

# KITaid



Patron Graham Taylor OBE

## Annual Review Season 2012/13



items of kit shared across  
the world since 1998



# Kitting Out The World!

**PROUD.** That's an understatement! KitAid is swelling with pride and joy at having kitted out more than 200,000 underprivileged children and youths from all corners of the globe with their very own football kit.

Since KitAid began 15 years ago, a constant delivery of donated kits have continued to find its way around the globe. That's an incredible amount of football kit – the equivalent of two Wembley Stadiums full of kit recipients. It really would be a glorious sight to fill Wembley Stadium twice with

all these delighted youngsters . Can you imagine that capacity crowd of kids coming together, filling every seat, every row, every box at the stadium? Can you imagine asking all those individuals just one simple question - "What does your kit mean to you?"

The answer would perhaps come in the form of a smile.

It is very likely that 200,000 golden, contented smiles would unfold around the stadiums like a huge unstoppable Mexican wave.

If smiles could power the floodlights of the stadium, they would certainly shine bright.



**That is the power of KitAid.**

**KitAid is undoubtedly playing its part in kitting out the world!**



## **Our patron Graham Taylor echoes the praises of KitAid**

I am delighted to continue my support of KitAid, a charity that achieves so much for so many.

It is the 8th year I have been a patron for KitAid, I will continue to encourage clubs and fans to get involved and I am delighted to be invited to attend the KitAid 15 year anniversary celebrations later this year. KitAid really does help so many children get involved in the sport they love – football. The photos of youngsters receiving kit really say everything.

Let us continue to keep those smiles coming.



"Since 1965, our primary school children had never had any football kit. They always played football with one team removing their shirts to play topless. Today 5 primary schools received KitAid kit. It was very exciting, all class lessons were cancelled and a parade assembled to receive the kit. Now they can't wait for the season to begin. This has all been made possible by contribution of kits from KITAID."

**Mak, Kenya**

"We greatly appreciate your contribution to facilitate our programme of empowering youth through sports in Kenya. The provision of football kit from KITAID has made our dream come true. This could not have been possible without the KITAID team that has worked tirelessly to make a difference in people's lives. The impact of football has been felt across the whole county of Bumula in Kenya. Youth are no longer idling around shopping centres and being involved in antisocial behaviour."

**Kenya via Ben van Nes**

"On behalf of all teams who have benefited from KitAid, I would like to express our gratitude and to let you know that your help with kit has had direct impact on a number of kids from disadvantaged backgrounds. Now we understand your slogan, "Its not just a shirt"...its a little smile and a little window into the future."

**Joe Arimoso, Zimbabwe**

"Your continued support has delivered our boys from being in illicit activities such as drugs and alcohol in our community. Some of these players have never used football boots in their lives. It is our desire that your continued support shall help some of our boys to play in their dream clubs in Europe and across the Zambian continent."

**Kashimoto, Zambia**

"Now this is the icing on the cake! Almost 140 children in our school will have a football jersey from KitAid. We have become a football powerhouse in the Junior categories in the district as a direct result of your support. Maybe we should change our name to KitAid Academy Uganda!"

**Paul Natuhumuriza, Uganda**

**Date for the diary**  
**Thursday**  
**17 October 2013**

**CELEBRATE** the 15th anniversary of KitAid on Thursday October 17th. Plans for this prestigious black tie event are underway and will include an after dinner speech by KitAid patron Graham Taylor, a fantastic charity auction with incredible items to win, and a great night of music, food and entertainment. Keep watching the KitAid website and blog for further details and ticket sales. It will certainly be a night to remember.

# From CFC to the Caribbean (via KitAid)!

Former Chelsea player Paul Canoville, will be taking KitAid kits to Dominica, the birthplace of his father to help promote football in the Caribbean community. Paul, who was the first black player for Chelsea and made his debut at Stamford Bridge in 1981 joined a KitAid boxing up session in the summer to collect kits donated by Puma. "I am overwhelmed by your generosity and so will the people of Dominica, the birthplace of my father," said Paul This will be a massive personal moment for me going to my fathers island. It will be rewarding to put something back."

For further details on Paul's project and his educational work with CFC: [www.paulcanoville.co.uk](http://www.paulcanoville.co.uk)

We also recommend Paul's award winning book "Black and Blue" – an inspirational read.



## Supreme 'Mr Marine'

He's been awarded the Non League William Hill 'fan of the year' for his lifetime devotion to Marine FC, and now super fan Barry Lenton is making a huge difference to KitAid. Barry, a retired teacher, has personally collected more than 8,000 items of kit from schools and community groups across Merseyside. Supported by BBC Radio Merseyside, he has not only publicised KitAid, but continues to appeal for shirt donations. His target is 10,000 shirts by the end of the season.

"Marine FC are one of KitAids Ambassador Clubs and Barry and Marine FC have really got behind our ethos. We are looking forward to a long partnership with the club and supporters. Barry has really done so much for KitAid," said Derrick Williams.

Good luck with your appeal Barry.

## In the NET - Let's get Digital!

Want to get in touch, put your old kit to good use, donate your time to help others, or simply find out more about the remarkable story and work of KitAid? Simply visit [www.kitaid.net](http://www.kitaid.net)

- Catch up on the latest news at [www.kitaid.blogspot.com](http://www.kitaid.blogspot.com)
- Tweeters can follow KitAid on: [@kitaid](https://twitter.com/kitaid)
- See the latest pictures on our Instagram and Tumblr sites

And to email us: [www.kitaid@affinitywater.co.uk](mailto:www.kitaid@affinitywater.co.uk)

Please note that the former KitAid email at Veolia Water will not reach us. It is essential to use the new email above. We will respond.

We will find a new home for your old kit. Someone out there on the other side of the world certainly wants the shirt, shorts, boots or team kit you no longer wear .



## KitAid is an art!

We have worked with many schools across the country but we have to applaud Lealands School in Luton for their ingenuity. Not only did they manage to collect a bumper load of kit for us but they somehow involved their art department to get the kids to create a logo from the shirts. Just to prove there is some truth in the old saying, football is the beautiful game!

## Giles brings Smiles

Popular Salisbury City Captain, Chris Giles who formerly played for Yeovil, Aldershot and Crawley, is spreading smiles in Gambia after collecting more than 1,000 shirts for KitAid earlier this year.

Filling his campervan with his huge haul, Chris, transported the shirts to KitAid HQ in Hatfield last July where they were handed over to Football Gambia. They are now being enjoyed by numerous footie loving Gambian children and youths.

Kit recipients far and wide thank Chris for their shirts and they all wish you well with your recovery from ankle operations this season.



# The Power of Partnerships

## Hertfordshire FA and Evo-stik Northern Premier League

Fifteen years ago, when KitAid first formed, very few people, football clubs, schools or communities knew the name, work and mission of KitAid. In 2013, it's a very different story! Hundreds of clubs, schools and grassroots teams are getting involved. Countless football fans far and wide are donating their kit for other youngsters to enjoy. And significant powerful partnerships are being forged with KitAid.



One of the latest KitAid partnerships is with the Herts FA who are encouraging hundreds of teams affiliated with them to donate kit and embrace the work of this extraordinary charity. The KitAid poster will be featured in all 25 of this season's County Cup finals. The KitAid word is now being officially spread county wide!

Hertfordshire FA is delighted to partner KitAid. KitAid is a charity doing extraordinary work. We often forget how lucky we are in the country and Hertfordshire FA encourage all of our clubs to donate any old or unwanted kit and equipment so that it can be used by people around the world. Thank you for your support.

**Nick Perchard, CEO Herts FA**

We are also delighted to continue the partnership we began in 2011 with the Evo-stik NPL. This has been instrumental in giving us access to all of the top semi professional non league teams in the north of England, as well as to thousands of their supporters. Without it we would not have created such strong partnerships with teams such as Marine FC, FC United of Manchester, Witton Albion and many more.

The Easter KitAid Amnesty held by all 66 clubs in the league has been a great source of kit and publicity. Derrick Williams was interviewed on BBC Radio 5 Lives' Non League Show thanks to the support given by the league's press officer Dave Watters.

## Charlie's Gift

There were cheers, challenges and comforting community spirit at the annual Charlie Fidler Memorial Tournament in July.

The annual event, held in memory of the footie loving youngster who formerly played for Hemel Hempstead Town Youth raised a further £460 for KitAid projects.

Charlie, a footie loving lad whose tragic death in 2010 prompted friends and family to raise thousands of pounds for KitAid. Their donation has benefited charities in Lesotho, Kenya and Zambia.

And in memory of Charlie's kind gift, the community of Malealea in Lesotho have shown their appreciation by carving a stone plaque to commemorate Charlie and make sure his name lives on in the heart of their football loving community.

"We are very thankful to Charlie and his family and KitAid," said Marion Drew from the Malealea Development Trust. "The funding has made such a huge difference to so many. Football is at the heart of the community here."

A heartfelt thanks to Charlie's parents Jason and Nicole has been echoed by Derrick Williams who attended the Charlie Fidler Memorial Tournament.

"We are proud to be associated with this event and we thank Jason and Nicole and the clubs who donated kit on the day. Charlie's memory will live on with projects in Africa, and we are very pleased that our KitAid logo is on the Hemel Hempstead Town youth shirts this season."



## Gunners' Ellen scores for KitAid

She plays number 9 for Arsenal Ladies, she scores goals for England, and now the 24 year old striker from Aylesbury, is getting involved with KitAid.

At a recent St Albans City FC match against Hitchin Town, Ellen White helped hand over a haul of donated shirts to KitAid during half time. The kits have since gone from the freezing half time pitch at Clarence Park to be given a new lease of life in Gambia and Kenya.

# Around the (league) Grounds

Cheer and chants of appreciation are offered to all clubs who have helped spread the message of KitAid to their fans and wider community. KitAid has seen the positive results of this club action and activity. Kit donation has steadily increased as footie fans far and wide are doing their bit to ensure the unstoppable progress of KitAid. We would like to say a big thanks to all the clubs and fans who have made a difference. And for all those still thinking about making a difference, please get in touch!

**Plymouth Argyle:** We thank you for offering £10 off a new club shirt if you donate the old shirt to KitAid.

**Watford FC:** We thank you for inviting KitAid to your open day and encouraging fans to bring us their unwanted kit.

**Liverpool FC:** We thank you for club strip from the training ground and for passing on surplus stock from the Distribution Centre.

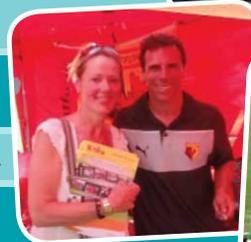
**Fulham FC:** We thank you for your donated kit and for taking part in the carbon footprint project.

**Derby County FC:** We thank you for the kit and for taking it to Kenya to be enjoyed.

**Tranmere Rovers FC:** We thank you for your continued support in promoting KitAid and passing on old training kit.

All kit collected from these clubs has been boxed up and sent far and wide to be enjoyed by football teams around the globe.

KitKit hoorah!



## Putting the Cat Out

Kit donation from Puma continues to find its way onto countless sun parched pitches around the world and into numerous village football clubs.

KitAid wishes to thank Puma for their generous donations which arrive monthly in the form of huge cardboard boxes packed tight with brand new Puma kit.

And as swiftly as the boxes arrive, they are sent out to various charity partners during KitAids monthly boxing up sessions at Affinity Water Headquarters.

Days, weeks, months later, the pleasing photos of Puma donated kit continue to find their way back to KitAid as the proud recipients pull on their new shirts and smile for the camera.

Please keep it coming and KitAid will continue to keep putting the Puma cat out!

Just like Puma there are many companies that keep the wheels of KitAid turning with their valuable support. Every effort matters, every kit donation counts.

KitAid give thanks to:  
The Great Branding Company of Luton, 5 Speed Couriers from Harlow, Swift Despatch from Liverpool, CP Enterprises and Affinity Water.



## Bank Holiday BOOST

Caring clubs from the Evo-Stik Northern Premier League once again turned their grounds into collection centres over the Easter Bank holiday encouraging fans to donate their unwanted kit to KitAid.

Regional volunteers helped ensure the success of the appeal by giving their time, energy and muscle to the appeal which has seen numerous clubs getting on board with their commitment to KitAid.

*"We thank all the clubs for their support. The kit donations are greatly appreciated," said Derrick Williams. "It's great to see so many clubs getting involved and the KitAid name on so many websites. Most of all it's very rewarding to see the results of the kit collections."*

Fans of Curzon Ashton were delighted to see the outcome of their efforts in 2012 with a Kenyan school making a special banner to thank them for their generous kit collection.

In addition to Curzon Ashton, Matlock Town, North Ferriby United, Rushall Olympic, Sutton Coldfield Town, Ossett Albion, Ossett Town, FC United of Manchester, Marine, Ramsbottom, Stafford Rangers and Witton Albion have all won the charity's thanks for their efforts.

Press officer Dave Watters added, "The school in Kenya that received Curzon Ashton kits have had no outside support before and have not been able to take part in competitive football matches because they have never before had a football kit, or uniforms as they call the kits. That has now changed thanks to the Easter KitAid Amnesty."



# Kitting out Kampala... strengthening SFC !

Can you spare five minutes? Check out the success story of Stegota FC. [www.stegotafc.com](http://www.stegotafc.com)

This incredible Ugandan club who play in the Kampala Regional League, are not only making their mark regionally and nationally by winning trophies and securing fans, but they are also giving direction, purpose, inspiration to countless lads who have turned their back on gang crime and turned to football instead.

KitAid have proudly played a significant part in helping the club. Their kit donation in 2011 was all the club needed to participate in local footie cup competitions and since they pulled on their KitAid shirts, pushed themselves into the arena, Stegota have been successfully lifting a fair share of top trophies.

*“Currently, the team has over 40 registered players and three coaches. Due to its impressive performance in the league and in the other competitions we participated in, the team has developed a huge fan base. Huge crowds numbering in hundreds and sometimes thousands turn up to watch the team’s matches at its home ground in Kazo and some even travel with the team for its away matches in the various venues. Currently, the team is competing in the Kampala Regional League. As a club, we have set a target of achieving promotion to the Uganda Super League by 2014.”* **Edwin Nshutu - Stegota FC.**



**GOOD LUCK STEGOTA. WE WILL CONTINUE TO SUPPORT YOU FROM AFAR AND WILL KEEP SENDING KIT YOUR WAY.**

## Easy Fundraising

Unable to attend a boxing up session or have no kit to donate? You can now contribute to KitAid fundraising at the click of a button.

If you're a regular internet shopper you can now sign up to Easy Fundraising. This website will make a small donation to KitAid for every purchase you make online on over 2000 retailers, including Amazon, Asos, John Lewis and Marks & Spencers.

All you have to do is visit the following website

<http://www.easyfundraising.org.uk/>

and register an interest in supporting KitAid. Then every time you make a purchase online with a retailer that Easy Fundraising supports, KitAid receives a donation.



## Final whistle

Our final thanks go to all of the dedicated supporters who attend our monthly Saturday morning boxing up sessions. There are too many to list individually but they are the backbone of KitAid and without them we couldn't operate.

Many thanks to all of our Trustees, Julia Childs, Thomas Enright, Janet Neville, Sean McGuigan, Anne Ross, Claire Whalley and Derrick Williams MBE

And last but by no means least, very many thanks to our patron, **Graham Taylor OBE**, for his interest and support.

## Team KitAid

It takes a committed team of volunteers, trustees, regional co-ordinators, supporters and charity partners to send 200,000 items of kit around the world. It takes a strong inspirational founder to drive that team.

The KitAid team has achieved the impossible goal of kitting out 200,000 youngsters by working together for the very same goal.

We would like to give thanks to all those members of the KitAid squad who have given their spare time and spare energy to KitAid.

If you would like to join them please contact KitAid on: [www.kitaid.net](http://www.kitaid.net)

### Regional Co-ordinators

Below is a list of all of our Regional Co-ordinators across the UK and their contact details appear on our website:

Helen Carver .....	Birmingham/West Midlands
Tim Lamb .....	Bishop's Stortford
Kevin Hurst .....	Burton on Trent
Michael Day .....	Dartford/South London
Caroline & Ian Heswell.....	Halifax
Jacky & Mark Davison .....	Hemel Hempstead
David Ingham.....	Lancaster
Lee Seacombe .....	Leicestershire
Vin O'Brien.....	Liverpool
Peter Moulds.....	Manchester
Keith Botevyle.....	North Hampshire
Wendy Pike.....	Ongar
Lesley Giddens.....	Preston/Lancs
Paul Kay.....	Sheffield
Tania Bolton.....	Surrey
John Maxwell.....	Swindon
Ben Van Nes .....	West Sussex
Janet Neville .....	Wirral/Merseyside

## He's here, he's there, he's always everywhere!

Derrick Williams, KitAid founder and main man, continues to work wonders for KitAid ensuring the charity goes from strength to strength. Derrick's weekends and after work hours frequently involve visiting countless football clubs, charity partnerships, writing newsletters, boxing up, shifting kit, recruiting volunteers and keeping KitAid at the heart of numerous communities.

On behalf of the KitAid trustees, regional co-ordinators, and the 200,000 kit recipients worldwide, we thank you.