

KITAIID – The Commitment

We had no kit, of course – not even a ball, and we had to make do with stuffing paper or rags into a sock, shaping it as best we could into a sphere and then tying it with string. Eventually it came to resemble something close to a proper football. Pele

Football legend Pele writes in his best selling autobiography about the hardships of playing the beautiful game without kit, ball or boots. His struggle to play soccer with his childhood team ‘the shoeless ones’ is a common reality in countless corners of the globe. Every week, KitAid hears similar stories of children determinedly taking part in the sport they love. Every month KitAid receives photos of children playing barefoot, without a team kit or even a decent ball. Hardship does not prevent communities coming together to play football. Poverty does not stop dreams. KitAid does its best to give hope to those dreams.

KitAid does not have the funds to equip every child, club or community team with a football kit, boots and ball. But it can proudly boast that in the past record breaking year it has supplied **33,700** items of kit to football hungry individuals. And since KitAid began in 1998, a staggering **140,000** items of kit have been handed over around the world cutting a trail of smiles and happy hearts in its path.

Thanks to KitAid those youngsters can step out proudly in their donated kit and enjoy the emotions of pride, achievement, team work and belonging. Perhaps, amongst one of those recipients there may just be another talented Pele shaping up in a KitAid donated football shirt just waiting to make their mark on the pitch and in international football.

“The need for football kit never goes away. We do our best to meet that need and KitAid goes from strength to strength with the amount of football kit it is sending out,” said Derrick Williams MBE, KitAid founder. “We’ve had another record breaking year and achieved so much. I am proud of everyone who gives their time and energy to KitAid. I still think of the little boy wearing the tattered Liverpool shirt in 1998 who sparked the idea of setting KitAid up. If only he knew he was responsible for reaching similar kids all across the globe!”



A MESSAGE FROM OUR PATRON GRAHAM TAYLOR, OBE

“Each year the Annual Review reveals how much excitement and pleasure KitAid brings to children around the whole world. The donation of kit from everyone in the UK, will never be underestimated, as can be witnessed by the photographs in this year’s review.

Things just keep getting better and better.
Let’s keep it that way.”

Graham Taylor OBE

Two Worlds

- **Torres wage following his recent transfer to Chelsea: £155,000 per week**
- **Average wage for Ethiopian family in Bekoiji (East of Addis Ababa): £1.50 per month.**

Surviving on just £1.50 per month is a daily struggle that has been recognised by Kids Alive charity who have built a school in Bekoiji to provide an education and a daily meal for up to 300 students .

In summer 2010 a sports team from the UK visited the school and took 1,000 KitAid donated football shirts for the students. Their report back was uplifting.



“KitAid have literally put “shirts on the backs” of the students. Not only have KitAid brought smiles to the faces of the children in Bokoiji, they have given them a third or fourth piece of clothing that they will cherish forever. Many of the children will wear these shirts not only during the day but also at night when they sleep dreaming of playing football.”

Shop and Drop

Leicester City legends Alan Birchenall and Steve Claridge kicked off a KitAid football appeal that encouraged fans to drop off their football kit while they shopped.

The kit drop took place at Highcross Shopping Centre in Leicester during the 2010 World cup. Local shoppers were simply asked to take their old footie shirts into the centre and hand them over safe in the knowledge that their kit would be sent on to be used in developing countries . To add weight to the appeal, Alan Birchenall ‘The Birch’, even donated some of his own football strips.

“We collected about 200 shirts on the first day alone,” said ‘The Birch’. “Its great to think there will be kids running round in Africa wearing Leicester City tops.”



World Cup Wonder!



The fans were singing, the flags flying and England were playing their very first World Cup match against the USA at Rustenberg Stadium, South Africa. Nestled amongst the roaring crowd of England supporters was a very happy South African grandfather, Joe Mathebula, who thanks to KitAid had been given a once in a lifetime opportunity to see a World Cup match.

KitAid had sponsored Joe’s match ticket as a thank you for all the help that he had given our trustee, Julia Childs, to get in to the townships and hand out kit.

“The world cup came to my country but without the help of KitAid I would never have been able to see a match live,” said Joe who lives in a township outside of Johannesburg with his wife, daughters and grandchild. “I will never forget this great day. I thank KitAid for all its work in South Africa. I have grown up watching and playing football and I am a great fan of the English premiership. For me to see all those great players in action was a fantastic moment that will stay in my memory forever.”

Jambo KitAid!

Derrick did it for Kenya

After 12 years of leading KitAid, I finally made it to Africa to hand out shirts myself and to experience at first hand the joy of giving and receiving the kit. It was a fantastic experience and incredibly moving.



I am exceptionally grateful to Sqdn Leader Neil Hope from the RAF, who organised the trip so brilliantly and to the British High Commission who provided accommodation and support. Neil runs a very similar charity to KitAid, *Taking Football to Africa and Beyond*, and we have formed an excellent partnership which helps both of our charities. I was also joined on the trip by Sally Howe, a fellow KitAid trustee, Ben Burton from the RAF, Dave Queen a teacher from Wem school in Shropshire and Mark Robson, son of the legend Sir Bobby Robson. We were hosted by Warrant Officer Wayne Charley from the Defence Attache in Nairobi and he was amazing, finding schools in the slum district that even Dr Livingstone would not have discovered. He was totally unflappable, even when a prison guard pulled out a gun in a dispute about whether we had permission to hand out some kit!

Some of the experiences will live with me forever and I have an abiding memory of how the gift of a shirt can mean so many different things. We visited schools, orphanages and football clubs and I was amazed at the dedication and inspiration of the people who ran them, mostly women I have to say. Health and Education are clearly the key to a better life and the kids knew this and were very

grateful for any help they received. We visited a truly amazing school, Kibagare Good News Centre in a slum township which was run by Sister Leah Wambui Kimani. Through her dedication 685 children received an education, health support and two meals a day. She even opened the kitchen every Saturday to feed 1,500 children from the surrounding area.

One of the most inspirational experiences was a visit to Mogra Star Academy school on the edge of a slum district, which housed 6,000 people in tiny shanty

“Some of the experiences will live with me forever”

houses. Over 1,000 kids attended the school and we met Monica Makumo who was taken into the school in 2003 as a street child. Incredibly she is now Children's President at the Kenya Parliament and she told us how she would be a Human Rights Lawyer within a few years. She had everything planned out and there was absolutely no doubt that she would reach her goal.

Throughout the trip we handed out hundreds of shirts, most of which had come from Newcastle Utd fans in memory of Sir Bobby, and it was a joy to see the expression on the kids' faces. It was obvious that they had never been given anything for themselves before

and the shirts would be worn for years to come. We also handed out over 7,000 Match Attax cards which were collected by Bishop's Stortford FC and sorted into bundles of 20, by staff at Veolia Water. The cards were distributed all over Nairobi, through the Landrover windows, and you could see the joy as the kids recognised their favourite players from the Premier League. I even saw kids swapping them just as they do in playgrounds all over the UK. Football is truly the International language even though the riches of Sky and the Premier League are a million miles away from the daily grind of survival in the Kibera slums.

I am incredibly grateful to have experienced the giving side of KitAid and I hope that as we grow and make more partnerships, other supporters will be able to make similar trips. For those of you who attended our 10th Anniversary Celebration in 2008, you will recall that on the night I was presented with a cheque to make a trip to Africa. I don't know why it took me so long to organise but I would like to thank the KitAid Trustees who arranged this surprise and Enterprise Plc and Mott MacDonald who funded the trip.

The above is only a snapshot of my time in Kenya but I do hope that it conveys the images of what KitAid does every year, with the help of many hundreds of people. Thank you!

**Derrick Williams MBE
KitAid Founder and Trustee**

Celebration Donation

A fantastic £500 donation was given to KitAid following the ruby wedding anniversary celebrations of May and Harry Neville – parents-in-law of regional co-ordinator Janet. The kind hearted couple from the Wirral decided to put a block on their pals buying them anniversary presents. Instead they asked friends and family to dig deep and donate to KitAid.

Their 'ruby anniversary' contributions collectively supported the Ballysillan Football project in Belfast, a week long soccer camp that gives youngsters the opportunity to come together and compete in a community based football tournament. KitAid and the boys of Ballysillan thank the Nevilles for their support. The Ballysillan week of football is the highlight of the year for many of the young lads who take part.



The quote below from the organiser Peter Thompson says it all:

"Football camp ain't rocket science. All the lads who attend football camp have a story to tell. They have people in their lives who influence them both positively and negatively, and sadly for many it is the negative that is more prominent. Some don't have any father figure or even any positive role model. But for a week in July at football camp, through the dedication and desire of an incredible team, they see and experience love as it was made to be. Rather than making them feel small, disillusioned, trapped and unworthy, it releases them, it uplifts them, brings joy and helps them be the men they were created to be."

ROBERT'S KIT

Tucked inside a bag of donated football kit that arrived at Veolia Water's Headquarters, was a stirring letter. It had been sent from the parents of Robert McLaren, a 20 year old football loving Scottish soldier. Robert was tragically killed on duty in Afghanistan.

Dear Kitaid, Dec 2010 Kintra - Isle of Mull.
Please accept the enclosed football kit for your charity. We hope that they give joy & inspiration to someone not so fortunate. The enclosed all belonged to our son "Pte Robert McLaren" who was killed by an IED in Afghanistan whilst serving with 3 SLOTS, The Blackwatch. He was 20 years old and had lived for football, as you can tell by the amount of kit he had! He would be glad that his kit was going to put a smile on people's faces. He truly loved the game and was an excellent player. We know how football helped him to know 'sportsmanship', it really can benefit people in so many ways. What you do is amazing. Thank you. From Mr + Mrs A. McLaren

Caring and Sharing in Sierra Leone

How much does it cost to bring joy to a community?

For the people of Lunsar in Sierra Leone, a KitAid donation of just £2,500 made all the difference. The crucial funds were used to support the cost of building a hard courts sports facility area.

This vital sports zone which was built at Our Lady of Guadalupe Secondary School, was opened on March 19 2010. Since its opening date a year ago, it has been used endlessly by the whole community.

The hard court sports area was a project that came together through one of KitAids' charity partners ENWAYS.

"We have come together with ENWAYS to leave this legacy for the community," said Sean McGuigan. "It will bring years of sporting fun and activity. KitAid is pleased to support this project and the community."



His parents wanted Robert's cherished football kit to be put to good use to benefit others. We thank them and made sure their son's much loved kit was passed on as requested. It was sent to Kenya and Zambia and will be cherished by football lovers for years to come.

"We thank Robert's parents for sending their kind gesture at such a difficult time," said Derrick. "We receive a lot of kit but when we opened this donation at one of our regular boxing up sessions, we were deeply touched. It also made us realise how the giving side of KitAid is equally as important as the receiving side."

SOME INTERESTING WEB LINKS

<http://www.raf.mod.uk/raffootball/events/takingfootballtoafribabeyondappeal.cfm>

<http://www.sirbobbyrobsonfoundation.org.uk/>

www.kibagaregoodnewscentre.org

<http://www.mograstar.org/home.html>

Team Work

KitAid patron Graham Taylor OBE gave a prize giving presentation to students at Trinity Catholic School in Aspley Nottingham and the result was astounding.

Not only did the children donate a mini mountain of kit but they dug deep in their pockets and handed over £725.10 for KitAid.

At Berkhamsted Prep School in Hertfordshire, children were equally giving and handed over a £300 donation from their MUFTI day, as well as ongoing donations of uniform.

These fantastic funds help the wheels of KitAid keep turning. We thank the children, staff and parents of both schools for thinking of KitAid.

Small Clubs. Big Hearts!

When it comes to supporting KitAid, it's not just the high flying premier ship clubs that get involved. We also have the backing of many non-league clubs from all over the country. Here are some of the clubs who helped us last year.

Bishop's Stortford FC, Fleet Town FC, Lordswood FC, Chesham United FC, Witton Albion FC, Hinckley United FC, AFC Wimbledon, FC United of Manchester, Potton United FC, Hemel Hempstead Town FC, Kirkham and Wesham FC and Hitchin Town FC.

We have just launched an Ambassador Club scheme to recognise the support we receive and Chesham Utd from the Southern Premier League became the very first member. We aim to get a club from every division of the whole football pyramid.



KITAID Unsung Heroes – KitAid Regional Co-ordinator Team

They work behind the scenes, quietly and consistently giving their time, energy, skills and passion to KitAid. They are of course the KitAid Regional Co-ordinators. Their individual efforts do not go unnoticed and give a huge boost to the charity. We thank them for helping KitAid move forward with strength.

We would like to thank:

Tim Lamb	Bishop's Stortford
Jane Stinger	Blackpool
Keith Botevyle	Hampshire
Jacky and Mark Davison.....	Hemel Hempstead
Lee Seacombe	Leicester
Peter Moulds	Manchester
Janet Neville	Merseyside
Vin O'Brien	Liverpool
Nicola Scott.....	Newcastle
Lesley Giddins	Preston
Tania Bolton.....	Surrey
John Maxwell.....	Swindon
Ben Van Nes.....	West Sussex

We are always looking for new regional co-ordinators, especially in areas of the country where we do not have cover, so if you are interested in joining the team please let us know.

Super Sam

When Sam Ashton, keeper for FC United of Manchester scored a 100 metre wonder goal from his own penalty box against Retford, the fans cheered.... and so did KitAid. When Sam saved a blinding penalty against Brighton in the second round of the FA Cup once again, it wasn't just the fans who were applauding. He was voted player of the round and will be receiving an award at the FA Cup Final in May at Wembley Stadium. Sam has been spreading joy throughout KitAid as we are proud to sponsor his kit. We like to think that KitAid helped put some power in his boots and keeper skills.



How to keep in touch with **KITAI**D

All of the latest KitAid news can be found on our blog site which we try to keep up to date, as well as via the website, twitter and facebook.

Please drop in to the following:

www.kitaid.blogspot.com
www.twitter.com/kitaid
www.veoliawater.co.uk/kitaid

BALL BONANZA

A lorry load of footballs came KitAid's way thanks to Greenfields Africa, a small charity that helps township residents. Greenfields, who had originally been given the footballs from Mando of Aylesbury found that they had more footballs than they could use, so instead of returning them to sender, they forwarded 3,000 of them to KitAid. Having a plentiful supply of footballs has been a real boost to KitAid and an even bigger boost to the young recipients worldwide.

Decisions, devotion and dreams

Nobody gets paid. Nobody claims expenses and nobody gets a bonus! But every month, without fail, the KitAid trustees work together to ensure the charity moves forward, onwards and upwards.

We asked this small team of devoted trustees just why they voluntarily give their time, energy to the football charity and what KitAid means to them:

Julia Childs: "KitAid does not feed the world, but it does feed the hearts of thousands upon thousands of children. It is very satisfying that in some small way, I have helped make many young hearts beat with excitement and pride when they receive a football shirt. I will never meet these children. But I can imagine their faces and feel their joy."

Anne Ross: "You can't help but be changed emotionally when you see the smiles on children's faces when they receive football kit for the first time. It makes a change to so many lives. KitAid inspires hope, challenge and resourcefulness. As a Trustee of KitAid, and to be involved in both the giving and receiving, I can appreciate how something as small as an old football shirt can change the life of a child in a remote village in Africa."

Sean McGuigan: "Passing on a treasured football shirt is such a small thing to do but is a great thing to receive if you could never hope to normally get one. Giving up a bit of time and effort is not a lot, when it results in so much good."



Left to right:

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

Sally Howe: "It is easy to get bogged down in the pace and issues of our everyday lives, but KitAid constantly reminds me that there's a very different world out there, when you have virtually nothing but the clothes you've got on – a football or some new kit is so welcomed."

Thomas Enright: "It's the donors who really make it all possible. Through the simple gift of a football shirt KitAid brings so many smiles to so many kids. I've seen it for myself firsthand in Africa and you just can't beat the buzz you get seeing eager hands pulling on a footie top"

Claire Whalley: "I feel very privileged to be part of KitAid. It never fails to amaze me that so many people are so generous, from our grassroots clubs through to our volunteers and then onto our many supporters. I am extremely proud to be a trustee of KitAid."

Derrick Williams MBE: "After 12 years and 140,000 shirts, I feel as passionate about KitAid now as I did when the very first box left for Tanzania in July 1998. We have moved on massively, thanks to the support and enthusiasm of many people. I am sure the KitAid ball will keep rolling for years to come. Everyone is welcome at KitAid FC!!"

Charity partners

Over the years we have built lasting relationships with many different charities and this is how we manage to shift 33,700 items of kit across the world at no expense to KitAid. At our monthly boxing up sessions we sort and box the kit and then pass it on to the different charities. We get them to explain their projects, ensure that they have the means of clearing the kit through customs and they sign a declaration to provide us with photographs and feedback. It's simple, cost effective and it works!

Here are some of the charities we worked with in 2010: **Afrikit, Kids Alive, Agapao International, Chernobyl Childrens Lifeline, Capernwray Mission, ENWAGS, Football Gambia, JENGA, READ International, SchoolAid, TAFCE and World Jewish Relief.**



Commercial partners

We also receive support from a number of different companies to whom we are very grateful. In particular, **PUMA** have been fantastic throughout 2010 as they supplied us with many boxes of brand new kit. Other kit manufacturers and distributors have also helped, including **DPM Sports, Great Branding Company, Tempest Sports and Kitlocker.**



During the World Cup **Taylor Wimpey Homes** held kit collections for us at their new housing developments across the country. Quite a novel idea of dropping off your old kit while you buy a new property! **HSBC Bank** also held kit collections across their offices.

Every month we receive a pallet load of boxes from the **Tropical Marine Centre** and **Bruce Burton** even delivers them on the Saturday morning without fail. **5 Speed Couriers** from Harlow collect kit for us at a special rate and even better, they then store it for us until the boxing up.

Carole Parsons from **CP Enterprises** carries out all of our design and art work free of charge and has been a supporter of KitAid for many years

Many thanks to **Veolia Water** for their ongoing help with storage, facilities, IT support and dress down day support.