



Media Release

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Curl BC Curling for Life Endowment Fund

Richmond, BC (September 30, 2010) Curl BC is very pleased to announce the establishment of the Curl BC Curling for Life Endowment Fund. This fund will support the long-term sustainability of curling in British Columbia. This initiative to move Curl BC towards a more stable financial income was introduced by Scott Braley, Curl BC Executive Director & CEO, and put into action by Jim Mann, Curl BC President.

The Curl BC Executive Committee responded to last year's major cuts from our funding partners as a "call to arms" to advance Curl BC's strategic goal of diversifying its funding sources, to ensure the stability of curling programs and the growth of the sport for years to come. Over time, The Curling for Life Endowment Fund will allow for Curl BC to generate its own significant source of revenue, becoming less reliant on outside funding partners.

The endowment is similar to a permanent savings account. The fund grows over time and each year a portion of the income (generated from interest) is available for distribution to Curl BC. The more money contributed to the account, the more income generated from interest. All funds deposited into the endowment are secure and will not be touched. Only the interest of the account is distributed back to Curl BC.

The purpose of the Curling for Life Endowment Fund is consistent with the purposes of Curl BC's Constitution:

- Promote and develop the game of curling as a recreational and competitive sport in the province of British Columbia;
- Provide technical, marketing and other relevant assistance to affiliated member curling facilities in British Columbia in order to promote the sport of curling generally; and to
- Arrange and conduct playdowns and championships in British Columbia for the purpose of determining British Columbian provincial championship teams.

Revenue generated by the Fund will be allocated for these purposes regularly throughout the year.

Special recognition is given to the following group of individuals who have an extensive history of devotion and contribution to the sport of curling at all levels. They will be recognized as "The Founders" as they contributed the funds necessary to satisfy the requirements to establish the Curling for Life Endowment Fund:

Anita Cochrane, Judie Roberts, Marnie Jepsen, Terry Vandale, Jim Mann, Wayne Braun, Jim Schuman and Scott Braley.

It is especially pleasing to note that every individual who has served as a President of Curl BC (since amalgamation in 2004) has continued their history of giving by becoming a Founder. Others are invited to become a "Founder" by making a minimum pledge of \$500 prior to December 31, 2010. A campaign will be commenced after that time with new categories of giving.

The fund will be managed by Vancouver Foundation, a community foundation with over 65 years of experience helping individuals, corporations and charities strengthen their communities. Today, they take care of 1,300 endowment funds worth over \$700 million for individuals, families, non-profit organizations and businesses.

There are many ways you can support the Curl BC Curling for Life Endowment Fund through Vancouver Foundation. They will process donations to the endowment fund and issue charitable tax receipts for gifts of \$25 or more. If you would like to remain anonymous please let them know. You can make a donation in the following ways:

1. Cheque – Please make your cheque payable to Vancouver Foundation, referencing Curl BC – Curling for Life Endowment Fund on the memo line.
2. Online/Credit Card – You can make a credit card donation online through the Vancouver Foundation website at www.vancouverfoundation.ca by clicking on the “Give Online” button and typing in our fund name.
3. Publicly-Traded Securities – If you would like to make a gift of publicly traded securities, please contact Vancouver Foundation directly. They will work with you to ensure the gift is properly transferred and accepted.
4. Deferred Giving – You can make a deferred gift to our fund through a bequest, RRSP or RRIF beneficiary designation, life insurance, charitable remainder trust or gifts of residual interest. If you would like more information about these gift options please let us know.

Curl BC encourages all curlers to reflect on how curling has impacted their lives and give thought to how their lives would have been different without it. With this and the future of curling in mind, Curl BC invites everyone to become a part of curling’s legacy, by donating to the Curl BC Curling for Life Endowment Fund.

About Curl BC

Curl BC is the provincial sport governing body responsible for the development, promotion and organization of curling in British Columbia. Curl BC is also responsible for the championship system that declares provincial representation at National events. In cooperation with its Members, Curl BC provides service to both competitive and recreational curlers, including a variety of adaptive groups.