



Annual Review 2019



86,445 items of kit donated in 2019
632,203 items of kit donated since 1998

"It's more than just a shirt..."

Welcome...

to the 2019 Annual Review and thank you for your interest in our work. We hope you find the stories in this review inspiring and that you will continue to support KitAid. Some of you will be aware of our saying, "It's more than just a shirt..." and the following pages definitely highlight the incredible joy and impact donated kit makes to so many people across the developing world.

2019 was another record-breaking year for KitAid with an incredible 86,445 items of kit being collected, sorted, boxed and distributed to more than 100 separate projects. This brought the overall total of kit donated since 1998 to 632,203. We are on target to reach our dream of donating 1M items of kit by 2024. With your help, we know this is achievable.

Derrick Williams MBE

On behalf of the KitAid Trustees; Julia Childs, Thomas Enright, Sean McGuigan, Janet Neville and Nick Perchard.

KitAid is a small voluntary run charity, and we rely on the support of many others to deliver our goals. We have a fantastic group of volunteers without whom, we could not exist. We also receive some incredible "in kind" goodwill support, which often goes unseen. We have some great charity partners, who make sure the donated kit reaches those who need it. We are proud of what we achieve and we are passionate about helping others to participate in sport and to be part of a team. All of these values are a reflection of our former, and much missed patron, the late Graham Taylor OBE.

Thank you for supporting KitAid and we hope this Annual Review inspires you to keep doing so, as well as sharing some of the great stories from 2019.

Mary HD

– KitAid's first Ambassador

After the untimely passing of our wonderful Patron in 2017, the KitAid Trustees made a decision to retire the position, in lasting memory of Graham Taylor OBE.

In September 2019 we approached singer, songwriter, actress and model Mary HD to take up a new position of Ambassador for KitAid. Although Mary HD was not from our traditional football background, we knew from following her social media posts, she had a very strong affinity to the ethics and beliefs of KitAid.

Mary accepted the invitation immediately and has introduced our work to her many followers in the music and fashion world. On joining KitAid she said:

"It is a distinct honour to be invited as Ambassador for KitAid, an immense dream come true and I am very excited to be able to highlight KitAid's incredible work that they do providing hope, joy, breaking down barriers and making a difference. Through my own personal experiences and those of my mother, I am a huge fan of female empowerment and I am delighted to accept my position with KitAid."

Mary HD has proved to be a wonderful asset to KitAid and we are delighted to be working alongside her as she introduces our work to a new set of supporters. For further information about Mary HD and her music please visit any of the following sites:

www.maryhd.co.uk

www.instagram.com/official_mary_hd

www.facebook.com/maryhdmusic

www.youtube.com/OFFICIALMARYHD

www.twitter.com/Mary_HD



Kit(Aid) across the World

The KitAid model is simple but incredibly effective and it has served us well since 1998. To explain it briefly, KitAid acts as the enabler as we collect all of the kit, store it and then sort it all into teams at our regular boxing up sessions in Hatfield and Liverpool.

We then enter into "Partnerships" with charities and individuals who sign an agreement with us which commits them to safely transporting the donated kit overseas to their project. They also have to supply photos of the kit being used and feedback about the project. If they fail to do so we do not work with them again and as a safeguard, we only give first time charities a small amount of kit. We have built up a large network of partner charities from all across the UK and in 2019 we worked with 61 different charities and individuals. The model works well and we know other charities use it, including our good friends KitAid Australia.

Here are the countries we donated kit to in 2019:

Botswana, Burkina Faso, Cameroon, Egypt, Ethiopia, Gambia, Ghana, Guinea, Kenya, Indonesia, Malawi, Mongolia, Myanmar, Nigeria, Pakistan, Rwanda, Sierra Leone, Somaliland, Somalia, South Africa, Tanzania, Uganda, Zambia and Zimbabwe.

In 2019 we donated **86,445** items of kit and packed around **2,500** boxes!

An incredible effort by our fantastic volunteers.

Back of the net

As well as providing kit, boots and training equipment, we decided to branch out and sponsor some sets of full size and junior goalposts for Friends of Mulanje Orphans (FOMO) FC in Malawi. We had seen the shortage on our visit to Malawi the previous year and how important games were played using makeshift goalposts from branches and netting.

A grant of £500 to FOMO Malawi enabled them to source the materials in Mulanje and Blantyre, thereby supporting local business. They were carefully measured, constructed and painted resulting in a perfect set of full-size posts for use in matches and training. After each session they are stored away safely in the FOMO compound.

We then realised that the junior teams were trying to play games with posts which were massive for them. An appeal to supporters resulted in a further grant of £250 and a set was provided for the KitAid FC U10's (see separate article) to use for their training sessions and matches. Needless to say, both sets of posts are used every day now by hundreds of players.



FUNDED BY **KitAid**

KitAid FC

While the group of KitAid supporters were in Malawi they came across a group of boys sitting patiently in the garden of Friends Of Mulanje Orphans Malawi's founder, Mary Woodworth. She explained that they wanted to form a team but needed a full kit. Quickly the bright orange shirts from Harpenden Colts, which had the KitAid logo on the front, were handed over along with shorts and socks. The start of a wonderful journey...

KitAid FC have gone on to form an unbeatable squad of 22 players and they often train twice a day, at 6am and then after school. Despite most of the players only being 9 or 10 years old, they now have to play against older boys as their age group cannot cope with their skill. Even so, they easily beat U14 teams and only lost by a single goal to an U17 team!

They have also proved a group not to be messed with as they sacked a manager for being late for training and when some of their kit was stolen, they marched the chief culprit to the local police station to report him. Not surprisingly all of the kit was quickly returned!



We have now adopted KitAid FC and look forward to the day when they are old enough to play in the Malawi Super League, or, one or two of them in the Premier League.

From Harpenden to Mulanje and on to Manchester, Liverpool or Watford, it's what dreams are made of!

Netball

Over the last few years, as well as supporting many girls/women football projects across the world, we have also provided kit for other sports such as netball and volleyball. As a result, in 2019, we decided to make a concerted effort to support more of these projects as we noticed girls' teams playing both sports wearing over-sized football kits.

Harpenden Ladies Netball Club were the first team to contact us and they very kindly offered some full team kits as well as training kit. This was due to be followed up by a bigger collection at the Hertfordshire League tournament in March 2020, but this had to be delayed because of the Coronavirus lockdown. At the time of writing (April 2020), it is due to be re-scheduled for later in the year.



KitAid Model in Merseyside

Such is the footballing passion in Merseyside, KitAid is extremely well supported in this area where there is never a shortage of kits or willing and amazing volunteers who help to ensure the model works so well there. We have made some great friends on our journey.

Donations – a huge thank you to all our long serving Regional Co-ordinators in the Merseyside area who work so hard each year to arrange collections and store the kits – sometimes in their houses as well as in sheds and garages!

We receive full kit donations from grassroots clubs as well as from individuals. We thank AC Hoylake JFC and Woolton FC who collect regularly and are long-term supporters of KitAid.

We are delighted to receive merchandise from LFC warehouse and kits/training kits from LFC Foundation – which always bring big smiles to wherever we send them!

There is a collection point with Everton Heritage Society (EHS) prior to Everton home games. We thank Paul Kelly and Richie Gillham for their ongoing help and support.

In 2019 we held collections at LFC Legends game and at Run for the 96 in Stanley Park. We thank LFC Foundation and BTR for the invitations to attend.

Storage – in order to help with large kit donations our partner Liverpool County FA (LCFA) store kit on site. Thank you to Stu Carrington and all the guys there who are always so willing to help with this.

Boxing-up – sessions are held every 3-4 months at St Luke's church hall next to Goodison Park where approx. 80-100 boxes are packed. A huge thank you to Paul and Richie of EHS for arranging the venue and giving us so much help. And of course a huge thank you to all of those from EHS and Everton in the Community who turn up for each session and help us with the packing – we couldn't do it without you.



Malawi Supporters Trip – 2019



Last August a group of KitAid supporters had the privilege of visiting Malawi to see the benefit of our work at first hand. The group also included David Pugh and Stu Carrington from Liverpool County FA, who we invited through our partnership and to get them involved in the coaching side of things. This was an area we were keen to explore.

They were hosted by our very good friends Friends Of Mulanje Orphans (FOMO) Malawi, and a fantastic itinerary was put together for the group by Keith and Mary Woodworth, who founded the charity 20 years ago.

The group spent an amazing week experiencing football and netball tournaments, visiting the fantastic FOMO Independent School and a selection of the incredible 14 Orphan Support Centres the charity runs. Each person took an extra suitcase of football kit which included kits from Arsenal, Manchester United, Liverpool, Everton, Watford, Crystal Palace, England, Sheffield Wednesday, Cardiff City, Reading along with hundreds of Match Attax cards. They were handed out at the Centres who all had teams but needed proper kit. Mary also knew of many teams in the surrounding Mulanje district who needed kit.

At each Centre we visited the group were welcomed by beautiful singing and dancing as hundreds of excited children raced to meet us. After introducing ourselves, to the fascinated kids, they then performed shows for us which they had rehearsed ahead of our arrival. This was followed by kit presentations to the children along with clothing and a variety of different toys, whistles, pens. Invariably it ended with a game of football or one of the traditional Malawian games which included lots of laughter and more dancing.

Stu and David focused on coaching the FOMO teams and this proved to be incredibly successful. By the end of the week the players were confident to run their own training sessions and they had learned a lot of new routines and tactics. Liverpool County FA have now developed a great relationship with FOMO and since returning have sent over footballs and a much sought after line marker. They are planning on returning to continue coaching at some point in 2020.

As with last years trip, the week ended with an incredible evening of performances by the FOMO centres which included an amazing combination of music, dancing, poetry and presentations. The group left Malawi with heavy hearts but felt privileged to spend time with all of the FOMO family, seeing the amazing work of the charity, and witnessing the joy of handing out football kits.

A beautiful and humbling experience which will stay with everyone from KitAid for ever more.



Income and Expenditure £££

We pride ourselves on running a “tight ship” and our Treasurer, Sean McGuigan, does a fantastic job in keeping the accounts and Charity Commission returns fully up to date.

We are fortunate to have supporters who make much needed donations and helpers who organise events on our behalf. Our expenses are made up mainly of courier costs to collect kit donations from all over the UK and monthly storage fees for our container in Hemel Hempstead. Many years ago we agreed not to sit on a big surplus and to keep a retained amount to ensure we can always meet any unexpected costs. When possible, we have made financial contributions to partner charities, for special “one off” projects such as the goal post projects and the sponsorship of KitAid FC in Malawi. We also sponsor the brilliant football camp project every year in Ballysillan, North Belfast.

We would like to acknowledge and thank all of the following who have generously supported KitAid in 2019:

The Andersen family	£3,000
Premier League	£2,000
Affinity Water Dress Down Day	£1,148
Ricky Road Run	£1,059
Garden City Runners	£900
HMRC Gift Aid	£792
NTT UK	£611
Dimension Data	£441
Heart of the Holte	£367
Everton Heritage Society	£200

Mr (Super) Marine

Barry Lenton, from the Northern Premier League club Marine FC, is getting ever closer to reaching his personal target of collecting 20,000 items of kit by the end of December 2020. In March (during the Coronavirus lockdown) the total stood at an amazing 19,200. We really hope once things have returned to normal Barry will be out and about again to reach his amazing target.

As well as collecting for KitAid, Barry also found the time to write, edit and produce an incredible book about the 125-year history of Marine FC. He very kindly included an article about the link between the Club and KitAid,

Thank you Barry, you really are an inspiration.



Media Matters

In 2019 we launched our new website (www.kitaid.net) with a fresh and more modern style. Many thanks to Jon Hurley who put a lot of effort into the design and to Switch, from Birmingham, who very kindly host the site for us.

A lot of work also goes into loading content to keep it fresh and interesting, and we are very lucky to have a “Wordpress” volunteer, Bec Nash, who does this for us.

We continue to use Twitter and Facebook for current news and photos but being honest, we are lacking in the other channels such as Instagram, YouTube, TikTok etc. If anyone reading this would like to help us in these areas please get in touch.

Regional Co-ordinator Support

We have always been well supported across the country with active regional helpers who collect and store kit donations for us. However, in 2019 we did lose a few for a variety of reasons, and we are now a bit light in some parts of the UK. Especially in East Anglia, Wales, East Midlands and Yorkshire.

If you would like to join the fantastic team or would like to know a bit more about what is involved, please email kitaidcharity@gmail.com

To see a list of our current Regional Co-ordinators please visit www.kitaid.net and the “Donate Kit” section.

Thanks to Clubs

KitAid has always been very fortunate to receive kit donations from every part of the football pyramid. From grass roots to the top of the Premier League, hundreds of clubs from all across the UK regularly donate huge amounts of their kit and equipment.

Here are just a few of the regular donors:

The FA, Arsenal, Everton, Liverpool, Aston Villa, Watford, Manchester United, Reading, Cardiff City, Ipswich Town, Sheffield Wednesday, Lincoln City, Tranmere Rovers, FC United of Manchester, Altrincham, Marine, Chesham United, Tring Athletic, Leverstock Green, Coventry United, Harpenden Colts, Woolton Juniors, PUMA, Pendle Sportswear, Kitlocker.com, Manchester Half Marathon, London Landmarks Half Marathon.

Logistics Support

In August we were hit with a double blow of losing our long-term courier company and also two important storage units. This was a real set-back and it involved a lot of research, a few false hopes before we found a workable solution. This came via a helpful suggestion from our long time Ambassador Club, Chesham United FC, who put us in touch with their shirt sponsor, PCS Logistics Ltd of Long Marston, Hertfordshire.

After a discussion and a really positive meeting, we entered into a partnership with PCS which has worked brilliantly. They have a big fleet of vehicles but also store for us, which solved the other big problem.

We have had to rent a container, in Hemel Hempstead, as so much kit arrives all of the time, which does add extra cost (currently £162 per month). If anyone reading this who is local to the area and can help with a more economic solution please let us know.



Home Support

In recent years some of our local “grass roots” teams have proudly worn the KitAid logo on their shirts. This is a great way of showing their support for our work as well as promoting KitAid to other teams in their league. Many thanks to Hemel Hempstead Town Youth FC, Garston Ladies FC, Hemel Aces FC, Harpenden Colts FC and most recently Tring Tornadoes JFC.

If your team either doesn't have a shirt sponsor or has space on the sleeve we would love to hear from you so that we can spread the word.



(BIG) Heart of the Holte

We are always pleased when a new club comes on board and this was certainly the case when the Aston Villa supporter group, Heart of the Holte, decided to arrange a kit collection through their many contacts. It was also pleasing as Graham Taylor had a strong connection with the club and their supporters.

A collection was arranged in conjunction with the Aston Villa FC Foundation and hundreds of shirts were donated on the final day of the season at Villa Park. The guys went one further by then entering a team into the Birmingham Half Marathon, raising an amazing £734, which was shared between KitAid and the Stiliyan Petrov Foundation.

Definitely a case of Big Hearts and GT would be proud of your support.



Social media

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

- Tweet us at follow us on @kitaid
- Facebook us at KitAid Charity
- See the latest pictures on our Instagram site
- Or email us at kitaidcharity@gmail.com



Each week we get over 4,000 hits to our twitter page so please follow us to keep in touch.

