

Green and Gold Legacy Fund (2021)

The University of Alberta's Green and Gold Legacy Fund was initially conceptualized in August 2020, with MOA with the Canadian Rugby Foundation signed September 14, 2020.



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TIMELINE

2020

- Initial discussion between University of Alberta, the Canadian Rugby Foundation, and a major benefactor offering to match initial donations on a 25 percent basis.
- CRF MOA signed September 14, 2020 establishing the new Fund.
- Formal start-up of Rugby Alumni Association, boosted by an increase of players on the roster from 28-80.
- Establishment of non-profit organization, eligibility for Alberta Gaming casino revenue.

2021

- Active campaign delayed due to concurrent startup of the Judy Seddon Memorial Scholarship Fund and competition for Alberta donations.
- Matching offer extended.
- 100% of annual membership fees from players go to the Fund.
- Initial payout targeted for coaches' honorariums and scholarships thereafter.
- Alumni campaign with Base, Bronze, Silver and Gold donation levels – primarily \$10 and \$20 monthly donations.
- Social media, one-to-one meetings, and emails to build awareness and attract donations.

2021 - Future

- Ambitious plans to raise additional funds for operating expenses and contributions to the Fund
- 3-year goal of \$15K per year Fund growth



Green and Gold Legacy Fund (Continued)

KICK-STARTING THE FUND

- From initial Fund start in September 20
- First donation January 2021: \$100
- Two hurdles: COVID-19 pandemic and simultaneous launch of fund-raising for the Judy Seddon Memorial Scholarship Fund
- January & February prep time
- Donations:
 - March: \$1,944
 - April: \$7,070
 - May: \$17,574

RESULTS

- Initial campaign raised \$21,108, and was matched with a donation of \$20,500.
- CRF minimum level to begin 25% matching exceeded
- 2021 membership fees contribution expected to be \$7,000
- Cumulative total donations, May 31: \$26,800 (plus year-end 25% matching)
- Individual donors to date: 83

LESSONS LEARNED FOR OTHER CRF FUNDS OR PROSPECTIVE FUNDS

1. Sign up one or more major benefactors to match new donations and create incentive for other donors to give early in the Fund's startup
2. Set a deadline for matching to create sense of urgency
3. Build the Fund quickly as possible to qualify for CRF matching contributions
4. Set explicit Fund growth goal
5. Start new events such as camps to generate revenue and also a way for coaches and players to earn some income



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