

### A Good Year

The past year has seen substantial improvements for **Kitaid** with a number of notable achievements and the development of new partners to take the charity forward.

During 2004, 40 boxes of kit, which amounts to more than 2,000 shirts, were sent to 12 countries in four different continents. We hope to double this figure in 2005.

The purpose of this report is to give everyone an overview of the year and to let you know our plans for 2005.

### Achievements 2004

"Get your kit off for **Kitaid**"



This was a great start to the year and our thanks go out to Malcolm Allen, former Newcastle Utd player and Welsh International, and the brave students from North Hertfordshire College who posed topless for the photo shoot! The press coverage was great with articles in 15 local papers across the whole of the Three Valleys Water supply area. As a result we received a lot of contacts and kit donations.

### Watford FC hold kit amnesty

**Kitaid** linked with Watford FC to hold a football kit amnesty day. It was a great event with over 600 shirts donated on the day in glorious spring sunshine. We received a lot of pre-match publicity with interviews on BBC Three Counties radio, Mercury FM and press articles in the Watford Observer and the Watford FC matchday programmes.

After the event we received requests for specific shirts and with the agreement of Watford FC we raised a further £150 by selling some to collectors. Several other donations were made on the day including a signed shirt from Norwich City FC, the proceeds of which have been used to buy new kit and footballs to go out with each shipment of kit. A number of follow-up contacts were made after the event offering kit and Watford FC has donated more of their unwanted kit.



*Thank you to everyone!*

*Thank you to everyone who has donated kit and helped us in many different ways throughout the year. It is difficult to list everyone without fear of missing someone but I am sure the people who support us already know who they are and know that we are grateful.*

*I would however like to thank all of the following for their help in ensuring that Kitaid has had such a great year.*

Malcolm Allen  
 Steve Andersen  
 BBC Three Counties Radio, Simon Oxley  
 Bedwell Rangers FC  
 Bishop Auckland FC  
 Breakspear JMI School, Ickenham  
 Chesham Utd FC  
 Brian Coster  
 Jackie and Mark Davison  
 Eauzone Sports and Social Club  
 Daniel Finill  
 G E Life, Hitchin  
 Gossoms End FC, Dave Gomm  
 Great Branding Co Ltd  
 Great Notley FC  
 Nicki Hattingh  
 Hemel Hempstead Town FC  
 Hertford Town FC  
 Sally Howe  
 John Lewis Partnership, Watford  
 J Sainsbury plc, Harpenden  
 King Edward V School, Kings Lynn  
 Kodak  
 Joe Langdon  
 Mercury FM  
 Merthyr Tydfil FC  
 Sean and Lucy McGuigan  
 North Hertfordshire College  
 Carole Parsons  
 Sue Past  
 Pottton Utd FC  
 Anne Ross  
 Surrey County Cricket Club  
 Symonds Green FC, Stevenage  
 The English F A  
 Three Valleys Water plc  
 WaterAid, Dennis Kentish  
 Watford FC  
 Watford Hospital  
 Westfield Community College, Watford  
 Fiona Winters  
 Worthing Dynamos FC



## Surrey County Cricket Club backs KitAid

This contact was also as a result of the Watford FC collection, as one of the directors of Surrey CCC is also a Hornets' fan. We received several boxes of brand new kit from the club's shops at The Oval and Guildford.



The kit was handed over by James Benning (who is also a Hornets' fan) with the request that it should be sent to a cricket playing country. Thanks to G E Life in Hitchin we were able to send it through to Chennai, India and the GE Elfun volunteer group distributed it to cricket mad fans.



## Help from all directions



Throughout the year we received donations of kit from a large number of schools and clubs. The following: Great Notley FC, King Edward V School, Kings Lynn and the Great Branding Company Ltd all provided very large donations, thanks mainly to changes in their kit sponsorship arrangements.

Great Branding Co Ltd very kindly donated a substantial amount of brand new official merchandise that they had in storage from the UEFA Super Cup Final.

## NEW Partnerships

With a large increase in kit donations and a change in WaterAid's procurement policy we actively sought new partners who could help us deliver kit. This has been very successful and also rewarding and as a result we now have some great new partnerships. We are very pleased to be working with the following organisations:

**Hope for Children**  
**S.O.U.L. (BOC/Gist Ukrania Orphanage appeal)**  
**Tackle Africa**  
**TAFCE, The Gambia**  
**The English Football Association**  
**The Sabre Trust**  
**WaterAid**  
**TRUCE**

2004 also saw a record amount of KitAid deliveries with 40 boxes of kit being sent to four different continents. We estimate that over 2,000 shirts were delivered, as well as many balls and other football related items.

Were online @ [www.3valleys.co.uk/kitaid](http://www.3valleys.co.uk/kitaid)

The KitAid web site has proved to be a really effective means of communication and more and more supporters are finding us this way. Thank you to everyone who donated kit as a result and a big thank you to the Three Valleys Water IT team who help us out in this area.

## Utility Week and Queen's Birthday honours

We were very proud to be short-listed in the Utility Industry Achievement Awards for 'Community Initiative of the Year' although sadly we didn't win. However, the KitAid logo was beamed across the whole of the Grosvenor House hotel and Natasha Kaplinski has now heard of us.

On a personal note I was absolutely delighted and honoured to receive an MBE for charitable services in June 2004.

## Plans for 2005

Well some things are planned and others seem to happen as a result of a contact we receive. We currently have an amazing 30 boxes of kit ready to be despatched to Uganda with Tackle Africa and Ghana via the Sabre Trust.

On 19 June 2005 we will receive a large amount of kit as a result of an appeal made by Berkhamsted Raiders Youth FC who have asked all 100 teams attending their tournament to bring kit along on the day.

Other big events may arise from the network of contacts we now have but please keep a look out on the web site for up to date activities and news.



## Financial Report

Although **KitAid** prides itself on being a self-financing organisation we do receive small donations with the total understanding that it will be used to either buy kit, footballs or boxes. Over the last year we have received and spent the following:

### KITAID 2004/2005

#### KitAid Deposits

£200.00	May 04	Donation
£50.00	Sept 04	Donation
£104.56	Sept 04	Donation
£100.00	Sept 04	TWV 5-a-side event donation
£140.00	Jan 05	from WaterAid holding account

#### KitAid Payments Issued

-£30.00	100055	purchase of footballs
-£19.00	100056	purchase of football pumps/adaptors
-£40.50	100069	purchase of 9 transport boxes
-£37.00	100070	purchase of valves & footballs
-£75.00	100071	transport contribution for brand new donated kit
-£18.34	100078	purchase of footballs
-£200.00		purchase of sale shirts
<u>£174.72</u>		Balance



*Derrick Williams*

**Derrick Williams MBE**  
 January 2005

