



The happy team.

Team KitAid – The Real Soccer Superstars

They get results, achieve the impossible, are a loyal, strong and committed squad and they've got a first class reputation all over the world.

If there was a World Cup tournament for 'off pitch' soccer superstars, they would undoubtedly win the trophy. If there was a Champions League cup for 'making a difference through football' they would be winners. And if there was a Premiership league table for international impact and popularity, they would certainly be sitting in number one position.

If you haven't guessed already, then it's time to blow the KitAid trumpet and tell you all about Team KitAid, the 2009 - 2010 superstars who have had a season that will go down in history.

Team KitAid are a solid squad of devoted individuals who give their time, energy, ideas, passion and muscle to a charity that gets thousands of football kits to children, young people and adults, all over the world. Team KitAid make and break records annually and their combined pool of talents always gets results.

"It's been a record breaking year for KitAid," said KitAid founder and team captain Derrick Williams MBE. "We've sent more than **28,500 kits** this year. That's really incredible. I'm proud to say that since KitAid began we have collectively donated **100,000 kits worldwide to more than 35 countries on five continents.**"

Despite the massive upheaval of moving premises mid season, KitAid's productivity and commitment to distributing kit to charity partners and individuals, did not slow down. Once again, the KitAid squad have exceeded all expectations working together to reach their goals making sure that more kit than ever before has left Team KitAid headquarters and found its way to those that need it most.

Team KitAid's appetite for success has reaped many satisfying rewards both home and away. Over the past 12 months, KitAid has had numerous moments of glory winning a national award, national publicity and a season of key moments. New important partnerships have been forged and with a bright future, there are hopes for more trophies, more supporters to the fanbase, and most importantly more smiles around the world as kit reaches its recipients.

Graham Taylor, the proud Team KitAid patron has the final word about the squad and their performance.

"KitAid goes from strength to strength and we remain ever grateful to the clubs and associations who continue to donate kit for the thousands of youngsters abroad. The smiles on their faces is reward enough for us all. Let us continue to keep them happy."

Sir Bobby Robson

Hundreds of football shirts and scarves, left by fans in tribute to Sir Bobby Robson are making their way to various parts of the globe and spreading the love of football.



KitAid was one of the three charities chosen to distribute the 6,000 items of memorabilia that were left at Sir Bobby's former clubs as an affectionate display of respect for the former England manager.

In January 2010, boxes full of the tribute shirts arrived at KitAid's headquarters ready for sorting and packing. Helping out with the boxing up of the football memorabilia was Sir Bobby Robson's son Mark.

"Dad would be pleased that they are going to a good use, said Mark. And he would be extremely proud of the people making it happen."

He was deeply touched by the affectionate personal messages written on the shirts and astounded by the good work of KitAid.

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Mark described the scenes at St James Park the week after his father died as being "incredible".

KitAid is proud to have been chosen to help distribute these special shirts from St James Park, and spread the love of football around the world. Undoubtedly the children and youths who receive the Sir Bobby tribute shirts, scarves and shorts will wear them with pride giving them a second life far away from their home clubs.

In June, Derrick Williams and Sally Howe will be joining Mark Robson on a trip to Kenya to distribute the kit with the RAF's 'Taking Football to Africa and Beyond Appeal'.

"I am delighted by this opportunity to personally be involved in handing kit over and for me it will be a fantastic moment to see first hand the joy that a shirt brings in the places that need it most," said Derrick.



A new Newcastle Utd team, Kerewan, Gambia.

Kayaking for **KitAid**

In the bath room of a house in North Lincolnshire several footballs are being washed, scrubbed, cleaned and dried. It's a long, slow process but there is a very good reason for this unusual home laundry.

Every ball that sits airing in the bathroom has been plucked from the River Trent or River Ouse by keen kayaker, Terry Oliver. Terry rescues the floating balls as he journeys up and down river, takes them home for a wash and brush up before sending his cleaned catch on to KitAid.

Since his rescue operation began a year ago, Terry's recycled haul has been distributed to several countries and enjoyed by numerous football loving recipients.

"We sent some of the river footballs on to Tanzania recently," said Sean McGuigan, KitAid's Treasurer.

"It's great the footballs have not gone to waste and have a new lease of life thousands of miles from home."

So if you've ever lost a football in the River Trent or Ouse, thanks to Terry and his kayak you've made many children around the world very, very happy!



Lost balls – soon to find a new home.

Going for Gold

It's green. It's bold. It's heavy and it's gold!

CONGRATULATIONS came KitAid's way when they scooped gold standard recognition at the UK's Green Apple Environment Awards in November.

The award, which was presented at the House of Commons, was given to KitAid for its support of the environmental efforts in recycling no longer wanted sports kit.

KitAid's Merseyside Regional Coordinator, Janet Neville joined KitAid founder, Derrick Williams and trustee, Sally Howe to collect the prestigious award. "It's fantastic that KitAid has been recognised for the environmental side of our work," said Sally. "We have numerous organisations that donate brand new kit which otherwise would find its way to landfill."

With the Apple proudly on display in the trophy cabinet, KitAid will continue to go for gold hoping to gain further fruits for its labour.



Sally Howe and Janet Neville at the House of Commons.

KitAid, KitAid what's the score?



May 2009 – Wembley Stadium. The air was still, the adrenalin was pumping and a heartstopping moment in history was about to be made.

Forget cup finals, penalty kicks and trophies being lifted. This time it was KitAid who were turning heads and leaving a huge impression when their name was proudly displayed on the stadium scoreboard.

Thanks to Jane Bateman from the FA and Wembley Stadium, permission was granted for the scoreboard to

stamp out KitAid's contribution to football with a clear bold message beaming around the ground.

The message was simple, the impact powerful.

'90,000 attendance (the number of fans at the stadium)

90,000 shirts distributed by KitAid (the number of children and adults receiving a kit).

WHAT A GREAT RESULT!

"Dear KitAid"

How much does it cost to make a difference?

How much does it cost to put smiles on hundreds of faces and help improve and build a community?

Every week KitAid receives hundreds of "Dear KitAid" emails and letters. Many of them offer help and a small minority ask for help.

The KitAid spending budget is small. But this year KitAid answered four of those heartwarming requests for financial assistance and donated £5,000 of money raised from the ten year anniversary event to support football related projects in three countries.

The shopping list was simple:

Football tournament and new goals in Belfast	£750.00
Romany integration football project in Bulgaria	£1,000.00
Hard court sports site construction in Sierra Leone	£2,500.00
Equipment support for youth project in Luton	£250.00

The outcomes from these donations has been rewarding, significant and very worthwhile.

Photos often speak louder than words.

Right: Ballysillan YFC football tournament.

Bottom Left to right:

Proud to be a team, Bulgaria.

New goals for Ballysillan Primary School.

FC Gagarin sporting their new Chesham Utd kit.



Wear it with pride



Fleet Town Colts supporting KitAid.

What have Barcelona, Aston Villa , Berkhamsted Raiders, Cottonmill FC (St Albans) and Fleet Town Colts got in common? They have all decided to give something back to their community and proudly wear a charity name on their shirt.

Barcelona of course display 'Unicef' on their kit . Aston Villa promote and support 'Acorn's Childrens Hospice'. But Berko Raiders, Cottonmill and Fleet Town proudly wear the KitAid logo on their shirts.

Your team could be next. If you are running a club and don't have shirt sponsors, why not wear KitAid with pride. What's good for Barcelona and Villa must be good for your club and community!

Football Therapy

In summer 2009, around 100 volunteers travelled to Rwanda to help rebuild a community shattered from the 1994 genocide. The project 'Umubano', which was headed by David Cameron MP, took to Rwanda doctors, teachers, lawyers and business people. But as well as taking professionals, skills and programmes of education, the project also took footballs and twenty boxes of soccer kit from KitAid.

Alistair Burt MP, who was involved in the project said: " I know that through soccer, Project Umubano is delivering for now, and for the future. Just a little bit of the love and the game that binds the world a little closer together."

KitAid is proud to have helped and delighted to be mentioned in the project report.



Alistair Burt MP, Project Umubano, Rwanda.



Where's my shirt?

Stick your neck out for

KitAid

The KitAid gallery of footie photos grows larger and more unusual every year. We've got photos of donkeys wandering onto football pitches, KitAid shirts being exchanged for freshly caught birds and here's the latest snap that was taken during a KitAid delivery in Nigeria. We're not sure if the camel was playing in a match or simply a keen spectator. But just what was that awkward beast saying? Was he singing a few footie chants or complaining that he didn't get a KitAid shirt? Or was that cheeky camel simply doing what Team KitAid do best and sticking his neck out for his favourite charity?



Three cheers for KitAid, Abbots Langley YFC.

Be a donor

We don't want your blood, we don't even want your money (unless you are giving it away). What we want is your team shirt, shorts, socks and football boots.

KitAid continues to appeal for more good condition kit to send around the world. If you have something to donate, please get in touch, send it our way and we will make sure we send it someone else's way.

Football undoubtedly bridges the world. KitAid helps build those bridges of hope helping kit reach more than 35 countries. So if you can, please make sure your unwanted, redundant or last season team kit makes the journey to the heart of a global community. Make sure your much loved shirt gets appreciated far from home. Go on – be a donor!



One very happy little man.

PumaAid

So you've read about the camel, now its time to talk Puma!

KitAid wishes to give a special thanks to Puma for their generous monthly donation.

Every month, Puma donates thirty boxes of beautiful brand new kit ready for distribution. We thank you Puma, and on behalf of all the kids around the world that are stepping out in style and pulling on a Puma shirt to play football.

We also receive support from other businesses and would like to acknowledge the help we receive from:-

- Veolia Water
- 5 Speed Couriers (Harlow)
- The Great Branding Company
- Vandanel, DPM Sports
- CP Enterprises
- Enterprise PLC
- Mott MacDonald



KitAid Regional Co-ordinators

One of the strengths of KitAid is the fantastic support we receive from our co-ordinators who are dotted across the UK. Their help takes the pressure away from the Hatfield team and they all bring their own skills and passion to the charity. Without their help we definitely wouldn't be in the strong position we are in today. We're also very pleased that Keith Botevyle, our co-ordinator for Hampshire, was able to visit The Gambia last year to represent KitAid.

So a very big THANK YOU to:-

Jane Stinger	Blackpool
Keith Botevyle	Hampshire
Jacky and Mark Davison.....	Hemel Hempstead
Lee Seacombe	Leicester
Peter Moulds.....	Manchester
Janet Neville	Merseyside
Nicola Scott.....	Newcastle
Gary Harris	Plymouth
Lesley Giddins	Preston
Nicky Da Silva.....	South Bucks
Tania Bolton.....	Surrey area
John Maxwell.....	Swindon
Ben Van Nes.....	West Sussex



Keith Botevyle meets pupils in The Gambia.

We are looking to increase the size of the squad and for new signings, so if you have any time to spare and would like to join Team KitAid please let us know.

CHARITY begins at Home

How do we manage to shift a mountain of donated football kits and keep costs at zero?

The answer is simple. KitAid use the help of a number of charity partners.

Using their goodwill, support, skills, transportation and dedication the charity partners keep the flow of shirts running smoothly. As the shirts come in, our charity partners collect their kit supplies from our Hatfield headquarters and distribute them around the world.

It's a simple, cost effective system and what's more, it's simply brilliant!

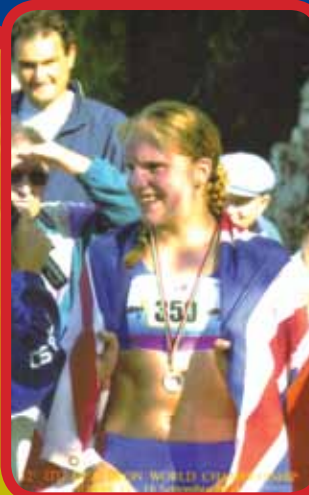
KitAid works with a number of different charities including:-

Agapao International, Ambassadors in Sport, Chernobyl Childrens Lifeline, Capernwray Mission, ENWAGS, Football Gambia, JENGA, Jesuit Mission, KORT, Lions Raw, Sabre Trust, Samaritans Purse, School Aid, TAFCE and World Jewish Relief.

Athletics Aid!

Although traditionally we have focused on football kit, we also receive a variety of others sports kit and equipment.

We were delighted when Henny Freeman contacted us to say that she would like to donate some of her Team GB training kit. Henny was a top athlete prior to her recent retirement and can proudly boast a World Junior Duathlon championship on her impressive CV. All of her kit is now being proudly worn by budding athletes in Sierra Leone and a set of hurdles has been donated by St Albans City AC.



Henny Freeman with her World Junior Duathlon gold medal.

Team KitAid is held together by an enthusiastic group of trustees who are passionate about the day job plus. They're all volunteers and fit KitAid into their spare time, so very many thanks to:

Julia Childs
Sally Howe
Anne Ross
Thomas Enright
Sean McGuigan
Claire Whalley
Derrick Williams MBE

We would also like to give a special thanks to our patron **Graham Taylor OBE**, for his interest, support and inspiration.

Finally, we have to thank our many volunteers who help with sorting and packing the kit, donors up and down the country and the businesses that go the extra mile to help us out.

Follow KitAid on Twitter (www.twitter.com/kitaid), on Facebook or via our website for all the latest news.



The KitAid Trustees

Left to right: Anne Ross, Sally Howe, Claire Whalley, Derrick Williams, Thomas Enright, Julia Childs, Sean McGuigan.

