



# Annual Review 2020



**74,421** items of kit donated in 2020  
**706,624** items of kit donated since 1998

*“It’s more than just a shirt...”*

# Welcome...

to the 2020 KitAid Annual Review and we hope you enjoy reading all of the stories which took place over the strangest and most challenging year in living memory.

Although 2020 will be remembered as a difficult and exasperating year by all of us, I am proud to say that KitAid rose to the challenges it created, thanks to the tremendous support of everyone involved in our wonderful charity. Although we were only able to hold two full boxing up sessions (in January and February), we adapted our model and ended the year by sending out 74,421 items of kit across the developing world. This is only 12,000 items less than in 2019.

**Derrick Williams MBE**

*On behalf of the KitAid Trustees, Janet Neville, Thomas Enright, Sean McGuigan, Nick Perchard, Mark Smith*

We hope you enjoy reading the stories included in this year's Annual Review and we thank everyone who has contributed towards them. KitAid evolves each year, and this is only possible with the people involved. We are just as passionate about supporting those who need kit today as we were when we formed in 1998 and we have set ourselves the target of donating 1 million items of kit by 2024. With less than 300,000 items to go, we have a very clear vision and target.

Thank you for supporting KitAid and we hope this Annual Review inspires you to be a part of our journey to reach 1 million items of donated kit.

## Mary HD – A word from our Ambassador

We are extremely pleased to have the enthusiasm and sparkle of Mary HD guiding KitAid and offering her generous support.

Mary joined the KitAid team in September 2019 and this has been her first full year as our very first Ambassador. It has been lovely to have her on board and she has introduced us to a new audience of followers from her music and fashion world.



*“2020 was filled with incredibly difficult and challenging times for all of us.*

*Struggles with grief and loss and keeping up the momentum to overcome the obstacles which we all faced.*

*Isolation doesn't make things particularly easy for anyone and it's been pivotal to hold onto hope, which furthermore can be a challenge when the uncertainty creeps in of what the future looks like.*

*I found being creative through these unprecedented times very helpful in order to still be able to do what I intended at the start of the year. I'm immensely pleased with the outcome of such a positive message through the Love and Liberty Music Video, which was created during the lockdown in collaboration with KitAid FC & FOMO Charity.*

*It is immensely important to hold tight to your hopes and dreams, be filled with gratitude and continue to connect with those that we have in our lives to push through and keep things*

*moving forward in a positive direction, which inevitably aids in rising above the challenges and therefore helps those who need further support in their lives through their difficulties and struggles!*

*I'm so very delighted at all the hard work and collective efforts of everyone in achieving so much with KitAid through these times and it very much goes to show – where there is a will there is a way!*

*Let's continue to stay positive and hopeful for further victories and persist in overcoming for our meaningful missions to make a difference together!*

*I thoroughly believe there are lots more exciting developments yet to further unfold for KitAid and I look very forward to being there in person to support and celebrate all the hard work that has been achieved!”*

**Lots of Love, Mary HD**

**Moreover, I am incredibly pleased and excited at everything coming together so beautifully in the expansion of KitAid being launched in Australia!**

We look forward to involving Mary HD on a bigger scale in 2021 once the “lockdown” is lifted and more opportunities arise. For further information about her music please visit any of the following sites:

[www.maryhd.co.uk](http://www.maryhd.co.uk)  
[www.instagram.com/official\\_mary\\_hd](https://www.instagram.com/official_mary_hd)  
[www.facebook.com/maryhdmusic](https://www.facebook.com/maryhdmusic)  
[www.youtube.com/OFFICIALMARYHD](https://www.youtube.com/OFFICIALMARYHD)  
[www.twitter.com/Mary\\_HD](https://www.twitter.com/Mary_HD)

## Kit(Aid) across the World

Our model is very simple, but without blowing too many trumpets, it is very effective!

In 2020 we sent out 74,421 individual items of kit, and since 1998, we have donated an incredible 706, 624 items across the developing world.

To explain it briefly, we act as an enabler as we collect all of the kit, store it and then carefully sort it at our boxing up sessions in Hatfield and Liverpool. As a result of the pandemic, we had to change this in 2020 and from June, we started to hand over boxes of kit unsorted, as we could not bring our usual team of 30 plus helpers together in one place. Our charity partners were happy to receive the unsorted kit, and many said, they usually re-pack our previously sorted boxes, either to create more space in a container or for Customs regulations.

We enter into "Partnerships" with charities and individuals who sign an agreement with us which commits them to safely transporting the kit overseas, at their expense, to their project. They must also supply us with photos 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 across the UK and in 2020 we worked with 37 different charities and individuals.

Here are the countries we donated kit to in 2020:

Brazil, Burkina Faso, Egypt, Gambia, Ghana, Kenya, Liberia, Malawi, Nigeria, Philippines, Romania, Samoa, Sierra Leone, Somalia, Somaliland, South Sudan, Uganda, Zambia and Zimbabwe.

We have refined the model year by year and it is now being introduced in Australia, which will be a further test to see how adaptable it is.

A simple model made to work thanks to all of our fantastic volunteers.

## Tom Holmes – Reading FC



Tom is a young defender at Reading FC and he contacted us to say he had read about our work and wanted to help. He broke into the first team in the 2020/21 season and has received great reviews for slotting into the Reading defence so well.

During the Summer lockdown, while the season was suspended, Tom spent much of his spare time collecting kit from friends and colleagues. We met up to collect the kit and discovered how passionate he is about helping others and developing the game.

Good luck Tom and good luck to Reading FC as they look to regain their place in the Premier League.

## KitAid FC

KitAid FC are an amazing group of FOMO Malawi orphans, who we first met in 2019, when some of the boys waited patiently to receive a kit.

From that point they have never looked back and they now have a squad of 30 very talented players. They still wear the orange Harpenden Colts kit, which has been played in so many times, it has started to fade.

They won the Football Bonanza trophy by beating every team and not conceding a single goal throughout the tournament. Since they were formed, they have only lost a couple of games, and one of those was against a team of 17 year olds. Most of the boys were then only 13.

We have sponsored the team so they can play teams much further afield and they travel with the main FOMO FC team to play away. This often involves an overnight stay but they get to play stronger opposition and it will prepare them for when they become a Malawi Super League team.



We now need to replace all of their kit in 2021 and once Covid restrictions allow, to continue with the away trip sponsorship. We love their incredible passion for the game as well as their work ethic. Incredible for such a young group of boys.



## One Barry Lenton.....

Many of you will be familiar with Barry as he has appeared in previous Annual Reviews due to his unstinting support for KitAid.

In March 2020, Barry reached his incredible target of collecting 20,000 items of kit. It also turned out that he had taught the father of the supporter who donated the 20,000th item of kit! Barry is also famous for having taught Jamie Carragher, who let slip that he used to distract Barry by asking how Marine FC had got on in their previous game!

Due to the suspension of most non-league football, we have not been able to attend a Marine game to present Barry with a special award for his dedication and amazing achievement. This will take place later in 2021, and so Barry, we have reserved a slot in next year's Annual Review already!



## Taxi to Samoa please!

In October we received a request from the Samoan High Commission in London for some kit, and we had to check they had not contacted us in error, and it wasn't rugby kit that they were after. Once clarified, a member of their team was returning home and wanted to help out her local village teams who were desperate to receive football kit.

We met at Hemel Hempstead railway station and due to the volume of kit needed, she could not carry it all and ended up taking a taxi back into London. From there the kit was sent by container via Fiji and New Zealand. Due to some of the container ship crew catching Covid, the ship was declined entry in Samoa in December. Food deliveries then became a bigger priority and so the container which includes the kit has had to remain in New Zealand. It is due to finally arrive, after six months, in March 2021.

Probably one of the longest and most complex journeys any donated kit has ever taken!

## Made in Watford

We were contacted by a design company, Made in Watford, who specialise in making creative T-shirts based on iconic landmarks in and around Watford.

They also wanted the collaboration to be a charity project and they very generously increased their usual sale donation from 20% to 50%, to be shared equally between KitAid and the Watford Foodbank. As one of the most iconic landmarks is the Graham Taylor statue at Vicarage Road, they based the design on this with a retro Subbuteo look.

We are really pleased to have such a classic T-shirt and poster, which recognises our link to Graham and his support for KitAid.

To order a T-shirt or poster please visit [www.madeinwatford.co.uk](http://www.madeinwatford.co.uk)



## Jordan Sinnott Foundation

You may be familiar with the tragic story of how footballer Jordan was attacked and fatally assaulted on a night out. His family asked for a shirt to be donated from every club Jordan had played for, to display at his funeral. The appeal went viral and over 900 shirts were donated from teams across the football family and from across the whole world.

We were approached by one of Jordan's best friends, Matt Crooks, as they played together at Huddersfield Town FC, and he asked if we could help in distributing the shirts. We immediately agreed and the first batch of 70 shirts were delivered to players in Malawi on Christmas Eve, thanks to help from our good friends FOMO



Malawi. The remainder will be donated to projects throughout 2021 once the lockdowns in Africa and elsewhere, begin to lift.

The Jordan Sinnott Foundation are supporting some great projects and please drop in to their website, [www.js25.co.uk](http://www.js25.co.uk) to see how the legacy of Jordan lives on.



*We hope to sponsor an even bigger tournament in 2021 and to help protect these beautiful animals.*

## Protecting Chimpanzees

When we started KitAid back in 1998, we can't imagine anyone would have thought donated kit could possibly be used to help protect chimpanzees from poachers in rural Uganda.

We have supplied kit to the Bulindi Chimpanzee and Community project before but this time we went a bit further by sponsoring a tournament as well as providing kit. There was also another reason, as Jacqui Rohen, who we liaised with in previous years and got to know, very sadly passed away while working in Uganda. We decided to sponsor the tournament in her memory, and it proved to be a great success.

By supporting the local villages through football, it gives the Bulindi team the opportunity to work with the guys and to explain more about the chimpanzees and why they need protection from the poachers. Before every game a tree was also planted.



## Euan's 100 Challenge

Euan from Livingston in Scotland set himself a challenge of collecting 100 pairs of boots to donate to KitAid.

With the help of his Mum, Livingston FC, his local football team (Mid Calder Colts) and friends, he totally smashed his target by collecting hundreds of pairs of boots along with boxes of kit.

In August 2020 he proudly delivered all of the boots and kit to Mary and Keith from FOMO Malawi as he travelled down to their warehouse in Preston with his dad. A brilliant family affair and a lovely example of a young man with a kind heart.



The boots arrived in Malawi in December and have been handed out to teams who desperately needed replacements or in most cases, a pair for the very first time.

Well done Euan, we are all very proud of you.

## Costel's story

We are always pleased to support projects in cold weather countries as we receive winter kit, scarves and bobble hats which are ideal to help keep people warm.

We have been working with the Myositis Trust in Eastern Romania for some years by providing winter clothing as the temperature there can fall as low as -20 Celsius at times.

We heard of a 15 year old boy, Costel, who was identified as a promising player by a visiting sports college to his area. They offered him a place at their college but his family couldn't afford to fund this opportunity. As he was so good, the Myositis Trust made a contribution and the sports college agreed to meet the accommodation and tuition fee costs. It meant leaving home and moving the thirty or so miles to Vaslui, which for any 15 year old would be hard, but it is an opportunity which will hopefully lead to much better things for Costel.

He chose to take a Chesham United FC kit with him and the Trust then delivered the full kit to the college once he had settled in. Who knows, Costel might end up playing in the UK at some time, perhaps even for the Generals in the Southern Premier League!



## Finances

Financially, 2020 was a very challenging year for everyone, KitAid included, as we lost most of our regular fundraising opportunities.

However, thanks to prudent planning and some wonderful supporter donations, we pulled through and were even able to sponsor some projects. Our main expenses are for courier collection costs and for the container hire fee. Together these accounted for £6,000 throughout the year.

We would like to say a very big thank you to all of the following who have generously supported KitAid in 2020.

Anonymous	£2,679
Venner family	£2,000
Just Giving	£1,036
Ricky Road Run	£842
Premier League	£500
Albion Fund FC	£275
Eagles Wings	£250

Many thanks to our Treasurer, Sean McGuigan, for keeping a tight hold on the reins and for ensuring our return to the Charity Commission is submitted every year.

## Thanks to Clubs/Volunteers

KitAid has always been very fortunate to receive donations from clubs from every level of the football pyramid. From grass roots to the Premier League Champions, hundreds of clubs from all over the UK regularly donate huge amounts of kit to us. As much as we would like to thank every club in writing, we would fill half a page, so here are just some of the regular donors.

The FA, Arsenal, Everton, Liverpool, Manchester United, Watford, Bristol City, Reading, Cardiff City, Stenhousemuir, Livingston, FC United of Manchester, Witton Albion, Altrincham, Marine, Chesham United, Tring Athletic, Wendron United, Harpenden Town, Tring Tornados, Woolton Juniors, Pitstone & Ivinghoe, PUMA, Pendle Sports, Manchester Half Marathon.

We are also extremely grateful to all of our volunteers and regional helpers, as without them, KitAid simply wouldn't exist. If you would like to become involved either as a helper sorting kit at Hatfield or Liverpool, or a Regional Helper, please get in touch via email.

Thanks also to the following commercial supporters who provide support with kit, storage and in kind help.

Affinity Water, PCS Logistics Limited, Switch, PUMA, Pendle Sports, FOCO Ltd, Hertfordshire FA, Liverpool County FA, Everton Heritage Society, Diamonds in the Community and to Carole Parsons who donated her time with design and print support.

Our final thanks must go to Mary HD for her generous support and enthusiasm as the Ambassador for KitAid.

# THANK YOU!

## 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](http://www.kitaid.net)

- Tweet us and follow us @kitaid
- Facebook us at KitAid Charity
- See the latest pictures on our Instagram site
- Or email us at [kitaidcharity@gmail.com](mailto:kitaidcharity@gmail.com)



Each week we get over 8,000 hits to our twitter site so please follow us to keep in touch.

