! Anyone can get a tour of this facility by calling the athletic director. At the entrance way (on the left side) is a bronze plaque showing all the great fans and sponsors that helped make it all happen. In the weight room, there is also a plaque thanking Kitty Seivers for her donation of \$18,000 to put in up-to-date equipment

1996-2002

New directors added during these years were: Allen Burton, Danny Crews, Dr. Roger Kerley, Leo Theard, Ron Greenwood, Roy Joyce, Larry Whitaker, Don Cox, Danny Crews, Randy Chamberlain and Sam Gentry.

Kathy Moody, a middle school parent at the time, asked Al if he could come up with a fundraising event that would allow the middle school sports program to have an annual budget. Al and Kathy worked out a program with the middle school principle. Kathy was given a list of our MAYF sponsors, with permission to ask them if they would like to have an advertising banner in the middle school gym.

The \$100 cost would be added to their regular MAYF invoice. Kathy sold 40 and Al sold 15 banners, and the MAYF set up an annual payment to middle school. With this in place, they could count on this money to support the athletics. Once again, we could not find any school in conference with a middle school sports budget like this! A new middle school, including a gym, had just recently been completed.

In 2001, Al proposed a new fundraiser "a \$5 raffle ticket program". Tickets to be sold during football season, and winners were drawn and announced at half-time of the last home game. There are six tickets to a book at \$5 a ticket or six ticket book for \$25 (getting the sixth ticket free.)

Ticket Distribution:

- 1) Mailed to all parents in the school system
- 2) Mailed to all advertising sponsor
- 3) Distributed to each school-MASH-M/S, Jones, and Tharrington. Each school to sell as they see best for their setup.
- 4) Booster clubs, cheerleaders, etc., may request tickets to sell as a group.

Each school and group will be identified by the MAYF, and money will be paid directly to each one, exception being the sponsors, these receipts will be used to help pay for expense of this event. The distribution of money will be 80% to seller-20% to MAYF (for expenses). So for every book sold for \$25, the school or group would receive \$20 and \$5 will go to MAYF. We doubt you can find any fundraiser anywhere that returns anything close to 80%.

This program was very successful and directors voted this our "Fifth Annual Event"

After getting the student \$10 pass approved in early '90s, Al continued to push harder every year to allow all the students free admission to all sporting events. Finally in 2001/2002 the school board approved his plan.

We were now able to start the MAYF "Signature Program". The MAYF issued each student in Mt Airy schools (MASH, M/S, Jones and Tharrington) a photo ID card (similar to a driver's license). This card allowed the student Free Admission to all sporting events at MASH and M/S. Again, exception being endowment games and play-off games.

This was truly a "great ground breaking program" that was well received by all, very successful and a financial perk for all our students and parents currently and in the future! There may be one, but we don't know of a school "Anywhere" that can touch the student benefits from this program!

We reorganized in 1985-86, and from that time to 2011, have raised or caused to be raised approximately 1.2 million dollars. One hundred percent of this money was funneled through the athletic budget of MASH and its distribution was approved by the athletic director and the Mt Airy Youth Foundation each year. The money was used for facilities (fieldhouse and weight room), equipment, uniforms, miscellaneous supplies and needs that arose during those years. The budget considered all sports teams for boys and girls.

2003-2011

In 2003, Mike Bowman was elected President and Ronnie Wheeler elected Vice President. Ronnie also assumed duties of Secretary and Treasurer. Mike had been a director since 1990. He was chairman of the finance committee, and very active in all the projects and events in which we were involved. Mike guided the MAYF activities thru 2011.

Ronnie Wheeler, was also a director since 1990. In the early 90's he did super job on updating the baseball program, a new field with fence, lights, etc. This opened the facility for "night games". Attendance increased on a regular basis. There were no concessions and only available bathroom facilities were over a 100 yards to other end of the football field; and then, of course, it was a 100 yards back to the baseball field. At the first game Mike attended, he realized what needed to be done. A concession facility, with bathrooms attached, needed to be constructed at the baseball field.

Mike asked Bob Demcio, also a director, and also a construction engineer, to assist him on this project. While reviewing the property in this area for the facility, they proposed plans that if we cleared and leveled the property from the End Zone of the football field to the river; it would be big enough to make a Girls Softball team. While this was going on, Al Peavy took his wife, Margaret, on a tour of the new field house, and area for new plans for baseball and girls softball fields. She said that everything looked and sounded great, except no mention was made about the old football building that was used for last 20 or 30 years to house the football program.

Al told her that the building had been labeled as no good and about to be condemned. Margaret did not see the outcome of being condemned. She went on a campaign to utilize the building and property. The current planned projects were badly needed; and the only thing missing was a girl's athletic facility. If the building was unusable, we could provide a great benefit to the girls' sports program at a cost considerably lower than starting from scratch. We have a cinder block building (on the only available property), with a cement floor and the roof did not look too old. If this were true, then why not gut the insides, put in new bathrooms and showers, counters, mirrors, power outlets, carpet, lockers and clean outside and paint. She also noted that this building was only a few feet from our newly-surfaced track, and only a few yards to the girl's new softball field,

Mike (the negotiator) and Bob (the engineer) put their heads together and somehow combined all the projects into one program (including Margaret's girls' facility). It seemed that there was some additional school construction money we could use. MAYF, sponsors and individuals donated the balance needed, and the total program was completed.

In 2009, Ronnie retired as secretary/treasurer and again the MAYF was fortunate to have a Director, well qualified, already on board. Jim Belton is the Controller of a large local company. A motion was made, and a unanimous yes vote gave Jim the position of our next secretary/treasurer. "And the beat goes on"

Candidates elected as directors during this period were: Ron Nilan, Wade Johnson, Joe Hughes, Tim Hamilton, Jud Brown, and Dr. Ken Peavy. At this time in our growth, we have annually, five major fundraisers. We also continue to do smaller events and projects. Please keep in mind that all our success is due to the super support from our sponsors, and the efforts and hard work of every director involved with the MAYF

2011-2012

In April 2011, MAYF contributed \$19,300 to the athletic department for annual sports budget.

In July 2011, it was time to elect new officers for the following year. Mike Bowman decided not to run again for president. We accepted his resignation and thanked him for his effort and accomplishments for the past 10 years. During Mike's tenure, our "to date" contributions to the athletic budget increased to 1.6 million dollars.

Following directors nominated and elected officers for the coming year:

President Bill Johnson

Vice-Pres. Tim Hamilton

Secretary/ Treasurer Jim Belton

Bill's first order of business as President was to have all the directors review our five major fundraisers and see if any possibilities existed that could be used to increase revenue and also to search for new areas to explore. The cost of athletic equipment and supplies continued to increase and we are struggling to keep our balance sheet on the plus side! The MAYF contributed \$21,838 to athletic department budget.

We had one project in the works during this time. We previously agreed with the athletic director to have trophy cases built and installed in the commons area. Cases were put installed in early 2012 and this edition has made for a nice presentation of MASH accomplishments in all sports! Additional funds were made available to the athletic department to update the weight room in the field house.

We decided to provide funds to help with the football summer camp. We sponsored a cookout at the end of the camp. The players and their families, coaches, and school officials were invited. We take this opportunity to sell season passes and make sure they know that "there is no such thing as a free lunch" and to come and support all our events!

2013

July 2013 Officers nominated and elected for the coming year:

President	Bill Johnson
Vice President	Ken Peavy
Secretary /Treasurer	Jim Belton

2013 MAYF contribution to the athletic budget was \$21,515.00.

2014

July 2014 Elected officers for the coming year:

President	Bill Johnson
Vice President	Ken Peavy
Secretary/Treasurer	Jim Belton

The athletic department asked us if we would consider buying a special type camera (which was not in the budget), and it was a joint request by the coaches. They felt that it would be a tremendous help in training and preparing our athletes. Cost was \$4400!

July- MAYF contributed \$25,000 to the athletic department (which did not include the camera.

July- Our operating funds were lower than we normally experience at this time of year. We had a brainstorming meeting and Ken Peavy suggested that we have a MAYF "Family BINGO Night". The bingo would not conflict with any of our major fundraisers, and hopefully give us a broader base of income. Ken was assigned to research and present recommendations. After his report, we set up Bingo night for November. After expenses, we cleared \$4,556 and set a date in November 2015 to do again.

2015

July-contributed \$20,207 to the athletic budget.

July-Elected officers for coming year:

President	Bill Johnson
Vice President	Ken Peavy
Secretary/Treasurer	Jim Belton

2016

What's next? The next evolution of our advertising program is to join the digital revolution and get our sponsors advertisements on the web! We are currently working with a web designer to launch our site with hyperlinks to and from the MAHS website and with all our sponsors who are online. We plan to be better than Angie's list by linking our school community with services providers who are our sponsors!

FOOTBALL BOOSTER CLUB

History of our relationship with the Football Boosters Club:

Back in the 1980's, the boosters were doing an advertisement board which flashed up local business advertisements during the games on a rolling format. It was making them about \$1,000 per year. Byron Cook was a big booster and was on the MAYF also. The boosters needed a boost; and Byron, Al, Jim Andrews, Frank Lowery, and the early organizers of the rejuvenated MAYF said they could help. They decided to turn the ad program over to the MAYF who wanted to switch from the flashing signs, which were taking some criticism for being distracting, and try banners instead which would not flash and the sponsors names would displayed all the time instead of every now and then. The MAYF doubled the fee for the advertisement and the sponsors ate it up. The MAYF made a deal with the boosters to pay them \$2,000 per year every year going forward and the boosters would not have to do anything else, even if the original sponsors dropped out, the boosters would still get paid. That's where the \$2,000 a year donation to the boosters from the MAYF comes from and why.

A few years ago, the boosters needed some help buying the food for the cookout after the summer football camp and the MAYF started kicking in \$500 and allowed the junior varsity team to come as well since they are the team's future.

The \$5 raffle tickets are the best fundraising deal of all for the teams and the boosters because the profit margin for the sellers is 80%. The product is a chance to win a first prize of \$1,000; second prize of \$500 and five different \$200 prizes from our sponsors. The MAYF pays for the printing, runs the raffle, dispenses the prize money, solicits the prizes and gives you the profit. Where else can you get 80% and have no inventory of stuff to cart around and sell? It is a great deal and during the 2005, 2006, 2007 and 2008 years Sherry Wheeler was the President of the boosters club and they made an average of \$2,000 every fall with this program. There is no upper limit to the amount that could be made. It is really an exciting prospect.

Contributions from the MAYF to the boosters:

- \$500 for the cookout.
- \$2,000 for the historical advertising deal.
- \$2,000 possible on the \$5 raffle tickets.