



Annual Review

Season 2017/18



More than 540,000 items of kit sent
around the world since 1998.

*The more we receive,
the more we can give!*

www.kitaid.net

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More than just a shirt...

Welcome...

to the 2018 Annual Review and thank you for your interest in our charity. We hope you enjoy reading the stories which explain what we do, how we do it and why we believe “It’s more than just a shirt.”

2018 was a special year for KitAid as we not only celebrated our 20th Anniversary, but we also reached the incredible milestone of passing half a million items of donated kit to over 50 countries. Both of which we are proud of, but equally, neither would have been possible without the tremendous support we receive from so many people.

The growth of KitAid has been phenomenal, as it was only in 2015 we celebrated reaching the 250,000 milestone of donated kit. We now send out over 70,000 items annually, all of which have to be collected, stored, sorted and then boxed before being handed over to our charity partners for onward delivery.

KitAid is a small voluntary run charity, and we rely on the goodwill of others to deliver our goals. We are proud of what we achieve, passionate about helping others and will always strive to deliver to the best of our ability. All of these values are a reflection of our former, and very much missed patron, the late Graham Taylor OBE.

Thank you for supporting KitAid and we hope this Annual Review gives you the same sense of satisfaction as we feel, looking back on another fantastic year.

Derrick Williams MBE

On behalf of the KitAid Trustees

Sean McGuigan, Thomas Enright, Julia Childs, Janet Neville and Nick Perchard.

Oh When the Kit Comes Marching In!

540,000 items and heading for a million.

Record breaking donations of fantastic football kit continue to enhance the lives of thousands of youngsters worldwide thanks to the small charity with a big heart!

Over the past two decades KitAid has sent a phenomenal 540,000 items of kit around the globe, spread miles of smiles, created joy and helped uplift communities through the simple gift of passing on a donated football shirt.

How is this remarkable accomplishment achieved?

Through pride, football passion, and people power!

Every month a dedicated team of KitAid volunteers work their way through a mountain of donated shirts, shorts, socks and boots. Colourful kit from clubs far and wide fill a long line of empty boxes. Hastily, they are handed over to numerous charity partners. Long journeys across the world begin.

It's a remarkable chain that brings smiles of satisfaction in every link and an incredible contribution of volunteer support.

In addition to the monthly boxing up sessions hosted at Affinity Water in Hatfield, a surge of volunteer help has enabled the North West Branch of KitAid to expand, swelling the number of kits sent globally.

“We are delighted to see an expansion of support from the North West branch of KitAid,” said Derrick Williams MBE, founder of KitAid.

“We thank the Everton Heritage Society for getting behind this initiative with supporters as well as Liverpool FC Foundation, Everton in the Community (EitC), Liverpool County FA and a

host of grass roots clubs across Merseyside, such as Woolton FC. A special thanks goes to Carena Duffy for providing many volunteers from EitC and to Richie Gilham and Paul Kelly from EHS for their long-term support. We also thank Affinity Water for their ongoing support over the past 20 years in hosting KitAid boxing up sessions at their Hatfield HQ.

“We send out a phenomenal amount of kit every month – around 7,000 items, and our volunteers do an incredible job sorting it and then boxing it all up. We can all look back on an incredible year of KitAid”.

The KitAid worldwide family of football continues to grow and the smiles of appreciation really do show what a difference a kit makes!



Kit Dream for Mr Marine!

An incredible 17,000 items of kit have been donated to KitAid thanks to the determination of one devoted non-league club supporter, Barry Lenton – aka Mr Marine AFC.

The kit collecting enthusiast and Crosby regional helper simply cannot stop with his KitAid supporting mission.

By 2020 he aims to reach a target of 20,000 kits.

He is a legend at Marine AFC and in recognition, he was presented with a special commemorative trophy at a recent match.

Good luck in completing the kit dream!

From Anya to Africa

Tears of overwhelming joy were shed when a pair of signed football boots donated by big hearted Ikechi Anya from Derby County FC were recently handed over to Matthews Kalama from FOMO FC. Matthews is one of the best players in the team and he proudly let us know that he scored wearing the boots on their maiden outing!

Kind hearted Anya, who formerly played for Watford FC has regularly donated boots and kit to KitAid. His support to ongoing projects in Malawi has been deeply appreciated.



She's Here, She's There, Donating Everywhere!

A bumper box of female footie kit and boots was handed over to KitAid from Juventus FC and former England international forward Eniola Aluko.

It's not the first time Eniola has inspired girls globally with her donations to KitAid. A recent donation of boots and shirts put smiles on the faces of a Women's team in Tanzania.

In their words "Thank you Eniola!"



More Than Just a Shirt

When Harpenden Colts held their end of season presentation, their 1,000 plus young players were invited to donate their shirts to KitAid.

In response, hundreds of kits were handed over by the kind-hearted players, thanks to the great co-ordination and coercing by Ed Venner!

Months later, to their surprise, the Colts kit collection was featured in a Sky Sports News clip as the kit arrived to benefit football loving lads in Malawi.

"This initiative to donate shirts to KitAid is typical of so many grassroots Football clubs" said Derrick Williams MBE. Harpenden Colts have been exceptionally supportive - The Club wear the KitAid logo on the shirt of every team and really get involved and appreciate the value of donating a shirt. It was pleasing that thanks to the Sky Sport news report they could see for themselves and understand that their shirt lives on and means the world to its new owner."



Shining a light of hope

There's a small but significant drop-in centre located in Ballysillan, Northern Ireland that shines a continuous light of hope to all who walk through the doors.

The local community call it the "Beacon on the Hill" - step foot inside and you will soon understand why.

The original centre proved so popular demand outstripped the size of the building. A grant was awarded and the former paramilitary office next door was purchased, resulting in a complete rebuild of the whole centre, giving three times the original space. Since opening the doors of the new centre in December 2017, the new facilities have been transforming young lives which now bring together youths and families in North Belfast.

Committed to providing hope and help, the centre has grown from strength to strength and gained tremendous respect in the local community.

A small team of KitAid supporters were honoured to be invited to attend the official opening of the centre in recognition of their decade of sponsoring the annual Ballysillan YFC football camp.

For one glorious week, in July the camp brings together youngsters for a memorable week of football, games, coaching and mentoring support.

"We are proud to be able to support Ballysillan's football camp for the past decade," said Trustee Janet Neville and we thank Peter Thompson for inviting us to the centre opening. We will continue to support this project as it really does change lives." Funds have been ring-fenced to sponsor the July 2019 football camp.



The Cost of Delivering

How much does it cost to raise thousands of smiles a year through the donation of football kit?

It's unbelievable but true, KitAid needs less than £97.00 per week to meet its general running costs for kit collection and promotional materials. That's just £5,000 per annum.

KitAid relies on support to find that £5,000.

Annual donations from the Ricky Road Run, Affinity Water Dress Down Day, Garden City Runners Hatfield Business Park Run, Premier League Christmas card donation, Affinity Water Angling Society and Hertfordshire FA make a huge difference.

We thank all involved in these donations. This financial support helps spread countless smiles, lift hearts, support communities, individuals and give hope, purpose and joy. Incredible achievements for £97.00 per week!

Time to party!

Friends and supporters of KitAid gathered in July for a night of reflection and celebration.

Held at the Noke Hotel, St Albans, the event marked 20 incredible years of KitAid and celebrated sending more than half a million kits around the world. It also provided a perfect opportunity to give much deserved thanks to the KitAid team of volunteers and supporters.

A night to remember unfolded with musical entertainment from Soprano singer Jess Bergman, RAF piper Regina Pendleton and DJ Mark Davison, superbly compered by Julia Childs and arranged by Jo Zanetti. The guests of honour for the evening were Rita Taylor and her family and a number of charity partners attended in their traditional country dress. A silent auction and raffle raised £2,000 for KitAid projects.

The evening culminated in a heart-warming speech from KitAid founder Derrick Williams MBE who stepped up to sing the praises of all those in the KitAid family.

"Thanks to everyone for their commitment, dedication and enthusiasm that has taken KitAid this far," said Derrick. "I know that half a million people in the developing world will echo this sentiment and one day, in the not too distant future, half a million more! A special thanks to Rita Taylor and family for continuing to support our charity following the passing of our former, and much missed patron Graham Taylor, who made a huge difference to KitAid.

"To have reached 540,000 football fans across the world, and to have provided them with kit to play the game we all love is a heart-warming experience. We have a saying that "it's more than just a shirt" and we see this often as the kit is used to engage with so many different community projects. My recent trip to Malawi to support Friends of Mulanje Orphans (FOMO) really did demonstrate the value of the gift of a football kit."

We look forward to the 25th Anniversary party in 2023!



"Mane Thanks"

Malawi orphans were given a sensational surprise when more than 100 Liverpool shirts bearing Sadio Mane's name and number were sent their way

Rejoicing in red, they were more than delighted that the speedy Senegalese, who had worn the number 19 last season, had changed the number on his back to 10.

Liverpool fans who had bought the number 19 shirts, were then given the opportunity to swap their kits to number 10. The Club gave the returned Mane number 19 shirts to KitAid who passed them on to the Friends of Mulanje Orphans (FOMO) in Malawi.

Song, dance and joy erupted when the overjoyed children pulled on their special shirt.

"This was an exceptional moment in Mulanje," said Mary Woodworth from the charity.

It was also an exceptional Twitter moment for KitAid. Following the Mane shirt story announcement on the charity twitter site, more than 6,000 tweets of interest followed. This was thanks to the story appearing on the main Liverpool FC twitter site which has over 10M followers worldwide.



Jerseys Across the Mersey!, Big Hearts in Herts, more than sweet FA!!

Thanks to Liverpool County FA for their commitment to KitAid. In the past two years they have not only promoted our charity to clubs across Merseyside but acted as a drop off and collection point for kit donations. They have also allowed use of their HQ as an emergency venue for boxing up sessions.

In addition to this recognition in the North, KitAid's long term partnership with Hertfordshire FA continues to help the charity strive forward. The team from Herts FA support us regularly at boxing up sessions, host kit collections and also made a generous donation towards our running costs.

We would also like to recognise the fantastic ongoing support we receive from The FA team at Wembley, from Head of International Relations Jane Bateman, and her team member Siobhan Burke. They continue to offer advice and help us with kit donations as they have done throughout the past 20 years.

"We greatly appreciate support from all areas of The FA and we welcome this relationship continuing in the future"



United we stand

We would like to pay tribute to one of our biggest kit donors, who have been supportive for a number of years, following an approach made on our behalf by Graham Taylor. Graham wrote to all 92 football league kit managers, and fortunately, the Manchester Utd kit manager passed the letter on to the club secretary, who was a friend of Graham's from their days together at Watford. We have not looked back since and have received many great donations.

As Manchester Utd are such a well-supported club, worldwide, their kit is received with much joy. We regularly receive fantastic donations from their Academy at Carrington and the kit is always thankfully received.

In recent months it has been used for some incredible projects, such as preventing gun related gang crime in Kibera, Kenya, supporting chimpanzee conservation in Uganda and a successful dance group of former street children in Nigeria who now wear the famous shirt at every performance. In addition to these special projects, hundreds of teams across Africa now all play in donated Manchester Utd kit.

Glory Glory Man Utd!



Legends for KitAid

When the mighty Liverpool FC Legends faced Bayern Munich in March 2018, Anfield once again opened its arms to KitAid.

The LFC Foundation called on its fans to donate their once loved shirts to KitAid and set up collection points around the ground.

Numerous shirts were donated before and after the annual Legends fixture and updates of this initiative were promoted by the Foundation on their social media sites, including LFC TV.

It is the eleventh year that the Foundation has supported KitAid. Their continued close involvement is deeply appreciated.



And now for a Commercial Break!

Thanks to our commercial partners who really do help make the KitAid wheels go round.

Cheers to William Hill, MBNA, Puma, Nissan, Affinity Water, Chestertons of Gibraltar, Pendle Sports and Hansen Technologies.

Thanks also to all of the clubs who regularly support our work with wonderful kit donations. To name some of the regular supporters;

Arsenal FC, Cardiff City FC, Everton FC, Liverpool FC, Manchester Utd FC, Watford FC (Trust), Newcastle Utd FC, Ipswich Town FC, Reading FC, Stevenage FC, Airdrieonians FC, Stenhousemuir FC, Chesham Utd FC, along with many hundreds of grass roots clubs from every step of the football pyramid.

Malawi Supporters Trip

In July 2018 a small team of long term KitAid supporters (Janet and Cath Neville, Sana Meerza, Vanessa Jones and Derrick Williams) made the long trip to Mulanje in Malawi to see at first hand, one of our key charity partners at work. They were also joined by sports presenter Adam Leventhal (Sky Sports News/Tales from the Vicarage) and photographer Paul Vincent.

This was the very first KitAid supporters' trip to Africa and it was superbly hosted by our long term charity partner FOMO (Friends of Mulanje Orphans). Keith and Mary Woodworth, who formed the charity, worked tirelessly to ensure that the experience was "life enhancing".

From the moment we arrived at Blantyre airport, to be greeted by a large group of beautiful children, singing and dancing, emotions ran high. We were also welcomed by the Blantyre Kopites, in full LFC kit, which had found its way to them via LFC, KitAid, and FOMO.

An amazing week followed where each day we saw the impact of the inspirational work of the FOMO team. This ranged from visiting some of the 14 centres where 3,000 orphans are supported, visiting the incredible FOMO Independent School, visiting a local hospital and the clinic run by their team as well as nurseries and even a recording studio.

Football plays an integral part in FOMO's support work and we were guests of honour at two separate tournaments. The welcome we received at every event and centre was moving beyond words, and tears were often wiped away. The openness and ability to join in and to feel a part of the FOMO experience was incredible and very moving.

We invited Adam Leventhal to join us as aside from his Sky Sports News role, he also runs the successful "Tales from the Vicarage" book series. Generously £1 was donated to KitAid from every sale of the latest "Rocket Men" book, and with the £3,000 proceeds, we were able to purchase over 600 much needed syllabus text books for the school. This was in memory of Graham Taylor, a beautiful and fitting tribute.

Adam and Paul filmed and edited a wonderful story about the book project, football and the KitAid/FOMO link which Sky Sports News broadcast. A copy appears on the front-page banner of our website (www.kitaid.net).

The whole trip was an incredible, moving and life enhancing experience for everyone involved and we are all very grateful to Mary and Keith, the FOMO team, and to all of the beautiful children and people who welcomed us.

Thank You FOMO Malawi from Janet, Cath, Sana, Vanessa, Adam, Paul and Derrick



Tribute to Graham

In January 2017 we, along with the whole football community were deeply saddened to lose our wonderful patron. At the time, Derrick Williams wrote a personal tribute on behalf of KitAid, which appears on our website. The Trustees of KitAid have also decided not to replace Graham as patron as there can and always will be, "Only One Graham Taylor" which is sung frequently at Vicarage Road.

Below are some quotes from the main tribute to Graham, which if you would like to read in full, can be opened via www.kitaid.net, bottom right of the page, a tribute to Graham.

"KitAid was very fortunate to have Graham as Patron and we, as a small voluntary charity, have always been immensely proud of this."

"I can still remember my first ever conversation with Graham when he called me at work and said, "off you go, you've got five minutes to explain what KitAid does and what you want me to do"

"He attended our 10th and 15th Anniversary dinners and spent most of the evening chatting to people and signing autographs. He also gave brilliant after dinner speeches which felt as though he was just talking to you."

"Graham once wrote to all 92 Premier and English Football League kit managers on our behalf asking for kit donations. This opened doors for us with some very big clubs....."

"Family was very important to Graham and we were very fortunate in getting to know Rita, Karen and their family."

"We are a small charity but we will always try to do things the right way, the Graham way."

"Graham's legacy will live on and there are 540,000 individual testaments to this all across the developing world, who without his support, would not be able to play the game we all love."

Derrick Williams MBE
January 2017

