

## KITaid ANNUAL REVIEW 2005

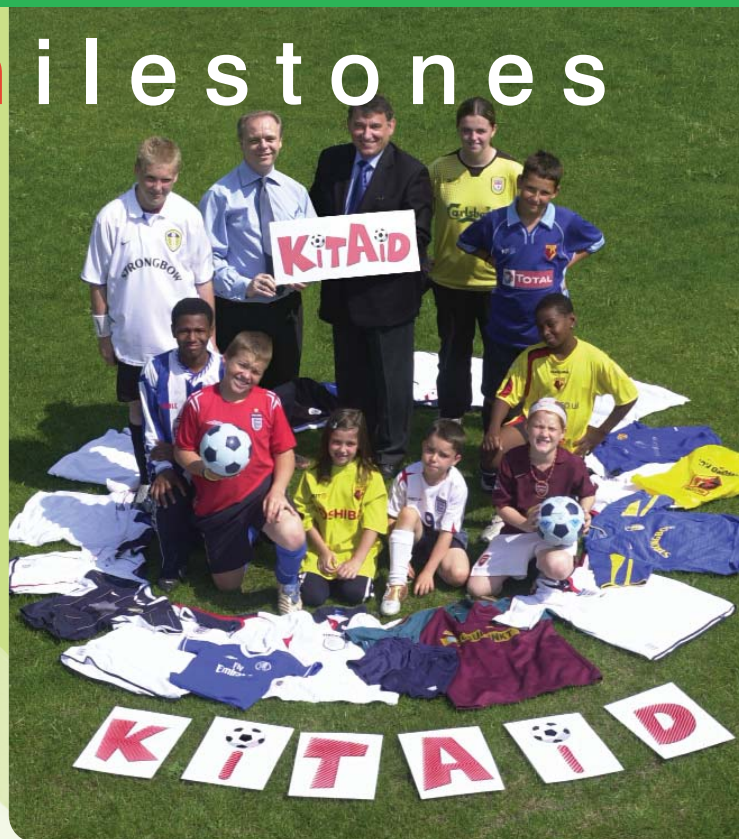
# A year of milestones

2005 has seen KitAid grow from strength to strength. We were delighted when Graham Taylor, OBE accepted our invitation to become Patron of the charity. His love of the sport and worldwide recognition has opened doors and provided new opportunities for us.

As the KitAid name grows the number of donations has increased and we hit a record number of football kits despatched this year. We sent 112 boxes (4,000 football shirts) to players in some of the poorest parts of the world, more than doubling our achievements from last year.

We've also formed a number of new partnerships during the year which has enabled us to distribute more kit and we've received more feedback than ever from recipients with heart-felt thank you letters and photographs full of happy, smiling faces. Seeing the end result really makes it all worth while.

At the end of the year we submitted our application to the Charities Commission to become a 'registered' charity and eagerly await the decision.



## Looking *ahead*

The nature of our work is that we have a number of events that can be planned and others that develop from chance. Our first boxing up session was on 14 January and 23 boxes were immediately on route to assist a Comic Relief sponsored project in Ghana and School Aid projects in South Africa.

This year's World Cup will provide the perfect opportunity to focus on football and we're busy planning a schools' campaign with help from our Education Support Team.

Berkhamsted Raiders Youth FC have already pledged to hold another KitAid appeal at their tournament on 11 June 2006.

We've recently met with Karl Lingham, County Development Manager from Hertfordshire Football Association and are looking to carry out a pilot project in one of their regions.

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





# Achievements 2005

## A trip to Liverpool FC

In June 2005 Derrick Williams and Sally Howe took **Liverpool FC** up on their invitation to visit the club following a letter explaining the background to KitAid.



Vin O'Brien from the club's Community Support Department was interested to hear that the idea of KitAid came when Derrick was on a WaterAid Supporters' Trip to Tanzania and saw a little boy proudly wearing a tattered Liverpool shirt. The photo of the boy which he showed to his work colleagues inspired the start of KitAid back in 1998.

The club donated some of their training kit and included two articles in their match day programmes. A few weeks later some eager students, having read the programme, got a kit collection going at **Childwall Sports College** in the centre of Liverpool.

But the icing on the cake came when the school, which already had strong contacts with Liverpool FC, had a visit from Vin along with the European Cup. Students, Mums, Dads and even tiny babies queued to have their photo taken with the Champions' League trophy and they raised £874 for KitAid, as well as a considerable amount of kit.



## New kit for old

**Wycombe Wanderers FC** offered fans the chance to bring in an old shirt to the club shop and get £10 discount on their brand-new first team shirt. This campaign led up to a football shirt amnesty on Saturday 29 October when the club met Peterborough Utd at home.

KitAid was delighted with the response with around 300 shirts donated by the club and Wycombe and Peterborough fans.

## Kick it out and clear it out

That was the message from **Hitchin Town FC** when they appealed to their club members and fans during National 'Kick Racism out of Football' week. The club organised a range of activities including a football shirt collection.

Ricky Hill, former England and Luton Town player, joined Mark Burke from Hitchin Town FC to do a half-time presentation to KitAid.

Special thanks to Bedwell Rangers FC for supporting KitAid for the second year and all the Hitchin players and supporters for their generosity.



## KitAid teams up with Les Ferdinand

A large donation of kit from local club, Panshanger FC was gratefully received. The club had cleared out its entire youth kit to make way for the new strip.

A meeting with St Albans based charity, Zamcog, who are working to help two schools in Zambia led to the quickest turnaround in kit ever. Zamcog's Patron, Les Ferdinand, came to thank staff and take personal delivery of 500 shirts which were on their way to Zambia the very next day.



## School support

A number of schools have actively supported KitAid this year. The link between children in the UK with less privileged children across the world is made so much easier through the love of football.

Children and parents from **Summerville JM School**, Bishops Stortford collected over 70 football shirts for KitAid.

Mrs C Hintridge, Acting Head Teacher of the school said: "We're really delighted to have taken part in this initiative which will help other children to enjoy football across the world. The idea of recycling football shirts is also good for the environment."



Girls at **Wycombe High School** also decided to make a difference following a talk by Derrick Williams on the work of WaterAid and KitAid.

Year 8 Class Teacher, Ellie Warnes said: "the girls have worked on a WaterAid project throughout the year, finding out what people have to go through in countries like Africa and India to get water which is often dirty and not fit for drinking. They've been busy organising cake sales, sponsored fasting and have raised a total of £170 for the work of WaterAid."

In addition the girls collected over 100 football shirts which they were able to see being worn by children in South Africa later in the year.



We would also like to thank **Bushey School; Redbourne JMI School, Berkhamsted Collegiate School, Gade Valley School**, Hemel Hempstead, **Ringwood School**, Hampshire, **Breakspear School**, Ickenham as well as many other schools who have donated kit while visiting the Three Valleys Water Environment and Education Centre in Bushey.

## Tournament pays dividends

**Berkhamsted Raiders FC** organised a very successful shirt amnesty which they combined with their annual tournament. More than 1,000 youth players attended and over 300 shirts and full kits were donated on the day.

## Support from Three Valleys Water

KitAid is supported by Three Valleys Water, as well as providing storage space, public relations support and the means to promote the charity, staff across Three Valleys Water have helped out in many ways.

The Information Technology Team organised a Fantasy Football League where entrants tried to predict the results of professional football fixtures throughout the season. Members of the league generously donated £100 to KitAid.

We would also like to thank all KitAid helpers across the company who give up their free time to pack boxes and go out of their way to collect kit from donors around the country, we would not exist without help.

During the year both Onyx, (our sister company now known as Veolia Environmental Services) and Balfour Beatty Utilities Ltd, one of our contractors, came on board to promote the charity. We're looking forward to developing this relationship in 2006.





# KEEP UP TO DATE

## [www.3valleys.co.uk/kitaid](http://www.3valleys.co.uk/kitaid)

Don't forget to find out what we're up to throughout the year by logging on to our web site which is proving to be a very successful way of finding new donors and forging new partnerships.



## Developing partnerships

### – with business

For the second year running we've had fantastic support from the Great Branding Company Ltd who kindly donated a substantial amount of brand new official merchandise that they had in storage from the UEFA Super Cup Final. The kit is now proudly being worn in Africa and the Ukraine.



### – with voluntary organisations

Earlier in the year we met with representatives from the charity **School Aid and Ambassadors in Sport (AIS)**, a Christian-based organisation which carries out its work through soccer.



Large donations of kit have been sent via School Aid and thanks to Joelle Holland, from AIS, the kit is now being used by teams from the Cape Town area. Many thanks also to Julia Childs who has personally taken a lot of kit to the Northern Province in South Africa. Julia is also a freelance journalist and has written articles for us which have appeared in both the national and local press.

During 2005 we have worked with the following organisations to deliver 112 boxes of kit to 11 different countries.

**Eagles Wings**  
**Hope for Children**  
**Kidstuff**  
**Kings Foundation**  
**S.O.U.L.**  
(BOC/Gist Ukrania  
Orphanage appeal)  
**Tackle Africa**  
**The Sabre Trust**  
**TRUCE**  
**YMCA (Welwyn & Hatfield)**  
**Zamcog**



## A BIG Thank You

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.

Steve Andersen	Kodak
BBC Three Counties Radio (Simon Oxley)	Joe Langdon
Bedwell Rangers FC	Liverpool FC
Berkhamsted Raiders FC	Sean and Lucy McGuigan
Bishop Auckland FC	Jill Menghetti
Tania Bolton	Moon Film Production Co
Breakspear JMI School, Ickenham	The Non League Paper
Browne Jacobson Solicitors	Panshanger FC
Simon Bullock	Carole Parsons
Bruce Burton	Pitsone & Ivinghoe FC
Cardiff City FC	Redbourn Cricket Club
Chesham Utd FC	Anne Ross
Christ Church FC, Beckenham	Grant Shapps MP
Churches Sunday League	Tricia Southern
Georgina Clark	Square FC, Dunstable
Croxley Guild YFC	Stubbington FC (Portsmouth)
Jacky and Mark Davison	Symonds Green FC, Stevenage
Steve Day	Graham Taylor OBE
Durkar Juniors U11's	Three Valleys Water plc
Eauzone Sports and Social Club	Shona Tully
EDS Sheffield	Watford FC
The English FA	Claire Whalley
Les Ferdinand MBE	Whitestone Sports U12's
G E Life, Hitchin	Fiona Winters
Gomersal Youth FC (Bradford)	Woking Cougars FC
Great Branding Co Ltd	Wycombe Wanderers FC
Hertfordshire FA	
Hitchin Town FC	
Sally & John Howe	
Knebworth Youth FC	

**Derrick Williams MBE**  
January 2006