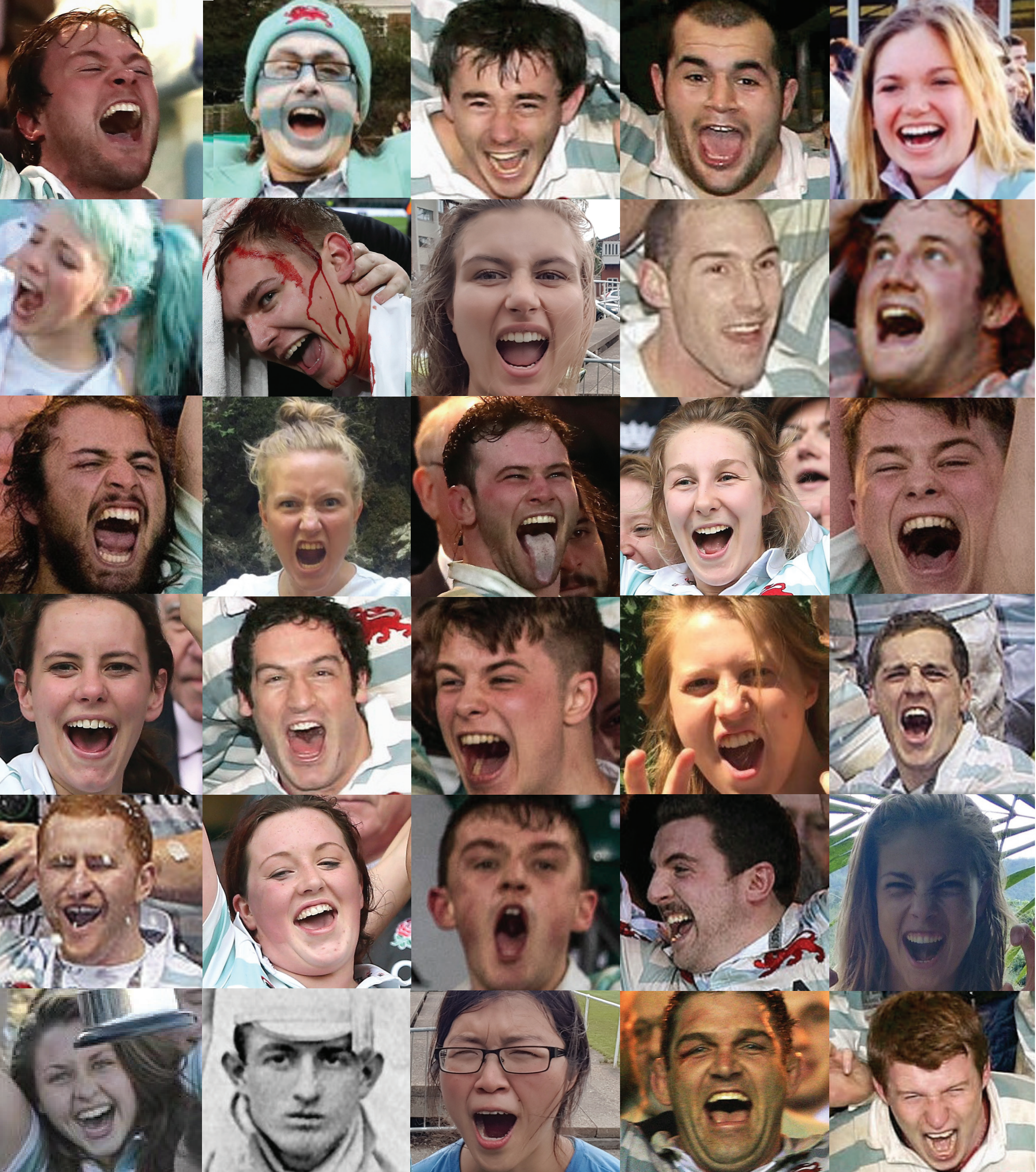


ROARING LOUDER ROARING PROUDER

LAYING THE FOUNDATIONS FOR ALL
CAMBRIDGE UNIVERSITY RUGBY
FOR THE NEXT 150 YEARS.

FOR OUR PAST, FOR THE PRESENT
AND FOR OUR FUTURE.





A MESSAGE FROM THE PRESIDENT

THE RED LION 150 CAMPAIGN

We need to raise funds for rugby at Cambridge University and the Campaign target is to yield an annual income of £150,000. The funds will be used directly for:

- a. Training and Player Support
- b. Bursaries

We have to seize this opportunity and we need your support.

The aim is to achieve a mixture of regular monthly/yearly donations from a large group of givers as well as to create an Investment Fund from larger gifts. I hope that you will read the details set out in this document with interest and urge you to join us in our efforts to secure the future.

These are the headlines. For over 145 years Cambridge University Rugby Club has been nurturing rugby football within the University and its place in the history of Rugby Football is significant. 2021 marks the 150th anniversary of the founding of the Club and we have been considering options for creating a sustainable platform for rugby in Cambridge University for the next 150 years. However, we now face considerable financial challenges, on a greater scale than ever before.

The Club cannot address these challenges alone. First, we are exploring ways in which we can develop a sustainable and complementary partnership with the University. These discussions are progressing very positively and the University has agreed to provide some interim funding for 2017-18. This generates real confidence that further discussions will lead to the University providing some long-term support for the running costs of the Club's facilities, as well as for future infrastructure development projects at Grange Road.

Second, we need your support to secure the future of all rugby in Cambridge University. I had a wonderful time at Cambridge, in substantial part because CURUFC provided opportunities, experiences and friendships that have shaped my life. That, and a Cambridge degree, provided an unrivalled platform for future success in life. It is up to us to ensure future generations of University players have the same opportunity. The 150th Anniversary is the ideal opportunity to launch a Campaign and realise our target by engaging with Cambridge rugby alumni and supporters on a scale, and in a manner, that we have never attempted before.

Mark Bailey

Professor Mark Bailey





WHAT’S CHANGED?

All was running reasonably well until 2008, but the combination of the financial crash, changing City attitudes, loss of the major sponsorship from Lehman and then Nomura, the continued growth of professional rugby, and of course the competition from four Twickenham internationals in the month before the traditional Varsity Match date has presented a challenging situation.

As a consequence the annual income from the Varsity Match Day has averaged £70,000 over the last three years in comparison with £250,000 annually over the previous five years.

This difficult situation comes at a time when there have been a large number of very positive stories from the Club:

- Full integration of Cambridge Women’s Rugby into CURUFC.
- Establishment of the Varsity Match Company Ltd, which is currently building a new relationship with the RFU.
- Delivery of significant funds through initiatives with local businesses both at the Club and with the Steele-Bodger match.
- Creation of the Red Lion Bursary Fund in 2012 which now funds all bursaries.
- Formation of a robust rugby development programme and pathway, including the CURUFC Academy which helps to improve the best College players.
- Initiation of Access Committees (men and women) designed to support postgraduate and undergraduate applicants with the goal of increasing player numbers and the quality of teams.

Despite the Board being ever more resourceful in husbanding its modest resources, the three years to June 2017 have been particularly challenging financially and have led to a significant operational financial deficit each year of around £100k. The Club’s reserve fund is now exhausted and in the season 2016-17 it was supplemented by a number of crucial early donations to the Campaign.

The discussions with the University are progressing very positively. The University has agreed to provide some interim funding for 2017-18 which will enable us to break even for the season. This buys us some time in the short term, but we need to do much more than just stand still and maintain the status quo: we need to improve the situation now, and build for the future.

BUILDING FOR THE FUTURE

The Club is continuing to compete on a global scale in order to attract the finest rugby talent to Cambridge and this requires top level infrastructure. We offer the unparalleled experience of being part of a rich, diverse and vibrant community, whilst at the same time studying for a degree at one of the world’s leading Universities. However, we need to consolidate and improve the professional and rigorous development programme that we have recently implemented, as well as making sure that we continue to build on our successful Access initiatives. Our goal is to improve the quality of all the men’s and women’s teams so that we win more than our ‘fair share’ of Varsity Matches.

- We have to provide adequate facilities for all our players by maintaining and improving the historic Grange Road ground. Discussions with the University are progressing very positively and are generating real confidence that these will lead to the University providing some long-term support for the running costs of the Club’s facilities, as well as for future infrastructure development projects at Grange Road.
- With at least 600 players participating in College rugby and well over 100 players representing the University each season in one of six teams, training and player support comes at a price: in the season 2016/17 we spent £80,000 in this area alone.
- Moreover, the Red Lion Bursary Fund (on average £40,000 per annum), which raises funds from alumni to support the costs of studies for players, currently depends upon a small core group. The fund will require further support in order for it to become sustainable.

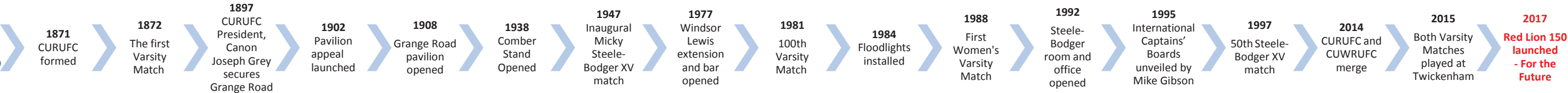
Going forward, the projected income from the Varsity Match, the Steele-Bodger match and local sponsorship will cover the expenditure on administration, ground usage, basic maintenance, compliance, and match costs. So we are now reaching out to secure funding for playing provision.

To achieve the Club’s longer term ambitions for the players the **RED LION 150 CAMPAIGN** target is to finance an ongoing minimum annual spend of £150,000 for:

- a. Training and Player Support
- b. Bursaries

The aim is for this to be achieved from a mixture of regular monthly/yearly donations across a large group of givers as well as developing an Investment Fund from larger gifts. The overall campaign will be overseen by a Campaign Advisory Board drawn from people with experience in the field of finance, fundraising and the Club. **Please join us in our efforts to secure and develop the future.**

More detailed information is provided on our website and in the back of this brochure.



RED LION 150

HOW TO GENERATE AN
ANNUAL INCOME OF £150,000

RED LION 150

All people from the Cambridge University Rugby community to be involved

400 regular donors, giving an average of £200 every year, would achieve annual giving of £80,000

An Investment Fund of £2,000,000 at 4% would generate £80,000 per annum

Thirty-two gifts of £25,000 plus gift aid totals £1,000,000

One hundred and sixty gifts of £5,000 plus gift aid totals £1,000,000

A group of ten regular givers of £20 per month plus gift aid will produce £3,000 per annum

A £25,000 investment gift (or five gifts of £5,000) at 4% would produce an income of £1,000 per annum

A gift of £5 per month pays for post training meals for one player

A gift of £10 per month pays for the medical provision for one player

A gift of £20 per month pays for the coaching provision for one player

Everyone who makes any level of donation will become a member of the RL150 Club

A gift of £5,000 will be recorded on a board in the clubhouse and will have a named pavilion seat

We will be launching a legacy programme to enable the Investment Fund to grow in real terms

We will continue to involve everyone at the Club with all new players being asked to join the Campaign

RED LION 150

ROARING LOUDER, ROARING PROUDER

RED LION 150



“PLEASE SUPPORT **RED LION 150 TO HELP
ACHIEVE THE AMBITIOUS PLANS TO ENSURE
THAT OTHERS LIKE US CAN CONTINUE TO ENJOY
THE CURUFC EXPERIENCE”**



Lara Gibson
Women's Captain 2017/18
Lucy Cavendish College
studying Veterinary Medicine



Charlie Amesbury
Men's Captain 2017/18
Queens' College
studying Social Innovation

For further information:

www.redlion150.curufc.com

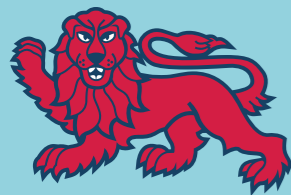
Matthew Chester
CURUFC Development Advisor
matthew.chester@curufc.com

Rob Heginbotham
CURUFC Development Director
rob.heginbotham@curufc.com

Jeremy Macklin
CURUFC Chair of Development
jeremy.macklin@curufc.com

CURUFC
UNIVERSITY FOOTBALL GROUND
GRANGE ROAD, CAMBRIDGE CB3 9BN
T: 01223 354131 E: info@curufc.com





DONATION FORM

giftaid it

Please return to:
CURUFC, University Football Ground,
Grange Road, Cambridge CB3 9BN
T: 01223 354131 E: info@curufc.com

Make your gift go further at no
expense to you!

Please see overleaf for details

My Details:

Title: Name:

Address:

.....

.....

..... Post/Zip code:

Email:

Telephone:

College (if applicable):

I wish to support:

General Support (for use as the Club determines) ☐

Training & Player Support ☐

Red Lion Bursaries & Scholarships ☐

Other (please state) ☐

I would like my gift to be anonymous ☐

I am interested in including CURUFC in my will ☐

I understand my company matches my donation ☐

Gift Aid Declaration (UK tax-payers only)

I would like CURUFC to treat this, all future and any previous donations applicable within HM Revenue and Customs time limits and regulations, as a Gift Aid donation until I notify you otherwise.

I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. I will notify CURUFC if my name/address details on this form change.

Signed: Date:/...../.....

Make a Single Gift

I wish to make a single gift to CURUFC of £.....
(please write amount in figures)

☐ I enclose a cheque, made payable to: CURUFC
☐ Please email me a link to pay by credit/debit card
☐ I enclose a Charity Voucher
☐ I will be making a donation to CURUFC by Electronic Transfer

Bank Name: Barclays Bank PLC, 9-11 St Andrews Street,
Cambridge, CB2 3AA
Sort Code: 20-17-19 A/C No: 63335372
A/C Name: CURUFC 150th Appeal

Intl Bank Transfers:
IBAN: GB81 BARC 2017 1950 1962 66; SWIFTBIC: BARCGB22

Make a Regular Gift by Direct Debit

I would like to make a regular gift of £ every month ☐ quarter ☐ year ☐
until further notice ☐ (please tick) or for a period of years.

Please complete the section below and return the completed donation form to CURUFC.
(Payments are usually taken on the 1st of the month. The 1st payment will be processed one month after the form is received.)

Instructions to your Bank or Building Society to pay by Direct Debit

Cambridge University Rugby Union Football Club (CURUFC),
University Football Ground, Grange Road, Cambridge CB3 9BN



Originator's Identification Number: 4 0 5 2 8 5
Reference (for office use only):

Instructions to your Bank or Building Society:

Please pay Cambridge University Rugby Union Football Club Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Cambridge University Rugby Union Football Club and if so, details will be passed electronically to my Bank/Building Society

Signature(s):

Date:

Branch Sort code: Bank / Building Society Account No:

Banks and Building Societies may not accept Direct Debit instructions for some types of account: UK Bank Accounts only.

Data protection - For information on how we use your data and to select your preferences about marketing by electronic mail, please read our data protection values overleaf.

CURUFC trading as Cambridge University Rugby Union Football Club is an Incorporated Company with Charitable Status. Company No. 09658537 VAT No. 214470100

Thank you for supporting CURUFC

Data Protection:

We are proud of our alumni and friends and want to stay in touch.

CURUFC and The University (Development & Alumni Relations - DAR) have a shared interest in and co-ordinated approach to their alumni and supporters. This statement explains how CURUFC handles and uses data it collects about its alumni, its friends, and its current and future supporters. The University has its own database and access to CURUFC's database, and both institutions also maintain other electronic and paper records. The University has their own data protection procedures. CURUFC keeps in touch with all University alumni and supporters, provides information on social and networking opportunities to them and nurtures relationships with potential and existing donors.

Transparency

The records are used by CURUFC for alumni relations and fundraising purposes. These include publications, alumni surveys, appeals/campaigns and the marketing of alumni events. Communications may be sent by post, telephone or electronic means. Most records contain information on education, contact details, the constituents' career and other achievements. Contact and relationships with CURUFC since graduation and donations are also recorded. In some cases other data is added, such as data from external partners (see below); sensitive data you provide for a specific purpose (disability or lifestyle status for event management or updating of personal history for example); information about your family and other relationships; financial data coming from you or reputable public sources; and information about your areas of interest and potential to support CURUFC and The University.

Security and controlled data sharing with partners

All information is held and transmitted securely and (in addition to disclosure as permitted or required by law) may be disclosed on a considered and confidential basis only with:

- CURUFC trading as Cambridge University Rugby Union Football Club
- CURUFC associated subsidiaries (CURUFC Trading & CURUFC Sports & Social Club)
- CURUFC volunteers/captains
- VMCL (Varsity Match Company Limited)
- DAR (Cambridge University Development and Alumni Relations)
- Colleges
- University clubs and societies (e.g. Hawks, Ospreys)
- Alumni societies and volunteers
- Cambridge in America (the University's affiliate office in the US)
- Associated bodies for example various Cambridge scholarship trusts, and wholly owned companies such as Cambridge Enterprise Ltd
- Selected companies who provide University-branded alumni programmes (merchandise, travel etc)
- CURUFC and the University also facilitates communication between individual alumni but in doing so does not release personal contact details without prior permission.

Control

You are in control. If you have any queries about the use of your personal data at CURUFC, wish to restrict data processing or sharing including use for marketing or do not want to be contacted by CURUFC, please inform us (Minimal information is always retained to make sure you are not contacted again inadvertently: name, year of Blue, college, link to a captain/team and date of birth.) You will also need to contact DAR and your college separately if you wish to restrict data processing, sharing, marketing or contact. We will publish any changes we make to this data protection statement and notify you where appropriate. Please refer to <http://redlion150.curufc.com/data-protection-values/> for a more detailed explanation of this statement.

Data Protection legislation requires us to check your preferences about marketing by electronic mail (e.g. – email and sms messages)

Please tick here if you do NOT wish to receive unsolicited e-communications about:

- ☐ Fundraising Campaigns
☐ Any unsolicited CURUFC updates (events, matches, alumni/networking groups, fundraising activity)

If you leave a box blank, until informed otherwise, we will assume you are happy to receive such material electronically. As most of our communications will be electronic mail, if you tick a box, you might not receive any notification of the excluded activity at all.

Contact: CURUFC, University Football Ground, Grange Road, Cambridge CB3 9BN
E: info@curufc.com T: 01223 354 131

Increase the value of your donation with Gift Aid

Benefit to the Club

As a Charity & Community Amateur Sports club of Cambridge University, CURUFC has charitable status meaning that under the Gift Aid scheme it is entitled to recover 25p of tax on every £1 that is given on or after 6 April 2008. CURUFC can reclaim basic rate tax on all gifts, provided that you have paid an amount of UK Income Tax or Capital Gains Tax equal to the Tax it reclaims. This means that every £10 donated is worth £12.50, the difference is paid by the Inland Revenue, at no cost to you.

Benefit to you

If you are a UK tax payer, you can declare that all donations made under your declaration should be treated as Gift Aid donations. Doing so maximises your gift. If you pay Tax at the higher rate, then you can claim further Tax Relief on your self-assessment Tax Return. The address provided on this form is your address for UK tax purposes and you must notify CURUFC if this is not the case, your name/address changes and/or if you cease to be a UK tax payer. If in the future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that Charities and Community Amateur Sports Clubs reclaims, you can cancel your declaration. The declaration will not apply to donations you make on or after the date of cancellation or specified later date. You can cancel the declaration at any time by notifying CURUFC. If you are unsure whether your donations qualify for Gift Aid tax relief, please contact CURUFC, refer to <http://redlion150.curufc.com/gift-aid-declaration> or visit the HM Revenue website www.gov.uk/donating-to-charity/gift-aid.

Direct Debit Guarantee:

- The Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit Cambridge University Rugby Union Football Club (CURUFC) will notify you (normally 10 working days) in advance of your account being debited or as otherwise agreed. If you request Cambridge University Rugby Union Football Club (CURUFC) to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- If an error is made in the payment of your Direct Debit, by Cambridge University Rugby Union Football Club (CURUFC) or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
 - If you receive a refund you are not entitled to, you must pay it back when Cambridge University Rugby Union Football Club (CURUFC) asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify Cambridge University Rugby Union Football Club (CURUFC).

CURUFC trading as Cambridge University Rugby Union Football Club is an Incorporated Company with Charitable Status. Company No. 09658537 VAT No. 214470100



CURUFC – Playing Overview

Cambridge University Rugby Union Football Club is committed to ensuring that we can provide the best possible rugby environment for all players to maximise their potential both on and off the field.

- At College level, we continue to nurture and develop new rugby players, ensuring on-going participation in the game through the College leagues, Cuppers competition, annual sevens competitions and the mixed touch rugby programme. We also run an Academy that helps to develop the best players to University level.
- At University level, we support and facilitate the ambitions of men and women capable of performing at the pinnacle of the student game. There are six teams whose fixtures culminate in a Varsity match. The full details of this programme can be seen in the Appendix.
- Our top teams continue to compete regularly against the best Universities, professional development sides, the Armed Forces and strong invitational teams. The highlight of the season for those players is undoubtedly the day in December when he or she turns out at Twickenham in the Varsity Match.
- Moreover, the Club believes firmly in the balance of graduate and undergraduate players, combining both International and Home students in a challenging, diverse and supportive environment.

CURUFC Playing Objectives

a. OUR GOALS:

- Continue to provide the players with the unique experience of being part of a rich and vibrant community, playing rugby at Grange Road as well as taking part in a Varsity Match while studying for a degree;
- Improve the quality of the men's 1st team to ensure competitiveness in our regular fixtures against quality opposition;
- Continue to improve the quality of the women's 1st team and regain our place in the BUCS Premiership;
- Win more than our 'fair share' of Varsity Matches.

b. OUR PRIORITIES:

- Offer rugby and physical development for all players equivalent to the best British Universities;
- Ensure a clear development pathway for men and women to progress through the CURUFC teams;
- Prepare players to continue post-University at Championship or Premiership level (both men and women); recent examples include Fred Burdon, Ian Nagle, David Spelman and Bryony Coombs;
- Ensure suitably qualified and committed coaching at all levels; ensure that coaches understand and can communicate CURUFC tradition and culture; ensure that the medical provision is suitable for all teams;
- Increase participation in all aspects of rugby including refereeing and coaching, and ensure that all players enjoy playing rugby at Cambridge.

c. THE CHALLENGES:

- Professional rugby and club academies have changed the nature of men's rugby; talented young players will often enter academies rather than attend University;
- Increasingly rigorous academic selection and on-going pressure leads to fewer rugby players attending the University and time available for training and playing is pushed predominately to evenings and weekends;
- Coaching and infrastructure costs have increased exponentially;
- Facilities at Grange Road continue to age and as such are increasingly out-dated; in key areas the facilities are no longer fit for purpose (e.g. changing facilities).



d. ACTIONS TAKEN SO FAR

- Continued to develop relationships with Schools, Universities and professional academies in order to ensure that CURUFC has access to current rugby knowledge, players and coaches;
- Initiated Access Committees (men and women) designed to support postgraduate and undergraduate applicants with the goal of increasing playing numbers (and quality of teams) - the number of quality male 1st team players has increased significantly as a result of this work; developing a strategy to increase undergraduate access over the next two years;
- Initiated the Red Lion Bursary Fund, from which all bursaries for men have been funded since 2012; this Fund currently depends upon a small group of core alumni and in order for it to become sustainable on a longer term basis the Fund will require a large number of individuals to support this initiative; (on average over the last five years Bursary funding per year has equalled £40,000);
- Designed a robust rugby development programme and pathway (please see Appendix)
 - appointed appropriate coaching, S & C coaches, and medical staff including physiotherapists
 - initiated the CURUFC Academy with the intention of focusing on men and women capable of performing at 1st team and then National League level (approx. 15 players per year)
 - continued to provide Development sessions for new players to learn the game.

e. FUTURE ACTIONS TO PROGRESS

- Consolidate and enhance the CURUFC Academy and player development pathway;
- Improve the number of quality players accessing the University by consolidating and expanding Access initiatives;
- Re-establish the practice of regular tours;
- Provide Bursaries and Scholarships for men and women post-admission at both postgraduate and undergraduate levels in order to attract suitable applicants as well as to alleviate the increasing costs associated with University.

The Financing of Playing

The Club's current annual Playing expenditure is:	
Coaching	£32,000
Strength and Conditioning	£14,000
Academy	£10,000
Medical provision	£20,000
Post training evening meals	£4,000
Bursaries	£40,000
Total	£120,000

As other documents explain, over the last few years and until the end of season 17-18, the funding for this expenditure has been found thanks to:

- generous donations from a small number of Alumni,
- drawing money from our prudently developed reserves, which are now nearly fully depleted,
- support from the University, currently for the season 2017-18 only.

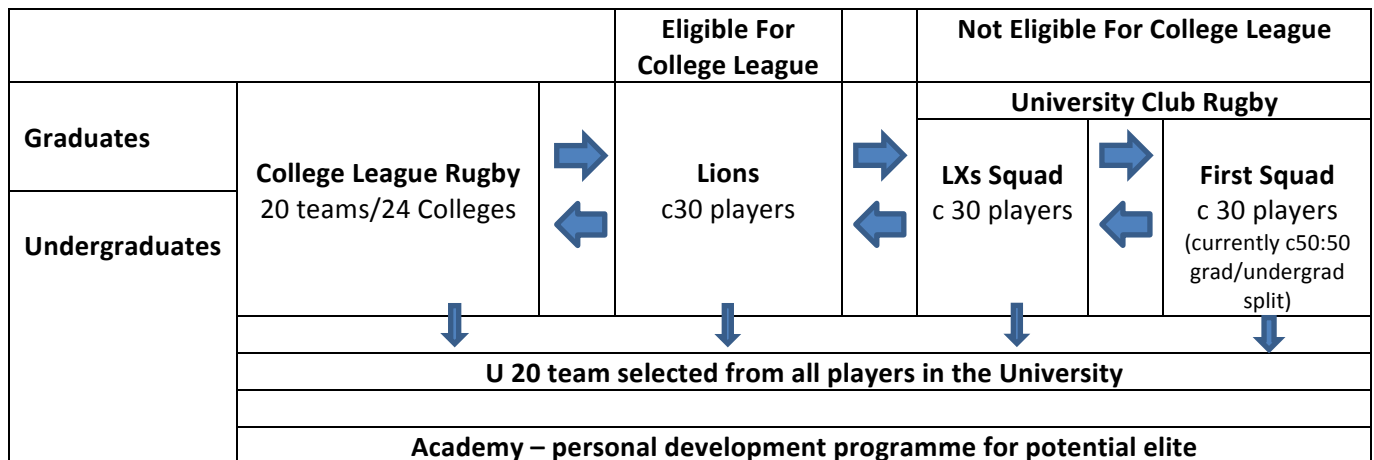
If we are to guarantee that these playing programmes continue, and also find the increased finance needed to put into place the future actions listed above, we need to secure a new sustainable source of funds.

The Red Lion 150 Campaign is targeted at all those involved in University rugby to yield an on-going annual income of £150,000 that will be needed to be spent on training, player support and bursaries.



APPENDIX – PATHWAYS AND COACHING STRUCTURE

DEVELOPMENT PATHWAY - MEN



First Squad: James Shanahan (Head Coach), Richard Candlin (Lineouts and Forwards), Chris Lloyd (Scrums and Forwards)

LX Club: James Ashworth (Head Coach), Tommy Dann, Fraser Gillies (Backs), Gareth McComb (Forwards)

3rd Team (Lions) and Development Sessions: John Naylor (Head Coach), Simon Kidney (Backs), Gary McLaughlin (Forwards)

U20s Team: James Ashworth (Head Coach), Richard Candlin, Gareth McComb (Forwards), Tommy Dann, Fraser Gillies (Backs)

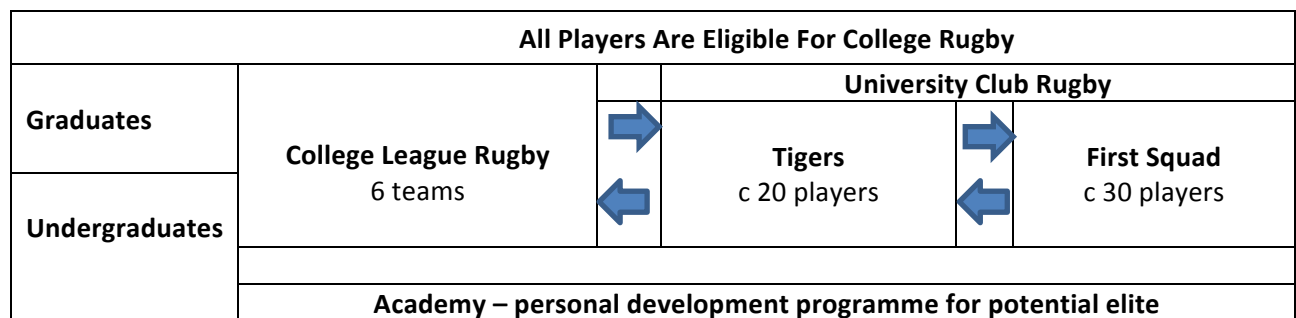
Academy Manager and Skills Coach: Jack Heald

Regular Guest Coach: Andy Holloway (Kicking and scrumhalves)

Medical and Performance: Simon Jones (Head of Performance), James Owen (1st team Strength & Conditioning), Toby Griffiths (LX and Academy Strength & Conditioning), Nick Allen (Lead Physio)

College Rugby: John Naylor (College Development Manager) organising development sessions, refereeing courses, coaching courses, annual 7s competition, annual mixed touch league, College league and cup competitions.

DEVELOPMENT PATHWAY – WOMEN



University Teams (1st team, Tigers): Jack Baird (Head Coach), Ian Minto (Backs), Anna Stodter (Forwards)

Academy Manager and Skills Coach: Jack Heald

Regular Guest Coach: Donald Stevens (Kicking and scrumhalves)

Medical and Performance: Simon Jones (Head of Performance), Milosz Wrobel (Strength & Conditioning), Annabel Neish (Lead Physio),

College Rugby: John Naylor (College Development Manager) organising development sessions, refereeing courses, coaching courses, annual 7s competition, annual mixed touch league, College league and cup competitions.