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The Tracey J. Hubley Scholarship for Community Leadership



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Remembering Tracey Hubley

Tracey Hubley was a force of nature. A proud daughter of the Island, she grew up in Montague and graduated from UPEI. Tracey was a successful businesswoman, a recognized leader in her field and an accomplished varsity curler.

Tracey started her career on Parliament Hill, first as a special assistant to MPs and later as a trade and procurement specialist for various federal cabinet ministers. She eventually left politics to join the world of government relations in 1997 and became president of Summa Strategies Canada in 2005. Tracey worked tirelessly and no client, colleague or friend ever questioned her commitment. There were no limits to her abilities in the boardroom or at the negotiating table. Tracey was a pioneer in a heavily male-dominated industry and proved time and again that she was among the very best in the business.

What people often did not see was Tracey's strong mentorship of young female leaders and her generous support of numerous local charities. She was particularly passionate about encouraging people who were working hard – usually with little public recognition – to make their communities better. No cause was too small and every cause was worth fighting for. With Tracey Hubley on your side, you were bound to make a difference.

Despite living in Ottawa for almost four decades, Tracey always viewed the city as a temporary stop. A return to PEI was always restorative and brought her a sense of peace and comfort. While work took her to Ottawa, her heart was always at Wood Islands on the Northumberland Strait. Tracey had just settled plans for retirement on the Island in July of 2020, which made her untimely passing in March of that year even more tragic.



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To all our friends and colleagues that loved and admired Tracey Hubley as we did, we thought you would appreciate the opportunity to support a scholarship that has been created at the University of Prince Edward Island to honour Tracey's contribution to her communities and ensure that her legacy lives on in perpetuity.

The scholarship will be granted to a student entering their third or fourth year of study in an undergraduate program, with a strong appreciation for the power of public policy to make positive community change, who has combined their academic studies and/or varsity sports with a passion for serving their community. This scholarship is available to students in any faculty that offers undergraduate degree programs. Applicants will provide a statement demonstrating how they meet the criteria.

Please consider a gift to this scholarship fund. How to do so is outlined below:

- Gifts to this scholarship can be made online, via hard mail, or by phone.
- To make a gift online please use the following link: www.upei.ca/donate In the Designate Your Gift space, please select "a designated area or project of my choice" and in the Please specify space note "The Tracey J. Hubley Scholarship endowment". You can then complete the remainder of the form and submit.
- To make a gift by cheque (hard mail), please make the cheque payable to UPEI and in the memo line note The Tracey J. Hubley Scholarship. It can be mailed to: Attn: Rosemary O'Malley-Keyes, Manager of Donor Relations, Development and Alumni Engagement, UPEI, 550 University Avenue, Charlottetown, PE C1A 4P3
- To pay via credit card, please call Rosemary O'Malley-Keyes at (902) 894-2865 or on her cell at (902) 940-5880. Alternatively, please call Sonja O'Connor at (902) 894-2888.

Every gift will be appreciated and will make a difference to a UPEI student on an annual basis.

Thank you for considering a gift to Tracey's scholarship fund. It has been set up, with the support and cooperation of the Hubley Family, to help a student that reflects the passion for community that Tracey exemplified throughout her life.



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