



22/23 Impact Report

What does ABCD do?

We were founded over 20 years ago and exist for two reasons: To strengthen our championship athletic program and ensure every Dexter student that wants to play - ca

How much did we directly give to Dexter athletic teams in 22/23?

\$23,177

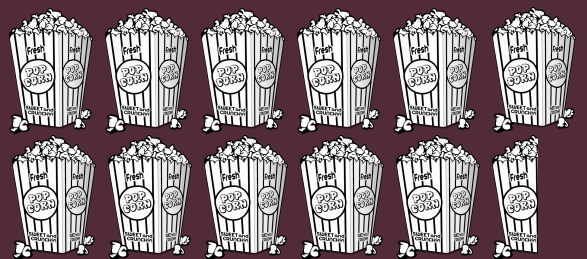
25

DCS Athletic teams we directly supported in 22/23

We proudly support the entire DCS Athletic program including Mill Creek Athletics, Field Hockey, Water Polo, Cheer and our Marching Band.

That's a lot of popcorn!

At \$2.00 for a bag of popcorn at Al Ritt on a Friday night, that's the same as 11,588 bags of fresh, hot popcorn!



 = 1,000 bags

Everyone who wants to play - can.

Championship athletics starts with our students. We proudly donated \$10,000 to DCS Athletic Dept to fund athletic scholarships last year.

\$10,000



DCS Athletic Scholarship Application



How can you help make an even **GREATER IMPACT?**



Volunteer to make more for your team.

Earn \$20-\$50 for *your team* when you volunteer for *any* sports concession



Join ABCD to support the mission.

Join the club as a Team Rep or for the free Dreadnaught merch



Give a tax-deductible donation.

Consider a cash or stock gift to support the future of Dexter Athletics



Impact Report Site Callout

Placement

The screenshot shows the ABCD website with a callout box for the 22/23 Impact Report. The callout box is dark purple with white and teal text and graphics. It features the ABCD logo at the top, followed by the title '22/23 Impact Report'. The main content is divided into three columns. The left column has three sections: 'What does ABCD do?' with a paragraph about their 20+ year history, 'How much did we directly give to Dexter athletic teams in 22/23?' with a large '\$23,177' graphic, and 'That's a lot of popcorn!' with a graphic of 11,588 popcorn bags. The middle column has 'Everyone who wants to play - can.' with a '\$10,000' graphic and a 'DCS Athletic Scholarship Application' button. The right column has 'DCS Athletic teams we directly supported in 22/23' with a large '25' graphic and a paragraph about supporting the entire DCS Athletic program. Below these columns are three call-to-action boxes: 'Volunteer to make more for your team.', 'Join ABCD to support the mission.', and 'Give a tax-deductible donation.'. At the bottom of the callout box is a QR code and the website URL 'www.abcdexter.org'. The background of the website shows a gymnasium with students playing sports.

Mock-Up

The mock-up shows the ABCD website with the 22/23 Impact Report callout box. The callout box is dark purple with white and teal text and graphics. It features the ABCD logo at the top, followed by the title '22/23 Impact Report'. The main content is divided into three columns. The left column has three sections: 'What does ABCD do?' with a paragraph about their 20+ year history, 'How much did we directly give to Dexter athletic teams in 22/23?' with a large '\$23,177' graphic, and 'That's a lot of popcorn!' with a graphic of 11,588 popcorn bags. The middle column has 'Everyone who wants to play - can.' with a '\$10,000' graphic and a 'DCS Athletic Scholarship Application' button. The right column has 'DCS Athletic teams we directly supported in 22/23' with a large '25' graphic and a paragraph about supporting the entire DCS Athletic program. Below these columns are three call-to-action boxes: 'Volunteer to make more for your team.', 'Join ABCD to support the mission.', and 'Give a tax-deductible donation.'. At the bottom of the callout box is a QR code and the website URL 'www.abcdexter.org'. The background of the website shows a gymnasium with students playing sports.

2022 Impact Report

Learn more about the impact your generosity had on Dexter's teams & student-athletes!

[Download Report](#)

Note: Consider flipping txt on the left to breakup the text block from the "Why We Exist" section above.