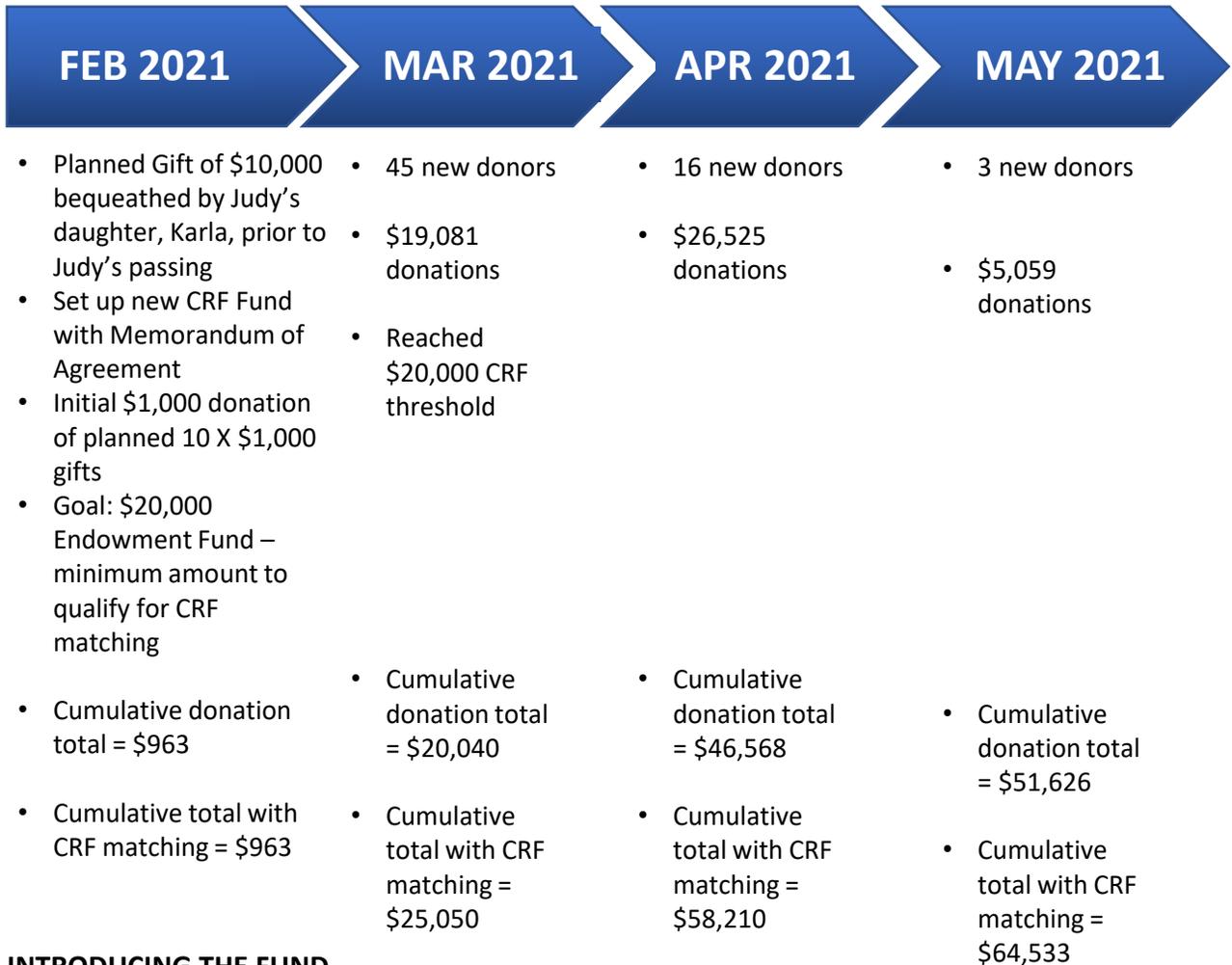


# Judy Seddon Memorial Scholarship Fund (2021)

The Judy Seddon Memorial Scholarship Fund, established by the Seddon Family, was created in February, 2021 with major fund-raising in March and April 2021.

## TIMELINE



## INTRODUCING THE FUND

In a testament to the power of a rugby volunteer's community legacy, family and friends of the late Judy Seddon of Edmonton, Alberta recently established a new Canadian Rugby Foundation (CRF) Fund: The Judy Seddon Memorial Scholarship Fund.

## RESULTS

With the goal of reaching \$20,000 – the minimum to establish and sustain an endowment fund within the CRF – progress to date has far exceeded those initial plans...to the tune of \$51,600 from 65 donors and counting...all in the few short months between March and May. And with the Foundation's matching contribution of 25 percent on amounts up to \$80,000, the grand total to date is now over \$64,500.



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## KICK-STARTING THE FUND

How did the Fund grow so quickly to this level? It all started with Judy's daughter, Karla, who made the decision to donate \$10,000 towards a scholarship that would commemorate her mother's life in rugby. This new scholarship would recognize and assist a young Alberta woman planning to attend post-secondary school (university or college) and who had previously demonstrated a commitment to rugby as a player, coach, official, or volunteer.

## WHO WAS JUDY SEDDON?



*Judy Seddon has been the ultimate ambassador for rugby for close to four decades. Her early playing days were with the Edmonton Coven Women's Rugby Club, where she was part of the initial surge of women's rugby in Alberta. Her support for women's rugby continued throughout her life as an ambassador and firm voice in the advancement of the women's game. As the backbone of the Alberta rugby community, Judy volunteered for the Edmonton Rugby Union, Rugby Alberta, and Rugby Canada. She has held numerous positions over the years such as the Edmonton Rugby Union registrar, website manager, statistician, fundraising chair, Vice President of the Ellerslie Rugby Park Board and Rugbyfest Treasurer and Chair.*

## GROWING THE FUND

Following Judy's passing, organizers of the Fund leapt into action. Through word of mouth and social media promotion, they solicited additional major gifts from family members and friends and Rugby Alberta, the Alberta Junior Rugby Association, and local Alberta rugby clubs, and many individual donations from throughout Alberta and across Canada.

Now, with the total donations raised to date (May 2021) and the CRF matching contributions, the Judy Seddon Memorial Scholarship Fund is able to award a \$2,000 scholarship annually.



## LESSONS LEARNED FOR OTHER CRF FUNDS OR PROSPECTIVE FUNDS

1. Develop worthy cause or mission for the Fund, in this case create a scholarship fund as a legacy to honour the achievements and memory of Judy Seddon, and ensure it resonates with the potential donor pool
2. Appoint champion to work with CRF and donors to kick-start the Fund and campaign
3. Emphasize importance of Planned Giving and Major Gifts for kick-starting and accelerating Fund growth
4. Promote the new Fund, or new fund-raising campaign through word of mouth, social media, and emails to maximize reach and speed
5. Saturate the known donor pool before expanding to a broader audience
6. Encourage donations by cheque or bank wire transfer to avoid CanadaHelps.org fees and maximize net donation to the Fund.

