

# Starting a New Fund

## Discuss Objectives

**1 Day**

Potential Fund Sponsor (FS) develops preliminary idea for a new Fund and its goals.

FS contacts CRF Chief Executive Officer (CEO) by email or call.

FS and CEO schedule and hold telephone or Zoom call to discuss scope, scale, and type of fund:

- Club Endowment Fund (>\$1M)
- Club Endowment Fund (>\$500K)
- Club Endowment Fund (>\$100K)
- Club Endowment Fund (<\$100K)
- Student Award Fund
- Capital (Project) Fund
- Hybrid University Rugby Fund

## Draft MOA

**1-2 Weeks**

CEO emails Draft 1 Memorandum of Agreement (MOA), for type of Fund highlighting information required from FS.

FS discusses with other Fund sponsors, club executives, and major donors; develops Draft 2 with Schedule A with unique terms of the Fund and 2 Fund Representatives identified.

FS and CEO discuss and develop penultimate draft MOA.

FS obtains authorized signature on the final draft, converts to pdf file, and emails to CEO.

CEO or CRF Chair signs final MOA and emails copy of fully signed MOA to FS.

## Fund Setup

**2-3 Days**

New Fund set up on CRF books with Fund Administrator and Treasurer.

New Fund set up with Leith Wheeler, the CRF's Investment Manager.

New Fund set up on CRF website and CanadaHelps.org to accommodate new donations

- Description of Fund combining the terms from the MOA and Schedule A, plus more marketing content and photos including logo provided by FS
- Draft of description approved by FS and posted on website
- Article on new Fund posted in News on the CRF website and on the Club website or Facebook page if applicable

## Donation Campaign

**Ongoing**

FS and committee plans and schedules initial donation campaign to kick off Fund.

Note: Minimum Fund size is \$20,000 which triggers the Foundation's 25% matching up to a maximum of \$20,000 which is reached when the Fund achieves a total donations of \$80,000.

FS markets the campaign through email, social media, at club meetings, and via word of mouth and other forms of networking.

Strategy starts with one-time donations and monthly subscriptions, followed by additional campaigns for major gifts, wills and trusts, donations of securities and other non-cash assets. "Fund Building for Sustained Growth" manual available to assist.