



COMMUNITY RUGBY

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RFU Vrugby Programme

Dear Colleague

I am writing to tell you about a new programme from the RFU to try and encourage younger volunteers into our sport. At present we are all searching for the next wave of volunteers for our club and this programme is designed to address this issue. The RFU are launching the Government Funded Vrugby Programme to assist with volunteer recruitment at the younger age groups through a variety of ways.

The scheme is only open to 7 Clubs per Constituent Body (CB) and these clubs must have achieved the RFU Seal of Approval Award or working hard towards gaining the qualification. As you have received this letter you are one of the identified clubs in Cumbria who are being offered the opportunity to participate in this to support your current club activity.

I have attached a briefing paper to this letter which explains in more detail what the scheme is about.

Fundamentally each CB (County) will have;

- 1 x CB Vrugby Activator – Shelley Atkinson – Cumbria – 07929 096015
- 1 'Club Activator' at each of the 7 participating clubs within Cumbria – T.B.C.
- 5 x young volunteers per participating club to complete one of the following projects below on behalf of your club as part of the Vrugby Programme. T.B.C.

vRugbyFun - Plan, organise and deliver a fun rugby event for others to take part in healthy exercise.

vRugbyLife - Use rugby's ethos to run a session to educate young people about healthy lifestyles (nutrition, exercise, obesity, alcohol, drugs, behaviour, etc.)

vRugbyCash - Raise money for a project of your choice to benefit your rugby club.

vRugbyForce - Make an improvement to your club facilities so they can be used more by your local community.

I hope you would like to be part of the programme but if you think you would not benefit from this please could you let me know as soon as possible. If you do wish to be part of the scheme you will be contacted in due course by a member of the Vrugby team.