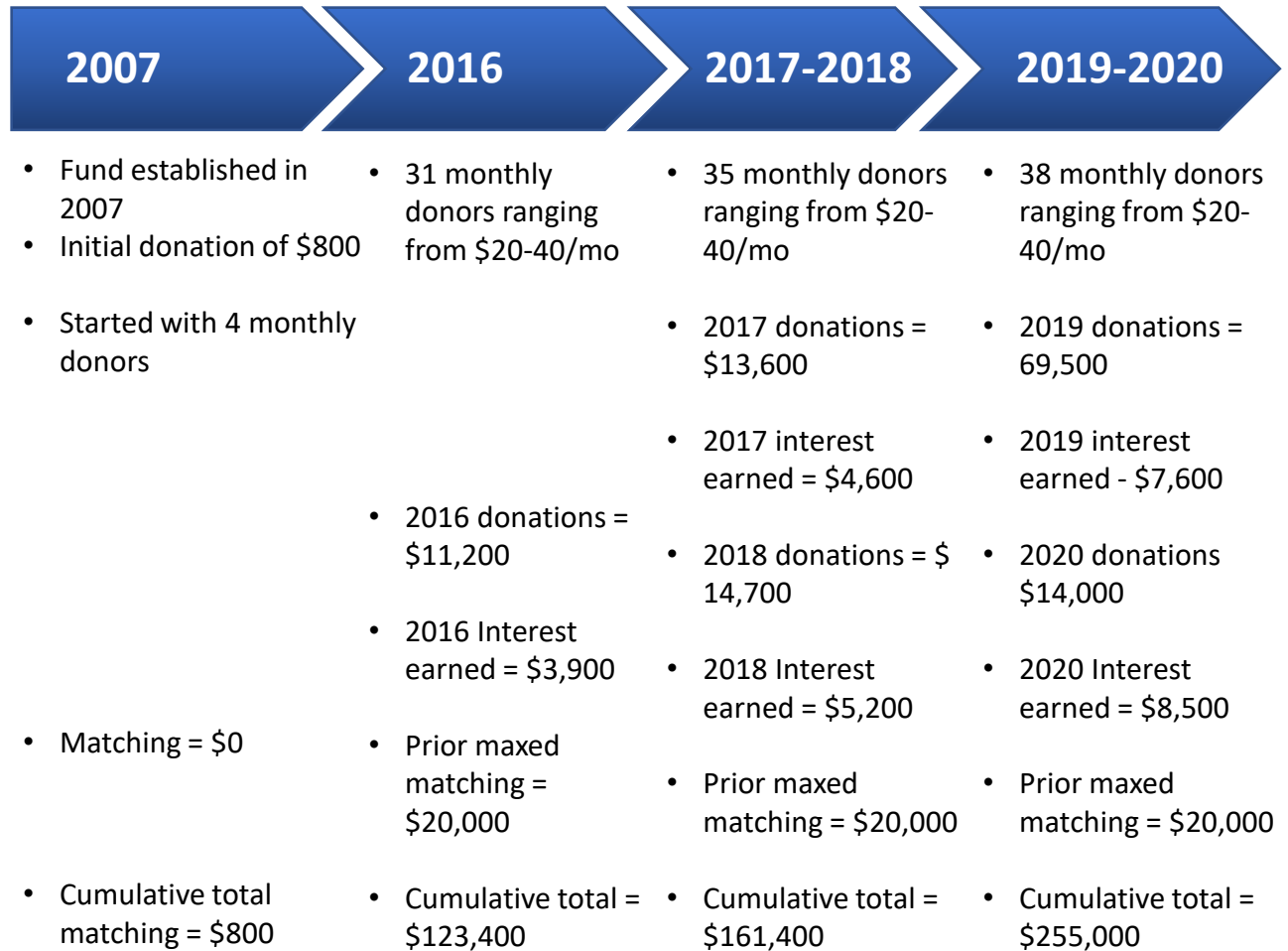


# Anonymous\* BC RFC Fund (2007)

The “Anonymous BC RFC” Fund, sponsored by a local BC rugby club that wishes to remain anonymous, was established in March, 2007

## TIMELINE



## KICK-STARTING THE FUND

One of the earliest CRF Funds to be created, the initial idea was to build a program that would grow a fund over time that would eventually yield annual returns that would benefit the club’s operations and programs. The “20 Club” was born when the first 4 individuals pledged to donate \$20 per month indefinitely.

According to the Fund founder, it took “many many one-on-one conversations, coffees, beers, much cajoling, and claims of penury to build the monthly donor pool to 30, and the Fund to \$100,000 by 2015.



# Anonymous\* BC RFC Fund (2007)

## RESULTS

Over the course of 13 years (2007-2020) the Fund has grown from zero to over \$255,000



## GROWING THE FUND

A combination of 30+ monthly donations of just \$20-40, an early bequest of \$55,000 from a deceased club member, and some major donations from club operations has enabled the Fund to grow slowly but surely to over a quarter of a million dollars. In addition, 10 percent of every sponsorship dollar generated is directed towards the Fund. In addition, the club has rarely taken a payout, maximizing the Fund's growth by re-investing the annual returns.



## LESSONS LEARNED FOR OTHER CRF FUNDS OR PROSPECTIVE FUNDS

1. Encourage monthly subscriptions – even as small as \$20 per month, less than a dollar a day. Begin small with as few as 4 donors, but over time, build the number of donors and the amounts they commit.
2. Build the Fund over \$20,000 in order to begin qualifying for the CRF matching contributions, eventually growing to over \$80,000 to maximize the matching contribution.
3. Encourage Major Gifts and Bequests in Wills and Estate Planning to accelerate Fund growth
4. Reinvest all or some of the annual returns to build the Fund more quickly
5. In keeping with an endowment fund whose assets are invested in perpetuity, be prepared for sustained effort and a certain amount of frustration before the Fund grows to a significant size

