



# DONOR IMPACT REPORT 2019

## Activity Summary

As of March 31, 2019 the Gudewill Fund totaled \$12,687.50 in gross revenue. This figure translates to \$12,207 net of administrative expenses.

In the month of April of this year an additional \$1500 in new revenues (gross) was generated. However, as these funds were raised after the March 31st cut off date, the balance of the funds raised will be allocated to fiscal 2020 programming.

## 2019 Impact

### Donations in Action

Number of BC Juniors supported by the Gudewill Fund in 2019: 28

### BC Juniors Assisted in 2019

Lucia Bicknell	Cynthia Cao
Matt Bicknell	Sarah Cao
Sayed Mavani	Emillo Carrillo
Aiden McCabe	John Dempsey
Maria Min	Brooke Herring
Yu Quan Ng	Jason Herring
William Rutter Rio	Kathryn Herring
Schafer Sam	Julia Horsey
Scivier James	Grace Huang
Toth Joseph Toth	Mitchell Kahnert
Matias Toth	Jordan King
Alexandra Brown	Jacob Lin
Gabriel Yun	Christian Yuen
	Matias Totz

*" The Gudewill family has been extremely generous to my family over the years and we are very grateful. Squash travel is not an insignificant expense during the year so any funds available to help defray the cost as we travel nationally and internationally is much appreciated. Their legacy fund is a benchmark standard and perhaps will influence others to assist families in this wonderful sport "*

Simon Bicknell  
Squash parent and proud father of Matthew and Lucia



Lucia Bicknell receives her second place hardware from Squash Canada officials at the Canadian Junior Nationals

# PAY IT forward

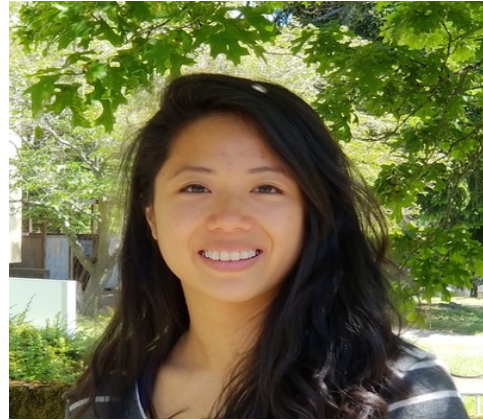
This year a new donor engagement strategy was implemented aimed at spiking revenue generation activity into the Gudewill Fund.

Pay it Forward was crafted to harness the experience of past Fund recipients and leverage this experience for authentic one-on-one engagement opportunities with parents of sons and or daughters who have also benefited from the assistance.

In this program, a very small group of parents were identified as prospects and a formal ask along with a letter was made by the former recipient to them.

The effort resulted in an increase in additional new revenue to the Fund by fifteen hundred dollars in gross revenue.

This targeted donor strategy will continue over the next few years going forward.



*" As a past recipient of the Gudewill Fund, I was honored to pay it forward on behalf of Squash BC and do my part by encouraging those families whose son or daughter has benefited from the Fund's assistance to contribute so as to help continue our path to sport excellence " .*

Rachel Au  
Squash BC Board Member  
BC Junior Player 2012

*" Due to the Gudewill Family's support, I have been able to compete for British Columbia and Canada all around the world. Because of this I have been able to achieve my squash, academic and personal goals that would have been beyond reach without this support. "*

Matthew Henderson

