This past February, the Wooden Athletic Fund announced a special incentive to our donors to help us reach our fundraising goal of 10,000 donors. This incentive, known as the 10K CHAMPIONS Referral Challenge, was designed to recognize and reward those who referred other donors to the基金. To participate, donors were asked to refer at least 10 new donors to the fund, and those who did were entered into a drawing to win a variety of special incentives, including Bruin football tailgates, personalized parking at the Rose Bowl, and travel for two to an away game. Each new donor referred by a participant in the challenge was also entered into the drawing, allowing the participant to increase their chances of winning. By the end of the challenge, we were happy to announce that we had achieved our goal of 10,000 donors, and that all of the grand prizes had been awarded.

In addition to the incentives for donors, the 10K CHAMPIONS Referral Challenge also served to bring attention to the importance of fundraising for the Wooden Athletic Fund. The fund is established to provide additional resources to help UCLA compete at a nationally elite level in football. By reaching our goal of 10,000 donors, we were able to raise significant funds that will help support our student-athletes and programs. We are grateful to all of those who participated in the challenge and contributed to the success of the Wooden Athletic Fund.