?Memory of Hertfordshire businessman honoured by helping people to overcome adversity

Wednesday 12 October, 2016

In October 2015, media executive, Ivan Purdie lost his life following a five year battle with cancer. A successful, energetic and extraordinary man, Ivan's death left a deep hole in the lives of his friends, family and colleagues around the world.

This week, following the one year anniversary of Ivan's death, Ivan's friends and family have set up the Go4it Fund in his memory. The Fund will aim to help people who are facing adversity through injury, illness and loss, to reach their full potential. They want to continue Ivan's legacy – his unwavering sprit to live life to the fullest, despite the challenges he faced.

The fund will be administered by registered charity Hertfordshire Community Foundation.

Ivan's widow, and one of the fundholders Kate Purdie said: "We learned through Ivan's journey that illness and injury in a family impacts everyone, not just the individual who is suffering. Often, just managing to carry on 'existing' requires all of the resources and energy available. But just existing is not living. To carry on truly living people need support that enables them to focus on their well-being. This is particularly true both during and after injury and illness, and in instances of loss. Ivan inspired the people around him to live life to the fullest and we felt the best way to honour his memory was to raise funds to help other people facing adversity in our local community."

The Go4it Fund will officially launch at their first fundraising event on Friday 14 October 2016 at the Essendon Country Club, the event is sponsored by IEP Financial. The Go4it fund is inviting donations to the fund which can be made via their JustGiving page or via cheques made out to Hertfordshire Community Foundation.

Jonathan Aves, Foundation Director for Hertfordshire Community Foundation said: "In life sometimes the saddest moments can lead to something positive. We are honoured to serve as the vehicle for the Go4it Fund and work with the fund holders to enhance and facilitate their charitable goals of honouring Ivan's legacy."

For more information regarding the Go4it Fund visit their website www.go4it.org.uk

Ends

About Hertfordshire Community Foundation:

We are a registered charity that supports Hertfordshire community groups who help people facing hardship and disadvantage and those working to improve the communities they live in. We connect people who care about Hertfordshire and have the means to invest in its future with the community groups striving to build stronger and healthier communities.

For more information on how to apply for a grant through Hertfordshire Community Foundation, make a donation or volunteer, visit www.hertscf.org.uk or call 01707 251 351

Individuals and organisations who would like to know more about starting a charitable fund or becoming more involved in supporting the work of the voluntary sector within Hertfordshire can call Hertfordshire Community Foundation on 01707 251 351 or email office@hertscf.org.uk

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Related Keywords:

go4it :: Memory Of :: Ivan Purdie :: Battle With Cancer :: Overcome Adversity :: Live Life To The Fullest ::

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