

## **Flora Duffy Launches The Flora Fund for aspiring athletes at Bermuda Community Foundation**

**Tuesday, May 1<sup>st</sup>, 2018, Hamilton Bermuda.** Bermudian Flora Duffy, the world number one female triathlete, has set up a fund with the Bermuda Community Foundation to support other young Bermudians. The Flora Fund will focus on helping aspiring and talented athletes to achieve excellence.

"I could not have successfully pursued my dream of being a professional athlete without considerable help," said Flora. "competing at the highest level of any sport requires constant funding and encouragement. I am massively grateful for the private and corporate support that, along with my family, enabled me to get there. Now I would like to help others where I can. This is a small start but I hope to grow the foundation into a meaningful and sustainable community asset. That positively impacts the youth of Bermuda. Sport can open doors- it did for me." – Flora Duffy

Managing Director, Dr. Myra Virgil says: "We were delighted to learn about Flora's interest in setting up a fund with us to support aspiring athletes in Bermuda. Part of our job at BCF is to work directly with donors to understand their philanthropic vision and create charitable funds to support causes that are most important to them."

Through her advisors, Dad, Charles and husband, Dan Hugo, Duffy was connected to the BCF via a referral from Kevin Hickey, Senior Manager for Global Mobility Services at KPMG. Duffy expressed her wish to enable aspiring youth in Bermuda to achieve their full potential by providing funding support for expenses like equipment, travel, training fees, event registration and coaching.

The Flora Fund was the result.

Born and raised in Bermuda, Flora has gone on to become an 8 x World Champion. As the current ITU World Champion, Flora won the gold medal at the Commonwealth Games and followed that with a sensational win at the inaugural World Triathlon Series Bermuda. She started competing in triathlons at the age of seven as part of the Ironkids Triathlon series at Clearwater Beach. Flora started competing internationally in 2005, with her first major games representing Bermuda at the 2006 Melbourne Commonwealth Games. Flora went on to represent Bermuda at the 2008 Beijing, 2012 London and 2016 Rio de Janeiro Olympic Games. In addition to competing in ITU Triathlon events, Flora is the only person to win 4 consecutive Xterra World Titles, the off-road version of triathlon.

Charles Duffy states, "Over the twenty plus years of Flora's triathlon career I've often thought "Wow that was amazing – I couldn't be prouder!" Wrong every time. The Flora Fund makes me even prouder though it's not a surprise. It's pretty typical of her and her husband Dan to want to give back and help others. I look forward to being involved in the new fund and if the level of "Floromania" that's prevailed in Bermuda over the WTS Triathlon week-end is any indicator, I know it will be a success."

"Flora believes that often a single act of support can be the difference between a young athlete graduating to the next level or becoming despondent and going a different direction. She often relates critical moments in her own career. It could be airfare, or annual coaching fees, or even just a pair of shoes for a talented kid unable to attain them, that could make the difference in her view. With a few key role players in the sports community, Flora hopes to identify talent in need, and remove barriers for them. It is a humble start, but hopefully a long-term vision that will bear much positive impact for Bermuda. Mostly, Flora is thrilled to be able to start giving back, and with the support of BCF has found a means to embark on this commitment." – Dan Hugo

The BCF is a grant making organisation designed to create and manage funds for the good of Bermuda. BCF founding investors include: The Atlantic Philanthropies, Buchanan Charitable and RenaissanceRe. Bloomberg Philanthropies, Hemera Foundation, XL Foundation and Meritus Trust also made key contributions. Adds Virgil, “We work with families like Flora’s who want to leave a legacy through their giving, to honour the life of a loved one and for many other reasons. Donors use the foundation’s fund structure and infrastructure to reduce the administrative liabilities of managing a private foundation.”

Donors who share Flora’s vision for aspiring athletes can contribute to The Flora Fund at <https://bermudacommunityfoundation.org/OurStories/WhyWeGave.aspx>. Details on how athletes can apply for support from The Flora Fund will be made available later this year. Families or individuals interested in setting up their own Charitable Funds at BCF to improve Bermuda can learn more about donor-advised philanthropy at [www.bcf.bm](http://www.bcf.bm).

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### **About the Bermuda Community Foundation**

The Bermuda Community Foundation’s (BCF) is a limited liability and segregated accounts company, registered as Bermuda charity #948. Its mission is to create an enduring source of funds forever dedicated to the good of Bermuda. BCF aims to improve and strengthen Bermuda’s social sector by assisting donors of all kinds to make the most of their generosity. As a public grantmaking foundation, its resources go towards creating a permanent asset base for the public benefit by fundraising, stewarding and investing charitable gifts from the community, grantmaking, and responsibly managing its operations. BCF was founded in 2013 by The Atlantic Philanthropies, the Buchanan Charitable Fund and RenaissanceRe with support from private donors and nonprofits that established their own endowed agency funds to be managed at the foundation. Bloomberg Philanthropies, Hemera Foundation, XL Foundation, and Meritus Trust Company also made key contributions. BCF benefits from the professional support of Conyers Dill & Pearman and from PwC who conduct its annual audit pro bono. For more information, please visit [www.bermudacommunityfoundation.org](http://www.bermudacommunityfoundation.org) or contact [info@bcf.bm](mailto:info@bcf.bm).

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