



Annual Review

Season 2011/12

Patron – Graham Taylor OBE

**There's only one Graham Taylor.
There's only one KitAid!**



A MESSAGE FROM OUR PATRON GRAHAM TAYLOR, OBE

"I remember the day I got a phone call from Derrick Williams and I agreed to be part of KitAid. At least I can say in my life I got one thing right. I am so proud to be patron of KitAid!

"I always look forward to receiving emails from Derrick and the first thing I look for is – has it got an attachment? I always open the attachments first to look at all the photos. I take so much pleasure in seeing what you are all doing and to see where KitAid football kit has been sent and received.

Those photos are fantastic. Never stop sending me them".

Graham Taylor OBE



In Memory of Charlie

The tragic death of eight year old football loving youngster Charlie Fidler in 2010 prompted his friends and family to raise more than £6,500 for KitAid with a challenging 160 mile sponsored bike ride. Charlie, an avid Arsenal supporter and member of Hemel Hempstead Town Youth team, had read about KitAid's work in the local papers a week before his death and had been more than impressed. Wise for his years, Charlie told his mum that it was a great idea that unwanted football kit would be sent to needy children around the world.

The £6,500 raised in memory of Charlie has been donated to KitAid who then sent the funds to benefit charities in Lesotho, Kenya and Zambia.

The money will be used by these charities to improve football in the community and really will make a huge difference and give hope to so many.

Two footie fanatic lads from the Kingdom of Lesotho, have just sent a letter of thanks to KitAid and the Fidler family for the very welcome donation that has been received by the Malealea Development Trust.



Dear KitAid,

My name is Rethabile. I am 16 years old. I am an orphan and I live with my grandmother. Although my family is poor I do interesting things. My favourite sport is FOOTBALL. I am crazy about football. I belong to the young men and women's development team and our coach is also a pastor in a church in our valley. He loves football and he helps us a lot. This is why we are successful.

Our team work very hard. We play almost every day when we are training for a match. Last year we went as far as the finals for our age-group. We got second place and we were so proud and so was our coach. When we came home with our medal everyone was there to meet us, my grandmother went crazy running around and shouting that we had won!

Football is very important to me. It keeps me busy and allows me to meet with my friends. I am serious about my game. I would like to say thank you to KitAid for helping us all to improve football in our valley.

Rethabile

Hi everyone at KitAid.

My name is S'Thando. I am a serious football player in Malealea and I play for Lilala FC, the strongest team in our valley. We participate in community events in the Malealea valley and we recently competed for a World Aids day match against the other team 'Killers'. We won!

We are crazy about football but don't have many opportunities to improve things for our club. We don't have a good field and it is hard to maintain because of the stones and we don't have proper nets, cones, shoes and kits and other things that are necessary. We use whatever we can.

Sometimes we feel demotivated about our chances and this is why the donation that we have received from KitAid is so wonderful. It helps us a lot to know that we can buy many things and take our football even more seriously. It also helps to know that someone in your country cares enough to help us.

Thank you from us all at Lilala!

KitAid wish to extend their thanks to the Fidler family and to the ongoing support to Charlie's former team – Hemel Hempstead Town Youth who have donated shirts and made collections at their annual tournament.

KitAid QUIZ

How much did KitAid spend last year sending 28,500 items of kit to 32 countries on 5 different Continents?

- a) £15,000
- b) £2,600
- c) £7,950

There are no prizes for getting the correct answer. Believe it or not, KitAid made £2,600 go a very, very long way.

IN THE NET

KitAid founder Derrick Williams scooped the Herts FA Workforce Award in June 2011 in recognition of his work for KitAid, football and the community.

He was proudly presented with his award by Former England goalkeeper Peter Shilton at the Herts FA's season awards dinner.

"I was very proud to receive this award on behalf of the KitAid team, so thanks must go to everyone who helps us out in so many different ways."

Kit FACT

Did you know? We recycle around 15 tonnes of unwanted sports equipment per year saving it from the bin or landfill and instead finding it a new home on a different continent.

In 2011 we donated 28,500 items of kit, bringing the overall total since 1998 to a massive 170,000.



GO MO!

The UK's best distance runner Mo Farah took boxes of kit to a Somali refugee camp in October linking up with the Somali National Olympic committee. The kit benefited recipients at the Qatar Village Camp and fuelled Mo's support for KitAid.

Somalian mother, Madino Nur Madey, who together with her five children had travelled more than 200 miles to reach Mogadishu was comforted by the difference the kit had made to her sons who were kit recipients at the Qatar Village Camp. She stated that the kit helped her forget all the hardships she had experienced. "One of my sons received a medal for being the best player in the competition," she said. "This is something to talk a lot about in the future."

Mo recently pledged his support for KitAid with a sincere personal filmed statement thanking KitAid for helping make a difference to the lives of underprivileged children.

Mo who came to England from Somalia when he was eight and is now in training for the Olympics, is a firm supporter of KitAid. Good luck to you and team GB from team KA!



KitAid CONFERENCE 2012

They came, they saw, they shared and they gained knowledge! A successful KitAid conference was attended by more than 70 supporters and charity partners. The goal was to learn, swap ideas, grow together and of course hear the wisdom and wit of KitAid Patron Graham Taylor.



The March conference was kicked off by Richard Brimble from Veolia Water. Mo Farah also provided a pre-recorded welcome message which was arranged by the Leicester Stars, who work with Mo both in the UK and Somalia.

Derrick Williams proudly explained the success behind the charity, and explained the KitAid model that has driven the charity from strength to strength.

"KitAid works with so many charities," said Derrick. "It was my goal to bring them together under one roof to learn from each other and to share experiences and contacts."

Speakers included Hannah Mitchell from Read International, Bob Parsons from HOPE, Jenni Robertson from ASDAN and Ian Stapleton from Football Gambia.

We learned a lot from the day and will now look to hold similar events where we can help bring people together from the KitAid family.



Stick 'em up!

KitAid car stickers are finding their way to numerous parts of the world, and we've got the photos to prove it

We are challenging charities and supporters who distribute our kit to not only take pictures of kit recipients but to send us their photos of KitAid car sticker in place. So just stick 'em up, snap and send us the pic.

If you would like a car sticker please send a SAE to KitAid, c/o Veolia Water, Tamblin Way, Hatfield, Herts, AL10 9EZ

The Home Kit

KitAid kit collections commonly take place at football grounds, soccer tournaments, in schools or even in shopping malls. But for the past eighteen months potential home buyers who are viewing Taylor Wimpey new housing developments, can drop off their kit at the same time. It's a scheme that began during the World Cup 2010 and has continued to grow reaping a significant amount of kit for KitAid. We would like to thank all of the Taylor Wimpey regional offices from around the UK for their fantastic support.

OWEN who?

When Samuel Sibanda from the Dream Runners Orphanage in Uganda received a Michael Owen KitAid donated shirt he could not wait to pull it on and play the beautiful game . . . but the name on the back of his shirt was insignificant to the young lad.

"We have never had jerseys before" commented Samuel. "I can't wait to play. I have 'Owen' on the back of my shirt. I don't know who he is but I am told he was a good player."

AWESOME, ATMOSPHERIC, FANTASTIC. FUN AND MEMORABLE

Those are the words used to describe the annual Ballysillan football camp in North Belfast. It's a fun packed week when youngsters in the community gather on a green field quite simply to train, tackle, win, lose and laugh together at a local football camp.

For the third consecutive year, KitAid has sponsored the Ballysillan camp and are proud to keep the wheels turning of this all important week of the year.

It has been described by the camp participants as 'quite simply the best football camp in the country' and Trustee, Janet Neville, who visited the camp in 2011 and 2009, echoes that statement.

"The football camp is so important for the community and really gives the lads a great focus," said Janet. Peter Thompson who runs the project really is doing great work and it is lovely to be able to support his important work in Belfast."



Rule Britainia/Britannia!

A Ugandan tailor was recently hired to turn a batch of donated KitAid outsized XXL shirts into made to measure jerseys for the local footie team..

The tailor was given the task by Stegota FC from Kampala who decided that rather than complain about the tent sized batch of Stoke City shirts they would find the solution.

"We hadn't realised we had sent Stegota FC such large shirts," said Derrick. "But it was heartwarming to know they made the most of the kit donation."

Since sewing their shirts into more suitable sizes good luck has come the teams way.

Seizing on an opportunity, the enterprising team members noticed that their Stoke shirts displayed the UK trademark name 'Britannia' (spelt with two 'n's'). By chance, the local biscuit company in Kampala were also called 'Britania' (spelt with one 'n').



So the plucky lads from Stegota FC, turned a blind eye to the spelling differences and approached 'Britania' biscuit company asking for sponsorship.

To their delight, Britannia agreed to their proposal and swiftly donated around £2,500 of biscuits, drinks and sweets for the club to sell and use for the team.

Profits will undoubtedly help Stegota FC move onwards and upwards.

"Your donation of jerseys to the team was pivotal to securing this sponsorship deal," said Stegota spokesperson Edwin Nshutih. Thank you KitAid, Stoke City and PUMA. And keep us in your prayers."

Lets hope the biscuits and shirts fuel some sweet results and nobody notices the slight spelling variation of their sponsorship name!

Robins, Rams and Hornets – CHAMPIONSHIP SUPPORT

Bristol City , Derby County and Watford FC are three clubs who have shown their support for KitAid this year by doing their bit with kit.

At Bristol City FC the club gave fans a £10 discount on a new shirt if they donated their old shirt to KitAid. At Derby County FC, a two week shirt collection was extended to the end of the season bringing in even more shirts for the KitAid boxing up sessions. And at Vicarage Road, Hornet fans were encouraged to donate

their old shirts to KitAid at the annual Watford FC open day.

Those shirts have since found their way to many part of the globe and into the hearts of many football playing youngsters.

Bristol City FC's Commercial Director, Kevin Smith, said: "We're extremely happy to support this volunteer led charity which does such a great job to make the most of old football kits around the world."



KEEP IN TOUCH

Follow KitAid and catch all the latest news, gossip and progress by dropping into our blog site, website, facebook page and twitter.

www.kitaid.blogspot.com

www.twitter.com/kitaid

www.kitaid.net



Coordination of the nation

Throughout the UK a team of devoted KitAid regional co-ordinators make a huge difference to the charity with their combined skills, passions, motivation and incredible input. They take the pressure away from the Hatfield team of volunteers and trustees and supporters and KitAid (and the thousands of KitAid kit recipients) thank them.

If you are interested in being a regional co-ordinator please get in touch. It's a rewarding role but don't take our word for it. Two of our regional co-ordinators explain what it means to them to get involved with KitAid.

I first became involved in KitAid in 1998. The whole idea and ethos of KitAid and Derrick's drive and determination make this charity stand out and appeal to me. I started collecting shirts from neighbours friends and family and then at my childrens school. To see children around the world so grateful for a shirt, any shirt, any season, any club and being worn with such pride was really humbling.

I wrote to Watford FC and told them of KitAid and it's fantastic work, I was invited with Derrick and my son Sam to meet Luther Blissett and Kenny Jackett and they also donated kit. I also persuaded my previous employer HSBC to donate £1,000 and when my children were younger they would buy a football shirt out of their Christmas money to donate to KitAid. I help spread the word and now instead of sending Christmas cards we make a donation in lieu to KitAid. If I win the Lotto, I will pay for Derrick to manage it full time. I think it's a fantastic charity.

Jacky Davison, Regional co-ordinator for Hemel Hempstead

I first became involved with KitAid in October 2006 when I was made "Kit Manager" at Fleet Town Colts (26 squads !)

The Clubs Chairman replaced all the squads kits at the start of the season and told me to "throw away" all the old kits ! I said to my wife there must be something better we can do with them and a fellow manager at the clubs said he went to a tournament and saw a stand for this charity called "KitAid". I looked them up , made contact with Derrick and the rest is history !

In February 2009 I was fortunate enough to go to Gambia and visit Kerewan Village where we gave out kits to the children. I also reffed a football match between Kerewan and the nearest village team which is an experience I will never forget.

Keith Botevyle, Regional Co-ordinator for North Hampshire and Heathrow areas

Below is a list of all of our Regional Co-ordinators across the UK and their contact details appear on our web site:

| | | | |
|------------------------------|--------------------|--------------------------------|-----------------------|
| Tim Lamb | Bishop's Stortford | Tania Bolton | Surrey |
| Keith Botevyle | North Hampshire | John Maxwell | Swindon |
| Jacky and Mark Davison | Hemel Hempstead | Ben Van Nes | West Sussex |
| Lee Seacombe | Leicestershire | David Ingham | Lancaster |
| Peter Moulds | Manchester | Kevin Hurst | Burton on Trent |
| Janet Neville | Wirral/Merseyside | Michael Day | Dartford/South London |
| Vin O'Brien | Liverpool | Wendy Pike | Ongar |
| Lesley Giddens | Preston/Lancs | Caroline and Ian Heswell | Halifax |

Jerseys across the Mersey!

A KitAid kit appeal supported by Liverpool FC, the Liverpool Echo and BBC Radio Merseyside gained further support when former Liverpool player David Fairclough added his weight to the call for kit.



The shirt amnesty which was launched by KitAid trustee Janet Neville and regional co-ordinator Vin O'Brien was prompted by the departure of Torres from Liverpool. Throughout May 2011 fans had the opportunity to handover their jerseys at various kit drop locations throughout the city.

The joint initiative scooped numerous football kits which have since found new homes and new leases of life in various parts of the globe.

Kit Swell from NPL

A call for kit has spread like a Mexican wave across 90 Northern Football clubs following the Evo-Stik Northern Premier League's appointment of KitAid as their official 2011/12 charity partner.

This prestige partnership was launched in June 2011 at EvoStik NPL's AGM in Blackpool and has since resulted in countless clubs staging their own KitAid amnesty days.

FC United of Manchester, Curzon Ashton, North Ferriby United, Osset Albion and Marine AFC are just a handful of clubs that have come on board with kit collections. Many more will follow.

"Special thanks goes to Barry Lenton, Community Officer of Marine AFC who has collected almost 6,000 shirts for KitAid," said Derrick Williams. "He has made a phenomenal effort and Barry is an inspiration to all of us."

The partnership has since extended into the Southern League giving access to a further 90 clubs .

"Almost all of the North of England is sewn up," commented Derrick. "Its fantastic to see KitAid mentioned on so many club websites and vastly supported by so many."

CHARITY PARTNERSHIP SEASON 2011/12

The Evo-Stik Northern Premier League has appointed KitAid as its official charity partner for season 2011/12. KitAid is a registered charity which collects and sends no longer wanted football kit (shirts, shorts, goalie gloves and shin pads in good condition) to children and adults who also love football but would only ever dream of owning their own kit.

Since 1998 we have donated more than 150,000 items of kit all across the World.

Please encourage your supporters to donate their unwanted kit. Our regional co-ordinators will arrange to collect from your club, so there's no hassle involved. To make this cost effective and environmentally friendly, ideally we like to collect a decent amount to make it worth the journey.

We're also completely independent from any Evo-Stik League member club and the league itself. Your support is entirely voluntary, but could make a massive difference to children and adults who are as passionate about football as you are.

For more details of KitAid, or to be put in touch with your regional KitAid co-ordinator, please email: KitAid@veoliawater.co.uk

Or post any clean unwanted kit in a bin bag to: KitAid, c/o Veolia Water PLC, Tاملين Way, Hatfield, Herts AL10 9EZ

Thank you for your support!

If you would like to know more about KitAid log on to: www.veoliawater.co.uk/kitaid or www.kitaid.blogspot.com or www.twitter.com/kitaid or e-mail kitaid@veoliawater.co.uk

Registered Charity No. 113969

What have Chesham United, FC United of Manchester, Witton Albion and Stenhousemuir got in common?

They are all KitAid Ambassador Clubs that have been officially recognized for the support they give the charity.

The Ambassador club scheme was launched in January 2011 to embrace and recognize clubs who have given support to KitAid and to help strengthen the existing partnerships. Chesham United were the very first club to become KitAid Ambassadors.

"I have been thinking of setting this scheme up for a while now as it is a good way to recognise the support we receive from many clubs all across the UK," said Derrick Williams. I did think of approaching individual footballers to become Ambassadors, in the same way that people like Madonna or Robbie Williams are ambassadors for the very big charities, but I thought it was better to link with individual clubs and it is a novel idea. Clubs like Chesham have been fantastic in the support they have given us over the years and this is a nice way of keeping the partnership working."



Special Thanks

KitAid receives support from so many people, from the kit donors at many hundreds of clubs all across the UK. We would like to give our special thanks to PUMA who have continued to donate superb quality kit. We are very grateful to them and to their team in Batley, who have also become part of Team KA.

We also receive support from a number of different commercial companies who we would like to thank:

Taylor Wimpey Homes
Tropical Marine Centre, Chorleywood
CP Enterprises
5 Speed Couriers, Harlow
Swift Despatch, Liverpool
Veolia Water and Veolia Environmental Services

Our final thanks go to our Trustees:

Julia Childs, Thomas Enright, Janet Neville, Sean McGuigan, Anne Ross, Claire Whalley and Derrick Williams MBE.

And last but by no means least, very many thanks to our Patron, Graham Taylor OBE, for his interest and support.

From international stage to sun parched pitch

A group of shepherd musicians from Lesotho who make music from throwaway junk are the proud new owners of Barrow FC football kit. The funky five shepherds called Sotho Sounds were presented with the kit following their performance in Copenhagen at a World Music Expo event in October.



"Football and music is very important in our community," said Josepha Chaka from Sotho Sounds who has performed internationally with the band "We will take the kit back to Lesotho and wear it proudly."

STUDENT POWER

Students from the University of Herts have been regularly rolling up their sleeves and giving their time and energy to KitAid's monthly boxing up sessions at Hatfield Headquarters. Their packing and sorting commitment has been fuelled following KitAid's volunteer partnership with the University. "We welcome these students to get involved and we thank them. It's great to have support on our doorstep," said Treasurer, Sean McGuigan. "Boxing up is a monthly event and we have thousands of shirts and kit to sort and pack. The more help we get the better. Without our force of volunteers boxing up would come to a standstill."

1113968 !

**1113968. It's a special number.
The KitAid charity number.**

It's almost impossible to count every shirt, shin pad, shorts and boots that passes through our hands and gets packed into boxes, loaded into lorries and dropped inside shipping containers. But sooner or later we will celebrate the day when the number of kits we have sent out equals the number of our charity. 1113968. That day will surely come!