

Ruch Family Foundation Fund

The Ruch Family Foundation Fund was inspired by Randall R. “Randy” Ruch’s appreciation for the value of education in assisting a person to achieve their life goals. The Ruch Family Foundation supports many charitable endeavors, but consistently allocates a portion of their philanthropic gifts in support educational scholarships.

In looking back on his own life, Randy recognizes the value that he gained from the dedicated faculty of William Allen High School (WAHS) in the Allentown School District. The education Randy received while attending Franklin Elementary School, Raub Junior High School and finally WAHS served as the motivation for this philanthropic undertaking.

After graduating from WAHS in 1963, Randy went on to attend Villanova University. He began his career as a systems programmer for Burroughs Corporation and Philco-Ford and later founded Schuylkill Valley Sporting Goods in 1971. His business grew to 19 stores in Eastern Pennsylvania and he retired following 39 years in the business world. In 2012, Randy was inducted into the Sporting Goods Industry Hall of Fame joining 150 previously honored pioneers and entrepreneurs from his chosen field.

Randy attributes much of his success at Villanova, which propelled him into the professional world, to the financial assistance he received through the Food Fair Scholarship. He does not want the dreams of college-bound students to be impeded by financial burdens. Since inception, the Ruch Family Foundation has awarded scholarships to students from William Allen High School, Phoenixville Area High School and Villanova University through the Blue White Scholarship Foundation. As Randy says when referencing his Villanova based scholarship awards, “I feel I am paying forward the assistance I received and the opportunities I was afforded as a graduate of our wonderful institution.”

It is hoped that scholarship recipients will have the same good fortune as Randy in utilizing their education for their own personal success and subsequently assisting the next generation in doing the same.

The Ruch Family Foundation Fund also makes distributions for charitable purposes to non-profit organizations in the human services arena.